



## CRAP Evaluation

*Contrast, Repetition, Alignment, and Proximity are all design elements that make a website more effective and aesthetically appealing. A Professional Writing alum's portfolio will be evaluated using CRAP, to see what parts of her portfolio drew in the reader, and what parts turned her viewers off.*

Instances of each element of CRAP on Cheryl Mitchell's website banner:

<https://www.msu.edu/~mitch635/wra/port/index.html>

### **Contrast**

As soon as the webpage is opened, contrast is apparent in this portfolio. On the middle of the page is a black banner and graphic containing the author's name and initials. All of the text within this banner is white, letting the reader know they are grouped together. The large initials however, are obviously a different font and size, making it apparent that though it is related to the rest the text, it serves a different purpose.

### **Repetition**

The black banner with the graphic and text is present on every single page throughout the site. It uses the same colors, typography and spacing. This repetition makes the site easy to understand and reminds the visitor exactly whose work they are viewing.

### **Alignment**

The banner is contained with two straight visible lines separating it from the white background content of the site and the purple background menu. The line separating "cheryl mitchell" and "writer, editor, photographer," also creates a clean conciseness, that makes it is to focus on the actual content of the site.

### **Proximity**

Again, within the banner, the text containing the author's name and areas of study are close together, connected by an alignment line. They are one idea - Cheryl Mitchell is a writer, an editor and a photographer. The purple graphic connects that text to the larger "cm" initials. Though this is separated by space to create a division between a logo and some text, the graphic brings the two together, to create a unified effect for the entirety of the banner.



## CRAP Evaluation

Aspects without CRAP on Cheryl Mitchell's website menu bar:

<https://www.msu.edu/~mitch635/wra/port/index.html>

### Menu Bar

Though the author's menu bar on her portfolio site is functional, it has several problems, and does not follow CRAP principles very closely. It starts out well, it doesn't have a lot of contrast, but that's because each menu section is supposed to be similar. Though it takes you to different pages, each of the sections' function is the same. The proximity is practiced fairly well too. Each section is spaced evenly by each other, because they are the same grouping of buttons.

The repetition through the site is where the menu bar is significantly lacking. Though the menu bar is present on each page of the site, it changes. If you go to the "portfolio" page, you not only gain a "writer," "editor," and "photographer" tab, you lose the "contact" tab. This lack of uniformity throughout the site is confusing to the viewer and creates discontinuity. If repetition were used, and the menu bar stayed the same throughout the entire site, it would be much more user friendly.

Also, when you move between pages, the alignment of some of the menu sections move as well. Very disorienting, this might just be a glitch in the site, but the lack of consistent alignment to tie everything together is confusing. To fix this, the author could create clean, neat lines to make sure the sections stay together in an organized way.

Take aways from Cheryl Mitchell's portfolio website:

<https://www.msu.edu/~mitch635/wra/port/index.html>

I thought generally this site was well organized and visually appealing. If I could copy one aspect of this site into mine I would use the large visual banner display that I reviewed the elements of CRAP with. It is informative, attractive, and creates consistency throughout the site. I would obviously make it my own and create a unique graphic and text display, but the idea of the dominant visual was very useful to see.