



# Phát triển ứng dụng web 1

Đại Học Sài Gòn – Khoa CNTT

**C.R.A.P**

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Nội dung buổi học trước

1. Giới thiệu CSS
2. Định nghĩa Style và các đơn vị tính
3. Phân loại CSS
4. Phạm vi áp dụng CSS (selector)
5. Một số tag HTML dùng riêng CSS
6. Thực hành

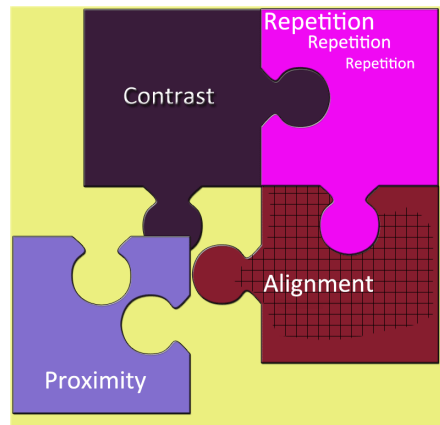
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## Nội dung

Cung cấp kiến thức về C.R.A.P cho thiết kế:

- C : Contrast
- R : Repetition
- A : Alignment
- P: Proximity



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## Tổng quan C.R.A.P

### CONTRAST

Unique elements in a design should stand apart from one another. One way to do this is to use contrast. Good contrast in a design - which can be achieved using elements like color, tone, size, and more - allows the viewer's eye to flow naturally.

To the left, you can see 4 ways to create contrast in your design.

COLOR: [Color swatches]

TONE/VALUE: [Tone swatches]

SIZE/SHAPE: [Size/Shape swatches]

DIRECTION: [Direction swatches]

### REPETITION

Repetition breeds cohesiveness in a design. Once a design pattern has been established - for example, a dotted border or a specific typographic styling - repeat this pattern to establish consistency.

The short version?

Establish a style for each element in a design and use it on similar elements.

PRINCIPLES of DESIGN

quick reference poster

### ALIGNMENT

Proper alignment in a design means that every element in it is visually connected to another element. Alignment allows for cohesion; nothing feels out of place or disconnected when alignment has been handled well.

### PROXIMITY

Proximity allows for visual unity in a design. If two elements are related to each other, they should be placed in close proximity to one another. Doing so minimizes visual clutter, emphasizes organization, and increases viewer comprehension.

Imagine how ridiculous it would be if the proximity icons on this graphic were located on the other side of this document.

a handy paper lust resource

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## Giới thiệu C.R.A.P

- C.R.A.P. sẽ không đảm bảo thiết kế hoàn hảo
- Bài giảng này là không đủ cho bạn để hiểu đầy đủ về C.R.A.P.
- Chỉ khi bạn thật sự hiểu C.R.A.P. bạn sẽ biết khi sử dụng nó và làm thế nào.
- Cần đọc Non –Designer's Book nếu bạn muốn trở thành một nhà thiết kế tốt
- Tôi không phải là một chuyên gia về thiết kế , nhưng tôi biết C.R.A.P. khi tôi nhìn thấy nó

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## C : Contrast

- **Contrast : sự tương phản**
- Thu hút sự quan tâm của người xem



CONTRAST

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### C : Contrast – Exhibit 1

High contrast  
**GOOD**

High contrast  
**GOOD**

Low contrast  
**BAD**

Low contrast  
**BAD**

GOOD DESIGN ?

BAD DESIGN ?

I LOVE CONTRAST

I LOVE CONTRAST

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### C : Contrast – Exhibit 2

EXHIBITIONS

CURRENT

PAST

FUTURE

PROJECT SERIES

MARKING/REMARKING: AERIAL PHOTOGRAPHS  
BY MARILYN BRIDGES  
September 4 - December 16, 2012  
[READ MORE >](#)

JOHN CAGE: ZEN OX-HERDING PICTURES  
September 4 - December 16, 2012  
[READ MORE >](#)

IN THE SHADOW OF NUMBERS: CHARLES  
GAINES SELECTED WORKS FROM 1975-2012  
September 4 - October 21, 2012  
[READ MORE >](#)

SEP 13

SEP 20

SEP 27

OCT 04

OCT 11

Độ tương phản không tốt sẽ làm trang web mất đi sức hút đối với người xem.

