

# C.R.A.P. Design Principles

# Document design

Documents are composed of various elements:  
titles, headings, body text, images, captions, etc.

Each element has a purpose.

Each element should be recognizable at a glance.

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## JUSTIN TRUDEAU MAKES IT OFFICIAL

SON OF FORMER PRIME MINISTER LAUNCHES BID  
FOR LEADERSHIP OF FEDERAL LIBERAL PARTY PAGE 10

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## HERD LIGHTS UP TITAN

Halifax Mooseheads, from left, Stefan Fournier, Nathan MacKinnon and Jonathan Drouin celebrate a third-period goal against the Acadie-Bathurst Titan at the Halifax Metro Centre on Tuesday night. Halifax won 6-2 to improve to 4-1 on the season. Story, page 26. JEFF HARKER/METRO

### Debate fails to impress

Packed Dalhousie gathering for mayoral candidates generates plenty of promises but little policy PAGE 3

### Neeson, before and after

He's something of an action star at 60, but a kinder, gentler Liam Neeson once ruled the screen PAGE 18

### Raptor itching for action

Injury leaves prized NBA rookie Jonas Valanciunas on sidelines at Halifax training camp PAGE 27

## 'Black Widow' charged after husband's illness

**Sydney.** Woman who was convicted of manslaughter in her previous spouse's death is now accused of attempted murder



Melissa Ann Weeks, 77, is escorted from a police vehicle for her court appearance Tuesday in Sydney. VAUGHAN MERCHANT/THE CANADIAN PRESS

### Notoriety

- Over the years, Melissa Ann Weeks has been dubbed in some media reports as the "Black Widow" or the "Internet Black Widow."

A 77-year-old woman who killed her previous spouse two decades ago was charged Tuesday with attempted murder after her husband fell ill while the couple stayed at a Cape Breton inn.

Melissa Ann Weeks was led into Sydney provincial court Tuesday in handcuffs with a black-hooded jacket pulled over her head as she was arraigned on charges of attempted murder and administering a noxious substance. The New Glasgow woman was remanded into custody until Friday for a bail hearing.

Her 75-year-old husband had to be taken to a local hospital when he became suddenly ill on the weekend. Cheryl Chambers, the

operator of the Chambers Guest House Bed and Breakfast in North Sydney where the two were staying, says the couple checked in early Friday morning.

Chambers says Weeks told her the pair had travelled to Cape Breton from Newfoundland and that her husband was not feeling well due to a rough ferry crossing.

Chambers says Weeks came downstairs alone on Saturday morning and said her husband wasn't well, leading Chambers to call

paramedics who took him to a hospital. He has since been released.

Weeks has a lengthy criminal record that includes convictions for manslaughter, theft and forgery.

She was convicted of manslaughter in the death of her husband, Gordon Stewart, whom she had drugged and run over twice with a car in 1991 outside Halifax. She served two years of a six-year sentence for that crime.

Weeks was also sentenced in 2005 to five years in prison on seven counts of theft from Alexander Strategos, a man in Florida she had met online. Investigators in that case said she stole about \$20,000 US from him.

THE CANADIAN PRESS

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**Late Edition**

Today, periodic rain, cooler, high 72.  
Tonight, occasional rain and drizzle,  
low 60. Tomorrow, morning show-  
ers, then clouds break for sunshine,  
high 74. Weather map, Page C8.

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\$2.50



TODD HEISLER/THE NEW YORK TIMES

"Dreamers" from Ecuador, on Tuesday in Manhattan, listening to the attorney general announce the end of the DACA program.

## U.S. ENDS PROGRAM GIVING 'DREAMERS' LEGAL PROTECTION

*Outcry Is Swift and Emotional, as Trump  
Tells Congress to Fix Immigration*

By MICHAEL D. SHEAR and JULIE HIRSCHFELD DAVIS

WASHINGTON — President Trump on Tuesday ordered an end to the Obama-era program that shields young undocumented immigrants from deportation, calling it an "amnesty-first approach" and urging Congress to pass a replacement before he begins phasing out its protections in six months.

