## The CRAP Principle Concept

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.

<table>
<thead>
<tr>
<th>CRAP Principles</th>
<th>Contrast</th>
<th>Re- Re-Petition</th>
<th>Alignment</th>
<th>Proximity</th>
</tr>
</thead>
<tbody>
<tr>
<td>BIG &amp; LITTLE</td>
<td>CONTRAST</td>
<td>CONTRAST</td>
<td>ALIGNMENT</td>
<td>KEEPING RELATED ITEMS CLOSE TOGETHER</td>
</tr>
<tr>
<td>WHITE ON BLACK</td>
<td></td>
<td>CONTRAST</td>
<td>ALIGNMENT</td>
<td>ONLY 3-5 GROUPINGS PER PAGE</td>
</tr>
</tbody>
</table>

### Typography

**Serif**
- Times New Roman
- Is the most overused
- Typeface ever!
- But, it works on ALL machines!

**Sans Serif**
- Arial works cross platform. That means it’s found on both PCs and MACs

**Script**
- Try to really limit the use of script. It’s very hard to read. NEVER set script in all caps!

### Color Psychology

**Do colors mean something?**

<table>
<thead>
<tr>
<th>WARNING!</th>
<th>CAUTION</th>
<th>Jealousy</th>
<th>Trust</th>
</tr>
</thead>
<tbody>
<tr>
<td>What about in other cultures?</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### Decorative

**Chiller Dancin Grammes**
- Use sparingly!

Different colors DO mean different things in different countries!

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