

# **Principles of Design:**

## **Contrast**

# Contrast

**A large difference between two things; for example, hot and cold, green and red, light and shadow.**

**Contrast is created by using elements that conflict with one another.**

**Contrast creates visual interest in a composition and often draws the eye to certain areas.**

**Used in this way, contrast can excite, emphasize and direct attention to points of interest.**

# ***Contrasts***

## **Space**

Filled / Empty  
Near / Far  
2-D / 3-D

## **Position**

Left / Right  
Isolated / Grouped  
Centered / Off-Center

## **Form**

Simple / Complex

## **Direction**

Stability / Movement

## **Structure**

Organized / Chaotic

## **Gravity**

Light / Heavy  
Stable / Unstable

## **Density**

Transparent / Opaque  
Thick / Thin  
Liquid / Solid

## **Size**

Large / Small  
Deep / Shallow

## **Color**

Grayscale / Color  
Light / Dark

## **Texture**

Fine / Coarse  
Smooth / Rough  
Sharp / Dull