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# Contrast, Repetition, Alignment, and Proximity (CRAP) concepts are essential to communicating business activities and needs to the readers; therefore, here at Fully Funk-Shun-Al, we value precision and consistency when it comes to choosing and formatting a document. This chapter describes the means of deploying the most appropriate type of CRAP concepts for the given communication medium and the standards for properly formatting the document, in order to assist our editors to avoid misunderstandings or miscommunications (Williams 2008, 15 – 80).

# Internal Memorandum

The following section contains requirements and best practices for selecting the most effective CRAP concepts, when sending internal memorandums.

## Contrast

As an editor, it is your responsibility to ensure that all text matters pertaining to the heading segment are of the same font, size, and bolding. If this isn’t done, there may be some inconsistencies in the attention that is given to the memorandum, by various members of Fully Funk-Shun-Al (65 – 80).

## Repetition

It is also your responsibility to ensure that the majority of memorandums sent out are unique. If this isn’t done, various teams will not be able to readily identify and prioritize work streams. (51 – 64).

## Alignment

It is also your responsibility to ensure that all text matters pertaining to the heading segment are left-aligned and text located after the colon are of the same distance. If this isn’t done, there may be some accusations as to the authenticity of the document and in extreme cases, the document may be reported as fraudulent (33 – 50).

## Proximity

It is also your responsibility to ensure that all data or art or both, pertaining to the heading segment, are of equidistance from the borders and margins. Margins are not to exceed 3 inches. Line spaces are not to exceed 2 points. If this isn’t done, the document will not conform to the standards set at Fully Funk-Shun-Al and the appearance of professionalism will be tarnished (15 – 32).

# Purchase Orders

The following section contains requirements and best practices for selecting the most effective CRAP concepts, when sending external purchase orders.

## Contrast

As an editor, it is your responsibility to ensure that all text matters pertaining to the column or field segments are of the same font, size, and are in bold print. If this isn’t done, there may be some inconsistencies in the accounting department due to miscalculations or misappropriation of funds (65 – 80).

## Repetition

It is also your responsibility to ensure that all text matters pertaining to the column or field segments are of the same shape. If this isn’t done, there may be some assumptions around expectations that have already been establish for documenting large currency values. Here at Fully Funk-Shun-Al, short hand notation for large currency values is the accepted (51 – 64).

## Alignment

As an editor, it is your responsibility to ensure that all text and tables are center-aligned. If this isn’t done, there will be some authenticity issues, from our clients. In the past, there have been a couple of instances from vendors of Fully Funk-Shun-Al that have delayed payment due to such errors (33 – 50).

## Proximity

It is also your responsibility to ensure that table spacing is equal. If this isn’t done, there may be some confusion as to which items are to be shipped to various countries or not (15 – 32).

Table 1 below represents the essential document and the weighted value of importance of each CRAP concept against company policy.

Table 1 Documents and their perspective weighted CRAP concepts in percentage

|  |  |
| --- | --- |
| **Document** | **CRAP percent** |
| **Internal Memorandum** | * Contrast – 90% * Repetition – 100% * Alignment – 90% * Proximity – 100% |
| **Purchase Orders** | * Contrast – 95% * Repetition – 90% * Alignment – 80% * Proximity – 100% |
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| Source: Williams, Robin, Robin Williams, and Robin Williams. *The Non-designer's Design & Type Book: Design and Typographic Principles for the Visual Novice*. Berkeley, CA: Peachpit, 2008. Print. | |

# Works Cited

Williams, Robin, Robin Williams, and Robin Williams. *The Non-designer's Design & Type Book: Design and Typographic Principles for the Visual Novice*. Berkeley, CA: Peachpit, 2008. Print.