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## R : Repetition

- **Repetition : sự lặp lại**

Làm cho website trở nên có tổ chức

REPETITION  
REPETITION  
REPETITION

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## R : Repetition – Exhibit1

Repetition: Note similarities in each item.

The screenshot shows the Amazon.com homepage with several annotations highlighting repetition:

- Navigation:** A circle around the left-hand navigation menu (Movies, Music & Games, Digital Downloads, Kindle, Computers & Office, Electronics, Home & Garden, Grocery, Health & Beauty, Toys, Kids & Baby, Clothing, Shoes & Jewelry, Sports & Outdoors, Video & TV, etc.) with the text: "Repetition: Navigation stays the same from page to page."
- Text Links:** A circle around the "Today's Deals" link in the top navigation bar with the text: "Repetition: Common text links are easily identifiable."
- Product Images:** A circle around the Kindle DX product image with the text: "Repetition: Items for sale are quick to spot and have a picture."

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## R : Repetition – Exhibit2

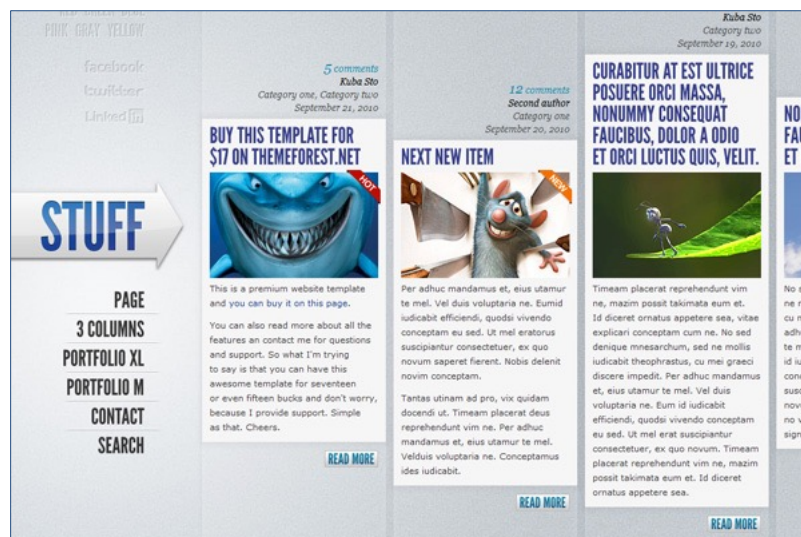


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## R : Repetition – Exhibit 3



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## R : Repetition – Exhibit 4



Không có sự lặp lại làm cho trang web mất tổ chức.

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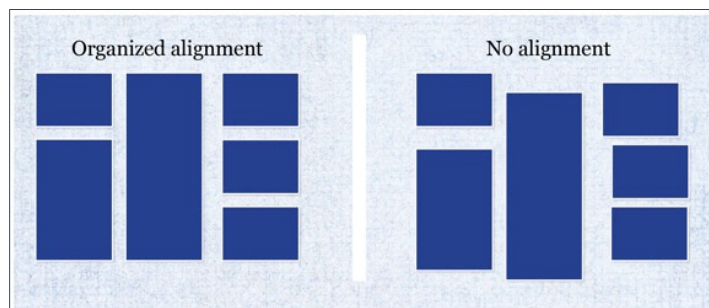
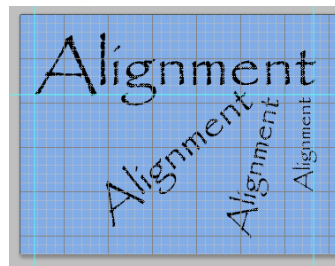
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## A : Alignment

### • Alignment : sự canh lề

Không có gì là tùy tiện, không thể có yếu tố ngẫu nhiên để lấp đầy không gian trang web.

