

The efforts of most visual artists is to make something visually stimulating. How that is done is wildly up for interpretation, but something that is more scientifically provable is the idea of contrast. Something that is crisp and clear – not unlike black words on a white background or vice versa – is more easily seen. The same theory applies when you talk about color tone (and color theory with respect to complimentary colors...) but for now, let's just call it contrast.

And not to tout my own premonitions, but I had the idea for this article a full month before GW started their advertising of their new line of Contrast Paints. So this isn't an article about that product, per say, as much as it is highlighting the concept that has already existed. *Dynamic painting has good contrast.*

