



Weight

contrasts light and dark, negative and positive, solid and tint, colors with black & white.



Scale

contrasts large with small, tall with short, broad with narrow.



Form

contrasts caps/lowercase, roman/italic, elaborate/simple, square/round.



Value

contrasts light and dark, negative and positive, solid and tint, colors with black & white.



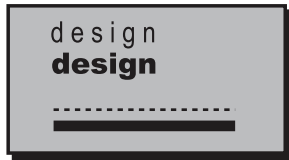
Placement

contrasts high and low, centered versus left or right, together or apart.



Quantity

contrasts many with few, single elements with groupings, often with seldom.



Texture

contrasts tight with loose, airy with dense, smooth with rough, shiny with matte.

Design isn't just about making things look good, it's about helping the reader receive information. Contrast can make one thing

appear more important than—or different from—something else. It can emphasize meaning and organize content. Applying one

kind of contrast at a time points the reader; combining two or more at the same time helps you guide the reader through the design.

The following information on design contrasts was written by Laura Lamar, and is from the design periodical "Before & After," published by John McWade.