Module 2 Kelsey Beachum's Portfolio (CRAP)

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

   There is definitely contrast on her site. Her background is lime green, the center is white and the text is black. Her tabs are bright blue and so are her Facebook and Twitter icons. Everything looks pretty neat and organized. She definitely has some repetition throughout each of her tabs as well (i.e. format, text, etc.)

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 think the layout of her homepage is appealing. It includes her name at the top with some graphic images. Below are her tabs. To the right is a photo of her and the left is a bio and she explains a little bit about herself and what writing is to her, which I think is important. Again her layout is very simplistic, organized, and not overwhelming. She even includes hypertext links to her writing and contact tabs. At the bottom there are Twitter and Facebook icons that takes you directly to her profiles, which is easy and convenient for the person using her site. She definitely uses contrasting colors and everything is easy to read. From top to bottom everything looks perfectly aligned and placed purposefully.

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

   Although her colors are bright and "happy" (lime green, sky blue) I do not believe they are very professional looking (or maybe I just don't like the colors together). I enjoy the simplicity of her design, but I think if she would've chosen some different and not so flashy colors it might make it look a bit more professional. However she does include a bio on her home page and she states "I bring the same level of enthusiasm, passion, and tenacity to any piece I approach," and that may be why she chose those colors.

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?

   I think her Writing and Editing tabs are appealing. She includes a thumbnail photo on the left-hand side of a vertical line that relates to the work she did. To the right of that thin vertical line she includes a title of the work followed by a PDF file link, and a description that explains why she did the work and a bit of background on the work. It looks very neat and organized, the proximity and alignment are definitely clear, and it's easy to navigate.