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WRA 210  
Module 2

**Mike Kulick**  
<http://michaelkulick.net/>

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

Contrast: Mike uses a black and blue color scheme against the white background. It creates a nice contrast between headers and content. The headers follow the same format from most important as dark blue, to regular headings as black, and then subheadings as light blue.

Repetition: All of the pages follow a similar layout with headers and content. He uses the same color schemes and font throughout. However, there are some pages that could use to stick to a more preplanned theme. It would create a site where information is most easily accessible.

Alignment: The alignment is pretty good. The web pages follow a left-side alignment. On the "Professional Portfolio" page, while there is a left aligned theme, the layout looks a little messy. He could use to clean it up a bit and almost overdo the alignment-it looks better.

Proximity: Proximity is accomplished; all relevant categories are grouped together and subjects are arranged to most important to least.

**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 really enjoyed the contrast Mike used in his portfolio. All the information is displayed in black against a clean white background. To accompany, important information with links to different pages is featured in a bright, vibrant blue. This perfectly compliments the image on the homepage of himself where the image features most black, white, and his blue shirt. It is visually appealing because it is not an overload of color and design, and makes information easy to find.

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

The feature I found the least pleasing was the alignment. Though it follows a general left alignment, not all the categories match up. On the home page the

three boxes at the bottom are all different sizes and somewhat displeasing to the eye. On the "Professional Portfolio" page the projects he completed are accompanied by images. On this page, he could use to employ more white space to separate content and create a more visually appealing page. The

**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?**

In my own portfolio, I would borrow Mike's clean layout principle. Though employers are looking for some demonstration of document design and creativity, I believe the portfolio should closely resemble the design of a resume. Both tools serve the same function as representing the individual, and should therefore compliment each other. The skills of the individual should come out in the specifics projects completed, which should be the second-most important aspect of the portfolio.