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WRA 210

For this exercise, I chose the portfolio of Chelsea Beck, a 2012 MSU graduate whose focus in the Professional Writing program was Writing, Editing and Publishing. As a result, her portfolio was extensive. Her website can be found here: [Chelsea Beck](#).

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

*Alignment.* Chelsea's website is really well formatted in my opinion. All of the content comes up nicely and the alignment of the articles is very appealing.

**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 love the header of her page. The multi-colored, inky design is very appealing and catches your eye. I like that she kept that portion of her page clean and concise, with only her name in the header. It's a great way of putting a spotlight on her page without making it too busy, the design speaks for **itself**. I think that this definitely falls into the category of *contrast*. It's something that's completely different from the rest of her page and that makes it stand out.

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

The feature I find least appealing is a rather small one, and that is the font. I don't know if it's that it's set against that white (I love color, so I'd have loved to see that purple from the back ground fall behind the text) or if it's the font itself, but it just doesn't seem 'special enough'. I don't feel like it pops! The site is really well organized and thoughtful and if my own comes out anything like that, I will be really surprised and proud.

**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 really love that eye catching banner! It's soft and interesting and it really catches your eye. I don't know if that's a stock image or something the designer created, but I really just like it! It's creative and it reminds me of a stormy sky. I just really like going to her page and having that pop right there!