

type, color, & C.R.A.P. like that

<p>CRAP PRINCIPLES</p>	<p>CONTRAST CONTRAST CONTRAST CONTRAST</p> <p>BIG & LITTLE</p> <p>WHITE ON BLACK</p>	<p>Re-Re- Re- petition</p> <p>Repeating certain elements throughout your design. Things like colors, type faces, navigation schemes, logos, layout, etc.</p>	<p>ALIGNMENT ALIGNMENT ALIGNMENT ALIGNMENT ALIGNMENT ALIGNMENT ALIGNMENT</p> <p>The choices are flush left, flush right, centered, or justified. The rule is "pick ONE and stick with it."</p> <p>Centered does NOT have many uses!</p>	 <p>PROXIMITY</p> <p>Keeping related items close together.</p> <p>Only 3-5 groupings per page!</p> <p>Less is More!</p>
<p>TYPOGRAPHY</p>	<p>SERIF</p> <p>Times New Roman Is the most overused Typeface ever! But, it works on ALL machines!</p>	<p>SAN SERIF ERAS FUTURA ARIAL</p> <p>Arial works cross platform. That means it's found on both PCs and MACs</p>	<p><i>Script</i> Script</p> <p>Try to really limit the use of script. It's very hard to read. NEVER set script in all caps!</p>	<p>DECORATIVE</p> <p>Chiller Dancin grammes</p> <p>Use sparingly!</p>
<p>COLOR PSYCHOLOGY</p>	<p>Do colors mean something?</p>	<p>WARNING!</p> <p>CAUTION</p> <p>JEALOUSY</p> <p>TRUST</p>	<p>What about in other cultures?</p> <p>...</p>	<p>Different colors DO mean different things in different countries!</p>

The CRAP principle concept was coined by author Robin Williams in her book *The Web Design Book for Non-Designers*

The study of typography is part of a 4-yr degree at some schools; as is Color Theory.

This handout is the BARE MINIMUM backgrounding for these concepts.