Portfolio Project
Design Principles

As with any professional website, your portfolio should have a design that is both functional and aesthetically pleasing. Coined by Robin Williams, CRAP is an acronym used to describe four key design principles: contrast, repetition, alignment, and proximity.

CONTRAST

Principle: If two items are not exactly the same, make them very different. In general, high contrast provides more emphasis while low contrast provides less emphasis.

Example: Contrast a large font with a small font; a thick line with a thin line; a dark colour with a light colour; or widely space lines with closely packed lines.

REPETITION

Principle: Repeat some aspect of design throughout the entire page or portfolio. Repetition creates consistency and helps the reader follow along.

Example: Repeat a design element such as an image, a font, a colour, or a page layout.

ALIGNMENT

Principle: Everything on the page should have a visual connection with something else. Align iems to give the page coherence. Do not place anything arbitrarily on the page.

Example: Create hard lines by aligning text or visual elements on a straight line. Connect these items left, right, centred, or staggered alignment.

PROXIMITY

Principle: Group related items close to each other and space unrelated items far apart. Proximity ensures related items are seen as one cohesive group rather than as a bunch of unrelated parts.

Example: Place an image and its corresponding text to next each other.

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