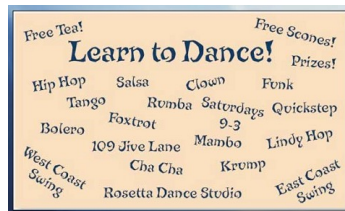


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## A : Alignment



**BAD DESIGN ?**

**GOOD DESIGN ?**

LRN (local reference number)  \*

Declaration type (1)  \*

Type of procedure ☐ Normal ☐ Simplified \*

Containers used (19) ☐ \*

Office of departure (C)  \* look up  
Invalid format

Declaration place (50)  \*

Destination country (17)  \* look up

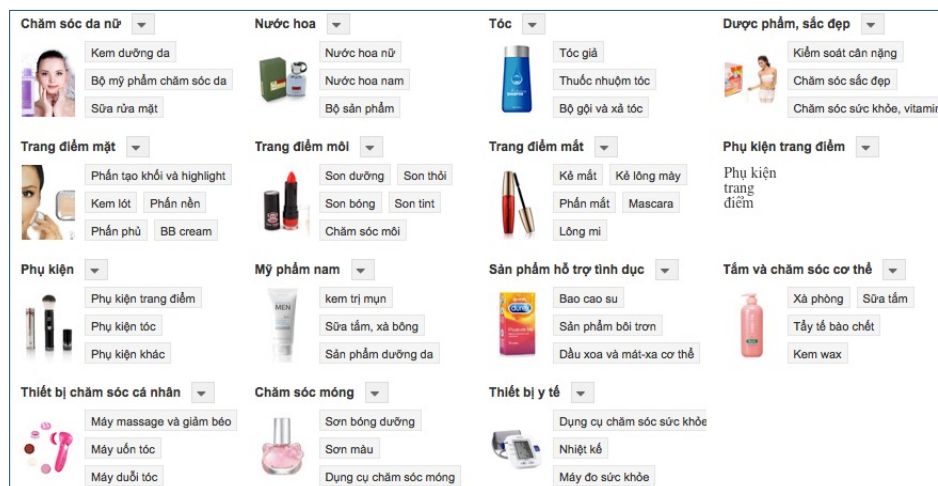
**HOW ?**

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## A : Alignment – Exhibit 1



Canh lề không tốt làm cho trang web trở nên rối khó nhìn

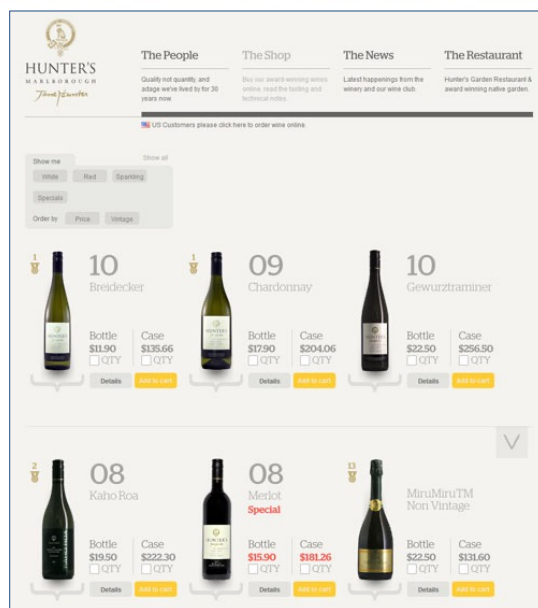
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## A : Alignment – Exhibit 2

