

Portfolio Evaluated: Devon Barrett (<http://devonebarrett.weebly.com/work.html>)

SUMMARY OF C.R.A.P. PRINCIPLES

contrast

example: on her “work” page she changes the color of her major headings to light blue, making them stick out from the other texts on the page.

repetition

example: throughout the portfolio, she uses the same font in her body texts throughout the entire website

alignment

example: on her “resume” page, she aligns her headings to the left and then uses bullet points in order to indent slightly underneath the headings, allowing the audience to clearly see that the bullet points are supporting the main headings.

proximity

example: on her “work” page she keeps the descriptions of each of the documents close to the images on the website.

MOST VISUALLY APPEALING ELEMENT

I find Barrett’s “work” page very visually appealing. She does a great job at using **contrast** to separate the different documents and links on the page in a grid format, which is usually very confusing and overwhelming. For example, the main headings (writing, editing, and document design) are in a different color (light blue) than the rest of the page, making it easy to know when a new category begins. She also uses **repetition** throughout the page; she uses the same blue color, font, and capitalization for all of the major headings. Next, specifically on the descriptions that are paired with the different documents, she uses **alignment**. All of the description paragraphs are aligned left and wrap around the document. Finally, she uses the **proximity** rule in practically all of the text used on this page. One example is that she puts the description paragraphs right next to the actual document, making it easy to realize which description goes with each document. All of these decisions and demonstrations of the CRAP principles make the page very visually appealing and easy to navigate.

LEAST VISUALLY APPEALING ELEMENT

The least appealing page on her website is the “resume” page. I think that she could have added some color to make it follow the **contrast** rule more. Also, I think that it would help if she **aligned** all of her bullet points that she uses on the

page to make the page more uniform as a whole. I think that these changes would make it much more visually appealing and easier to navigate as a user.

WHAT I WOULD STEAL

I really like the fact that all of her pages begin with the same photo stretched across the top of the page. I consider myself to be an amateur photographer and I think it would be a great personal touch to my portfolio to allow my audience to see that I am capable behind a camera.