



Elements of Design: Contrast and Color

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We're Going to Make This in Live Session This Week

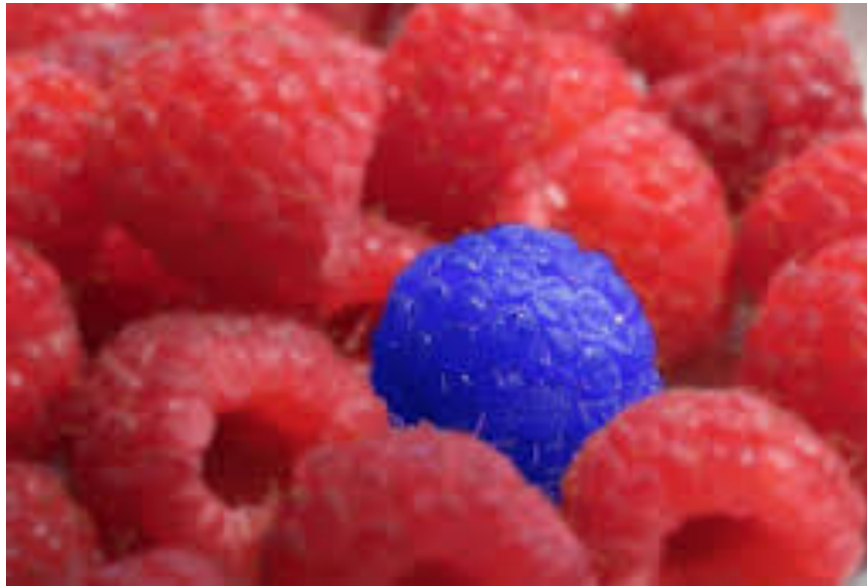


ELEMENT OF DESIGN CONTRAST

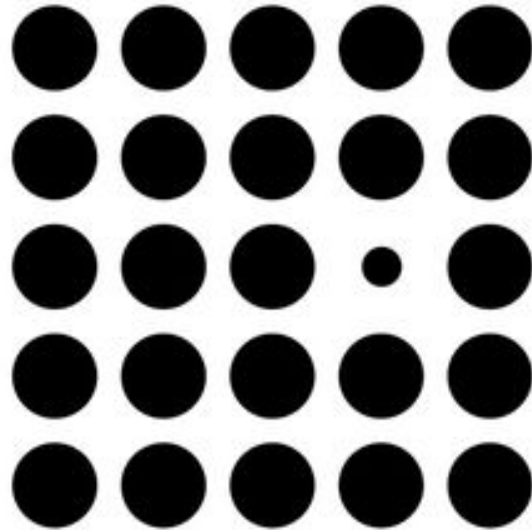
ELEMENT OF DESIGN CONTRAST



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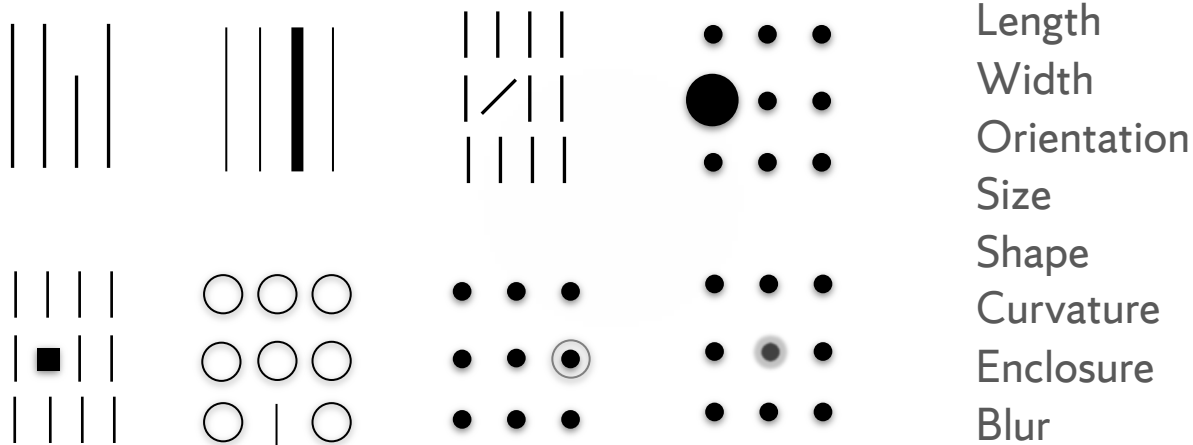
ELEMENT OF DESIGN CONTRAST

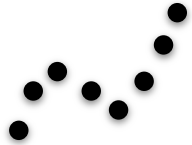
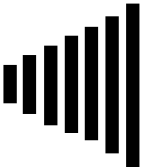
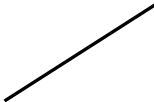




