

Name: _____

CRAP

The Big Four: Contrast, Repetition, Alignment, Proximity

Contrast

1. What does contrast simply mean?
 2. Contrast is what gives design _____.
 3. One example of creating contrast is the manipulation of space. Name 3 other examples.
 4. Making use of contrast can help you create a design in which one item is clearly _____ which helps the viewer get the _____ of your design quickly.
 5. Designs with strong contrast attract _____, and help the view make _____ of the visual.
 6. On the second page of the article, there is a weak contrast and better contrast slide with the phrase “Make it big or make it small.” What is specifically different in the better contrast slide that creates better contrast.

Repetition

7. What does repetition mean?

 8. How would you describe why you need to use repetition?

Alignment

9. Alignment means that every element is connected visually via an _____ line.
10. With alignment, a visual connection is easier to achieve with the use of _____.
11. The concept of alignment means that when you place an element, you try to align it with another _____.

Proximity

12. Proximity is about moving things _____ or _____ apart to achieve a more organized look.
13. Related items should be grouped together so they are viewed as a _____ rather than as several unrelated elements.
14. People should never have to “ _____” at trying to figure out which caption goes with which graphic.

Slide Designs on Page 4 & 5

15. On page 4 of this article, which slide do you think has the most successful design? What parts of CRAP are at work in the slide?
16. View the slides on the left side of page 5 of the article. Out of these four groupings, the slide on the right is stronger than the slide on the left. For each set, choose the element of CRAP that you think is showcased. How does that element make the slide more successful?
 1. Toolbox
 2. Presentation Zen
 3. Goldfish
 4. Elvis

In Sum

17. Design is about:

18. Remove all nonessential elements. Remove visual _____.

19. How would you describe the power of empty space?

20. After reading this article, you should be more familiar with the concept of CRAP. What does CRAP stand for?