**Principles of Design – C.R.A.P**

**C.R.A.P**

* Contrast
* Repetition
* Alignment
* Proximity

**Contrast**

* Contrast is created when two elements are **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**
* The key is--if two items are different--make them **really different.**
* Examples of contrast
  + Font style or size
  + Colour
* **Our eyes like contrast** – when there is contrast on a page, we are drawn to it.
* **Purpose:**
  + To create **\_\_\_\_\_\_\_\_\_\_\_\_\_\_** on the page
  + To help **organize** the page.

**Repetition**

* You should **repeat some \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_** of the design throughout the entire piece.
  + Ex. A bold font, a symbol, a bullet type, a colour
  + It can be anything that the reader will recognize spatially.
* Repetition can also be thought of as **consistency**.
* **Purpose:**
* To **unify** and add **visual \_\_\_\_\_\_\_\_\_\_\_\_**.
* The repetition of visual elements throughout the design unifies and strengthens a piece by tying together the document(s).
* **What to avoid**:
  + Avoid repeating an element so much that is becomes annoying or overwhelming.

**Alignment**

* Nothing should be placed on the page **\_\_\_\_\_\_\_\_\_\_\_\_\_.**
* Every item should have a **visual connection** with something else on the page.
* When items are aligned on a page, even if physically separate, there is an invisible line that connects them.
* To make all elements on a page appear unified and connected there needs to be some **visual \_\_\_\_\_\_\_\_\_\_\_\_\_** between the elements.
* **Alignment Options**
  + Right justified
  + Left justified
  + Centered
  + Justify (aligned along both sides)
* What to avoid:
  + Center alignment – it is considered stuffy and safe

**Proximity**

* Items **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ to each other** should be grouped close together.
* This allows the items to become **one visual unit**.
* It makes it **easier to understand** and follow.
* **Purpose**:
  + The basic purpose of proximity is to **\_\_\_\_\_\_\_\_\_\_\_\_\_\_**.
  + A more organized document is **easier to read**.
* **What to avoid:**
  + Too many **\_\_\_\_\_\_\_\_\_\_ elements** on page.
  + Items in **corners** and in the **middle.**
  + Avoid **equal amounts of white space** between elements.
  + Don’t create relationships between elements **that don’t belong together.**

**Evaluating Ms. McCann's Example**

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| --- | --- |
| **Contrast** | **Repetition** |
| **Alignment** | **Proximity** |