

Contrast

Make elements that are not the same,
clearly different

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Why?

Why Contrast

- Contrast helps establish a clear hierarchy
- Contrast guides the eye and creates a strong and clear focal point
- In design we use contrast to generate impact, highlight importance, and create visual interest.

“For contrast to be effective, it needs to be strong. Don't be a wimp. You cannot contrast 12-point type with 14-point type. You cannot contrast a half-point rule with a one-point rule. You cannot contrast dark brown with black. Get serious.”

R. Williams

(The Non-Designer's Design Book, Robin Williams)

If two elements are sort of different, but not really,
you don't have *contrast*,
you have *conflict*

Sample Heading

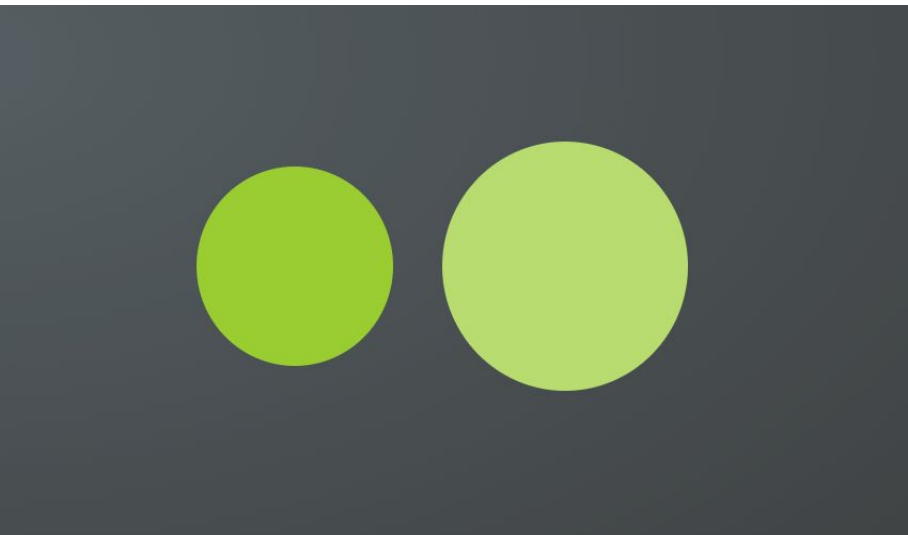
Sample body text. Lorem Ipsum
dolor sit amet.

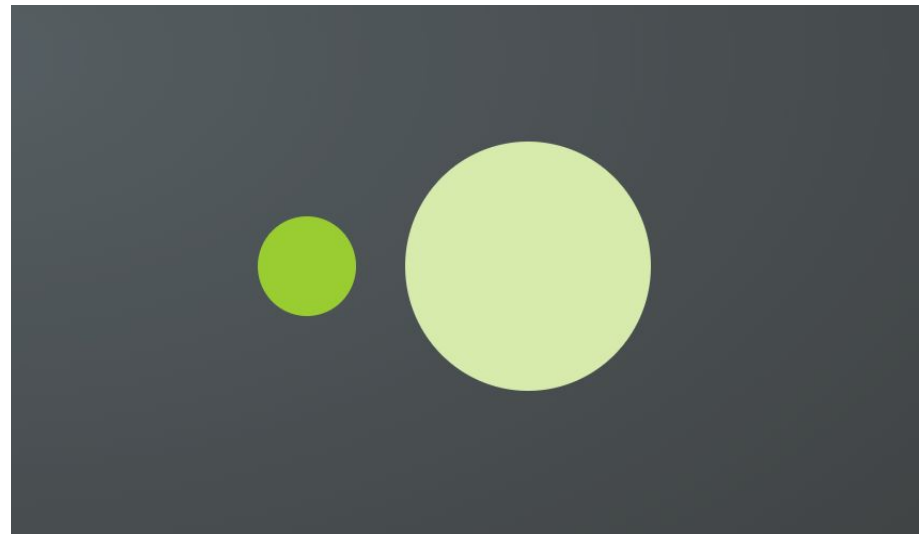
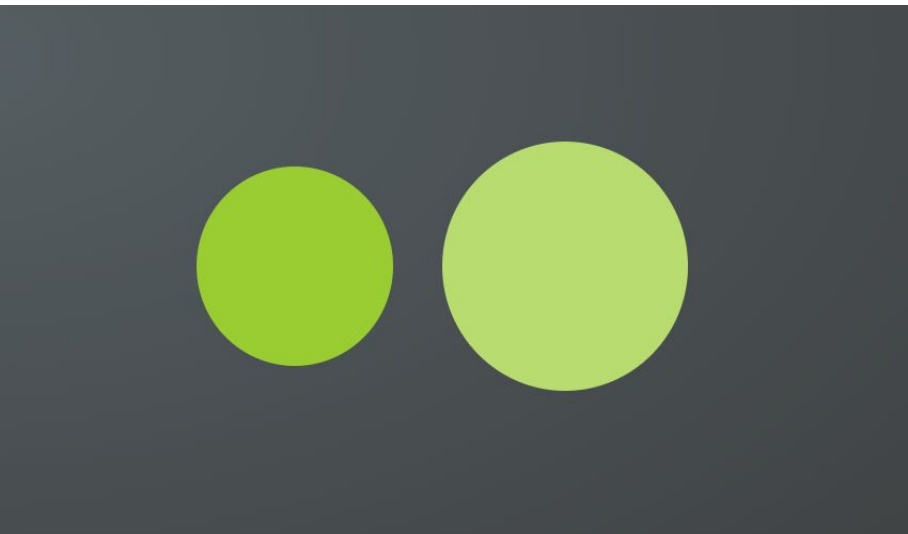
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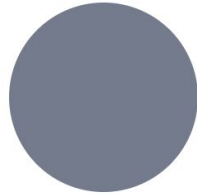




