

Contrast

Contrast much like emphasis guides the viewer to notice some things over others. “Contrast is the difference between elements, where the combination of those elements make one element stand out from another.”



In this photo, the red rose stands out. In contrast to the green field the rose pops. When blogging the same concepts must be applied. Using appropriate pictures and words in the right places can make the important information stand out just like the red rose against the field.