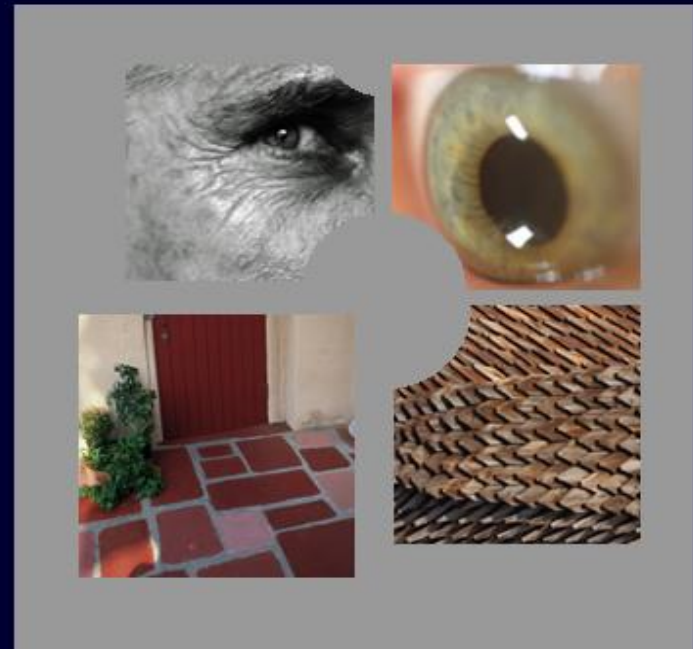


# The CRAP Principle

- Effective advertising is NOT an accident!
- Effective advertising MUST be well designed!

# 4 Elements

Contrast  
Repetition  
Alignment  
Proximity



# What is Contrast?

- Make things stand out against each other
- The balance of colour, texture, lighting
- If two items are exactly the same, then make them different, without being odd.
- For CONTRAST to be effective, it must be strong.

# Why we use Contrast?

- Make it more attractive to the reader
- Organize your information.
- Make it easier for the reader to glance at the page and understand what is going on
- Cause a title to stand out, an action or an idea to be the focus.



# How we use Contrast?



Different fonts (and sizes of fonts)

Different colours

Different shapes

Different textures

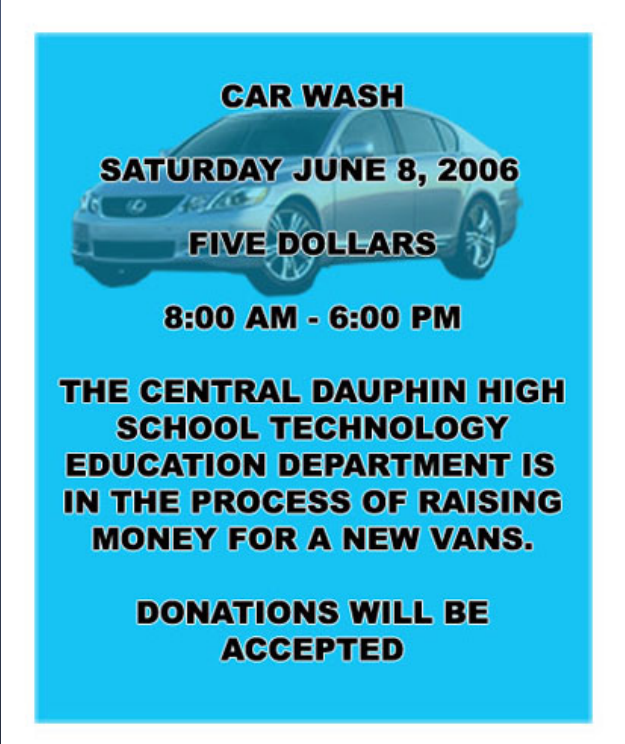
Lines

Lighting

# Repetition

- You should repeat some aspect of the design throughout the entire piece
- Nothing should be the 'odd', everything needs to have purpose.