As early as March, officials said, some of the 800,000 young adults brought to the United States illegally as children who qualify for the program, Deferred Action for Childhood Arrivals, will become eligible for deportation. The five-year-old policy allows them to remain without fear of immediate removal and gives them the right to work legally.

Mr. Trump and Attorney General Jeff Sessions, who announced the change at the Justice Department, both used the aggrieved language of anti-immigrant activists, arguing that those in the country illegally are lawbreakers

those same illegal aliens to take those jobs."

Protests broke out in front of the White House and the Justice Department and in cities across the country soon after Mr. Sessions's announcement. Democrats and some Republicans, business executives, college presidents and immigration activists condemned the move as a coldhearted and shortsighted effort that was unfair to the young immigrants and could harm the economy.

"This is a sad day for our country," Mark Zuckerberg, the Facebook founder, wrote on his personal page. "It is particularly cruel to offer young people the American dream, encourage them to come out of the shadows and trust our government, and then punish them for it."

Former President Barack Obama, who had warned that any threat to the program would prompt him to speak out, called his successor's decision "wrong," "self-defeating" and "arrogant."

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# the guardian

## New leak of Brexit papers reveals fissures between Britain and EU

**Exclusive**

- Second tranche of documents is revealed to Guardian
- Irish border and customs rules threaten fresh deadlock

Jennifer Rankin Brussels

The EU will risk heightening tensions with the UK on Brexit in the coming days by publishing five combative position papers, including one document that places the responsibility on Britain to solve the problem of the Irish border.

According to documents leaked to the Guardian, the Irish document shows that Michel Barnier, the EU's chief negotiator, will call on the UK to work out "solutions" that avoid the creation of a hard border and guarantee peace on the island.

The leaks come a day after the Guardian obtained a draft memo showing the British government's position on post-Brexit EU migration, which has been denounced as "completely confused", "economically illiterate" and "a blueprint on how to strangle London's economy".

The Ireland paper is one of five due to be published by the European commission. Each is dated 6 September and was drawn up by Barnier's article 50 taskforce.

Together the papers lay bare the complexity of disentangling Britain from the EU. Each paper is focused on withdrawal day, 29 March 2019, and delves into technical minefields not covered during the referendum campaign.

The EU proposals include:  
● Calls for the UK to legislate for the "continued protection" of special foods such as Parma ham, feta cheese, as well as French burgundy and Spanish cava. In demands likely to inflame Brexiters, Brussels wants to ensure more than 3,300 food and drink products are protected from British copycats after Brexit.



The draft position papers coming from Brussels reveal the complexity of the UK's divorce Photograph: Bloomberg/Getty

### Employers condemn 'catastrophic' blueprint

Richard Partington  
Rowena Mason  
Angela Monaghan

Britain's blueprint for a post-Brexit immigration policy, outlined in leaked Home Office documents, would be "catastrophic" for some industries, employers have warned.

Corporate chiefs and industry leaders in sectors from housebuilding to aerospace, farming and hotels said the tighter controls could lead to labour shortages and damage the economy, as one of their biggest Brexit fears showed signs of becoming a reality.

About 2.2 million EU nationals work in Britain - roughly 7% of the overall workforce - with some sub-sectors of

the economy almost totally reliant on migrants, official figures show.

Business leaders have long counselled No 10 over the need to retain access to high and low-skilled labour when Britain ultimately leaves the EU. The warning is stark from some, with EU workers accounting for more than 20% of the labour force in at least 18 sectors, according to a GMB study of Office for National Statistics figures.

The hotels, retail and hospitality industries in particular stand to lose from the reforms. About 75% of waiters and 25% of chefs working in the UK come from the EU. "If these proposals are implemented it could be catastrophic for the UK hospitality industry," said Uli Ibrahim, chief executive of the

British Hospitality Association. Hospitality firms need at least 60,000 new EU workers a year to fill vacancies, according to research for the BHA by the accountancy firm KPMG.

