

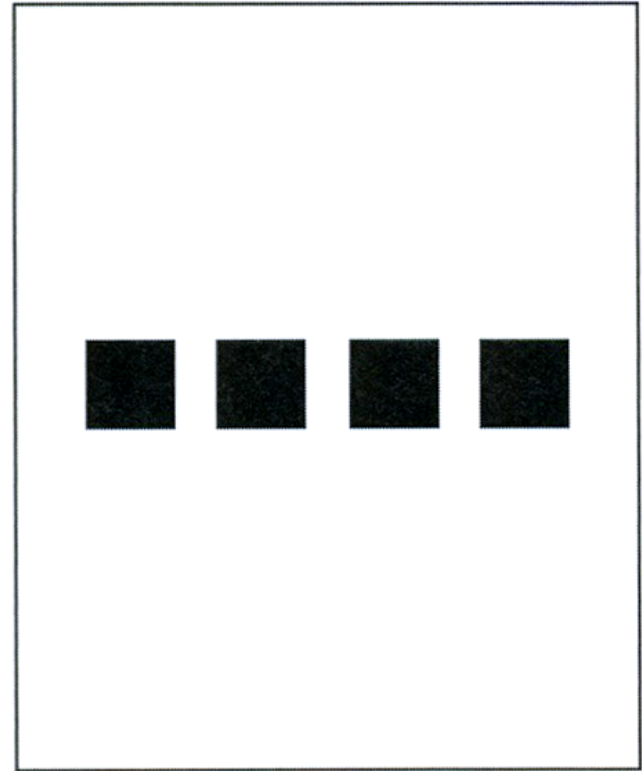
Variety/Contrast

- Contrast adds visual interest through variety – too much unity becomes predictable and can lack interest and becomes boring
- Contrast occurs within a design when two elements are different from each other
- Contrast and unity are the opposite, but they can both be applied to all of the design elements
- To have a successful design, there must be a balance between contrast and unity.

