

Module 2

Alum: Kristin Phillips

Alum Site: <http://mkristinphillips.com/>

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

C (contrast): There is white text on darker backgrounds.

R (repetition): The color scheme, orange and blue, and background stay consistent no matter what page you navigate to.

A (alignment): The main sections are bordered with a blue rectangle and centered in the middle of the page.

P (proximity): There is a larger spacing between Phillip's linked images than the images to the border.

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?

I find the shades of blue used pleasing. It contrasts well with the orange of the header, the line breaks, and Darcy the octopus (C), and is on every page of the portfolio (R). The blue also borders all the important text and images, giving it a nice rectangular halo of sorts (A) and separates the content from the seashell background (P).

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

Darcy the octopus, the portfolio mascot, does not have a strong presence. Darcy could be improved by being placed in areas where he would be in strong contrast with the blue background sections of the color scheme (C), and also by have more appearances throughout the portfolio (R). In those more frequent appearances, Darcy still shouldn't be taking the spotlight, aligning himself more toward the bottom of the page and off-center or completely to the left or right (A) and away from the main content, but not completely out of sight (P).

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 would replicate the mascot idea because I am inherently a child/crazy cat lady and want to put pictures of my cat Ghost everywhere on my portfolio. He is already my business card mascot, so it would only keep my brand consistent to have him on my portfolio as well.