#### **CRAP Analysis**

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

Brooke Hawkins is a 2013 graduate from MSU and a PW alum. Her portfolio can be found at <a href="http://brookehawkins.us/">http://brookehawkins.us/</a>.

On her homepage, all of her portfolio pieces are aligned and in close proximity. This suggests that they are different from the navigation links in the upper right hand corner of the page, which also follow the principle of proximity. Though all of the elements on the first page are links, we can tell that they are for different purposes because of their proximity.

# Aspect of the site that I find most visually appealing

I like that Brooke's portfolio pieces are first displayed with interesting pictures from the project. You can scroll your mouse over each picture to uncover the project title, and you can click on each picture to learn more about that specific project. I think that this is an appealing way to display accomplishments using the CRAP principle of repetition. This design choice is appealing because it seems organized and professional.

#### 3. Aspect of the site that I find least visually appealing

I think that <u>Brooke's CV Page</u> leaves something to be desired. There aren't many design elements. It's a very text-heavy page that requires a lot of scrolling, and it loses some of the clickable fun from the portfolio page. I only skimmed the CV because of the lack of design elements.

# 4. Aspect of portfolio design that I would mimic

I really love how Brooke links to her social media accounts on her <u>contact page</u>. She returns to her organized images that link to another page in a clean and professional manner. I don't think I'd make my buttons quite as big as she made hers, but I like the look and organization she used. It provides a good model when thinking about my own contact page.