

Contrast

- Contrast occurs when two elements are different. If two items are not exactly the same, then make them really different. The greater the difference the greater the contrast. The key to working with contrast is to make sure the differences are obvious.
- Four common methods of creating contrast are by using differences in size, value, color, and type. Big vs. small, black vs. white, squares vs. circles. These are some ways to create contrast and visual interest. Learn a variety of ways to use contrast.
- Contrast makes a page more interesting so the reader is more apt to pay attention to what is on the page. Contrast aids in readability by making headlines and subheadings stand out. Contrast shows what is important by making smaller or lighter elements recede on the page to allow other elements to take center stage.

Contrast with Size

Big and small elements of the same type, such as big and small images and big and small type are the most obvious uses of size to create contrast. Contrasting white space or the physical size of the piece with another element of the design is another method.

with **CONTRAST**
SIZE

Contrast with Value

The relative lightness or darkness of two elements to each other can create a contrast in value. Whether with shades of gray or tints and shades of a single color, the further apart the values the greater the contrast.

Contrast with
VALUE

Contrast with Color

Use harmonizing, complementary, and opposite colors to create contrast. Be careful with the value of the colors as well. For example, harmonizing colors (adjacent to each other on the color wheel) can appear washed out if there is not enough difference in the values of each color.

Contrast
WITH **Color**

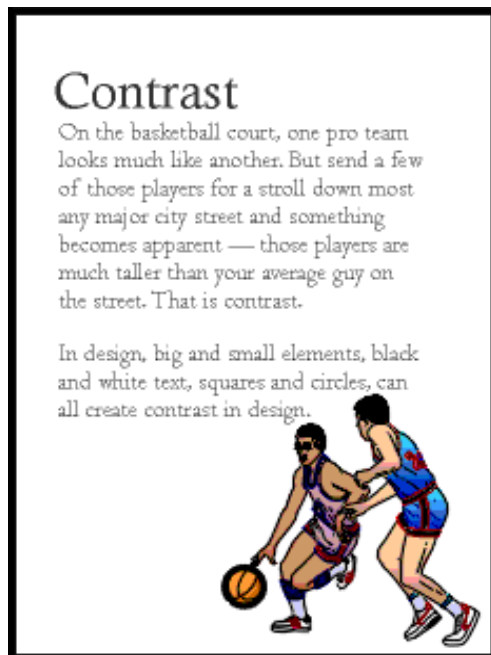
Contrast with Type

Type contrast can utilize the previously discussed methods such as size, value, and color. Add bold or italics to create contrast. Mix large type with small type. Combine serif with sans serif type to create type contrast. Set portions of text in contrasting colors or varying values.

CONTRAST WITH TYPE

More Contrast

Other methods of creating contrast include using texture, shape, alignment, direction, movement. Remember, the key is to use a substantial difference. Add visual interest to a layout of tall skinny columns of text by using wide or irregularly shaped photos. A series of static images with a single picture showing movement will draw the eye to the contrasting image. Align text to the left but set subheads right-aligned in an adjacent column. Typically, a layout may employ a combination of 2 or more contrasting elements.



There's isn't enough **contrast** between the headline and text due in part to size but also because the two different serif faces used or too similar (not obvious from the small graphic, trust me, they are different typefaces).

That oversized graphic provides real **contrast** and reinforces the copy (tall basketball players). Dropping the text down to the bottom portion of the page also reinforces the 'towering' aspect of the graphic. The reversed text in the blue box, the blue border, and the drop cap carries through the overall unifying elements found throughout the series. Additionally, the round shape of the drop cap and its color echo the shape and color of the basketball in the graphic. The drop cap and the reversed text on the left side plus the left-aligned text help to **balance** the large graphic element.

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