

Contrast

by Sophia



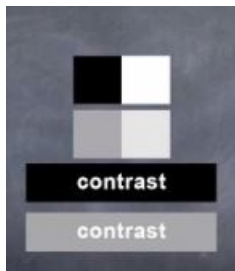
WHAT'S COVERED

In this lesson, you will learn about the contrast principle, why it's important, and a few examples of contrast in practice. Specifically, this lesson will cover:

1. Defining Contrast

Contrast is a design principle that occurs when two elements are seen for their difference. Contrast will have different levels of extremity, which are referred to as high contrast and low contrast.

Take a look at the image below.



There are black and white values next to one another, which creates very high contrast. The image also has two kinds of gray, murky colors that create low contrast.

Contrast affects readability and visibility in a design, so it's a very important principle to master and make note of.



TERM TO KNOW

Contrast

A design principle that occurs when two elements are seen for their difference.

2. Examples of Contrast

Take a look at a few examples of contrast in photography. Below is a foggy picture of a couple of trees in Switzerland.



Notice that in the foggy background areas, there is very low contrast; everything is somewhat washed up. You can tell that there are trees and snow back there, but the level of contrast isn't very high. The tree is not a point of interest.

This is important to know because contrast is most effective when there's a clear distinction between elements of the design. Contrast is used to create a focal point, which, in this case, is the two pines in the foreground. The high contrasting layer of snow in the foreground also leads your eye to those pines, and it creates the highest level of contrast in that region of this image.

Now take a look at an image with less contrast below.



The roses above are pretty low contrast, but there is still clear definition between the roses and the rose petals themselves, due to the shadows that provide a bit of contrast.

What if there were even less contrast between the details?



You quickly start to notice that the image loses its clarity, appeal, and punch. The elements are more difficult to distinguish from one another.

Finally, take a look at the image of a snowboarder with some color below.



The background, sky, and trees are areas of low contrast. As a result, they're not the point of interest in the picture.

The higher points of contrast create a focal point, which, in this case, is the snowboarder. Good use of contrast not only makes the image more interesting, but also allows the viewer to clearly understand the idea or message the image is trying to convey.



SUMMARY

In this lesson, you learned to **define contrast** as a design principle that occurs when two elements are viewed for the difference between them. You then looked at some **examples of contrast** in photography, and saw how contrast is most effective when there is a clear distinction between elements.

Keep up the learning and have a great day!

Source: THIS WORK IS ADAPTED FROM SOPHIA AUTHOR MARIO E. HERNANDEZ



TERMS TO KNOW

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