

Gina Apone

Dr. Daniels

Wra 210

May 20, 21013

## Module 2

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

Contrast- Her portfolio uses elements that are very different. She different amounts of three contrasting colors as a backdrop for her site pages.

Repetition- The alumni repeats elements throughout her portfolio such as the color scheme, fonts and font sizes and keeps all of her writing placed the same on each page.

Alignment- You can tell that she did not randomly place her content when creating her portfolio and there is unity throughout her work. From her Heading to page links, everything is orderly aligned and working together to visually please the viewer.

Proximity- Items on her pages are grouped together without a lot of space between them. Her pictures and text on her writing page are closely grouped throughout which creates order and unity. This also makes it easier for viewers to understand the content more quickly.

- 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 liked how the portfolio had the alumni's signature and title, which remained at the top of every page. This really played on repetition since it was included throughout her whole portfolio, creating uniformity and maintaining a consistent theme. She also seems to have used Contrast by making this creative heading a different color and more bolded style than the rest of the material on her site, which also creates an allurements of the eye.

- 3.) Repeat step 2, but identify the feature you find least appealing, and discuss how the designer could use CRAP principles to improve it.

Although I found the alumni's portfolio to be very impressive and creative, I thought that she could have spruced the theme up a bit more with exciting colors and more visuals. I also think that when it comes to Alignment, she might be able to improve or change the layout of her content. Everything is aligned but it is centered right down the middle, which seems almost *too* aligned. I think that if she were to switch up her layout, while keeping the other elements of color, font, headings, etc. this would keep contrast and repetition tied in but her portfolio would also be more visually stimulating.

- 4.) If you were to mimic or replicate one aspect of your alumni's design on your own portfolio, what would it be and why?

Aside from loving her idea of putting her signature at the top of her site, I really liked her attention to keep everything concise and clear while navigating throughout her portfolio. I would definitely design my own portfolio with this aspect of proximity. Each page has visuals and explanations that are neatly tied

together by proximity which I think is really important when it comes to allowing viewers to navigate through your work without confusion.