Peter Gowers, chief executive of Travelodge, said: "Even if the hotel industry recruited virtually every person on the unemployment register there wouldn't be enough to fill the roles needed in the 10 years following Brexit. That's particularly the case in London." He said the government must consult on a "meaningful guest worker programme as a matter of urgency" to avoid price rises and cuts in investment in the industry.

Continued on page 10 →

● A desire for Brussels to ensure that any goods in transit on Brexit day will be subject to the jurisdiction of the European court of justice. In effect, British companies and the UK government would be liable to fines from Brussels for breaking EU rules on VAT and customs.

● A warning to the Westminster to guarantee EU data protection standards on classified EU documents. If not, the EU wants the documents erased or destroyed.

● Asking Britain not to discriminate against EU companies on state-funded infrastructure projects that began before Brexit day.

Taken together, the papers reinforce the EU's determination to focus exclusively on the Brexit divorce issues, spurning the Brexit secretary David Davis's offer to be more "flexible and imaginative" and move to trade.

The Irish border is the biggest conundrum caused by the vote to leave the EU, a point underscored by Brussels's acknowledgment that the Irish document is "different from other papers".

Brussels intends to say the UK should shoulder the responsibility for the border, spelling out that the Brexit vote has caused the problem. "The onus to present solutions which overcome the challenges created on the island of Ireland by the United Kingdom's withdrawal from the European Union and its decision to leave the customs union and the internal market remains on the United Kingdom," states the EU's position paper on Ireland.

The paper, which is to be discussed by EU diplomats today, heightens the pressure on Davis, whose plans to allow UK officials to manage the border for the EU were rejected as "magical thinking" barely a week after they were published. At the weekend, Davis appeared to ditch this "blue-sky" plan and said a "conventional approach" was more likely, without spelling out further details.

Barnier, who was the European commissioner responsible for setting up EU funds to promote peace after the Good Friday agreement, is also due to set out his thinking on Brexit today.

The paper emerged days after Barnier met Ireland's foreign minister, Simon Coveney, in Brussels. Coveney told the EU negotiator that the UK's decision to leave the EU had "potentially an extraordinarily negative impact on Ireland and on the island of Ireland". The commis-

Continued on page 11 →

# Document design

Four basic principles used jointly in good design

Not about content, but the appearance and “feel”

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# **Good Design Is As Easy as 1-2-3**

## **1. Learn the principles.**

They're easier than you might think.

## **2. Realise when you're not using them.**

Put it into words – name the problem.

## **3. Apply the principles.**

You'll be amazed.



# Good Design

**is as easy as...**

**1 Learn the principles.**

*They're easier than you might think.*

**2 Realise when you're not using them.**

*Put it into words – name the problem.*

**3 Apply the principles.**

*You'll be amazed.*

# Design Principles

Contrast

Repetition

Alignment

Proximity

Our eyes are guided  
by these principles  
as we scan or read  
documents.



# C.R.A.P. explained & applied

A professional appearance enhances the professional content of a document.

(Note: appearance is not a substitute for content!)

# Design Principles

**Contrast**

Repetition

Alignment

Proximity

Different elements in a document ought to look different from each other.

## **Good Design**

**is as easy as...**

- 1 Learn the principles.**  
*They're easier than you might think.*
- 2 Realise when you're not using them.**  
*Put it into words – name the problem.*
- 3 Apply the principles.**  
*You'll be amazed.*



# Design Principles

Contrast

**Repetition**

Alignment

Proximity

Use the same characteristics consistently throughout the document.

## **Good Design** is as easy as...

- 1 Learn the principles.**  
*They're easier than you might think.*
- 2 Realise when you're not using them.**  
*Put it into words – name the problem.*
- 3 Apply the principles.**  
*You'll be amazed.*

# Design Principles

Contrast

Repetition

**Alignment**

Proximity

## Good Design

is as easy as...

- 1 **Learn the principles.**  
*They're easier than you might think.*
- 2 **Realise when you're not using them.**  
*Put it into words – name the problem.*
- 3 **Apply the principles.**  
*You'll be amazed.*

Elements should be lined up on the page purposefully so that their relationships are clear and there is a visual “flow.”



# Design Principles

Contrast

Repetition

Alignment

**Proximity**

Place related elements together in a group.

