

## Module 2

1. Identify at least one instance of the four CRAP principles on the site.

Contrast is used on the site. The home page has a white background then each tab is a different color (red, blue, green, brown, and gray). This makes the main ideas and terms stand out. Lindsey also uses repetition with these words. Not only are they the tabs, but they are written again (same on every page) on the every page as well as in her description.

2. Choose one aspect of the site's graphic design that you find visually appealing. Analyze this using CRAP – why is it pleasing? What choices did the designer make that made it pleasing?

When you click on each tab (Writing, Editing, Design) the word is highlighted in the color of the tab, and the rest of the words stay gray. It is pleasing because the color flows throughout the page that is clicked and you are reminded of the page. The designer made the choice not to have all of the words in separate colors like the home page, but to mute them on the specific page (besides the name of the page you are on). This is using the contrast as well as repetition aspect of CRAP.

3. Repeat step B, but identify the feature you find least appealing, and discuss how the designer could use CRAP principles to improve it.

I think that website has a sense of immaturity due to basic fonts, bright colors, and lack of details. The website seems very basic. I would of really been impressed if Lindsey could of used more of the repetition aspect by having a bigger variety of design choices that would of looked like a more detailed website.

4. If you were to mimic or replicate one aspect of your alum's design on your own portfolio, what would it be and why?

Lindsey made the proximity aspect of CRAP work very well. On her home page her layout of “..is a(n) Writer, Editor, and Designer” really works visually and stimulates me because they are not lined up but arranged near each other. The fact that this arrangement is on every page brings the website together and makes it cohesive. These are two properties I would use because they visually pleased me.