

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:

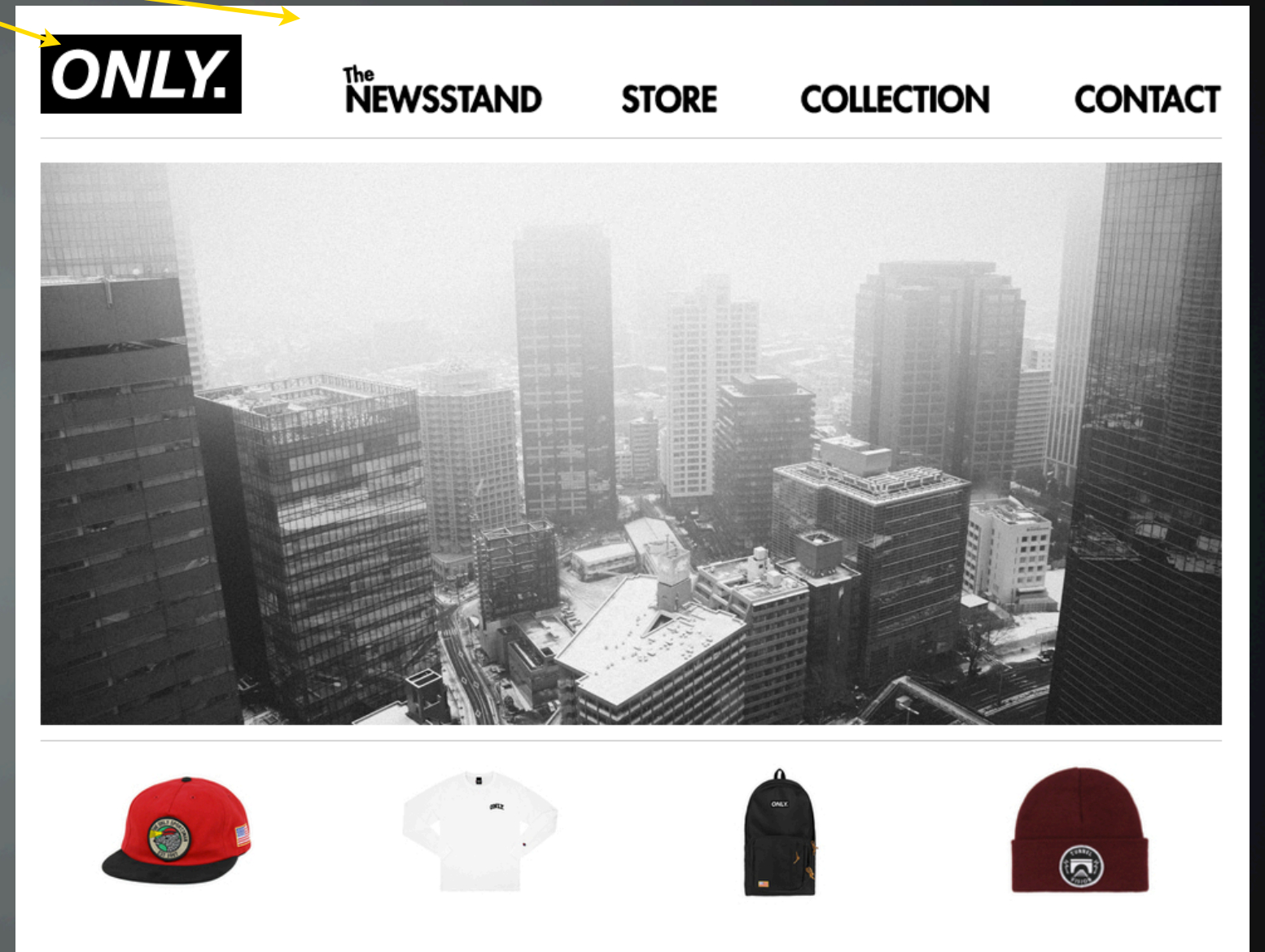
CONTRAST
REPETITION
ALIGNMENT
PROXIMITY

Clear contrast

CONTRAST

Strong contrast allows
the user to easily
differentiate between
elements

Creates a flow, and gives
