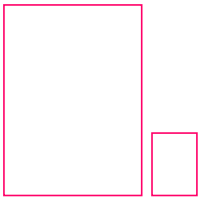
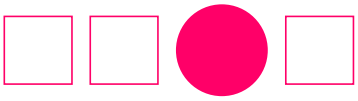
Design Principles: Contrast



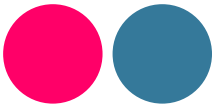
Size Contrast

Size contrast is simply created by placing a large element next to a smaller one, which creates a hierarchy of importance in your designs. It can be used in both your type or image.



Shape Contrast

Shape contrast is creating a difference through shapes. This can be used to call out different parts of your design. Blocks of text are rectangles, so to element stand out, maybe use a circle, or even an arrow.



Color Contrast

Color contrast can be a powerful tool because color is so complex. It allows you to control how much contrast you want. Monochromes provide a more subtle approach to contrast. On top of that, your color will affect the mood of your designs.

Aa

Contrast in Typography

Contrast in typography is your best friend when it comes to organizing information. What's great about it is that you can apply all of the previous contrasts to it.

Design Principles: Contrast

CREATIVE BRIEF
Design layouts implementing contrast through size, shape, color and in the typography.

- The InDesign file is set to a standard magazine size. Feel free to change it, which will give a different constraint, but may open up new possibilities.
- The goal here is to focus on balance. Follow the steps I covered in the video and explore multiple layout options. You decide which layouts you think are the strongest afer.

PROCESS
1. Use the content I have in the package file or create your own.
   - Article about Au Cheval's burger
   - Faux cover design of "Chronicle"
   - Fashion Shoot
   - Article about Switzerland
   - Playful Fashion spread
2. Set up your grid.
3. Decide a hierarchy for your elements and start by implementing size contrast.
4. Review your layout(s) and look for opportunities to implement shape contrast, color contrast, or both.
5. Now, visit your typography and check that you're communicating the information correctly. You can creat contrast through font size, font weight, and font color.
6. Review all of your final layouts and decide which ones you like best!

SHARE YOUR WORK!
When you're finished with this project, share your work online for others to see! You can send your design(s) to hello@tirsogamboa.com if you'd like some feedback. I will do a video reviewing the designs of the first 20 people. If you don't want o be reviewed on the channel, I will simply respond to your email.

If youd like to upload onto social, please use the hashtags #tirsogamboamentoring and tag me on Twitter (@tirsogamboa) or on Instagram (@tirsomisu). Have fun with this, I look forward to seeing what you come up with!

Keep on creating!

LET'S CONNECT



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