The CRAP-E Principles of Design

The CRAP-E Principles of Design include:

1. Contrast
2. Repetition
3. Alignment
4. Proximity
5. Emphasis

C-Contrast- creating a noticeable difference between visual elements.

Avoid elements that are **similar**.
<<<<<

If the elements (type, color, size, line thickness, shape, space) are not the same then make them very different.
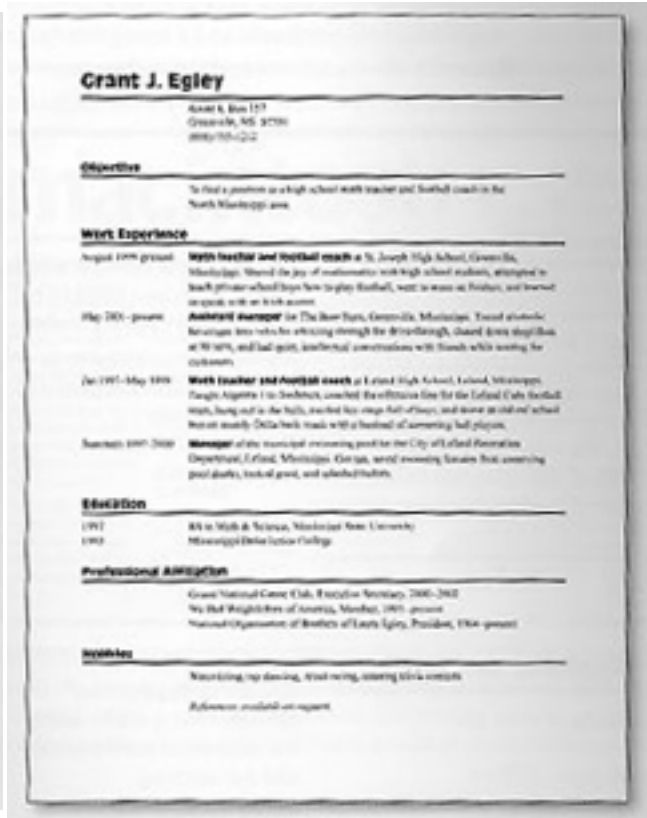
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Contrast

1. A good use of contrast creates a hierarchy of elements
2. Elements with greater importance are more visible than elements that have less importance.

This document above has very little CONTRAST---
everything looks very similar

TOO SIMILAR makes the page design be BORING

This document above has GOOD CONTRAST-

By using BOLD TYPE in headlines
By adding a THICK LINE to separate the sections

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R-Repetition- the repeating of a design element

1. Repetition makes it easier for users to get your "message."
2. Repetition of visual elements throughout a design supports the organization of your publication
3. Repetition strengthens the unity of your piece.

Repetition

1. Think of creating a format for your information.
2. Ask yourself "If I were to add another element to this design, would I know how to do it?"

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A-Alignment-**is the setting of text or image placement relative to a page, column -** text can be aligned flush left, flush right, centered, or justified

1. Nothing should be placed arbitrarily. Every element should have a visual connection to another element.
2. Four types of text alignment: flush-left, flush right, centered and justified.
3. It's easiest to read flush left text.
4. GOOD DESIGN RULE OF THUMB-pick one alignment and stick to it.

A-Alignment

1. Pick one alignment and stick with it.
2. Use indentation to your advantage.
3. Graphic designers use an imaginary GRID on their work

The web page above has too many different alignment schemes-
It has: Flush left, flush right, and Centered

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This poster above:
a. Has Center Alignment
b. Primary Focal Point = Title
c. Secondary Point = Cowboy Pic

Is OK, but is could use some contrast, more emphasis, and a better alignment scheme

This redone and enhanced poster:
a. Has **Flush Left alignment**
b. Has good **CONTRAST** with the addition of bolder titles
c. Has a stronger **Visual Hierarchy**
Title is larger and more bold-
Cowboy Pic is much more prominent

Tip: Keep a few (2 or 3) different versions of a design with just a few variations--
Have other team members look at it and give you some kind feedback

Beware Center Alignment

1. Center alignment is aesthetically pleasing to us
2. Center alignment is harmonious, balanced and soothing
3. But center alignment destroys hierarchy
4. In center alignment, there is no focal point
5. All elements have equal importance in center alignment

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P-Proximity=putting similar visual elements together in one place

When several items are close to each other,
they become one visual unit.
This organizes information and reduces clutter.

Proximity increases communication effectiveness because the reader does not have to search for related information.

Websites like this YAHOO web page- are great examples of how putting similar design elements together:
a. create areas or units on the page that attract attention- notice the different sections on the page where things are "**grouped together**"
b. make the elements in those areas feel like they are
 part of a **" whole or unit"**   **PROXIMITY**
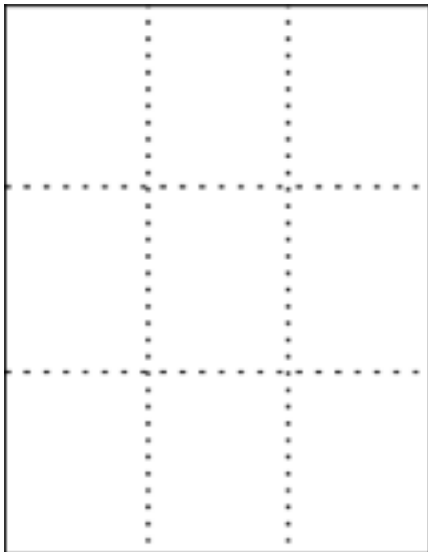
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E-EMPHASIS- the <u>design principle</u> that sta...tes that the most important element should be the most prominent, and the 2nd most important element should be the secondary in prominence.....

REMEMBER: You are trying to get your target audience (the reader) to see and understand your MESSAGE

VISUAL HIERARCHY- the arrangement of visual elements such as type and images on the page according to their <u>order of importance.</u>..

Visual Elements- are those parts that we use to create designs-type, color, lines, pictures, texture,

Rule of Thirds

As in video and photography, graphic design is generally more appealing if the area is divided into thirds.
Elements found at the **<u>intersection of the lines</u>** are considered more important.

Summary-

<u>PRINCIPLES OF GRAPHIC DESIGN-CRAP-E</u>
CONTRAST-
REPETITION-
ALIGNMENT-
PROXIMITY-
EMPHASIS