more meaning to design

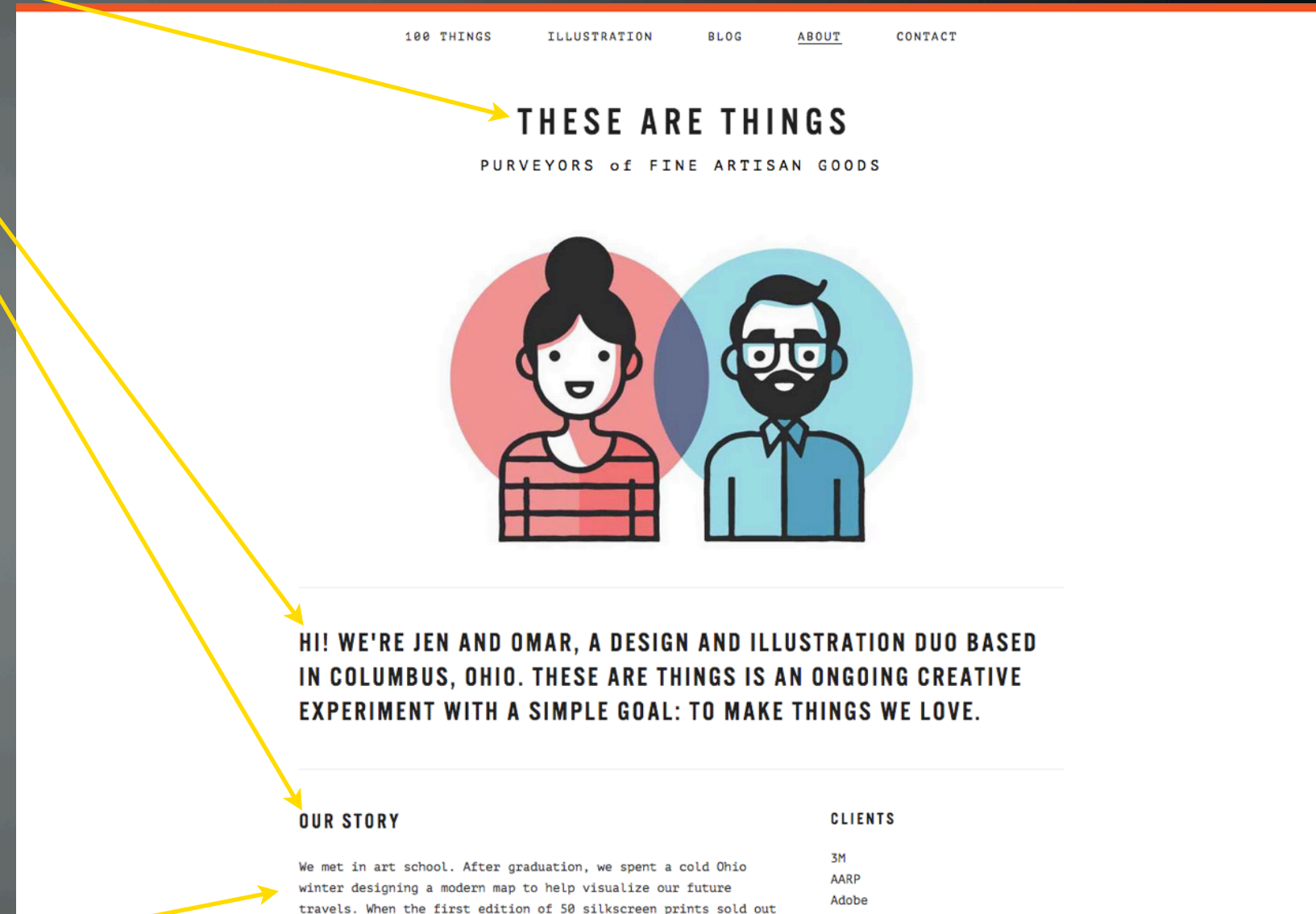


Headings are uppercase

REPETITION

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

All body copy is monotype

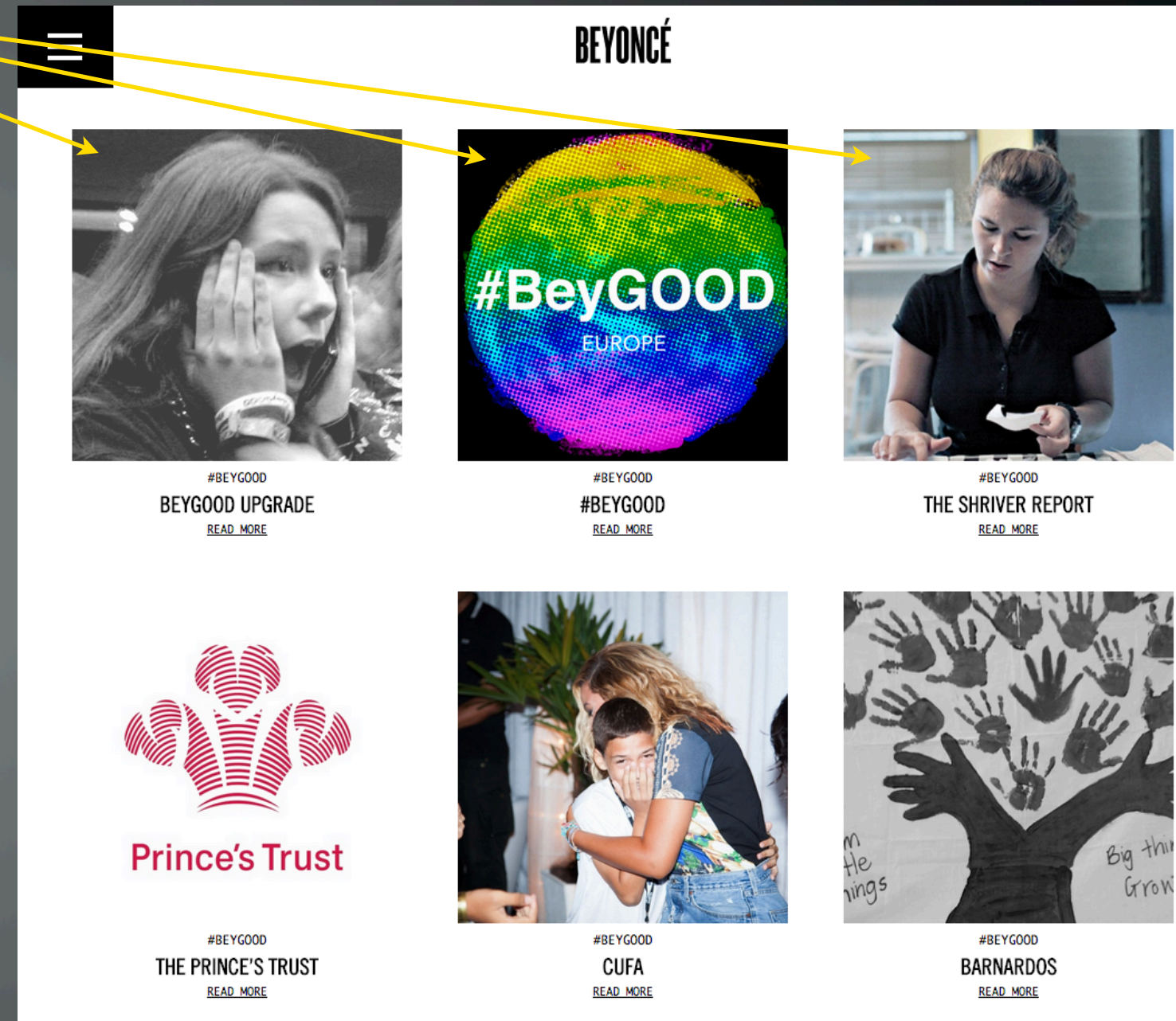


Clear alignment to