- organize the page into units
  - add interest
  - identify the page



**CAR WASH**

**SATURDAY JUNE 8, 2006**

**FIVE DOLLARS**

**8:00 AM - 6:00 PM**

**THE CENTRAL DAUPHIN HIGH SCHOOL TECHNOLOGY EDUCATION DEPARTMENT IS IN THE PROCESS OF RAISING MONEY FOR A NEW VANS.**

**DONATIONS WILL BE ACCEPTED**

# Some ways to use REPETITION

- repeated font
- repeat a line
- repeat a certain bullet
- repeat a certain colour
- repeated design elements
- repeat particular format/layout
- repeated shapes
- repeated spaces



# REPETITION



**Be nice.  
Be cool.  
Be happy.  
Everyday!  
Forever!**

Unify all parts of a design

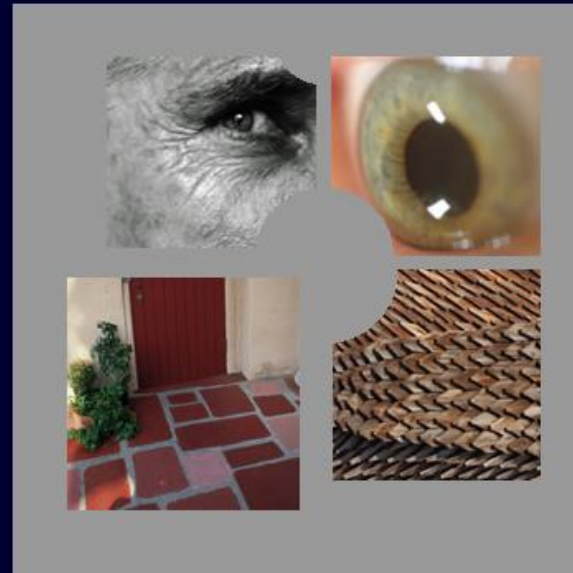
Control the reader's eye

Organise the page into units

Unify all parts of a design

# Where do you see REPETITION?

Contrast  
Repetition  
Alignment  
Proximity



# Alignment

- Every item should line up with something else on the page
- There should always be a reason why you put something where it is
- Varied size and shape of graphics/images to capture attention, creating a focal point.



# Use ALIGNMENT to

- Organise a page to be attractive
- Make it easier to read the important content
- Make the audience double take for good reasons



# Some ways to use ALIGNMENT

- Find something to align an element with, even if it is far away.
- Align text blocks along "hard vertical edges." Either right OR left (NOT both) - do NOT centre or justify (harder to read)
- Align images with page edges – vertical or horizontal
- Align images with the edge of a block of text





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CALM  
AND  
SIMPLE BUT  
EFFECTIVE**

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PRINCE BUSTER'S  
VOICE OF THE PEOPLE  
JAMAICAN SOUND SYSTEM  
PRINCE BUSTER 1960s

FREESTYLE  
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**THE REGGAE HALL OF FAME**  
CELEBRATING REGGAE MUSIC GLOBALLY

INDIEGROUND  
PRESENTS

# ROAD TO NOWHERE

FEATURING

**THE BLACK KEYS**

**ALABAMA SHAKES**

DOORS OPEN 9 PM

**06.08.12**

THE SHOW WILL BE LIVE FROM  
**HOUSE OF BLUES CAFE**

**TICKETS 15\$**

FOR MORE INFO & NEWS FOLLOW US ON OUR SOCIAL NETWORKS

twitter YouTube last.fm facebook



INDIEGROUND DESIGN INC. PRESENTS

# SOMETHING TO TALK ABOUT

**JACK WHITE & ALABAMA SHAKES** /// AT THE ALTERNATIVE ROCK CLUB

NEXT APPEARANCE  
**NEW ALBUM  
RELEASE  
PARTY**



**DOORS OPEN AT 8:00 PM**

DON'T FORGET THE DAY!  
AND BE @ ABBEY ROAD  
LONDON NW8 9AY, UK

**SEPTEMBER 29TH**  
TWO THOUSAND TWELVE

**FREE DRINKS FOR 1 HOUR ONLY AT THE MAIN STAND**  
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nam faucibus, est at fermentum egestas, arcu augue adipiscing orci, sed dapibus arcu eu dignissim. Vestibulum placerat feugiat arcu eu dignissim.

