

# Contrast

Contrast means difference. Contrast is a key element in static imagery.

It is the degree of difference between the elements that forms an image.

Here are 4 types of contrast:

*Tonal Contrast*

*Colour Contrast*

*Texture Contrast*

*Conceptual Contrast*

# Tonal Contrast

It refers to the difference in brightness (light intensity) between the elements of the image.

Creating a dark area to highlight a lighter image or vice versa adds powerful dynamic to the static image as a whole.



# Colour Contrast

This is using a warm colour to contrast directly with a colder colour, creating a powerful contrast in the image.

For the best colour contrast, keep things simple. The fewer colours in the image, the more dramatic and effective the contrast.

Also consider symbolic meanings of colours when creating the contrast.

