

GOT C.R.A.P.?



CONTRAST is the single most important element in design. It catches your eye. It serves to differentiate between objects.

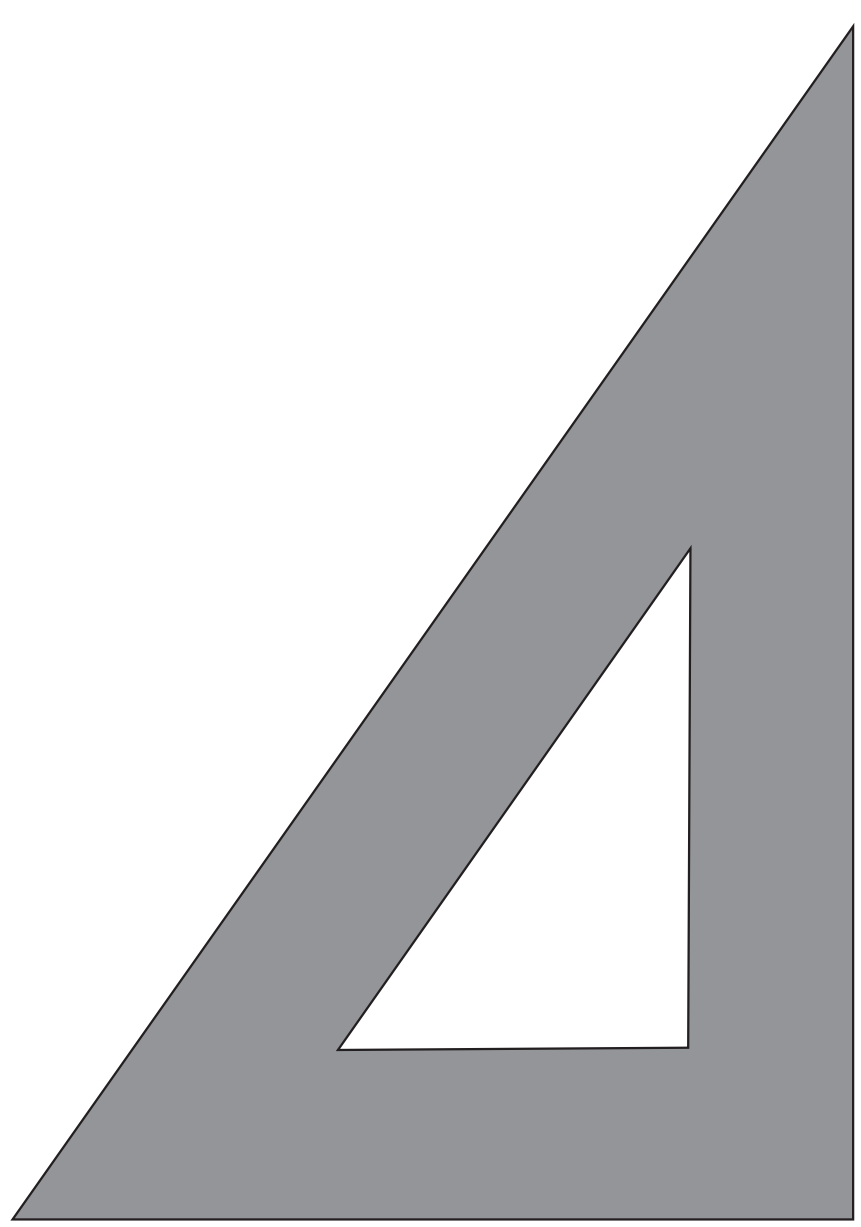
*If it's different, make it **REALLY** different*



Repetition

Repeat fonts, text sizes, colors, page # position, bullet styles, spacing, etc

Remember that "Consistency leads to Unity"



