



C.R.A.P.

C.R.A.P. is an acronym for **contrast**, **repetition**, **alignment**, and **proximity**; these are the four foundational principles of design as discussed by Robin Williams. Whenever creating a visual piece of writing (i.e. a flier, business card, newsletter), a writer should keep C.R.A.P. in mind.

Contrast

The purpose of contrast is to make certain elements pop and create emphasis. Contrast can be utilized in a variety of ways, such as size, color, font, shape, and emphasis. Here are some examples of the ways contrast can be implemented:

- **Size:** Large text for headings and small text for body—just make sure there is significant difference in size.
- **Color:** Differing elements of a document can be different colors, but be sure to use color consistently throughout the design.
- **Font:** Play with typography! Typically, a document should only have 2 different fonts: one serif (i.e. Times New Roman) and one sans serif (i.e. Arial). Make sure the font fits the tone of your piece. For more information on types of fonts, check out our [typography resource](#).
- **Shape:** Contrast with varying shapes. For example, you can make a certain section stand out by featuring it in a box or a circle.
- **Emphasis:** Experiment with bolding and italics to draw emphasis; however, don't get too carried away with these techniques. Underlining is usually not recommended because it tends to make the composition look cluttered.

Note: The purpose of contrast is to lead the viewer's eye to the most important moments of a piece. All of these strategies should be used intentionally. If you get too carried away with contrast, your piece could appear chaotic, but if you don't contrast enough, everything will blend together. Find your balance!

In the graphic to the right, **contrast** is created with color (the stark white against the vivid red background), font style (the sans serif versus decorative fonts), and font size (the most important word in the largest font and all other words in a smaller font).

The larger font draws the reader's attention to the most important words.

The white font contrasts against the red background.





Repetition



The grey and blue from the logo are used consistently throughout.



The headers for each page are all in the same font.

Repetition can be used to create a sense of identity and unity in a document. “Identity markers” are often used repetitiously, such as logos, headings, borders, colors, and textures. The repetition of certain elements in a document can help “brand” the information. For example, longer documents or documents that are in the same series will follow the same patterns in style.

These screenshots of the *Jet Fuel Review* newsletter feature repetition in font, colors (teal and grey), and identity markers (the zig-zag) at the bottom of each page; all of these components establish the *JFR* “brand.”

Each page features a zig-zag and page number at the bottom.



LU Idol

By Miguel Soto
Fiction/Nonfiction Editor

Jet Fuel Review hosted a karaoke contest, “LU Idol,” on Thursday, November 30th in Lewis University’s Student Union. The *JFR* editors organized the event to celebrate the successful launch of Issue 14 that took place earlier that day. Faculty, students, and alumni came to celebrate *JFR*’s last major event of the semester. Attendance from special guest judges Dr. Jen Consiglio, Dr. Marly Philippian, Dr. Mike McFerron, Keanu Taylor, and Michael Cotter helped create a memorable night. Not only did their expertise for scouting talent come in handy that evening, but their enthusiasm encouraged an uninterrupted, sequenced participation. Asst. Managing Editor Zakiya Cowan, who emceed the event, introduced participants before they sang for their chance to win one of three prizes. The evening was filled with a wide-range of musical tastes from Broadway musicals, early R&B, mid-90’s



hip-hop, 2000’s throwback tracks, and recently released pop music. The participants’ enthusiasm carried into the crowd, filling the lounge with laughter, clapping, cheering, and dancing. Three prizes awaited the best performers, which included a Target gift card and tasty sweets, all bundled inside a decorated water bottle. Our very own Fiction/Nonfiction Editor Rae Powell placed with her crowd-winning rendition of Etta James’s “Something’s Got a Hold on Me.” The *JFR* editors thank Dr. McFerron and his AV students for their set-up, and audio-technical ability. We also thank our special guest judges for taking time from their busy schedules to celebrate with the editors and the Lewis student body. Lastly, we thank faculty, staff, friends, family, and students who participated and shared the evening alongside the *JFR* editors.





Alignment

Alignment creates the structure and balance of a document. A clear sense of alignment also establishes the order and organization of a document's various elements, so it's important to align everything intentionally. If a document lacks alignment, it will cause the piece to appear messy, which won't catch the eye of a reader.

In the flier below, all of the elements are aligned with one another to create a sense of organization. The flier demonstrates good alignment because the heading and mission statement are both exactly centered. Additionally, the textboxes and photos on both sides are all aligned to the margins (the horseshoe bullet points are also lined up within the textbox). Typically, design programs have features that indicate the exact points of alignment.

Ready Set Ride: Horse-Therapy Center for Children with Special Needs

THE MISSION: to educate the community about the necessity for children with special needs to have a sanctified zone where they, along with their families, feel safe, free from judgement, and restore normalcy into their daily lives



Why Horse Therapy?

Horses are one of the few animals that have the same pelvic structures as humans allowing the children (especially those who are immobile) to feel as if they are walking or running when riding a horse

- U Active engagement of a variety of sensory activity
- U Personal interaction with volunteers, other children & equine
- U Opportunity to play like children without special needs would
- U Invaluable experience: socialization, speech & occupational development while being engaged in physical activity
- U Gain new/more advanced motor skills





Want to visit us?
 13056 Essington Rd
 Plainfield, IL 60585
 (815) 439-3659
www.readysetride.org



→ The horseshoe bullet points are all aligned.

← The photos and textboxes on both sides are all aligned with one another.

← The logo is also aligned to the right.



Proximity

Proximity is a way to organize content. Ideas and images that are associated should be placed together.

In the flier below, information is grouped together accordingly. The main idea (*Jet Fuel Review's* launch) is in the largest text because the main purpose is to advertise for this event; the description of the event is in a, smaller section just below the header; the date, location, and time are all grouped together; and the "Guest Readers" are all listed in one space to the side of the main information. In order to distinguish the different information that this flier is conveying, the designer chose to separate and group the information logically using space.

Information about the purpose of the event is featured in the upper-left hand corner and in the largest font.

All the details regarding time, date, and location of the event are grouped together for the reader's convenience.

All of the names of the guest readers appear in a column on the right-hand side.

YOU'RE INVITED!

Jet Fuel Review's 15th Issue Launch

Come help JFR celebrate the release of their 15th journal! Special guests and JFR editors will be reading a variety of voices that have been published this semester!

Arts & Ideas Credit!

WHEN: April 26th, 2018
TIME: 2:00pm to 3:15pm
LOCATION: AS 158

Guest Readers

Chuck Crowder
 Jason Keleher
 Pramod Mishra
 Arsalan Memon
 Tracy Hemmingway
 Keith White
 Thomas Brignall
 John Greenwood
 Joshua Ruland
 Dominique Dusek
 Patricia Damocles

JFR

Further Assistance: This resource is available at lewisuwritingcenter.wordpress.com. For more detailed help or if you have questions, visit the Writing Center located in the Lewis University Library, or call 815-836-5427.

Consulted: *The Non-Designer's Design Book* by Robin Williams, blogs.quovantis.com/crap-design-principles/, vwo.com/blog/crap-design-principles/