**TICKETS 24\$**

twitter YouTube last.fm facebook

**EVERY KID'S DREAM IS TO BE AT THE BOTTOM OF A REALLY BIG PILE OF OTHER KIDS.**



ERSLEY, SC  
Presented by

BAPTIST EASLEY HOSPITAL

**JULY 27 - AUGUST 3**

**2011** J.B. "RED" OWENS SPORTS COMPLEX

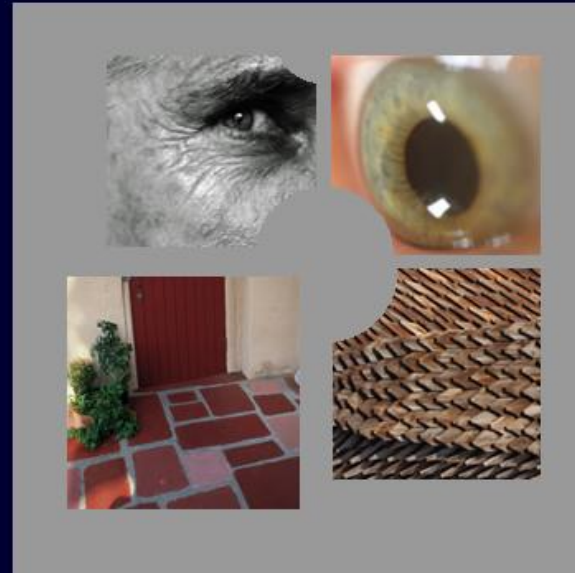
EASLEY, SOUTH CAROLINA  
ESPN LIVE TELECAST - Championship Game, Wednesday, August 3, 6 p.m.

TOMORROW'S STARS TODAY.  
bigleagueworldseries.org



# Where do you see ALIGNMENT?

Contrast  
Repetition  
Alignment  
Proximity





# PROXIMITY - CLOSENESS

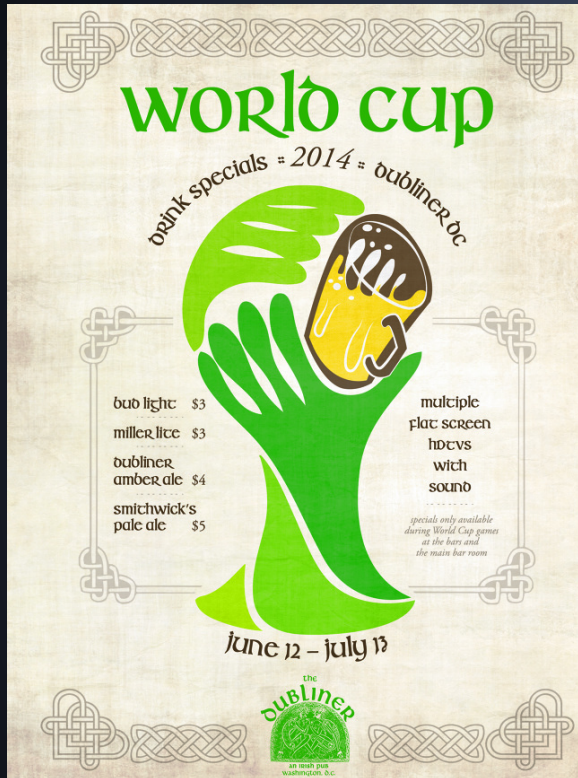
- Group related items together so that they are seen as a group rather than a bunch of separate elements

# Use PROXIMITY to

- Create a strong visual connection on the page
- Control the reader's eye
- Highlight the important elements on a page
- Highlight the relationship of elements on a page
- Spacing between elements



