

Contrast

Daniel Taylor

Site: <https://www.dxomark.com/>

The screenshot shows the DxOMark website homepage. The header includes the logo "DXOMARK THE REFERENCE FOR IMAGE QUALITY" and navigation links for "CAMERAS | LENSES | MOBILE | ABOUT". The main content area features a sunset background with a silhouette of a person and a camera on a tripod. A search bar is present with the text "Search for a camera, lens or mobile" and a "SEARCH!" button. Below the search bar is a filter table:

| | Any Brand | | | Any Date | |
|---------|-----------|----------|------------|--------------|----|
| Cameras | Canon | Pentax | Panasonic | ▲ | GO |
| | Nikon | Olympus | Dxo | ▲ | |
| Filters | Sony | Samsung | Phase One | 2002 to 2016 | |
| Cameras | Leica | Fujifilm | Hasselblad | ▼ | |

Below the filter table, there is an "About DxOMark" section and a "Scores, Reviews & News" section. The "Featured" section includes a review for the HTC 10 camera, titled "HTC 10 camera overview: A great all-rounder for stills and video". To the right, there is a promotional banner for the "Pro Quality Camera. Miniaturized." featuring the DxOMark One camera, with a score of 20.2 and a price of \$499.

Contrast is a concept that comes from the art world regarding the use of lighting and color. The eye is drawn to different parts of an image or website by the use of complimentary colors, and lighter or darker shades.

The website above is a photography site that uses several forms of contrast to draw the user in and also to prove they know what they are talking about in their field. The text of the website is in white, but is surrounded by various shades of blue. The blue in turn, is contrasted to the deep orange and yellow sunset image. This use of contrast draws our eye right to the search features of the website to help photographers find the information they're looking for faster. Note that the dark silhouette of the photographer is a nice contrast to the bright sunset colors around him.

To see an example of contrast in the art world here is a link to a good example: Albert Bierstadt's Among the Sierra Nevada <http://americanart.si.edu/collections/search/artwork/?id=2059>.