



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. When creating a visual piece of writing (ex. a flier, business card, newsletter), a writer should keep C.R.A.P. in mind.

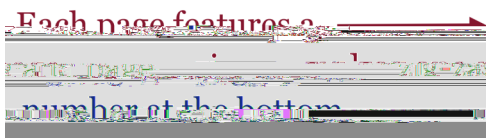
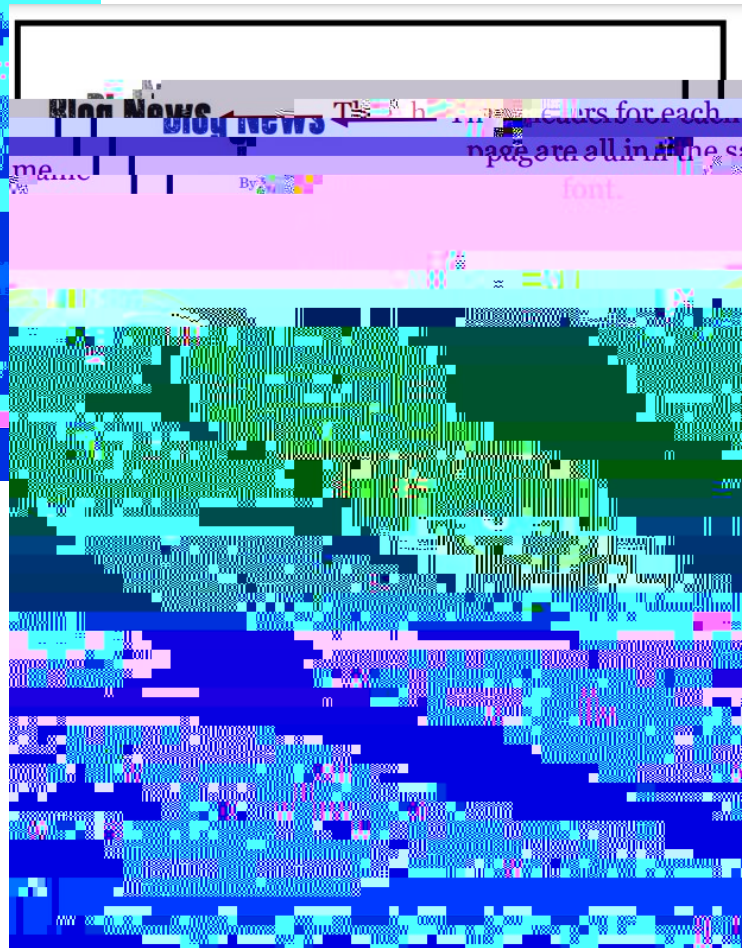
The purpose of contrast is to make certain elements pop and create emphasis. Contrast can be utilized





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 [Klan News](#) 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 brand.





te, t nall .lf1 ocud



Alignment creates the structure and balance of a document. A clear sense of alignment also establishes the order and organization



