CONTRAST

Contrast can be [defined](http://en.wikipedia.org/wiki/Contrast_(vision)) as *“the difference in visual properties that makes an object (or its representation in an image) distinguishable from other objects and the background.”*

**Contrast** is greatest for close objects. Distant objects have less contrast in them and less to their surroundings.

\_\_\_\_\_\_\_\_\_\_\_\_\_\_ CONTRAST

Bright, vibrant colors over black background

\_\_\_\_\_\_\_\_\_\_\_\_\_\_ CONTRAST

The size of important elements in relations to the rest of the page can set them apart nicely. This can be done with large typography, graphical elements or call to action buttons.

\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Just choose a color, a shape, a pattern, or a technique, and repeat it one or more times on a layout. It’s really that simple.

The concept of **repetition** says that you **repeat design elements throughout the entire piece**. The element can be a font style, graphic, line, icons, colors, the list is endless.

\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Using the rule of thirds can also help determine placement of objects, especially when adding in additional images.

**Horizon line:** Every photograph has a horizon line that represents the level of the camera that took the picture. The horizon lines for all of the picture parts in your photomontage must be on the same line

PERSPECTIVE

Design concept that gives an illusion that there is depth to an object.

The \_\_\_\_\_\_\_\_\_\_\_\_\_\_ is a theoretical line that represents the **eye level of the observer**.

The horizon line is the same as the horizon (the edge of the land against the sky) only on a large flat plane like the ocean.

Adjusting the size or placement of the objects can give the viewer a feel of depth.

\_\_\_\_\_\_\_\_\_\_\_\_\_\_ TOOLS

**Subtract from Selection:** if you want to remove a portion from the selection.

\_\_\_\_\_\_\_\_\_\_\_\_\_\_**:** this helps with blending. It helps reduce the stair step look on a cut image.

\_\_\_\_\_\_\_\_\_\_\_\_\_\_: softens the edges of a selection by feathering it, or blurring the edges.

**Inverse**: choosing the opposite area of the selection.

\_\_\_\_\_\_\_\_\_\_\_\_\_\_  **Edge**: options to change the borders of your selection.

MOVING SELECTIONS

\_\_\_\_\_\_\_\_\_\_\_\_\_\_  **controls:** size handling bars

\_\_\_\_\_\_\_\_\_\_\_\_\_\_ **box:** border with size handlings around a selection.

\_\_\_\_\_\_\_\_\_\_\_\_\_\_  **point:** displays the center of the image. You will then have options available in the transformation mode.

Transfer Mode: Scale, Skew, Rotate, Distort, Warp, Perspective, Flip Horizontal/Vertical