

Designing with C.R.A.P.

INFO/COM S 130:
Intermediate Web Design
and Pwning



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Who am I?

- Christian Montoya
- Section 3 Teaching Assistant
- Class of 2007 Senior
- Electrical and Computer Engineering
- Web Developer *in my spare time*
- Blogger *when I'm not doing homework*

Today you will learn about C.R.A.P.

- C.R.A.P. : The 4 basic principles of design.
- **C**ontrast
- **R**epetition
- **A**lignment
- **P**roximity
- "...the basic principles of design that appear in every well-designed piece of work."
 - - Robin Williams,
 - *The Non-Designer's Design Book*

Disclaimer

- C.R.A.P. will not guarantee perfect design
- This lecture is not enough for you to fully understand C.R.A.P.
- Only when you truly understand C.R.A.P. will you know when to use it and how
- *The Non-Designer's Design Book* is a must read if you want to be a good designer (and impress the graders)
- I am not an expert on design, but I know C.R.A.P. when I see it

Contrast

- If elements on your page are not the same, make them very different.
- Contrast attracts the attention of your viewers.



CONTRAST


Contrast: Exhibit 1


Dangergraphics.com

WORK SOAPBOX ABOUT LINKS CONTACT

Portfolio

+ 01 INTERACTIVE (16) + GRAPHIC DESIGN (3)
+ ILLUSTRATIONS (5) + MOTION (4) + WALLPAPER (13)


DOWNLOAD  NNW DG AQUA 1.1

DOWNLOAD  NNW PLATINUM

DESIGN

* Soapbox

MY LAST DAY AT BOZELL. NEXT STOP COBRA CREATIVE



Contrast: Exhibit 2

The screenshot shows the 'stopdesign' website. At the top left is the logo 'stopdesign'. A navigation bar contains links for 'home', 'portfolio', 'log' (which is highlighted), 'articles', 'examples', and 'also'. Below the navigation bar is a section titled 'Log Archive'. Under this section is a heading 'Recent Entries'. The first entry is 'Roulette' with a sub-link '0-f continued →'. Below the entry is a date '7 Sep 2006' and categories 'CSS, Design...'. To the right of the entry is a 'COMMENTS OFF' icon. Below the entry is the text 'Change Remain' followed by the quote 'The more you see, the less you know' and 'The less you find out as you go'. Below the quote is the text 'I knew much more then than I do now'. To the right of the 'Recent Entries' section is a search bar with the text 'Search this site' and a 'go →' button. Below the search bar is a calendar for 'September 2006'. The calendar shows the days of the week and the dates from 1 to 30. The date '25' is highlighted.

stopdesign

home portfolio **log** articles examples also

Log Archive

Recent Entries

Roulette
0-f [continued →](#)

7 Sep 2006 in [CSS](#), [Design...](#) | COMMENTS OFF

Change
Remain
The more you see, the less you know
The less you find out as you go
I knew much more then than I do now

Search this site

« September 2006

sun	mon	tue	wed	thu	fri	sat
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30


Repetition

- Repeat visual elements throughout each page and your entire site.
- Repetition develops the organization and creates a strong brand.


REPETITION
REPETITION
REPETITION

Repetition: Exhibit 1


Case Studies

**RegionalLink Airlines**

RegionalLink Airlines Pty Ltd will become the lead franchiser to a group of carriers - the first example of franchising in the Australian air transport industry...
read more »

**MDev Property Group**

MDev Property Group contracts the services of Shock Media Studios to develop their fully integrated Customer Relationship Management System (CRM)...
read more »

**Gallery482**

A customised content management system was the conclusive solution having the ability to provide the level of flexibility and structure that Gallery 482 required...
read more »

Repetition: Exhibit 2



The image shows a screenshot of a website's navigation menu on the left and a main content area on the right. The navigation menu includes items like 'Vehicles', 'Used', 'Buy', 'Lease', 'Finance', 'Insurance', 'Maintenance', 'Parts', 'Service', 'Warranty', and 'Support'. The main content area features a large image of a red SUV, a row of five vehicle category buttons (cars, trucks, suvs, vans, commercial), and two promotional banners. The first banner is for the Chevy Colorado truck, and the second is for the GM 100,000-mile warranty.

cars ▶

trucks ▶

sUvs ▶

vans ▶

commercial ▶

NEWS AND OFFERS 1 2 3 4

CHEVY COLORADO
LESS BANK.
MORE TRUCK.

