S3/S4 Graphic Communication
Design Principles—2

Contrast

Contrast (which is really just opposites) can be created in different ways:

Size—a large and small object creates contrast on a page.

Colour—contrasting colours, eg. Red/Blue

Shape—rectangular and circular shapes create contrast

Line—wavy and angular lines create contrast.

Typefaces—serif and sans serif fonts used together create contrast.

Depth

Although posters and printed material is on flat sheets of paper, designers like to create **depth**. This can be done by the following ways:

*   Use a **Pictorial View** of the object, eg **Isometric** or **Perspective**.
*   Add a **flash bar** or box behind the object, but make usre the object 'bursts' out of the box.
*   Put titles or **text behind** the object.
*   Add a **drop shadow** to the object
*   Repeat the object using **smaller sizes** of the image.

Dominance

To attract the reader's attention, designers often use dominance. There are different ways of creating dominance.

*   Some items can be made large, so that they attract attention.
*   Colour can be used to make something stand out more.
*   Items that are important cam be placed on the **focal points**.
*   The main item to be promoted can be surrounded by **white space**.
*   Text can be made bold or underlined to add dominance.

In this image, the colour red is dominant, as is the size of the figure, and the size of the title. The title has also been underlined.