C.R.A.P
When designing an ePortfolio, keep this acronym in mind. It stands for Contrast, Repetition, Alignment, and Proximity.

**Contrast**

**Principle:** If two items are not exactly the same, then make them different! For contrast to be effective, it must be a strong difference.

**Example:** contrast large type with small type; a thin line with a thick line; a dark color with a light color; or widely spaced lines with closely packed lines.

**Repetition**

**Principle:** Repeat some aspect of design throughout the entire piece or page. It creates consistancy and is a technique designers use to help the reader follow along.

**Example:** the repetitive element may be a bold font, a list of bullet points, color, or a particular design element like a graphic.

**Alignment**

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

**Example:** Create hard lines by aligning text and pictures on a straight line. Connect these elements through left, right, centered, or staggered alignment.

**Proximity**

**Principle:** Group related items close to each other so the related items are seen as one cohesive group rather than a bunch of unrelated parts.

**Example:** Information on the page should be close together if it is related and separated to create contrast.