NOW ON EVERY 2007 CHEVY
THE GM 100,000-MILE
WARRANTY
5-YEAR POWERTRAIN²

Alignment

- Nothing should be placed arbitrarily. Do not toss elements randomly at your page or simply try to fill space.
- Every element should have a visual connection with another on the page.





**ALIGN
MENT**

Alignment: Exhibit 1

Tue 12 Sep 2006	Home Page Heroics	11:07 PM	Art directing the NYTimes.com home page on the fifth anniversary of September 11th. Read this post...
	REMARKS (3)		
Mon 11 Sep 2006	Five Years	10:02 AM	Thinking about September 11th half a decade later. Read this post...
Thu 07 Sep 2006	A Browser Back from the Brink	10:36 PM	At long last, OmniWeb 5.5 is out of beta, and it's just like it was. Read this post...
	REMARKS (12)		
More Posts	September 2006	10 posts.	
	August 2006	17 posts.	
	July 2006	7 posts.	

Alignment: Exhibit 2

folio

 <p>digital</p>	 <p>tangible</p>
web design	pencils
pixel/interface	colors
development	identity/print

supplemental

home

about

goodies

contact

Proximity

- Items related to each other should be grouped close together.
- Grouping organizes information and reduces clutter.

PROX
IMITY

PROX
IMITY

PROX
IMITY

Proximity: Exhibit 1

SAINTS ROW

RECENT COMMENTS

QUALITY CONVERSATION, PROVIDED BY YOU



Zach Wilt / Sep 25

My Family is Hooked on Lego

Star Wars II



Matt / Sep 25

My Family is Hooked on Lego

Star Wars II



 [View Portfolio](#)  [Hire Me](#)

PAYING THE BILLS

AND FUELING MY GAMING ADDICTION

Custom web design services

Proximity: Exhibit 2

MEN AND SNAKES

zaravka evtimova

I felt good in the room that faced the wall of the old house decorated with sculptures of snakes and half-naked men. When my translation didn't go well I stared at their taut muscles. Yet, I was quite happy when Stavro visited my office. He was a queer fish; he maintained that the gloom inside him blended well with the dusk in the room.

