



Preservation. Connection. Respect.

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deer valley **rock art center**

Gradation

I chose gradation as a method for this image. It fades into the black background, giving emphasis to the center of the image where the petroglyph lies. I adjusted the contrast on the stick figures to make them pop a little better. The gradation draws the viewer's eye right to the figures, and then to the text at the bottom.

I added the recreated logo and the contact information. The font for the Preservation... line is the same for all three of my designs for this project. It was taken from the text and I feel it is provocative and makes the reader want to know more about the center.