

# Marketing Mod 6 Part 2

## Basic Design Observation

Student's Name: \_\_\_\_\_

Design helps communicate the story. The chosen photos, type and graphics are arranged on the page to help the reader. Design elements are not just thrown down willy-nilly. There is a plan. Looking at great design will allow you to understand the importance of how elements communicate.

When looking at design, always remember **Good CRAP. (C + R + A + P + D + U)**

**C** in **CRAP** stands for **contrast**. Is there contrast in photo sizes and type sizes? The more the difference between the elements, the greater they are easy to compare and comprehend and that is when they are said to have contrasted with each other.

**R** represents repetition. Are there elements repeated on the spread like color or a series of photos? The principle of **repetition** simply means the reusing of the same or similar elements throughout your design.

**A** is for **alignment** and refers to placing text and other design elements on a page so they line up. It helps to create order, organize your elements, create visual connections, and improve the readability of your design.

**P** is for **proximity**. Are elements on the spread consistently spaced from each other? The principle of **proximity** is about moving things closer or farther apart to achieve a more organized look.

Finally, do not forget about two more elements in good design. They are **D** for **dominance** and **U** for **unity**.

You design one element to have more **dominance** than another by giving it more visual weight. To exert **dominance**, an element must look different from the elements it is meant to be **dominant**.

**Unity** is a measure of how well each element of your design works together. It describes the overall design, and whether its components work together in harmony to communicate a single idea. **Unity** is the most important principle of design because it brings your design together as one cohesive unit.

**C + R + A + P + D + U**

**Assignment:** Use the two examples provided and look for examples of good design. (Depending on your adviser, examine popular magazines, yearbooks, or Pinterest to determine what is good graphic design).



Do you see contrast on the spread? Where?

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Do you see any repetition on the spread? Where?

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What are your thoughts on alignment on the spread?

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Why is proximity important in this spread?

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What is the dominant element on the spread?

How is unity achieved in this spread?



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