AFTERCARE

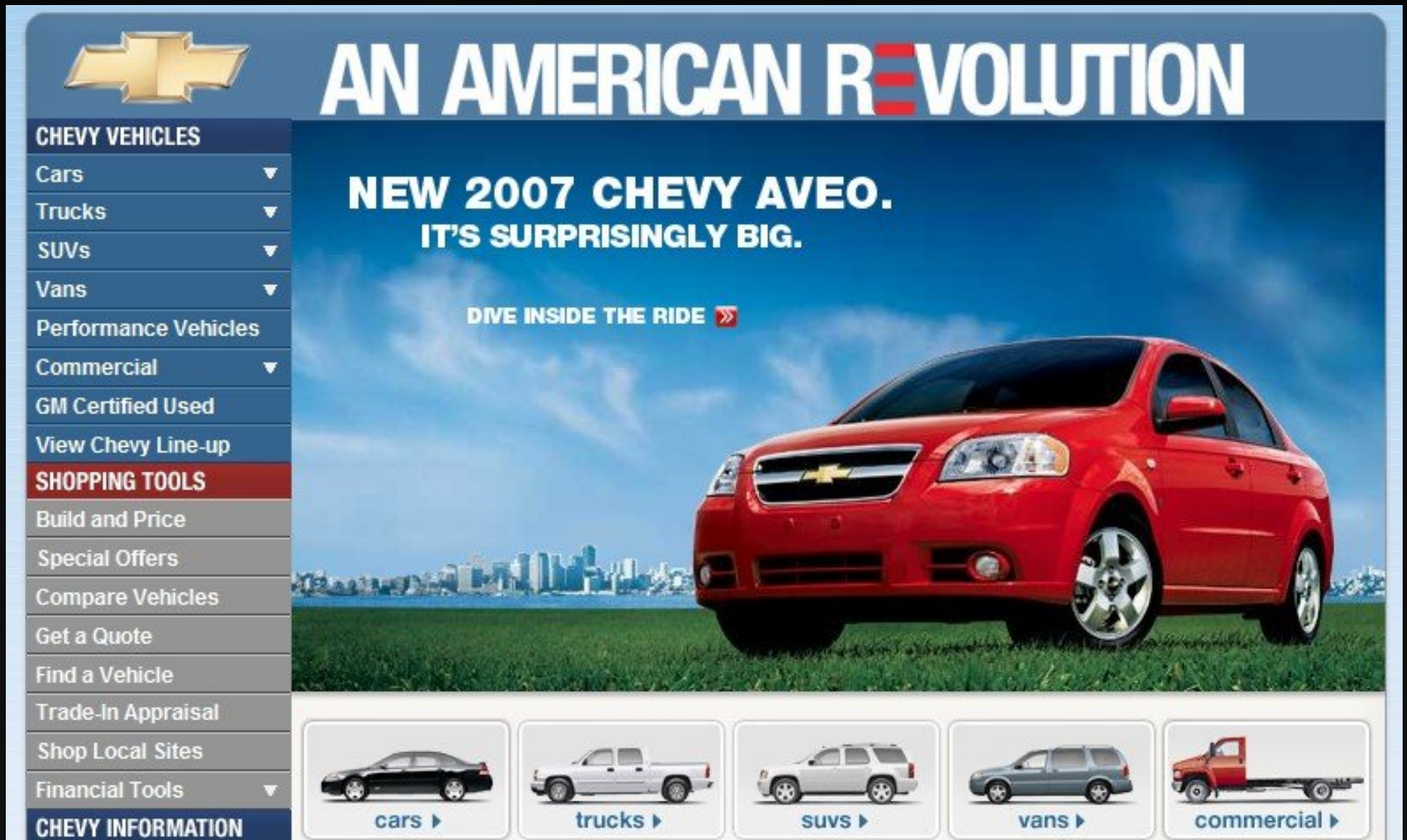
steven gillis

Wil Burrow is different. In the three years I've known him, he rarely shouts or curses or slaps me more than in a tender way. Not even when he's had too much to drink and I ask about his wife and the question makes him sad and crazy in his eyes, does he do

Let's play "Spot that C.R.A.P."

- Let's look at some successful web designs and examine how they utilize the principles of contrast, repetition, alignment, and proximity effectively.

Example 1: chevrolet.com



CHEVY VEHICLES

- Cars ▾
- Trucks ▾
- SUVs ▾
- Vans ▾
- Performance Vehicles
- Commercial ▾
- GM Certified Used
- View Chevy Line-up


SHOPPING TOOLS


- Build and Price
- Special Offers
- Compare Vehicles
- Get a Quote
- Find a Vehicle
- Trade-In Appraisal
- Shop Local Sites
- Financial Tools ▾


CHEVY INFORMATION


AN AMERICAN REVOLUTION


NEW 2007 CHEVY AVEO. IT'S SURPRISINGLY BIG.


DIVE INSIDE THE RIDE 




 cars ▶

 trucks ▶

 suvs ▶

 vans ▶

 commercial ▶

Example 1 C.R.A.P. analysis



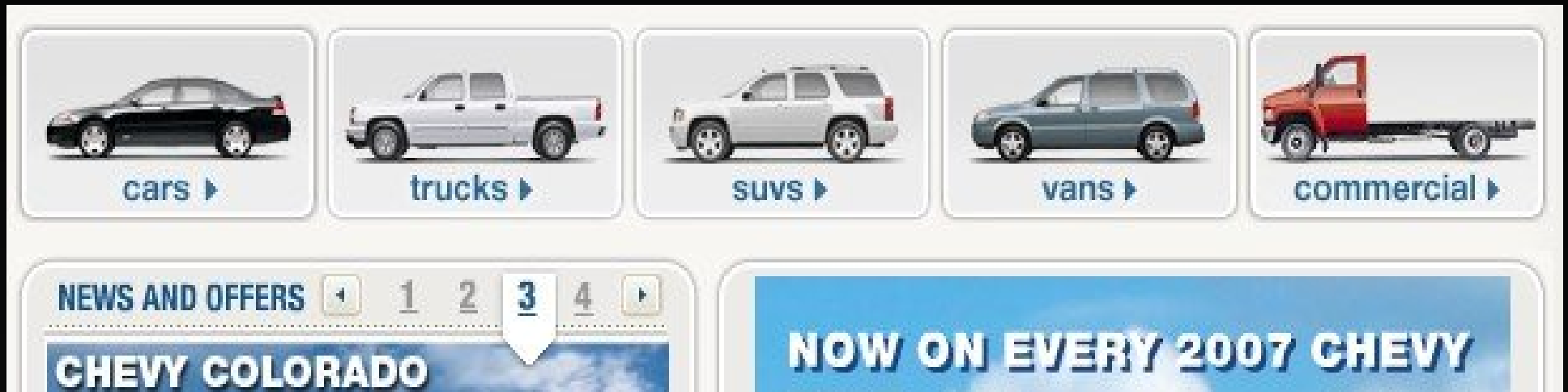
- Header, Car Types, and Specific Models are all separated simply by changes in color (contrast).
- Car Types are aligned with each other, and Models are aligned with each other. All arrows are aligned.