# Use PROXIMITY

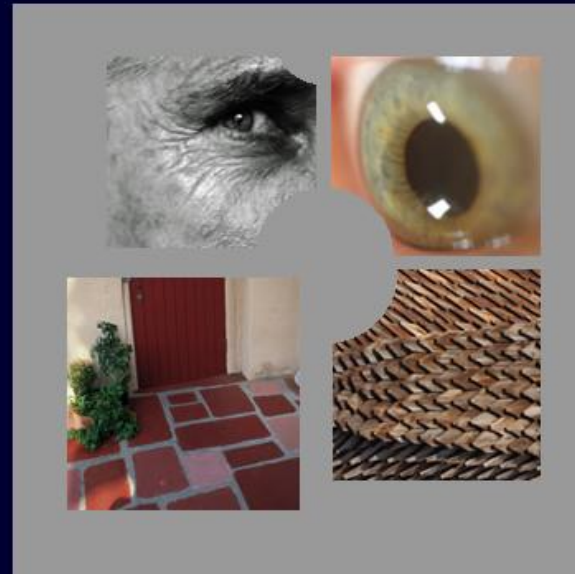


Separate unrelated images  
overlap a few related images

Group related text together  
Align elements vertically or horizontally

# Where do you see PROXIMITY?

Contrast  
Repetition  
Alignment  
Proximity

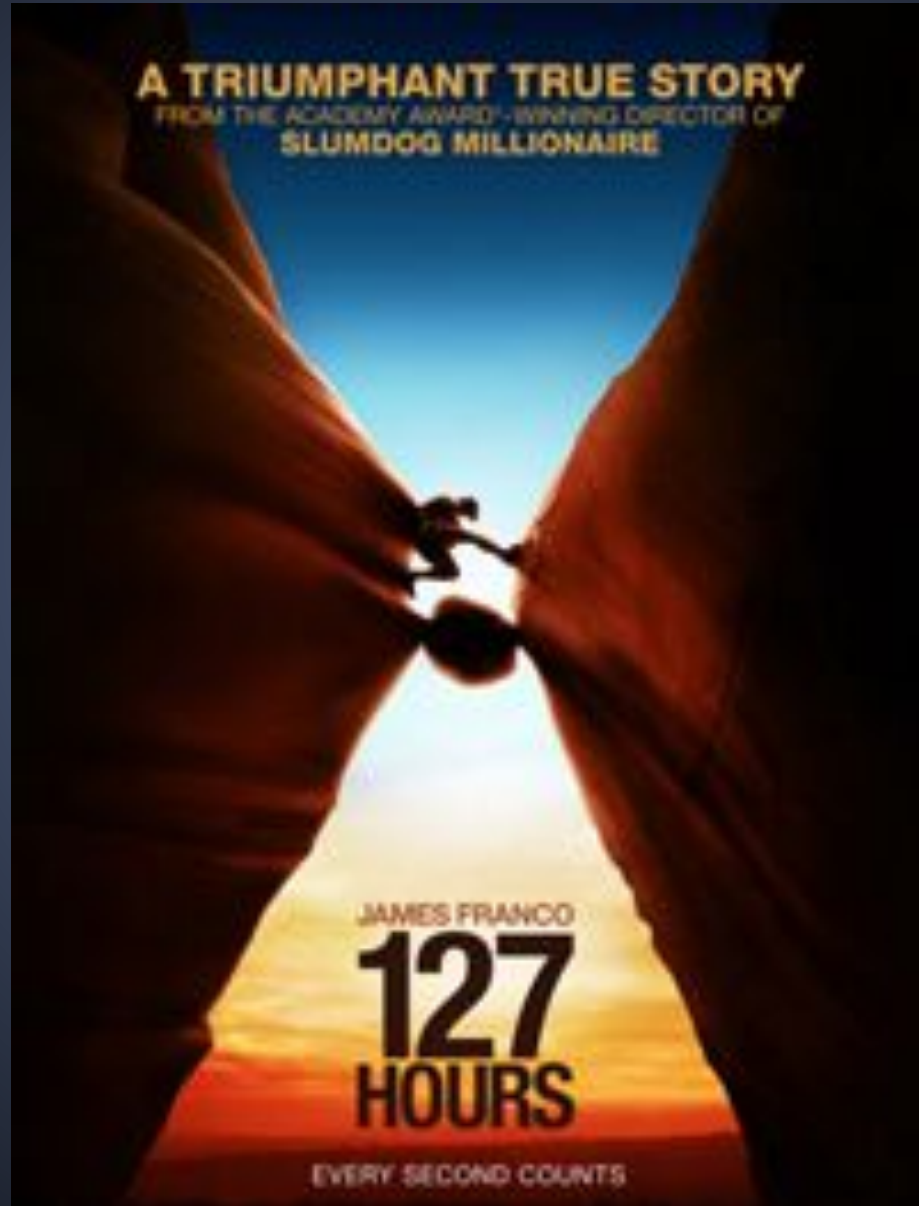


# Focal Point

- To find the focal point of a poster you shouldn't have to look hard.
- The idea is to draw your eye to something immediately.
- Whatever your eye naturally falls on first is the focal point of a poster.



# What do you see first?



# What do you see first?

SHG & CC/7K/13/JKM/02/03

**7K SUTERA HARBOUR**  
SUNSET CHARITY  
RUN 2013

RUN FOR FUN, HEALTH & CHARITY



**Date:** Saturday, September 21, 2013 **Time:** 5.17pm  
**Venue:** Covered Tennis Court, Sutera Harbour Marina & Country Club

For registration and further information, please contact the 7K Hotline  
at +60 88 303 473 / 308 111 Email: [cornelia.esther@suteraharbour.com.my](mailto:cornelia.esther@suteraharbour.com.my)

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# What do you see first?

The Riviere Hotel

*Proudly Invites You To*



The  
**MISS RIVIERE**  
Pageant 2013

**Riviere Auditorium**

**September 16, 2013 8 PM**

**Tickets \$20 . Reservations Required**

Please contact: <http://missriviere2013.org> [pr@missriviere2013.org](mailto:pr@missriviere2013.org)

Sponsored by - Lux Jewels Riviere Hotel South Coast Fashion Week



# Use C.R.A.P to make your poster engaging.

## HOWEVER.....!

- Breaking the rules can also be effective,

## BUT.....

- You must be a very clever designer to make it work!!

# Where has a CRAP rule been broken?

Contrast  
Repetition  
Alignment  
Proximity