Closely-related elements become a new single element.

## Good Design

is as easy as...

- 1 Learn the principles.**  
*They're easier than you might think.*
- 2 Realise when you're not using them.**  
*Put it into words – name the problem.*
- 3 Apply the principles.**  
*You'll be amazed.*

# Design Principles

Contrast

Repetition

Alignment

**Proximity**

Proximity also separates unrelated elements.

## Good Design

is as easy as...

- 1 **Learn the principles.**  
*They're easier than you might think.*
- 2 **Realise when you're not using them.**  
*Put it into words – name the problem.*
- 3 **Apply the principles.**  
*You'll be amazed.*



# Summary of C.R.A.P.

**Contrast** Elements must look distinct.

**Repetition** Elements must be consistent in style.

**Alignment** Elements must line up vertically or horizontally.

**Proximity** Associated elements should be close together;  
dissociated, further apart.

# Critique!

**Section 1 :** Nulla facilisi. Vestibulum ut justo. Suspendisse cursus eros ac massa tincidunt vehicula. Vestibulum tincidunt vulputate purus? Morbi pharetra aliquam odio. Nunc eros? Sed metus ipsum, laoreet vitae, euismod vitae, lobortis id, risus.

Sed ligula. Aenean consectetur dolor et nunc. Morbi rhoncus tempus justo. Maecenas mollis ultricies velit?

## ***Section 2:***

Nulla in purus nec orci luctus auctor. Sed id mi! Vestibulum tempus quam faucibus lacus. Aenean lorem odio, lobortis adipiscing, dignissim quis, consectetur vitae, neque. Fusce a lectus. Duis erat orci, ornare at, varius vitae; tincidunt vel, urna. Phasellus et dui in neque tempus commodo. Nam diam erat, rhoncus sed, fringilla sodales, adipiscing id, purus! Nulla ultricies. Aenean ut ante. Morbi semper.

## ***Section 3***

Mauris quis risus sagittis ipsum dapibus mollis. Integer posuere, ligula at interdum auctor, lorem enim dapibus est, vitae interdum erat odio eget metus. Fusce in neque. Duis sollicitudin, nisl at pulvinar commodo, ligula ligula convallis mauris, vel aliquet urna purus ut diam. Curabitur sit amet urna. Morbi elementum, arcu at euismod cursus, nulla massa cursus ante, a dictum nulla orci vitae risus.

# Critique!

## Section 1:

Nulla facilisi. Vestibulum ut justo. Suspendisse cursus eros ac massa tincidunt vehicula. Vestibulum tincidunt vulputate purus? Morbi pharetra aliquam odio. Nunc eros? Sed metus ipsum, laoreet vitae, euismod vitae, lobortis id, risus.

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## Section 2:

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## Section 3:

Mauris quis risus sagittis ipsum dapibus mollis. Integer posuere, ligula at interdum auctor, lorem enim dapibus est, vitae interdum erat odio eget metus. Fusce in neque. Duis sollicitudin, nisl at pulvinar commodo, ligula ligula convallis mauris, vel aliquet urna purus ut diam.

Curabitur sit amet urna. Morbi elementum, arcu at euismod cursus, nulla massa cursus ante, a dictum nulla orci vitae risus.



# Critique!

## Section 1

Nulla facilisi. Vestibulum ut justo. Suspendisse cursus eros ac massa tincidunt vehicula. Vestibulum tincidunt vulputate purus? Morbi pharetra aliquam odio. Nunc eros? Sed metus ipsum, laoreet vitae, euismod vitae, lobortis id, risus.

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## Section 3

Mauris quis risus sagittis ipsum dapibus mollis. Integer posuere, ligula at interdum auctor, lorem enim dapibus est, vitae interdum erat odio eget metus. Fusce in neque. Duis sollicitudin, nisl at pulvinar commodo, ligula ligula convallis mauris, vel aliquet urna purus ut diam.

Curabitur sit amet urna. Morbi elementum, arcu at euismod cursus, nulla massa cursus ante, a dictum nulla orci vitae risus.