Example 1 C.R.A.P. analysis



Without the contrast and alignment, the visual hierarchy and organization of information is lost.

Example 1 C.R.A.P. analysis



- Repetition of the style of these "buttons" unifies them as being related both in subject and function. It is also clear that any conventions that apply to one button apply to the rest.

Example 1 C.R.A.P. analysis



- Slight deviations from the style causes elements to stand out and attract undue attention. An element that stands out also breaks the visual flow of the design.

Example 2: iconbuffet.com

The screenshot shows the homepage of IconBuffet.com. At the top, there is a navigation bar with the logo 'iconbuffet' on the left, a welcome message 'Welcome to IconBuffet. Your cart has 0 items' in the center, and a 'Login' link on the right. Below the navigation bar, there are links for 'Icons | Illustration | Free Delivery'. The main content area features a large, bold title 'AMSTERDAM' in white text on a dark grey background. Below the title is a row of eight colorful icons: a globe, a floppy disk, a document, two people, a speech bubble, a magnifying glass, an alarm clock, and a CD. Underneath the icons, the text reads '64 Stock Icons for Design Professionals'. A yellow banner below this section contains the text: 'Sign up today for free icons every month, and be sure to visit our new sister site at DSicons.com for even more iconic goodness.' At the bottom, there are two white boxes. The left box contains a testimonial: 'IconBuffet is addicting. Sign up and be prepared to get caught in the icon mania.' followed by the signature '— TraciKnoppe'. The right box is titled 'Browse Our Products' and lists three categories: 'Standard Icons', 'Blog & CMS Icons', and 'Starter Icons'.

Welcome to IconBuffet. Your cart has 0 items [Login](#)

iconbuffet [Icons](#) | [Illustration](#) | [Free Delivery](#)

AMSTERDAM

64 Stock Icons for Design Professionals

Sign up today for free icons every month, and be sure to visit our new sister site at **DSicons.com** for even more iconic goodness.

IconBuffet is addicting. Sign up and be prepared to get caught in the icon mania.
— TraciKnoppe

Browse Our Products

- [Standard Icons](#)
- [Blog & CMS Icons](#)
- [Starter Icons](#)

Example 2 C.R.A.P. analysis



- Proximity strengthens the center stage and separates it from the rest of the site.

Example 2 C.R.A.P. analysis



- Without tight proximity, the visual relationship is no longer present.

Example 3: zimmertwins.com

The screenshot shows the homepage of zimmertwins.com. The background features a cartoon illustration of a black character with a large, multi-colored afro hairstyle, holding a guitar, standing in a studio setting with a spotlight and a sign that says "ROCK!".

ZIMMER TWINS

- Home
- Watch Movie
- Make Movie
- Telepicks
- Extras
- Help

Username:


Password:


Log in

- * [Join The Site](#)
- * [Forgot Password](#)

Make A Movie **Watch A Movie** **Join !**


ZIMMER BLOG [+ All Posts](#)

 **What are you doing after school?**
Submitted by **JSee** Today.
Worried that you don't know what all of your friends

17TH PARALLEL 

Example 3 C.R.A.P. analysis

ZIMMER BLOG [+ All Posts](#)


 **What are you doing after school?**
Submitted by **JSee Today**.

Worried that you don't know what all of your friends are talking about? Worried that you will be left out of the loop? Worried that you missed the second airing of the new **Telepicks** on TELETOON?

Have no fear - you can catch **Chaotic Cat** on today at 7:30AM, 3:59PM, and 5:59PM.

If you can't get home early enough to see it today, check out **Cat Money** on Wednesday at 7:30AM, 4PM and 6PM.

JSee's blog

 **New Telepicks Air Today!**
Submitted by **Jason Yesterday**.


Today is the big day. TELETOON is airing the first of the new **Telepicks** today! Look for them on TELETOON right around 7:30AM, 4PM, and 6PM. TELETOON will be airing a new episode every day from today through until Oct. 20th. Today's Telepick is **13's order by _zoom_!** in Edmonton.

Jason's blog

- Alignment of paragraphs keeps content organized.
- Proximity of headers to sub-content provides a visual relation.
- Repetition makes elements easy to recognize.

