

WRA 210: Module 2

[www.hollycebalentine.com](http://www.hollycebalentine.com) is the website of a 2012 PW grad, and MSU alum, Hollyce Balentine. As expected, she followed the four CRAP principles quite well, however, I do feel that there is room for improvement. Hollyce created contrast through a periwinkle border, white background, and dark blue, purple, and black font colors. She also uses the contrast principle in the design of her dark blue menu bar and the use of white as a font color. Repetition is very prevalent too. Words such as “content strategy”, “designer”, “writing”, and “spanish” can be seen multiple times on her main web page, showcasing her many skills and talents. Hollyce’s use of alignment is not quite as obvious, but it is clear that she is following a grid. It appears the grid is mapped out such that the heading/menu is across the top, and the rest of the website is broken up into thirds. Hollyce does not have a lot on the website, however, I would say her proximity is good. None of her pictures/texts are too far away from each other, or too close. For example, the title of her website is about an inch above the menu bar.

To be honest, I do not find her website to be very visually appealing. If I had to pick one thing I liked, it would be the menu bar. I like how Hollyce used contrast and designed a blue menu bar with white font. She spaced out the different menu options well too, thus following the proximity principle well. Additionally, I felt that she repeated good “buzz words” for future employers.

In my opinion, I find Hollyce’s website to be bland. The color choice is not overly stimulating. I think she could have made the website more visually

appealing by using more color, and creating more contrast. I also think she could have used a more unique grid. While her proximity was good, I found her website to be a little bare. More images, or texts, would be an improvement. I understand she wants her website to look professional, however, I find it to look half finished. Overall, there is just too much blank white space.

If I were to mimic or replicate one aspect of [www.hollycebalentine.com](http://www.hollycebalentine.com) I would follow her use of repetition. I think she did a good job of getting the point across, without overwhelming the reader.