

**CONTRAST**

IN GRAPHIC DESIGN

# WHAT IS CONTRAST?

- the state of being strikingly different from something else, typically something in juxtaposition or close association



WHEN THINKING OF CONTRAST – THINK IN OPPOSITES!





Old . . . . . Young







Light • • • • Dark





De voordelen van de kleine auto

Naast de grote interieurruimte verzekeren de geringe buitenafmetingen van de AMI 6, met een grootste lengte van 3,87 m, vlot en gemakkelijk rijden en parkeren in de stad.

De kleine draaicirkel, de lichte en nauwkeurige besturing, de dubbele kruiskoppelingen: belangrijke eigenschappen voor vlot, prettig en comfortabel rijden in de stad en op de grote weg.

comfort-handigheid



Small ••••• Huge

design  
áron jancsó



JINGLE  
JUNGLE

corporate identity

goals inspiration  
fancy, creative, swiss  
professional, modernizm,  
simple, elegant, grid, stencil, fat  
fresh





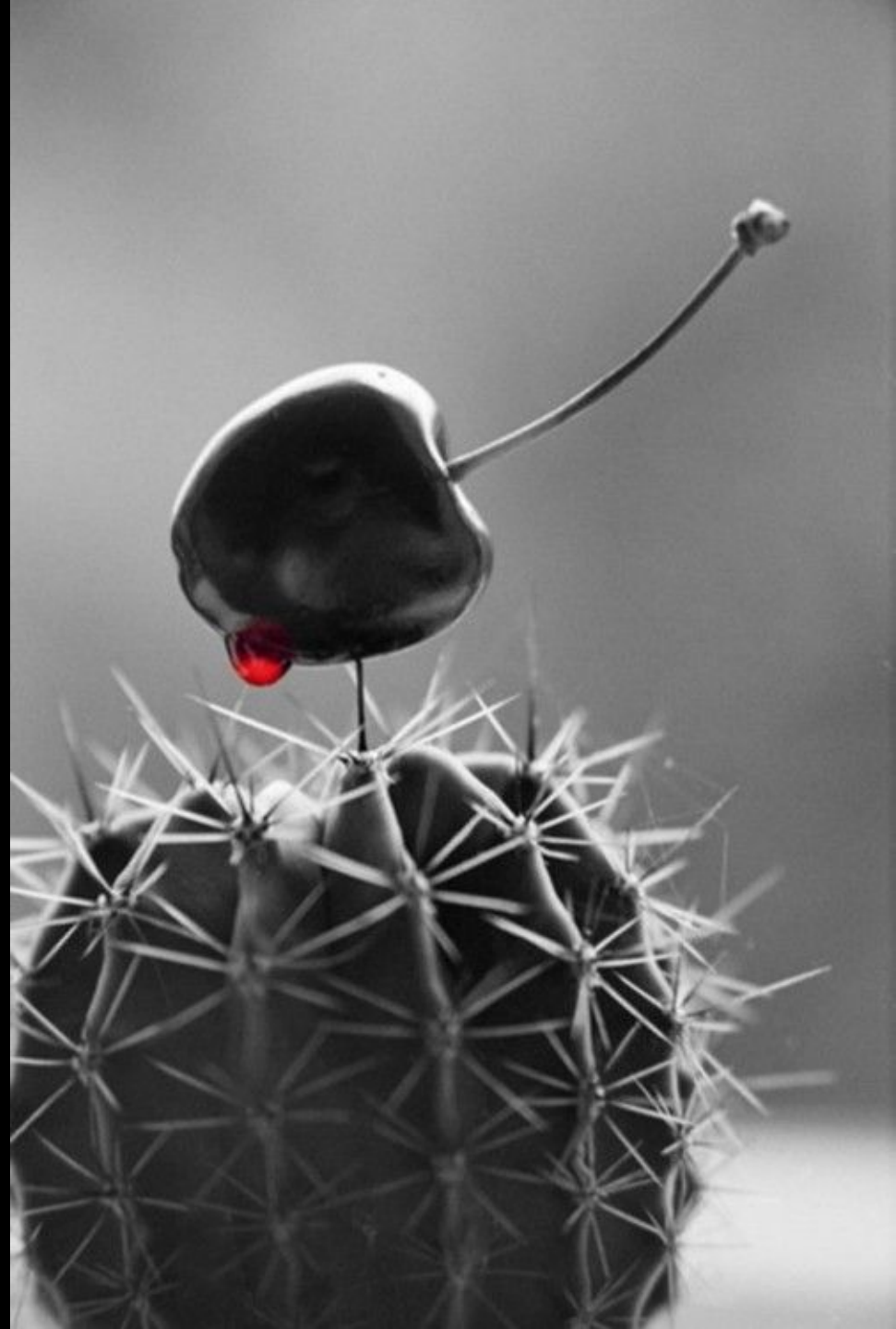


**Contrast Color!**





Color / No Color





# Negative Shapes • • • • Positive Shapes



Expected / Unexpected



Sexual predators  
can hide in your  
child's smartphone.



