Module 2 - Libby Hoffman

CRAP principles: contrast, repetition, alignment, proximity

1. **Identify at least one instance of the four CRAP principles on the site.**
   a. The contrast on the home page. She uses a black and white photo and all other colors are light gray or black, and then she uses a yellow for her name, job and the page it is. The emphasis guides your eye and looks beauitful..
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**
   a. The font and alignment of the main bar on the HOME page. The font is clean, the alignment of the boxes is crisp. The site utilizes repetition and alignment to create something visually easy for your eye to adjust to.
3. **Repeat step B, but identify the feature you find least appealing, and discuss how the designer could use CRAP principles to improve it.**
   a. The formatting of the projects on the Projects page. There is no alignment! There is nothing to guide your eye. The viewer doesn't know what to click on or how to interpret the information so they may even give up on it.
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?**
   a. Definitely the home page. The photograph makes it personal, the color scheme is professional. Overall the look is clean. The color contrast guides your eye, tells the user where to click and where to look next.