

Graphic Communication—Advanced Higher Mnemonics—Silhouettes—Value

Mnemonics

You may have used mnemonics before to help you remember something—eg. Roll On Ye Grizzly Bears In Vain reminds us of the colours of the rainbow. In graphic design, it refers to symbols which help us to remember a company or phrase.

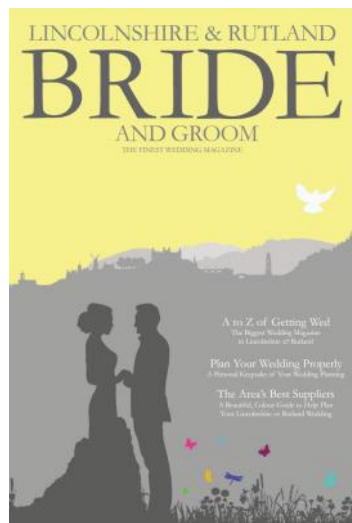


A logo could use symbolism to indicate what the business does (its name may not) or an image can be easier to remember for a series of complicated words which may need to be in a particular order. For example, the Expedia logo reminds us it is a travel company.



Silhouettes

In graphic design to silhouette something is to separate or mask something so that it does not show. Historically, silhouettes were easier to print as less time needed to be taken to create a detailed image. In modern design, silhouettes are often used to create an attractive and more interesting layout on a page.



Value

Value refers to the amount of light colour that appears on a layout. Generally, the more light, the higher the value. The term is associated with **Tints** and **Shades**—adding white creates a Tint or **Lighter Value**, whereas adding black creates a **shade**, or **Darker Value**. Lighter value images are often referred to a **High Key**, like the image of the baby. When Value is used correctly it will create depth, contrast and emphasis. In the image to the left, the high value part is the sun, which is on one of the **focal points**, and which helps to create a feeling of **depth** in the image.