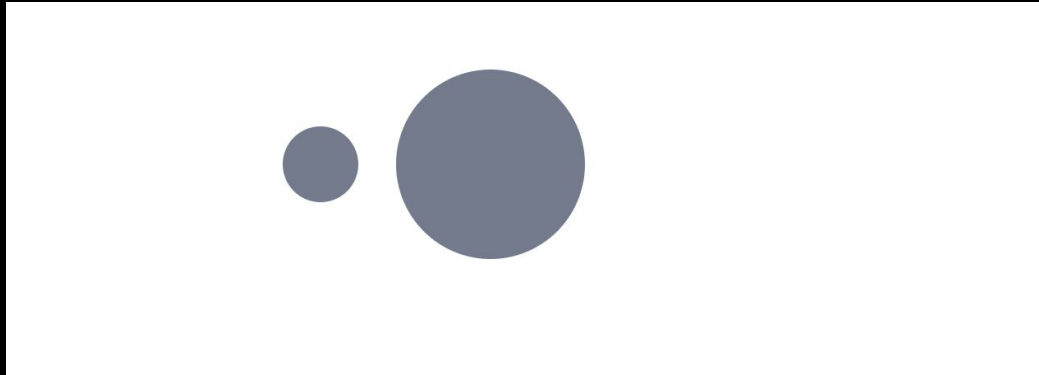
Context is integral to contrast

We may think that the chosen visual object in a composition says something about itself but it is more often the visual elements around it that give it its meaning.

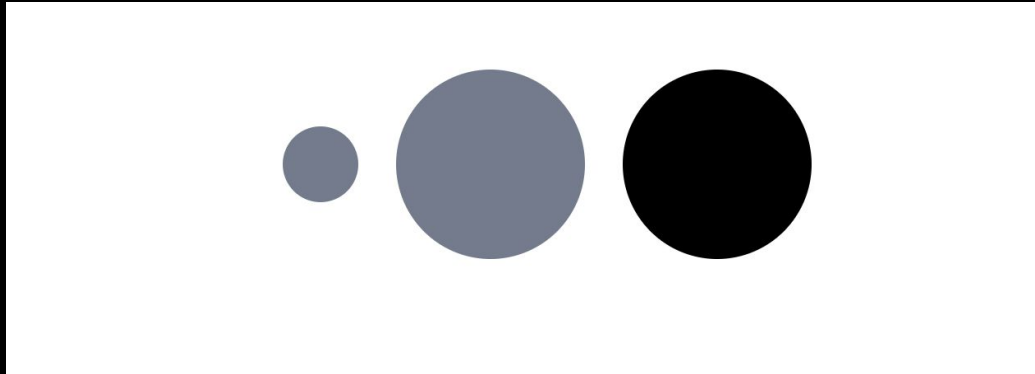
For example: Here is a simple circle. What is it saying about itself? Does it say how big or small it is? or how far away from us it is?



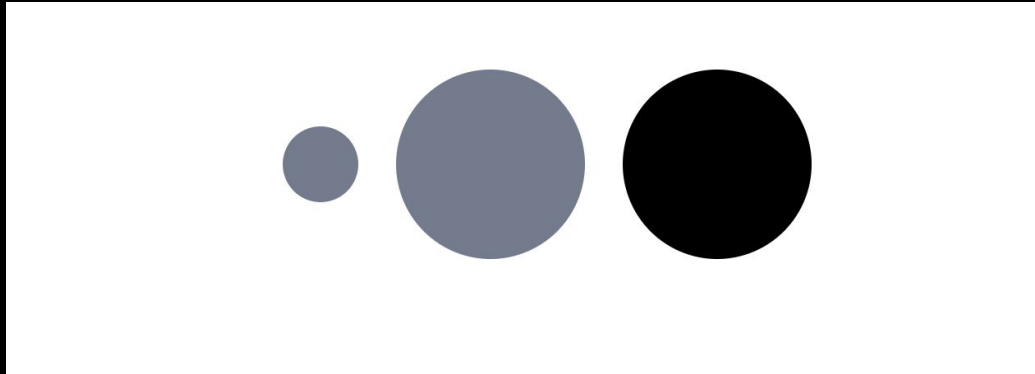
So here is a smaller circle and by placing this new visual object next to the original circle we now create contrast by context.



But what if we bring in another circle the same size as the original but this time it's darker.



Well this may suggest that this circle is perhaps closer to us or more important and it certainly grabs our attention more.



Contrast creates interesting relationships between the visual elements.

It can push elements away, connect them or complement them.

Without contrast, visual elements can be meaningless.

Context is integral to contrast

Applying contrast: Type and Color

Scale

Lorem Ipsum dolor sit amet

Weight

Lorem Ipsum dolor sit amet

Color

Lorem Ipsum dolor sit amet

Serif vs sans serif

Lorem Ipsum dolor sit amet

Color

Lorem Ipsum dolor sit amet

Background

Lorem Ipsum dolor sit amet

Applying contrast: Line

The Rules of Life

Your attitude is your life.

Maximize your options.

Never take anything too seriously.

Don't let the seeds stop you from
enjoyin' the watermelon.

Be nice.

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Contrasting multiple variables

Bold

Sample body text. Lorem Ipsum
dolor sit amet.

Size

Sample body text. Lorem Ipsum
dolor sit amet.

Color

Sample body text. Lorem Ipsum
dolor sit amet.

Serif

Sample body text. Lorem Ipsum
dolor sit amet.

ALL CAPS

Sample body text. Lorem Ipsum
dolor sit amet.

ITALICS

*Sample body text. Lorem Ipsum
dolor sit amet.*