

C.R.A.P. Design Elements

Contrast

Contrast means using colors and shapes to make things stand out. If your contrast is poor or misused, your content will not be noticed as you intended, or the user might have a hard time reading or understanding your work. This page uses contrast by using black font on white paper. Notice how this sentence is harder to read.

Repetition

Repetition refers to reusing the same design element for content such as headers, text. It also can be applied to colors, shapes, and other design elements. Repetition makes it easier to scan and explore the page. This page uses repetition in headings and text.

Alignment

Alignment mostly refers to vertical alignment of content. For example, newspapers and web pages use columns to achieve alignment. But alignment can also apply to horizontal and diagonal lines. This page uses vertical alignment on the left margin.

Proximity

Proximity refers to the distance that elements are from each other. You should group or chunk related elements closer to each other. For example, a header should be closer to the text below it than it is to the text above it. This page uses proximity by placing the headers closer to the text below them than above.