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CONTRAST IN GRAPHIC DESIGN

Nowadays, design has a great influence on the world around. We have to know about contrast because it will help us to do good and smart design. Contrast is the basis of modern design. All professional decisions are either based on contrast, or contain a contrast in the quality of the component. Contrast is a significant and pronounced difference between anything. In visual perception contrast is determined by the difference in the color and brightness of the object and other objects [1].

The purpose of this work is to tell how important contrast in design. In graphic design, contrast is a visible difference in the properties of objects or between objects. Any difference can be seen as contrast. Contrast can occur in any of the basic elements of design, for example line, color, shape, texture, form, space, and typography. Contrast is used in art to highlight an object. When contrast is used well, all the elements the artist wishes to highlight will stand out. Let's look at some ways to create contrast in graphic design.

There are three kinds of contrast:

1. Size contrast

2. Shape contrast

3. Color contrast

1. Size contrast. Larger objects are perceived by the audience better, they attract more attention than small ones. Different fonts are an example of using size contrast. More important information is highlighted in large font.

2. Shape contrast. Complex objects cause more of our reaction than simple ones. On complex objects, we focus our eyes longer.

3. Color contrast. Color contrast is the difference between the brightness of colors. Contrast shows how much the color is light or dark.

One of the most basic is color. Various images, text, or other elements can be presented in contrasting colors in order to draw your eye. The simplest version of this is the contrast of white and black, an extreme that's pretty easy to use [2].

Let's look at the history of contrast. The contrast effect was noted by the seventeenth century philosopher John Locke, who observed that lukewarm water can feel hot or cold, depending on whether the hand touching it was previously in hot or cold water. In the early twentieth century, Wilhelm Wundt identified contrast as a fundamental principle of perception, and since then the effect has been confirmed in many areas. Contrast effects can shape not only visual qualities like color and brightness, but other kinds of perception, including the perception of weight. Whether a piece of music is perceived as good or bad can depend on whether the music heard before it was unpleasant or pleasant. For the effect to work, the objects being compared need to be similar to each other: a television reporter can seem to shrink when interviewing a tall basketball player, but not when standing next to a tall building.

Let's look at the usage of contrast based on works by Noma Bar. As a student at the Bezalel Academy of Art in Jerusalem, Nome Bar determined for himself that design is the minimum of means and maximum of expression. He created masterpiece posters for the BBC, The Observer, The Economist, Wallpaper, IBM, Vodafone, Coca Cola. His works are brilliant in their simplicity, and they can be easily recognized. From the laconic elements, he creates deep philosophical illustrations, puzzles, at the same time suggesting riddles to the viewer and immediately offering clues [3].

On my mind contrast is a composite tool that has pros and cons. Bright contrasting forms remain in memory longer. At the same time excessive color saturation or an error in constructing contrasting combinations can kill a composition. A sense of proportion is the main thing that a designer must have

when building contrast in general. All artists use contrast to create focal points and visual balance. This is common in painting, sculpture, and even architecture.

In the conclusions we were convinced that in graphic design all elements of the composition are important. It is necessary to use correctly both the line, shape, color, and contrast. Also, the contrast makes the composition more interesting and readable. With these elements of design, advertising correctly affects the human mind. Contrast at some different ways highlight the main object in composition. It is interesting to study, know and use.

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