4 Graphic Design Principles

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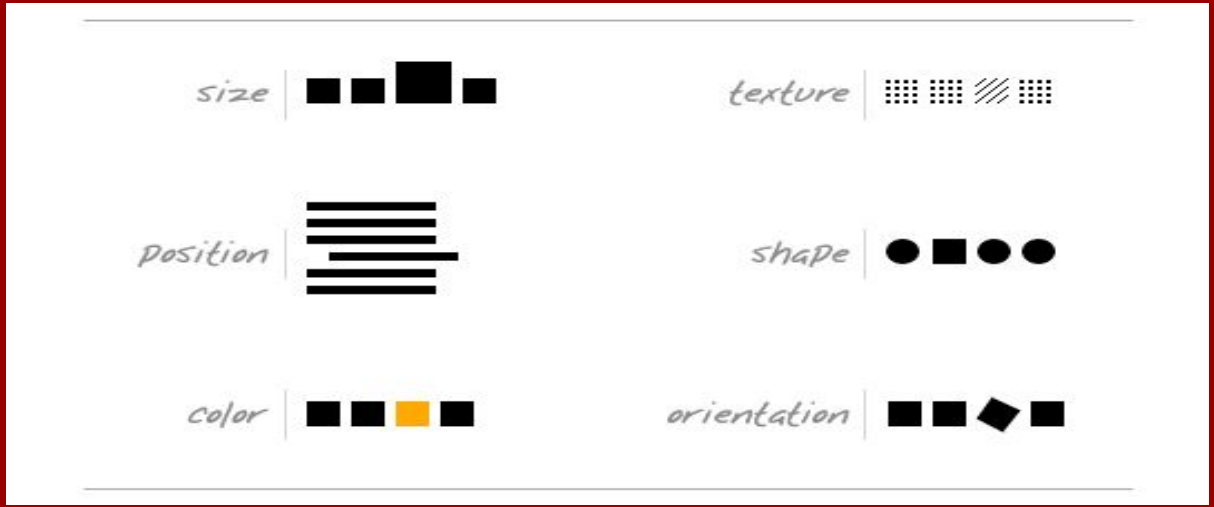
Contrast, Repetitiveness, Alignment, Proximity (CRAP)

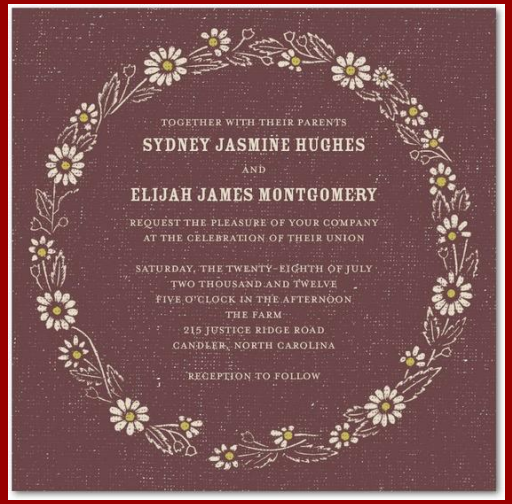
1. Contrast

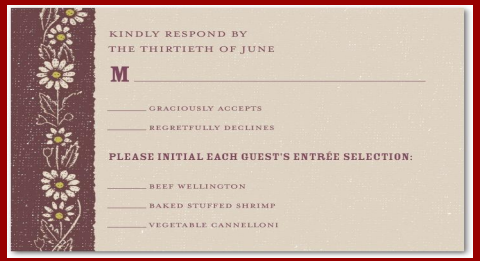
- **Contrast** draws the user's attention. Contrast may be achieved using color, size, visual weight, fonts, and more.
    - Note: Too many contrasting elements can be distracting.
    - Examples of contrast



2. Repetition

- **Repetition** helps to unite a document. Repetition may be achieved by repeating fonts, styles, colors, icons, and so forth.
    - Repeat aspects of the design throughout for unity.



