

1. Identify at least one instance of the four CRAP principles on the site.

Contrast- On his website, Andrew Marks uses various shades of orange and white as a contrast. His main header is in a bright orange with his in bold white letters, aligned to the left.

Repetition- Not only is header and footer repeated on every page, but Andrew also uses repetition throughout by keeping all his headers and sub-headers on his pages orange. All his headers are orange with a typewriter font, and his sub-headers are smaller in a sans-serif font and underlined.

Alignment- Andrew's website is aligned to the left. His name on his banner is aligned to the left, under his Projects folder his projects are aligned to the left, and so are his major headings.'

Proximity- The proximity on his website is amazing. Lots of space between words. The header has a lot space from the navigation bar, the navigation bar has enough space from the text, and so on. It's not too much space because everything is aligned perfectly so it doesn't look spacey.

2. Choose one aspect of the site's graphic design that you find visually appealing. Analyze this using CRAP – why is it pleasing? What choices did the designer make that make it pleasing?

The thing I like the most about his design is his banner. It is perfectly aligned with the navigation bar and the social media icons at the right end are also aligned. Its use of font and color for his name on the banner creates a big contrast with the rest of the page and text. The choice of adding not only his full name, but is initials in the right hand side is ingenious. Within the initials he writes what he is, which is very pleasing and original how it goes from small to big like how his initials flair out at the bottom.

3. Repeat step B, but identify the feature you find least appealing, and discuss how the designer could use CRAP principles to improve it.

If there was anything on his website that I would have to say is un-appealing, it would be the footer. I don't like her particularly like how it's so big for only two things; his copyright and his email. The contrast between the orange and white coloring is undone with the blue link for his email. The only design element that is repeated is the alignment; the text is aligned I the center of the footer. The proximity between the texts is too much. There is too much space between the texts, as if to justify the use of so much space just for the footer.

4. If you were to mimic or replicate one aspect of your alum's design on your own portfolio, what would it be and why?

It would probably be his banner. I love the simplicity of it and the use of color to make it pop, although I might use a different color choice.

His portfolio can be viewed at: <http://www.andrew-marks.com>