

# CRAP ANALYSIS

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

**C(ontrast):** The white background of the page allows for the eye to be drawn to areas of focus with color. Also, the largest text on the page is, in fact, Kristen Byers name. If you aren't here to learn about/contact Kristen then the focus of the site is probably not for you. In contrast, the rest of the text on the page is normal sized or smaller.

**R(epetition):** There is a very consistent theme within the various pages of Kristen's site. There is always the simplistic header with her name and a colored squiggle to separate the body of the site from the header. The colors are consistent. Because the site is so small, the template doesn't become tiring to the eye. If there were more pages, the repetition of the social media bar at the bottom might clutter the pages. I think only adding it on the home page would help this problem.

**A(lignment):** On the home page there is a neatly aligned header and footer area. Between is 3 elements of different sizes slightly which are also aligned with each other, though their sizing makes them more interesting to look at. While the bottoms do not appear aligned, the tops are, making it the most striking part of the page.

**P(roximity):** The proximity of the elements within the sight create a layout that makes sense and is pleasing to the eye. The areas which involve social media are of the same dimensions and spaced the same amount apart. Each of the elements within the portfolio are also the same dimension and spaced similarly. It is uncluttered and pleasing to look at. The homepage has a small side bar (the smallest thing on the page so it is actually really easy to find) with a slightly bigger blurb next to it about Kristen then yet ANOTHER item next to that which is even bigger. This transition has good flow and my eye follows it easily to the item of most importance.

## 2. What is the most appealing aspect of their site? Why do you think this?

The portfolio page is definitely the most appealing part of the sight for me. While there is a stark contrast between the compositions of most of the items on the page, the way they are aligned and sized makes them easy to look over. There is enough space between each box that you can identify which item is which and it gives your eye a second to cleanse between each picture. The consistent color scheme is kept for the headers for each item in the portfolio as well as the familiar header and footer for the page. Overall, the design of the page should be ideal for employers to look through.

## 3. What is the most unappealing aspect of their site? Why do you think this?

I wouldn't have interviewed Kristen if I hadn't loved her page. If I had to choose one unappealing aspect of her page it would be that there *could* be a little more use of the white space on the outer edges. While it creates a contrast from the central focus of her page, my eyes do get a little tired from seeing so much white. This is a repetitive aspect, though, so while it is constant (each page has its share of white space) it is also consistent (and keeps with the theme).

## 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?

I love the simplicity of this page. The colors are mute and only bright in places where you should probably pay attention. The design does not distract from the information on the pages but instead does a good job of supplementing it with attention. If I were to keep one thing, it would be the gentle, at ease simplicity.