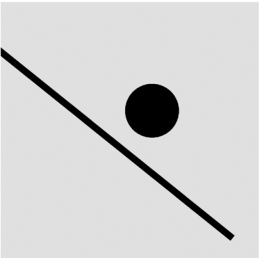


# Syntax

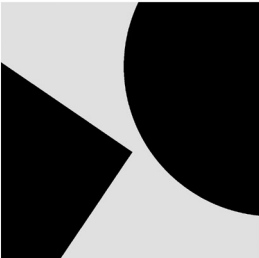
## Formal Contrast

Creating areas of differing presence or quality—what is known as contrast—is crucial for a successful composition. Opposing visual states are what keep viewers from getting bored while looking; they impart vitality (along with depth, movement, and rhythm) to ensure that viewers remain engaged as they analyze the content which the artist or designer puts before them.

Contrast also helps viewers distinguish between different kinds of content, making it easier to navigate. While there are perhaps thousands of individual contrasting relationships that a designer might integrate within a single format space, from that of form identity to organization, the contrasts typically used the most (and that offer the most immediate impact), are those of scale (large versus small), spacing or density (compressed versus open), and value (how over-all light or dark disparate areas appear). Establishing these contrasts first, whether to extremes or more subtly, sets up all the others. Each kind of contrast a designer presents between elements can also serve to corroborate or evolve the meaning that they present.



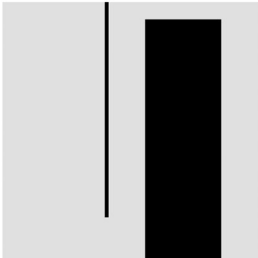
Dot/Line



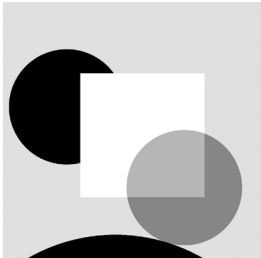
Curve/Angle



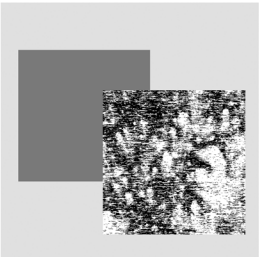
Light/Dark



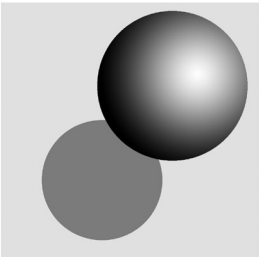
Thin/Thick



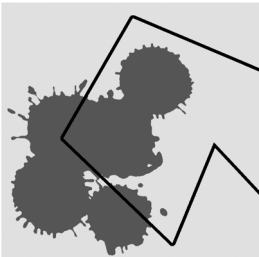
Opaque/Transparent



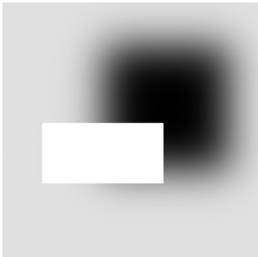
Flat/Textural



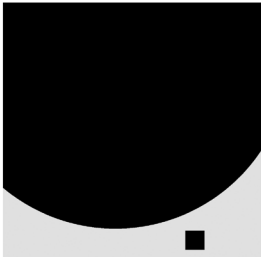
Planar/Volumetric



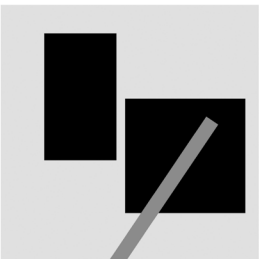
Geometric/Organic



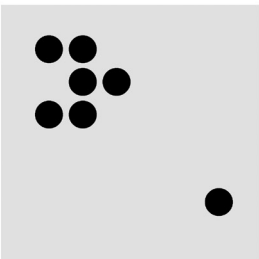
Hard/Soft



Large/Small



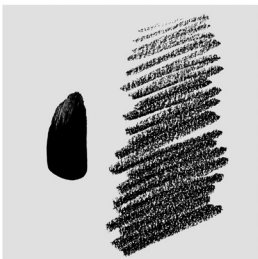
Orthogonal/Diagonal



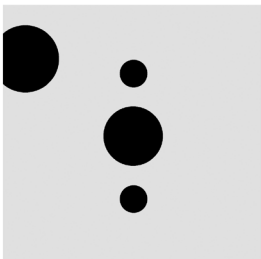
Grouped/Separated



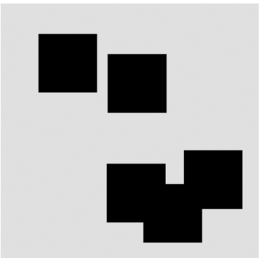
Active/Resftul



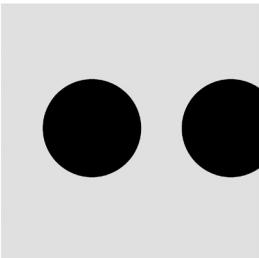
Simple/Complex



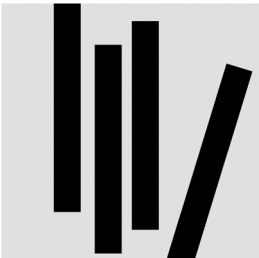
Symmetrical/Asymmetrical



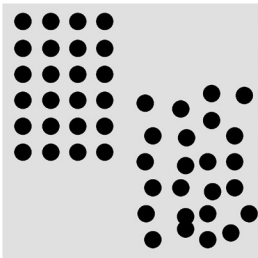
Adjacent/Overlapping



Inset/Bleeding



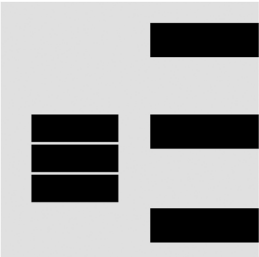
Parallel/Divergent



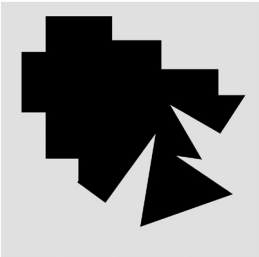
Ordered/Disordered



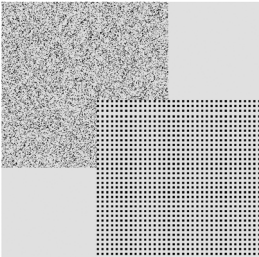
Continuous/Interrupted



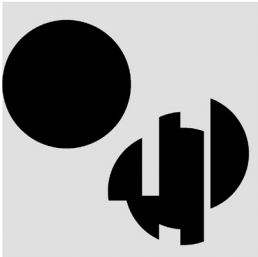
Compressed/Expanded



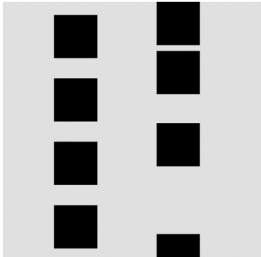
Uniform/Differentiated



Textured/Patterned



Solid/Fragmented



Regular/Irregular