

Principles Of Design- Contrast

- Contrast occurs when two elements are different. The greater the difference, the greater the contrast.
- When working with contrast, you want to make sure the differences are obvious. Use differences in size, value, color and type.
- Contrast adds interest and provides a mean of emphasizing what is important for directing the reader's eye. Without contrast, the reader will not know where to look first for what is most important.
- To create contrast, use harmonizing, complementary and opposite colors to create contrast. Make sure to be careful with the value of colors as well.
- Type contrast can utilize size, value and color to create contrasting typographic treatments. You can 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.
- Some other methods of creating contrast include using texture, shape alignment, direction and movement.

Some ways you can use contrast.

- 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 image being contrasted.
- Align text to the left, but set subheads right-aligned in an adjacent column.
- Usually, a layout may have a combination of two or more contrasting elements.

Ways Not to Use Contrast

- Rotating large amounts of text away from a horizontal orientation can make it difficult to read the text.
- If you rotate text, limit it to shorter amounts of information.
- Avoid stacking letter forms on top of each other.
- Reading a lot of information makes the reader annoyed.
- Don't put too many alignments in one ad.