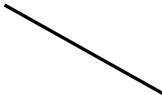


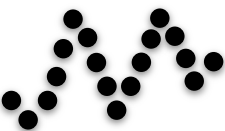






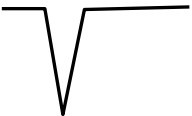


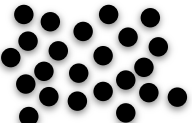






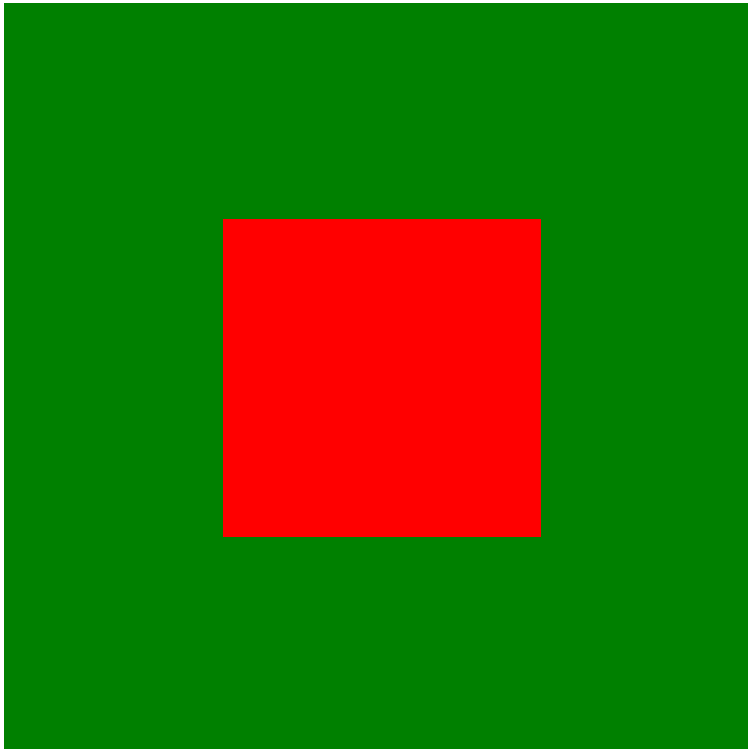
Visual Thinking: Immediacy

We rely on pre-attentive attributes, “prior to and without the need for conscious awareness.”

FEW, Now You See It, 2009



	Position	Length	Direction or Orientation	Size	Color
Increase					
Decrease					
Repeated Combinations					
Outliers					
Noise					



Color



Color

Hue

Value

Saturation



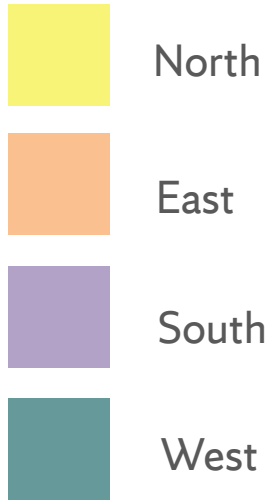




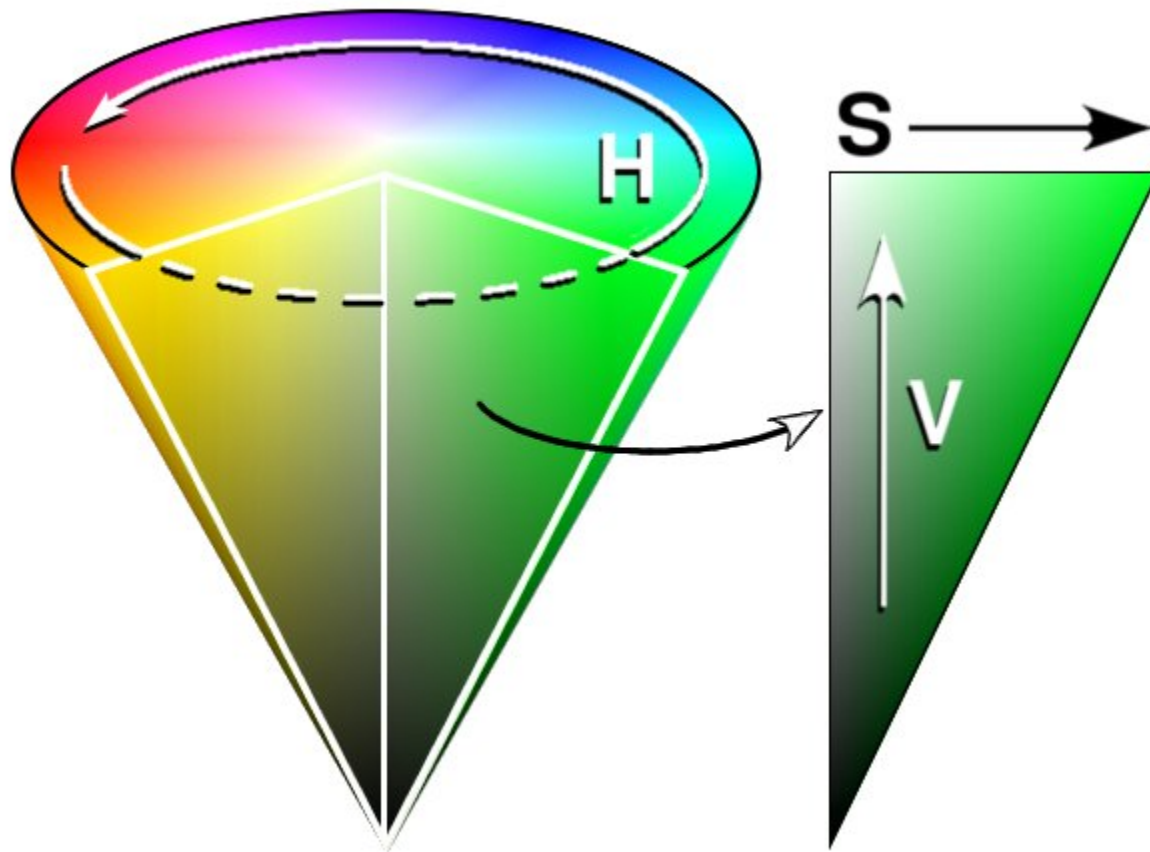








Hue, Saturation, and Value







Color App Demo

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Color Tool Demo

Paletton

Adobe Color Wheel

COLOURlovers