Example 3 C.R.A.P. analysis

ZIMMER BLOG [+ All Posts](#)

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[Jason's blog](#)




Removal of these cues from the information being presented can make the content very confusing.

Example 4: veerle.duoh.com

veerle's blog


home about archive contact links

articles RSS 

 SEP 19 **Veerle's photo imaging contest**
2006 at 09.12 am  posted by Veerle  114 comments


A new week started and I hope the creative batteries are fully charged because it's competition time boys and girls. Told you about it a week or so ago that I would do a creative contest to celebrate the launch of **Expression Engine 1.5**. Don't worry if you are not that creative because everybody can join in. A good sense of humor is all you need to make a chance too.



posted in: ExpressionEngine | Fun |

 permanent link [continue reading >>](#)

previously

- Design is just owning a clip art gallery**
September 14, 2006 - 50 comments
- ExpressionEngine 1.5**
September 13, 2006 - 14 comments
- My first website**
September 11, 2006 - 40 comments

 archive

Example 4 C.R.A.P. analysis



The screenshot shows a blog interface with a main content area on the left and a 'previously' sidebar on the right. The main post is titled 'Veerle's photo imaging contest' and includes a date '2006 at 09.12 am', author 'posted by Veerle', and '114 comments'. The text of the post discusses a creative contest for 'Expression Engine 1.5'. The sidebar lists three previous posts: 'Design is just owning a clip art gallery' (50 comments), 'ExpressionEngine 1.5' (14 comments), and 'My first website' (40 comments). An 'archive' link is visible at the bottom right of the sidebar.

articles RSS

SEP 19

Veerle's photo imaging contest

2006 at 09.12 am posted by Veerle 114 comments

A new week started and I hope the creative batteries are fully charged because it's competition time boys and girls. Told you about it a week or so ago that I would do a creative contest to celebrate the launch of **Expression Engine 1.5**. Don't worry if you are not that creative because everybody can join in. A good sense of humor is all you need to make a chance too.

previously

Design is just owning a clip art gallery
September 14, 2006 - 50 comments

ExpressionEngine 1.5
September 13, 2006 - 14 comments

My first website
September 11, 2006 - 40 comments

archive

- Contrast between columns defines main and secondary levels of content.
- Proximity of title to post-data creates a common location where all information about a post can be found.

Example 4 C.R.A.P. analysis



The screenshot shows a blog post layout with a main content area and a sidebar. The main content area has a title 'Veerle's photo imaging contest' and a date '2006 at 09.12 am'. The text of the post discusses a creative contest for 'Expression Engine 1.5'. The sidebar, titled 'previously', lists three previous posts: 'Design is just owning a clip art gallery', 'ExpressionEngine 1.5', and 'My first website'. The layout is dark-themed with light text. There are several icons and links scattered throughout, such as 'articles RSS', 'posted by Veerle', '114 comments', and 'archive'.

articles RSS 

 SEP 19 Veerle's photo imaging contest

2006 at 09.12 am  posted by Veerle

A new week started and I hope the creative batteries are fully charged because it's competition time boys and girls. Told you about it a week or so ago that I would do a creative contest to celebrate the launch of **Expression Engine 1.5**. Don't worry if you are not that creative because everybody can join in. A good sense of humor is all you need to make a chance too.

 114 comments  archive

previously

Design is just owning a clip art gallery
September 14, 2006 - 50 comments

ExpressionEngine 1.5
September 13, 2006 - 14 comments

My first website
September 11, 2006 - 40 comments

- Without contrast between the columns, it is hard to tell that columns are even present.
- With post-data thrown about the page just to fill space, the user is left with many places to look for information.

Further reading...

- [How C.R.A.P. is Your Site Design?](#)
- [5 Simple Steps to Designing Grid Systems](#)
- [Grid Computing... and Design](#)
- [Color Scheme Generator](#)
- [Color Schemer](#)
- And of course, *The Non-Designer's Design Book*

Credits

- Contrast Exhibit 1: dangergraphics.com
- Contrast Exhibit 2: stopdesign.com
- Repetition Exhibit 1: shockmedia.com.au
- Repetition Exhibit 2: chevrolet.com
- Alignment Exhibit 1: subtraction.com
- Alignment Exhibit 2: pseudoroom.com
- Proximity Exhibit 1: mattbrett.com
- Proximity Exhibit 2: paumanokreview.com
- All ugly sample graphics were made by Christian Montoya