LIGNMENT

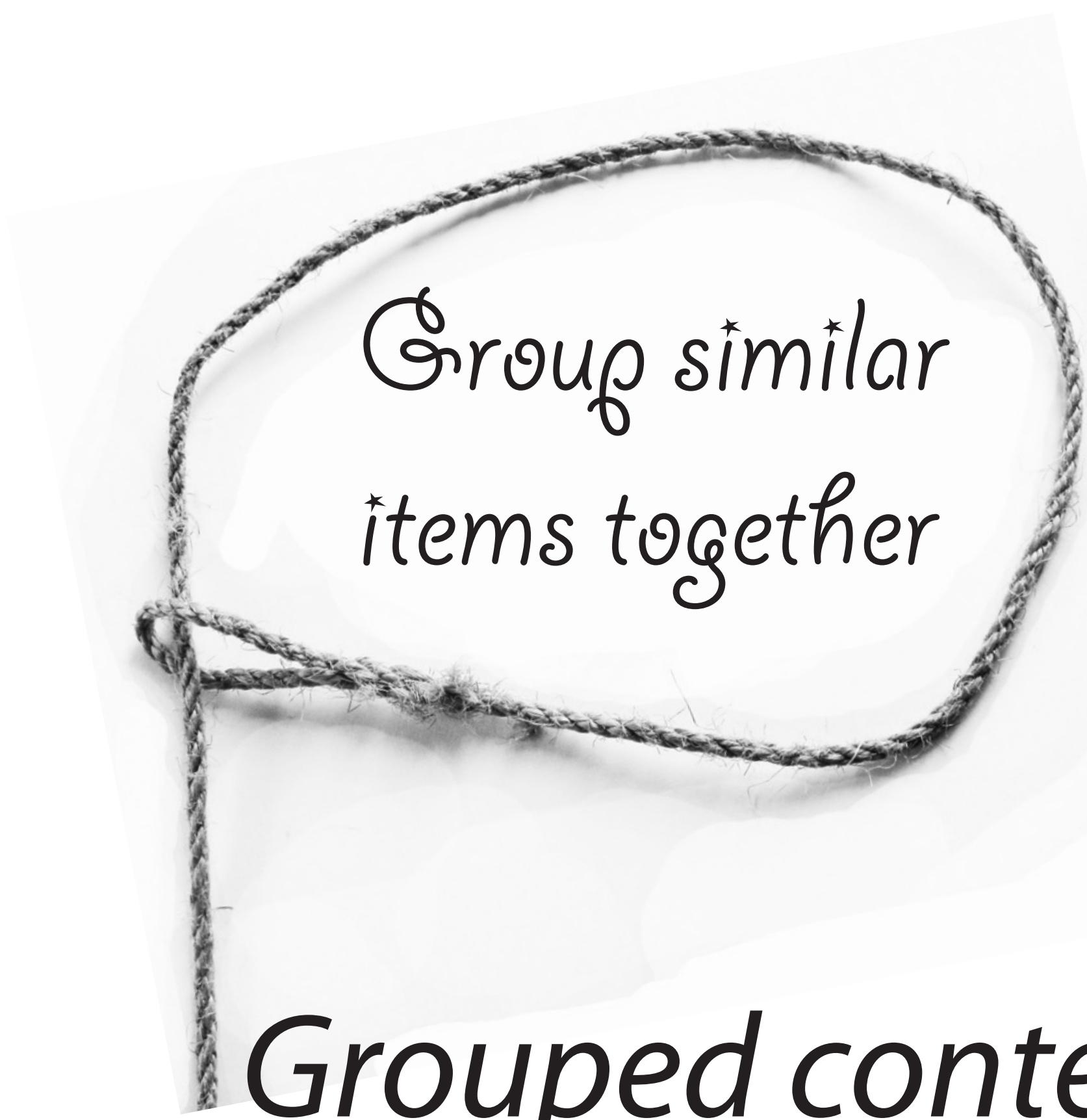
Every element on the page should have a "visual connection" to another element on the page. Align text

left

centered

right

Alignment unifies and organizes the page



Group similar
items together

Proximity when multiple items are grouped closely together, they form one visual unit that's easier to grasp than separate items

Grouped content is read and remembered