Variety/Contrast

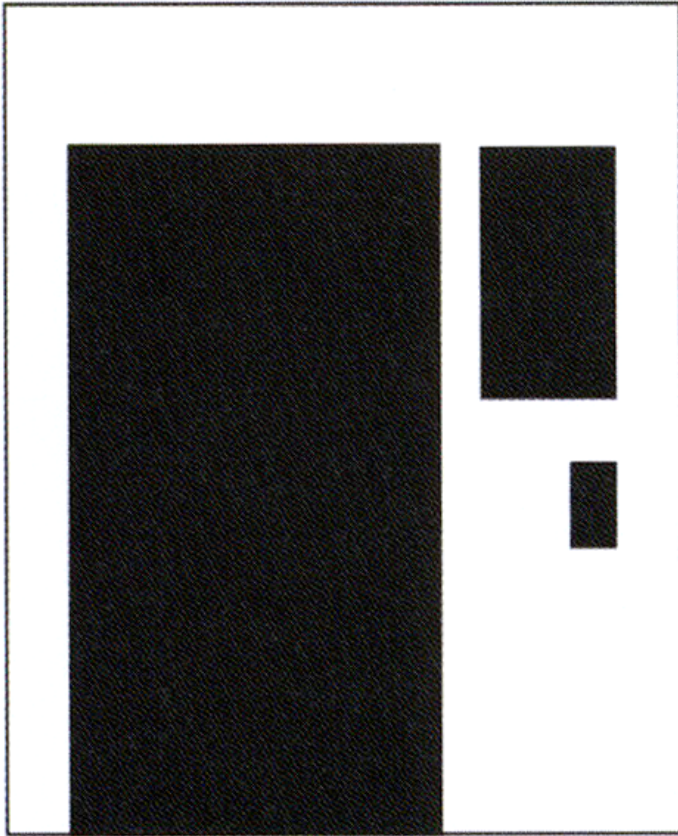


Left: Too much variety

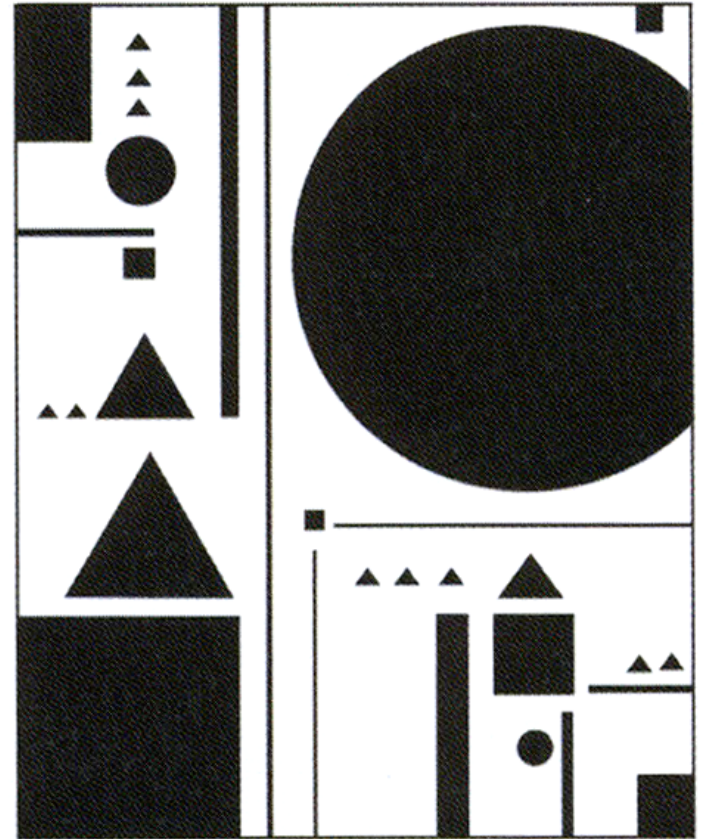


Right: Too much unity

Variety/Contrast

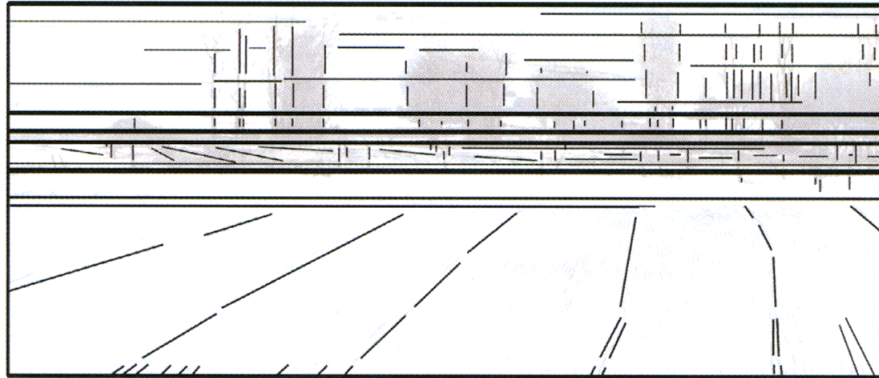


Left: Unity emphasized over variety



