

I decided to take a look at Mike Davidson, at www.mikeyeddesign.com.

Contrast

On his opening page, Mike employs significant contrast. He has a dark striped background, which on which the header content and some content further the page is directly placed. However, it is alternated with blue banner-like sections. This contrast helps to draw separation between the various elements on the page. The main text on the landing page is also notable in its contrast with the rest of the page. Where the rest of the page is relatively dark, the main text is big and white. This draws attention to it as the most important thing on the page.

Repetition

The use of repetition is a little more subtle on Mike's landing page. The obvious example is in the repetition of the striped background and the blue banners across the background of the page. This lends a unification to the page as a whole. However, there are also repetitive patterns on the background and banners as well. The background has dark blue and dark grey stripes, and the blue banners have a grid of small, light blue dots. These add interest and texture the page without drawing attention to themselves or distracting from the main content.

While not quite repetition, another example of self-consistency in the page is with the frequent use of pseudo-code. The links to his portfolio categories are laid out in large pseudo-code, and the text on the footer is set in `/* html comment tags */`.

Alignment

There is also not much to be said for alignment. On the cover page, the different elements are stacked on top of one another - nothing new there. On the actual portfolio pages, it gets more interesting, with the project names and descriptions on the left and a picture of the project on the right.

While Mike maybe didn't employ this aspect of CRAP much on his landing page, it's more down to the simplicity of the site and the limited content, both things that are of great benefit to the page overall.

Proximity

Mike makes very little use of proximity to organize his landing page. The majority of the separation of elements is done through the contrasting backgrounds - since each of the organizational silos created by the contrast contains only one element, there is no need for proximity to provide clarification. The only exception is in the header, where proximity is used to separate the title and logo from the social media buttons. They are placed on opposite sides of the header.