a grid-based layout

ALIGNMENT

Creates clear
relationship between
elements

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



This group of elements
are in close proximity
and are related

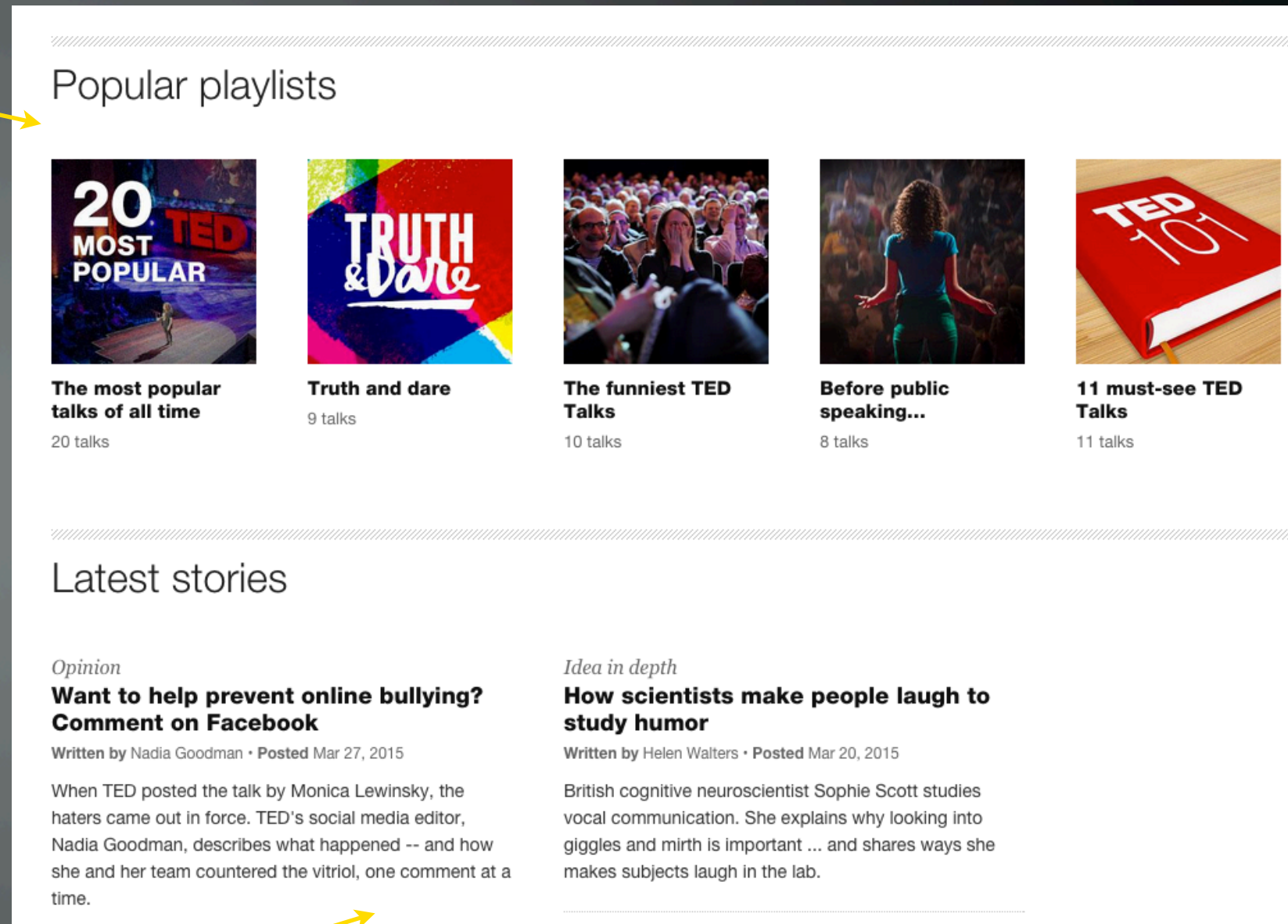
PROXIMITY

Creates a clear
relationship between
elements

Grouped elements are
related

Separate elements are
not related

This section is separate
from the section above



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

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