

## Module 2

For this module, I interview PW alum, Shooka Rafizadeh. Unfortunately, Shooka did not provide me with her portfolio, so I went to the PW course page and picked Brianna Ritivoy's portfolio to analyze.

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

In reference to context, Brianna's portfolio has personalization, professionalism, and is prioritized in relation to important contextual items. What I mean by that is that she has the Reader's Digest version of what she does and she also has her own version of what she does, followed by education and work experience. She effectively repeats stylistic elements such as bolding, color palette, and layout. She has everything in her portfolio either aligned in a column on the left or aligned in tables in the middle. All of her different concentrations are covered with a picture and follow the same design. She doesn't have anything too closely placed, leaving enough eye space to concentrate on important aspects of the portfolio.

### 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?

One aspect of the site's graphic design that I find especially visually appealing is the use of images. With something that's meant to be very informational, she takes the information and makes it useful by covering her work with the actual graphic image of it. The fact that she repeats this throughout the portfolio maintains a focus and allows the person looking at the site to appreciate every part.

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

An element that I find least appealing would be the lack of contrast between the elements in her portfolio and the background color. I wish she would have used more than a greyscale/white theme. She could have used a more active and visually appealing color. I see why she didn't because it could have seemed too busy, but I think some more color would have benefited her.

### 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?

If I were to mimic or replicate one aspect of Brianna's design, I would replicate the organization of the portfolio. I like how each piece of the portfolio has its own space while also providing spice for her background and site features.