C.R.A.P. PRINCIPLES IN DESIGN

THE ULTIMATE WEB DESIGNER • BRAD HUSSEY

C.R.A.P.

Robin Williams (not the actor), author of *The Non-Designer's Design Book: Design and Typographic Principles for the Visual Novice* coined the acronym. It stands for:

CONTRAST REPETITION ALIGNMENT PROXIMITY

Clear contrast

CONTRAST

Strong contrast allows the user to easily differentiate between elements

Creates a flow, and gives more meaning to design





STORE

COLLECTION

CONTACT











Headings are uppercase

REPETITION

Consistency in elements & style throughout your design creates a cohesive feel, and can help guide the user throughout your website

100 THINGS ILLUSTRATION BLOG ABOUT CONTACT

THESE ARE THINGS

PURVEYORS of FINE ARTISAN GOODS



HI! WE'RE JEN AND OMAR, A DESIGN AND ILLUSTRATION DUO BASED IN COLUMBUS, OHIO. THESE ARE THINGS IS AN ONGOING CREATIVE EXPERIMENT WITH A SIMPLE GOAL: TO MAKE THINGS WE LOVE.

OUR STORY

We met in art school. After graduation, we spent a cold Ohio winter designing a modern map to help visualize our future travels. When the first edition of 50 silkscreen prints sold out

CLIENTS

AARP Adobe

All body copy is monotype

Clear alignment to a grid-based layout

ALIGNMENT

Creates clear relationship between elements

Nothing should feel out of place, unless it's intentional

BEYONCÉ



#BEYGOOD UPGRADE



#BEYGOOD

#BEYGOOD

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THE SHRIVER REPORT



Prince's Trust

#BEYGOOD
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This group of elements are in close proximity and are related

PROXIMITY

Creates a clear relationship between elements

Grouped elements are related

Separate elements are not related

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20 talks



Truth and dare

9 talks

10 talks



The funniest TED Talks



Before public speaking...

8 talks



11 must-see TED Talks

11 talks

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Oninion

Want to help prevent online bullying? Comment on Facebook

Written by Nadia Goodman • Posted Mar 27, 2015

When TED posted the talk by Monica Lewinsky, the haters came out in force. TED's social media editor, Nadia Goodman, describes what happened -- and how she and her team countered the vitriol, one comment at a time.

Idea in depth

How scientists make people laugh to study humor

Written by Helen Walters · Posted Mar 20, 2015

British cognitive neuroscientist Sophie Scott studies vocal communication. She explains why looking into giggles and mirth is important ... and shares ways she makes subjects laugh in the lab.

This section is separate from the section above

RIGHTY-O? LET'S KEEP A'MOVIN!

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