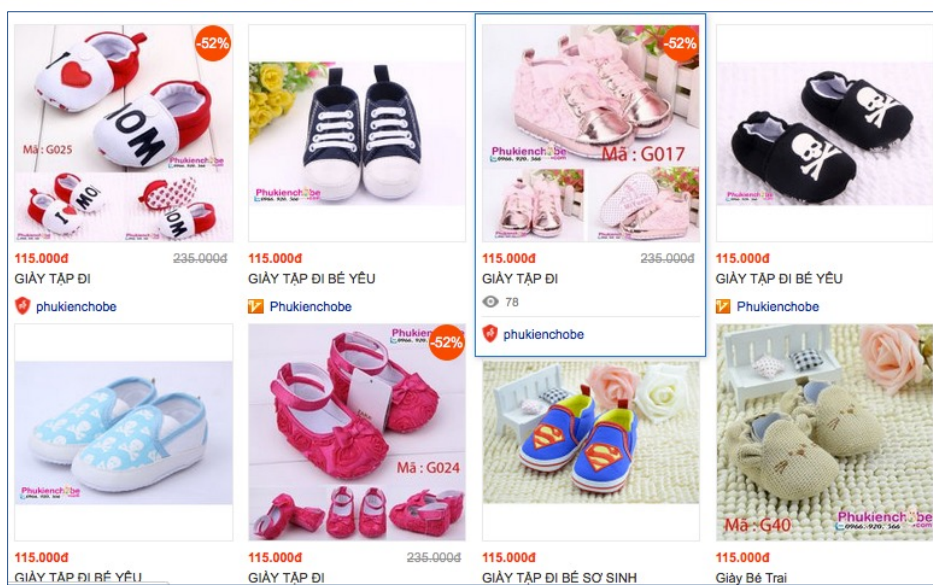


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## A : Alignment – Exhibit 3 (cont)

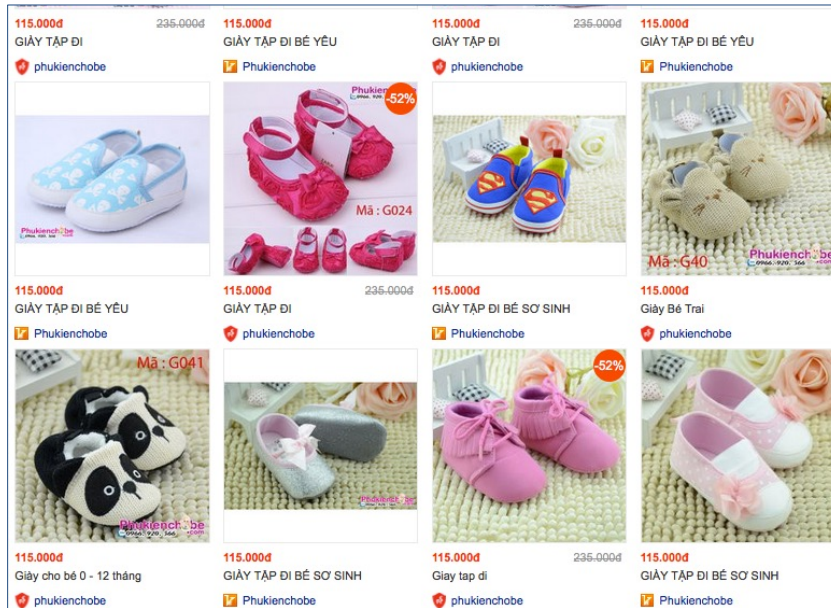


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### A : Alignment – Exhibit 3



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### P : Proximity

- **Proximity : sự tương đồng**
- Một thành phần này sẽ có sự tương đồng với những cái khác → tạo thành 1 nhóm → nhóm thông tin



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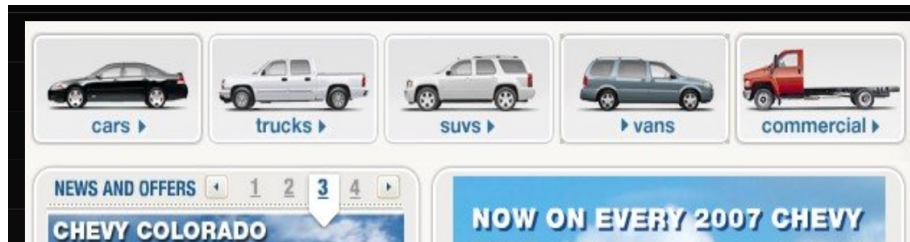
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## Design – stand out



- Slight deviations from the style causes elements to stand out and attract undue attention. An element that stands out also breaks the visual flow of the design.

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# Thank you !

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