DESIGN WRITE-UP

CRAP Principles

CONTRAST
- It states to Avoid elements on the page that are similar in color or belong to the same family of colors. I have used a background gradient image of blue color. Giving heading elements beige and azure color, and the text darker shades like green and teal follows this principle. It is used in selectors like navigation, header, h2 and h3.

REPETITION
- It implies repeating visual elements of the design throughout the piece. This principle has been covered in every heading which is being created, adding margins to the left, font-size to the paragraph text and adding border to all the images are all the places where repetition principle is used.

ALIGNMENT
- It says nothing should be placed on the page arbitrarily. To use this principle, all the text and images used are properly aligned using margins either on the left or right keeping in mind the positioning of the content.

PROXIMITY
- It states that Items relating to each other should be grouped closer together. In the navigation bar, header text is aligned to left while three navigation icons are grouped closer on the right side. This is the place where proximity principle is used.