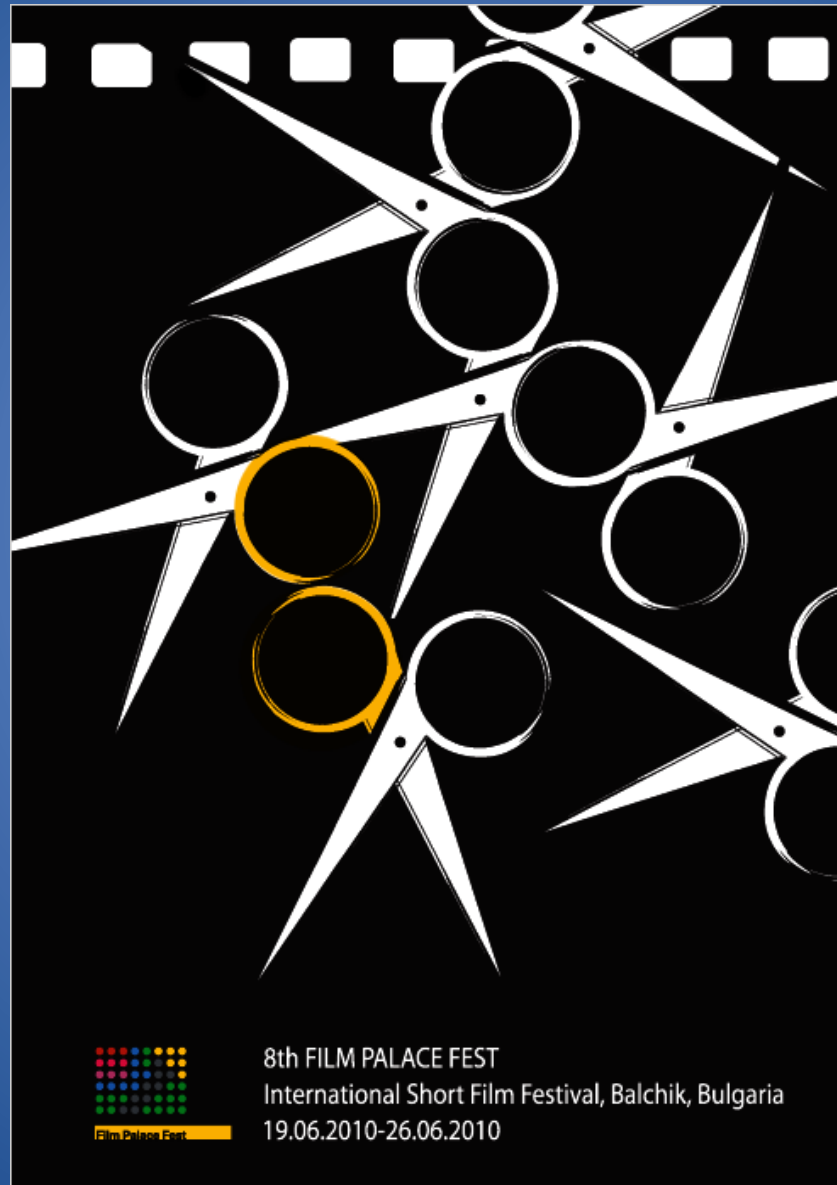
Right: Variety emphasized over unity

Variety/Contrast



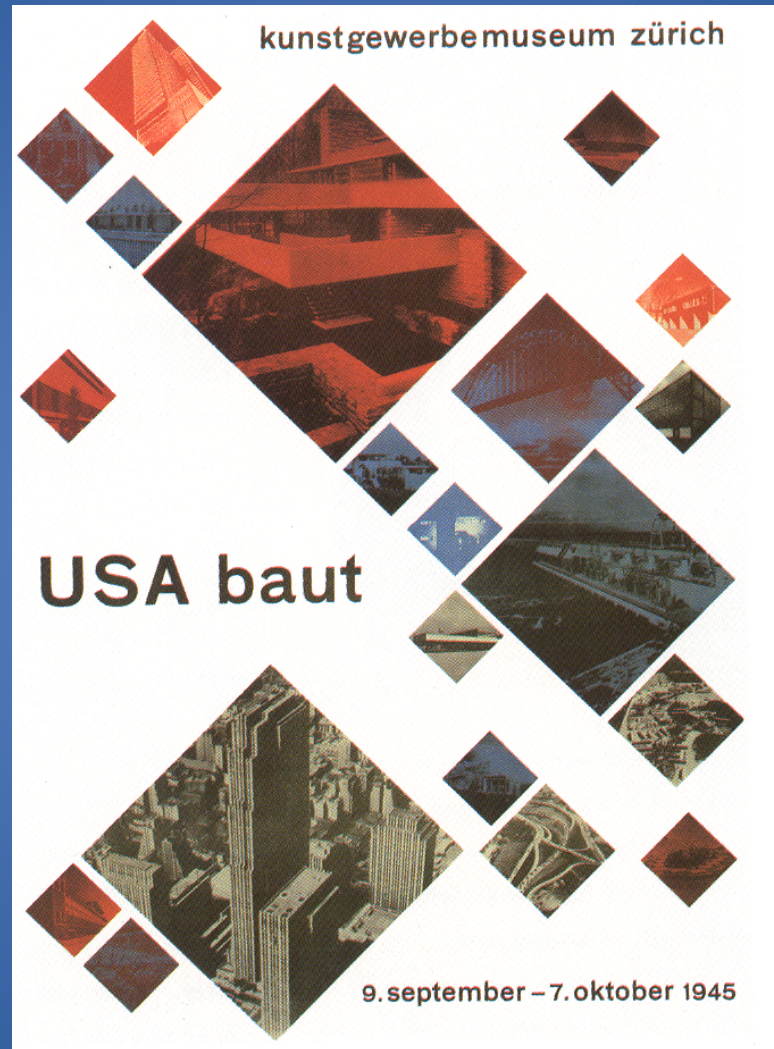
Variety of line angles

Variety/Contrast



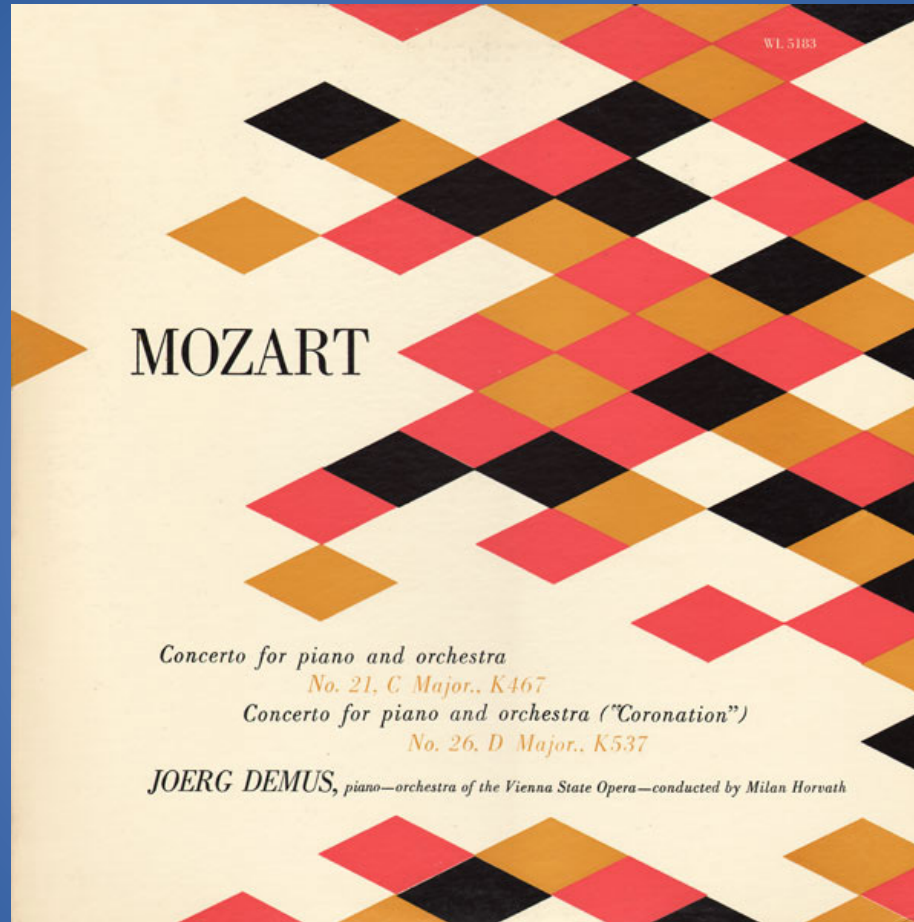
Variety of angle and position

