

# C.R.A.P.

The four fundamental design concepts are contrast, repetition, alignment, and proximity, or C.R.A.P. These guidelines aid designers in producing visually beautiful, functional, and user-friendly designs.

## 1. CONTRAST

People's eyes are drawn to contrast. Whether it's an image or a video you will immediately notice contrast when you first glance at a cinematic design item. One of these is not the same as the other is a design principle in contrast.

## 2. REPITION

Repeat some aspect of the design throughout the entire piece. Repetition helps the reader better recognise the thing the design is meant to depict.

### 3.ALIGNMENT

The act of aligning your website's pieces involves putting them in a logical order. It covers everything from the arrangement of images and other visual components to the alignment of text on a page. While a poorly aligned website can feel disorganised and startling, a properly aligned one will look more professional and be simpler for consumers to scan quickly.

### 4.PROXIMITY

Assemble related components close together. This will naturally result in harmony and flow throughout the whole work. This approach takes advantage of the human tendency to group together things that are similar to boost readers' engagement with the information.

In my code to create contrast I have added font size and background colours. I looked up colour schemes online to ensure that the colours contrasted and didn't look out of place. For repetition created classes to apply same style to various elements. I used margin, and padding properties of CSS to generate alignment to change where items on a webpage are placed. I modified the distance between items by using the margin and padding values to create closeness(proximity).