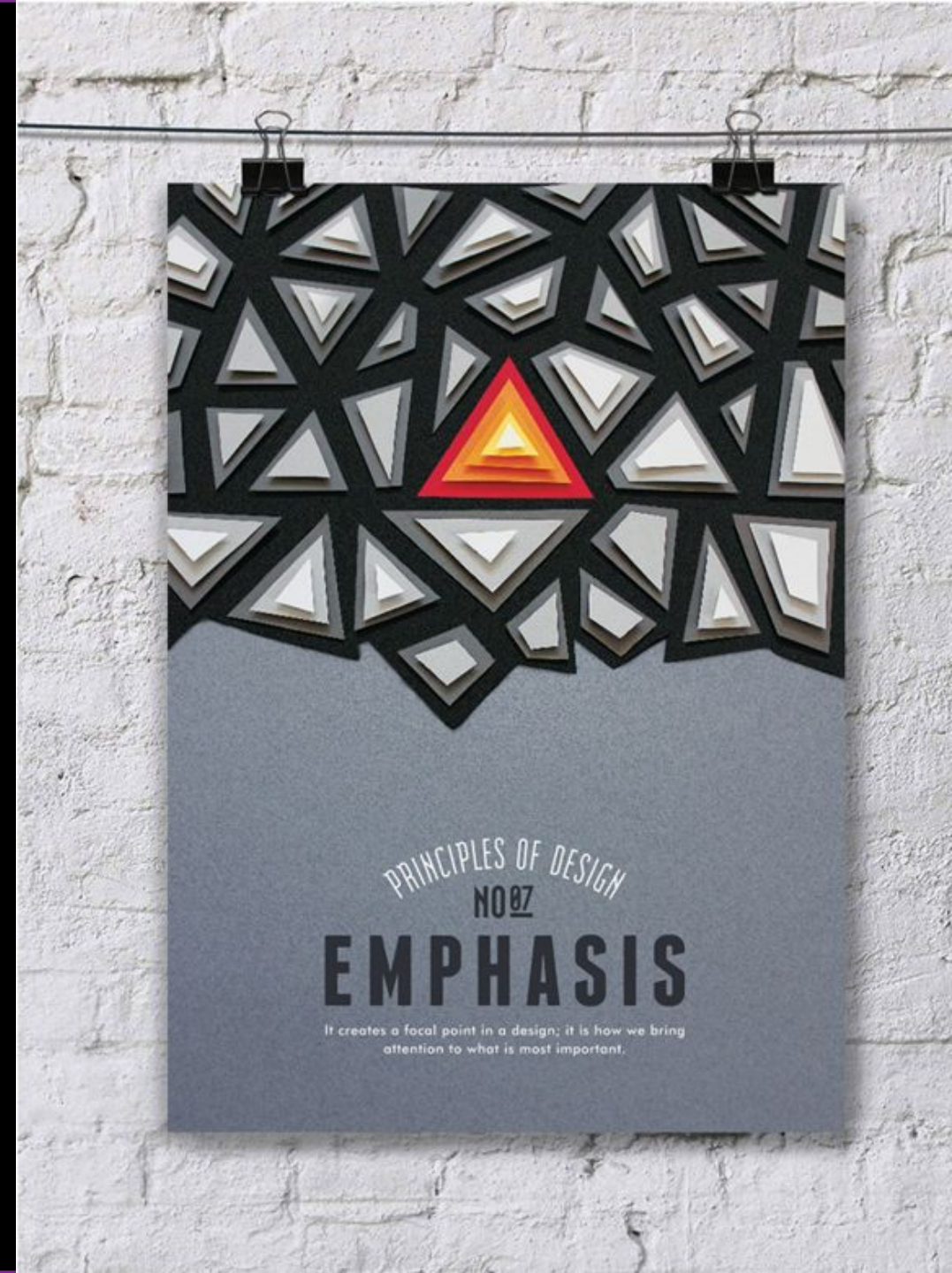
Remember – when it comes to contrast – make it

**STRIKINGLY  
DIFFERENT!**

**DON'T BE A WIMP!**

# THE PURPOSE OF CONTRAST...

- It draws your eyes into the design – exactly where you wish them to go. It creates a focal point.
- It provides interest on the page. It makes a person stop and look!
- It is an aid to organization of information. It helps you design the way information gets organized on a page. The area of greatest contrast will usually be the top level of information. Let's take a look...





# Look at this resumé example:

Where is the greatest area of contrast? What are your eyes drawn to first? How does contrast help this?

What are your eyes drawn to next? Is there another level of contrast that helps organize this résumé into sub-sections?

How many levels of information is this résumé organized into? How is this organization achieved?

How important is the consistent uses of contrast throughout the résumé? How do they help visually organize the information?



