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

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

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

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