Variety/Contrast



Variety of size and color with contrast
of positive and negative space

Variety/Contrast



Variety of color and contrast of positive and negative space

Variety/Contrast



Variety of type size and style, contrast of type to human form

Variety/Contrast



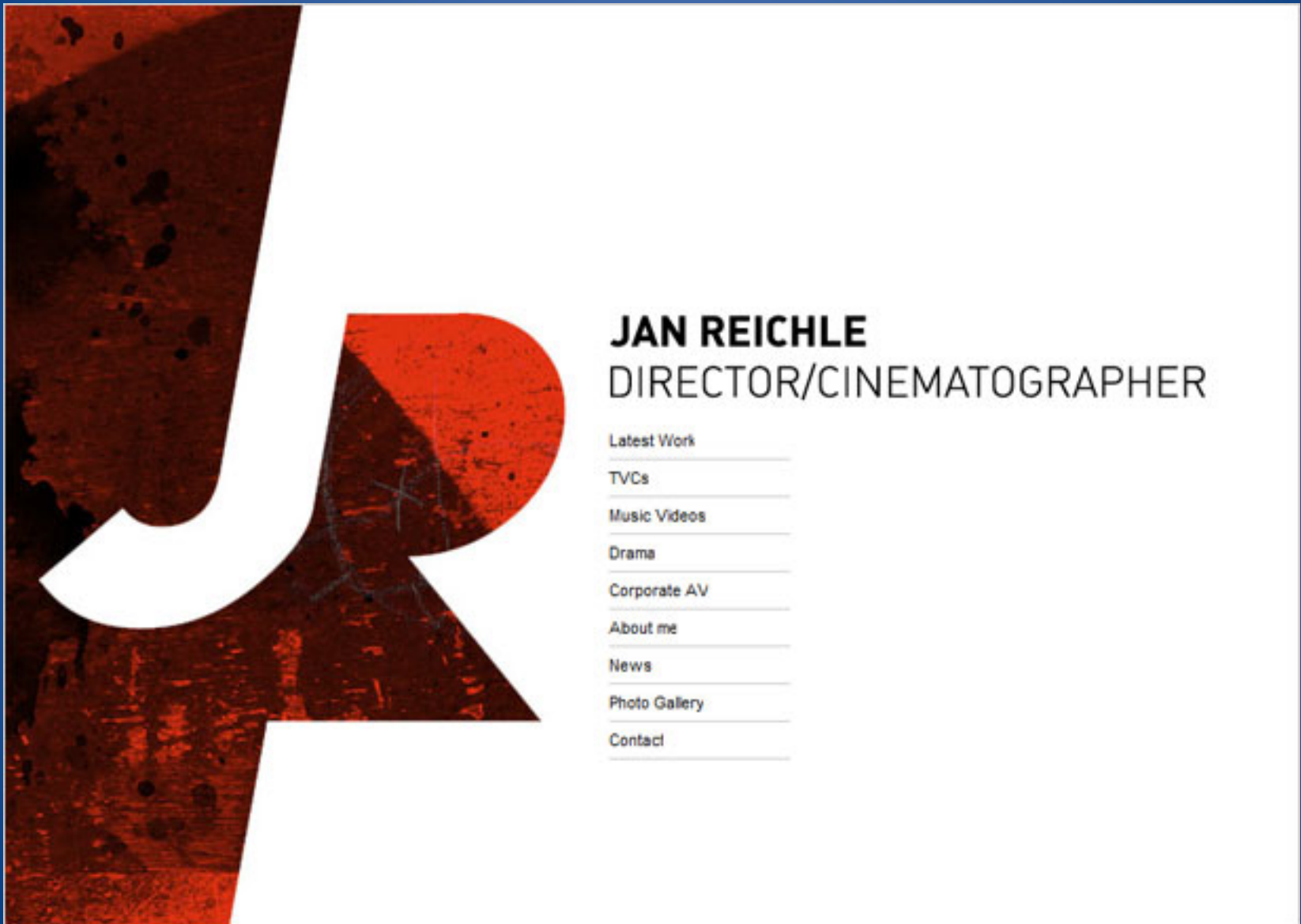
Variety of Patterns and colors

Variety/Contrast



Variety of color and direction

Variety/Contrast



Variety of shape, value and texture

Variety/Contrast



Variety of size, color and position