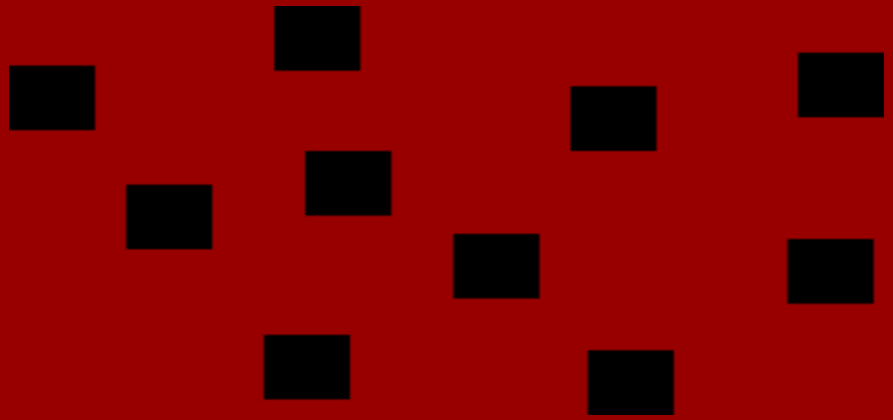


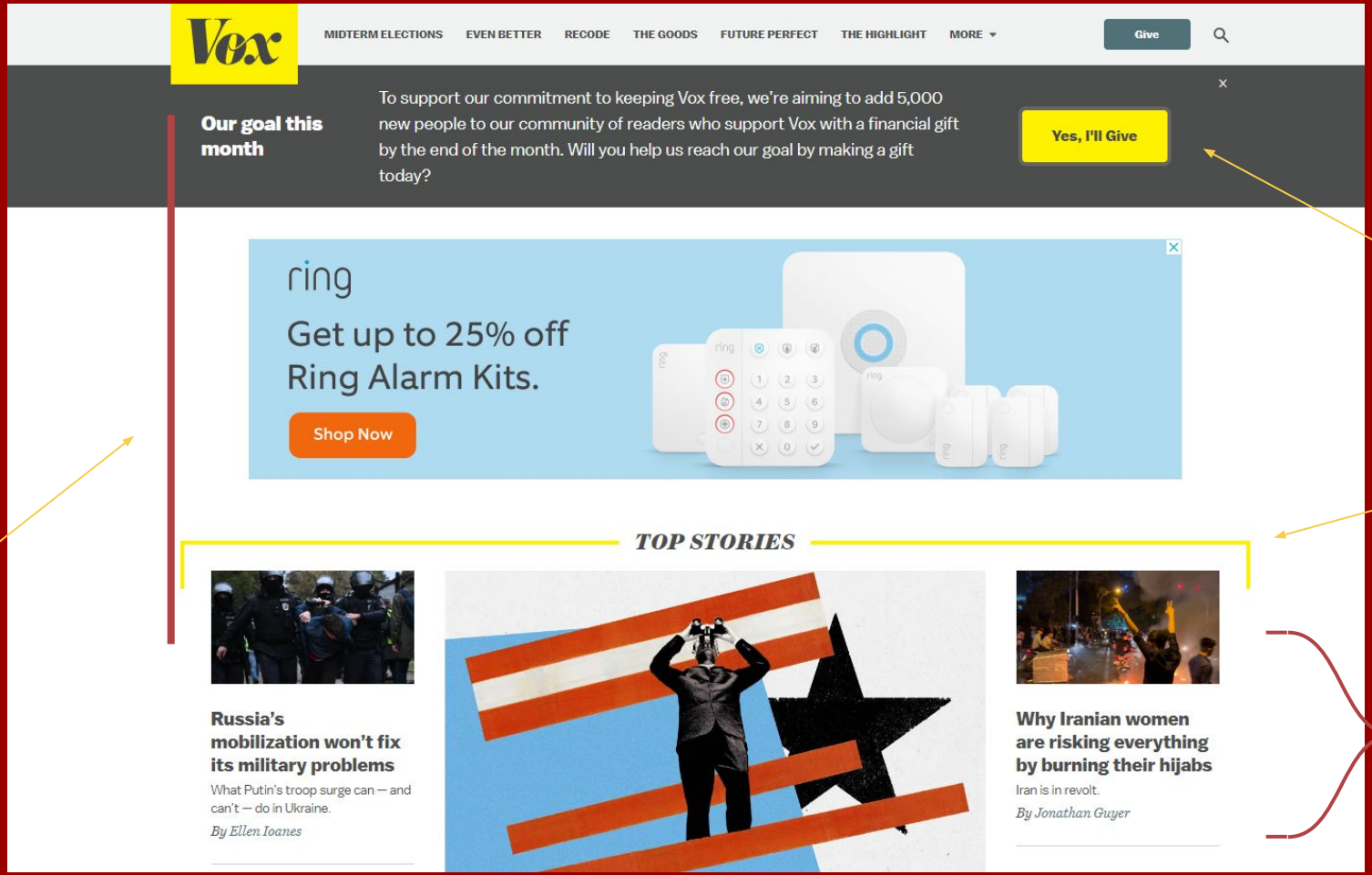
3. Alignment

- **Alignment** helps to organize information to make it easier to process. Alignment may be achieved using a grid system.
  - Nothing should be placed on the page arbitrarily.
  - Every item should have a visual connection with something else on the page.

4. Proximity

- **Proximity** helps to establish relationships between items. Items in close proximity appear related.





Alignment

Contrast

Repetition

Proximity