

# DESIGN PRO

## Issue #3 - Gradients

*Using Subtle Changes in Color to Draw the Eye*



*Those who do not  
want to imitate any-  
thing, produce nothing.*

*-Salvador Dali*

Today let's discuss gradients, and how they can make use of an otherwise bland background.

Let's firstly take a look at the image above. The type of gradient used here is called a Radial Gradient, where the gradation occurs from a center point and continues outward in all directions radially. Now what this particular gradient does for us is draw attention to the center, because it contains a brighter green than the outer edges. But do note that the gradient isn't too extreme; the greens used here are quite similar, and this keeps things simple and clean, and therefore professional. Also, with the bright spot of the gradient being in the middle, it

also creates what looks to be a spotlight effect, which is why I added a drop shadow to the text, and this makes everything look a little more "real".

So if you have an instance where you have a large single-color canvas that needs to look interesting, try adding a slight gradient to it, and you very well may get some positive results. Obviously you don't have to use a radial gradient like I did, but if you want this same "spotlight" effect then that's what you would want to go with.

Another tip that you should follow most all the time when using gradients is to keep your gradation's hue and saturation

settings at a constant, and only adjust the brightness value. For example, if I were to keep my gradient's color value the same, but change the center point's hue to a purple, I would have lots of colors in between that would just look horrible. Even if green and purple solids look great sitting right beside each other, slowly changing hue from one to the other very rarely yields positive results. So in conclusion, only adjust the brightness value of color in your gradient, like I did with mine.

Though when you open up your graphics app you will probably see lots of default

gradients that you can use, with colors that gradate between red and blue, green and yellow, etc., it certainly doesn't mean that they will look right for your designs, so

when you go to use a gradient, exercise modesty and don't go overboard with the contrast between the colors you choose to gradate between. Hope you've

learned something new from this week's lesson; I'll see you next week!

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