

# Tufte in Practice: Value in Contrast

By Lia Woo & Page McMullen

## Small multiples

- used to create a comparison of content instead of a comparison of data frames
- reveals the scope of contrast possibilities

## Name of Preparers

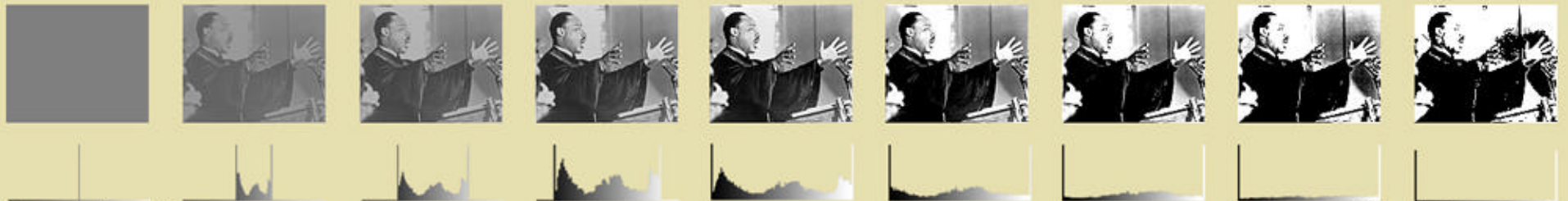
- lends credibility to & takes responsibility for the information

## Creation Date

- provides context for the creation

## Value in Contrast

by Lia Woo & Page McMullen



A low-contrast photograph has tones in which highlights and shadows have very little difference in densities

contrast is the difference in tones from white-to-gray-to-black or from the lightest tone to the darkest tone

A high-contrast photograph consists primarily of white and black with few or no middle gray tones

## Large, background area

- provides unity
- muted, neutral color to allow content to stand out