

## **Module 2 – Analysis of a PW Portfolio**

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

Contrast: Her name, in big block letters. Underneath, the different tabs to the areas on her website, in smaller print, and different colors.

Repetition: She uses the same font for all the headings, including her name, and the paragraphs on the page.

Alignment: Nicely sectioned off. Under her tabs, a large picture that separates the top from the bottom, and underneath that, three more divided sections.

Proximity: Grouping of topics at the bottom of the page.

### **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 part of the page I find most visually appealing is the main picture on the page, of the typewriter. It is the only picture on the page, which is a nice contrast to everything else on the page. It's aligned in the middle, and it is the first thing that my eyes were drawn to when I opened the webpage.

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

I am not particularly a fan of the "Contact Me" box at the bottom of the page. I think it would be improved if it had a little more contrast from the rest of the page, such as a change in font or color. I do like the alignment of it, however, the box around it that separates it from the rest of the information.

### **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 anything, I would mimic the font (I really appreciate fonts), and the color scheme. The blue and the tan color really go well together.