

## **Memorandum**

To: Zack Allred  
From: Johan Farfan  
Date: 04/06/2019  
Subject: Reflection on Design Project

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### **Strengths and Weaknesses of the Project?**

In communication, I think my weakness in this project was the balance of graphical components with the actual text on it. Being a design project based on something that is simple and complex at the same time like C.R.A.P. Most guides on the web are straightforward design wise, fortunately not the content but the web page general outlook represented a chance to use the principles I learned in class. What I mean is that in this project I was able to use C.R.A.P. not only on the topic -the organization of my guide- but the navigation bar, footer and other elements helped to shape accomplish the requirements.

The strength that I found using design principles is that keeping them in mind I was able to organize better the topic. Thinking about how the user will navigate and explore the web page gave a sense of natural flow to the information shown, because it's based on how people focus their sight on the screen. Some elements are in their logical position just to pop in the eyes of the user without much effort.

### **The Hardest elements of C.R.A.P. to Use**

Contrast and Proximity were easy to use, they just come out by themselves when you handle your design logically.

Repetition was the most difficult one for me to apply and keep in count. I couldn't take away from my mind the idea of repeating style on the website would make it look boring or plane.

For the very same reason, I was having difficulties thinking about Alignment. I have to say that alignment also has some naturality on a web page design, if something is not aligned it will look notorious and even uncomfortable.

Definitely repetition was the most difficult one for the media that I chose.

## **Learning Outcomes and Threshold concepts in the Project**

When you're working with design creativity is always tested, so even though it's not unique and risky I used some creativity on the design. This project wasn't strange to research, it requires research and analysis on the elements of design and also on the message that is been delivered. Talking about the message itself, deliberation is applied in a form of guide, a way to handle a professional issue that is often overlooked by some programmers.

Another collaboration that this project left in my learning outcomes is in my computer literacy. Besides the manipulation of information it adds up to my computer programming and design expertise.

The contingency is represented in my topic, giving an example of a real life situation that every programmer in charge of a project will have, explaining how it can be handled.