DONNA L. JOHNSON

event designer • event coordinator • wedding specialist

## EDUCATION

Currently Attaining Nevada  
Teaching Credential  
National University, 2013

Bachelor of Arts in English,  
University of Nevada, 2007

Associate of Applied Science in English  
Nevada Community College, 2005

High School Diploma, Honor Student  
Granite City High School, 2004

## MEMBERSHIPS

National Association of Catering  
Executives (NACE)

Association of Bridal Consultants (ABC)

## COMPUTER SKILLS

- Creation of custom and highly artistic event invitations
- Fluent in Meeting Matrix and Banquet Event Order creation
- Managed schedules using MS Outlook and other tools, for business efficiency
- Strong proficiency of MS Office, Word, Excel, Outlook and related applications
- Adobe Writer and Photo Editor
- Website design and maintenance
- Maintained office equipment including copy machines, printers, and faxes

## PROFESSIONAL EXPERIENCE

EVENT & WEDDING SPECIALIST • DLJ EVENT DESIGN  
November 2008 to present

My main goal has always been to go above and beyond specified tasks to ensure all of my events run smoothly. I worked closely in all aspects of event coordination and design from venue to staff and client relations with the use of creative and proven ideas and strategies to ensure that events exceed every expectation from securing event venues, negotiating contracts, liaison follow-up and ensuring contract fulfillment to include meticulously tracking event details, due dates, budgets and payments, deadlines and itinerary creation. I tracked the creation and follow through of Banquet Event Orders, kept events on budget while maintaining client satisfaction and handling the needs of multiple events simultaneously.

SOCIAL CATERING MANAGER • THE HILTON LAS VEGAS  
May 2007 to November 2008

I was responsible for recruiting and booking new social events, weddings, corporate parties, school functions and various hotel meetings. I handled every step of the client planning process from contracting, custom menu creation and price negotiations of new events. I also managed room blocks for event bookings, including the booking of guest rooms and arranging guest needs and activities while on property. I generated and created extensive and detailed Banquet Event Orders and room diagrams and layouts through the use of Meeting Matrix. I participated in Manager on Duty Weekends, staying overnight and assuming General Management responsibilities while helping to ensure guest satisfaction was met at all times and the hotel ran smoothly. I participated in several hotel committees, including public outreach, and special events.

THIRD KEY MANAGER • NEIMAN MARCUS  
August 2004 to November 2006

I was responsible for the opening and closing of the store, managing and keeping the sales team staff on task, as well as the closing and balancing of cash registers. I handled the balancing of the nightly ledger as well as made all cash deposits. Above all else customer satisfaction and assistance was always the highest of priority.

1442 Grace Ave, Las Vegas, NV 65510 • 772-848-9002

donna.  
johnson  
@yahoo.com

# Don't miss that **Deadline!**

**January 10** Last day to add w/o signature

**January 17 @5PM** Tuition & Fees due!

**January 18** Registration purge!



Don't endure an abusive relationship!  
Get help TODAY! 800-123-4567

## COOL TOOLS FOR STUDENTS!

### TED-ED

<http://ed.ted.com/lessons>

TED-Ed's commitment to creating lessons worth sharing is an extension of TED's mission of spreading great ideas. Within TED-Ed's growing library of lessons, you will find carefully curated educational videos, many of which represent collaborations between talented educators and animators nominated through the TED-Ed platform. This platform also allows users to take any useful educational video, not just TED's, and easily create a customized lesson around the video. Users can then distribute TED-Ed lessons, publicly or privately, and track their impact on the world, a class, or an individual student. This platform is also the home to TED-Ed Clubs - an exciting new program that aims to stimulate and celebrate the best ideas of students around the world.

For students, Ted-ed is a repository of great lessons!

### CODE ACADEMY

<http://www.codecademy.com/>

Codecademy is the easiest way to learn how to code. It's interactive, fun, and you can do it with your friends. Learning with Codecademy will put you on the path to building great websites, games, and apps. Keep tabs on your friends' progress and make sure you're learning more - faster! Start learning - and don't stop. See how fast you're learning and stay motivated.

### QUIZLET

<http://quizlet.com/>

Quizlet is a tool that helps you to learn and study. Here you can build flash card sets, or use what your friends have already created, or search the worldwide collection of Quizlets.

There are six different study modes. Flashcards let you flip through and familiarize yourself with content. Learn mode allows you to track your progress and review things you get wrong. Scatter mode allows you to match words to their definitions, while you try to finish faster than your friends. Speller asks you to type what you hear. It works in 18 different languages. Test mode allows you to prepare for the actual test with an automatically graded quiz. Space Race lets you earn points by typing in words before their definitions disappear from the screen.

### DOOR 24

<https://itunes.apple.com/us/app/door-24-math/id787963814?mt=8>

For iOS - Help your students achieve computational fluency - an integral part of success in mathematics. Aligned to the Common Core, Door 24 provides targeted practice in the use of basic facts, number sense, and algebraic thinking. Students can work through 4 different levels and multiple problem sets as they help fix Victor the robot's circuits and solve the mystery behind Door 24!



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