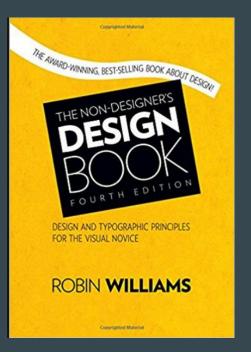
# Design principles: CRAP

Megan Brooks and Chrissa Lindahl Research and Instructional Support, LITS

# Why does design matter?

- Visually appealing = students more likely to read, more likely to spend more time reading
- Easier to understand. Good design clarifies organization of information.
- Easier to find specific information. Scannable. Students can successfully find the answer to a specific question.

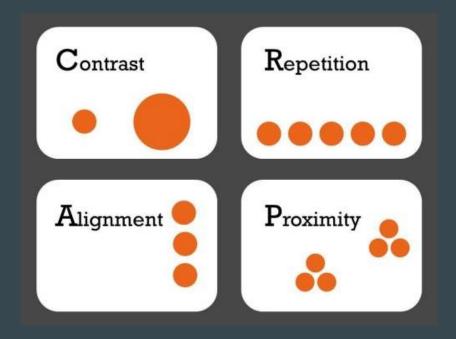
# Source: The Non-Designer's Design Book



The non-designer's design book, 4th edition by Robin Williams

Peachpit Press 2015

# **CRAP Design Principles**



"Sometimes CRAP Is Good. Well When the CRAP Is An..." *Valary with a Why*, http://valarywithawhy.tumblr.com/post/7 2901798567/sometimes-crap-is-goodwell-when-the-crap-is-an. Accessed 20 Dec. 2017.

# Contrast

# Purpose

- Create interest
- Aid in organization

# Method

- Typeface (font, weight, size, style)
- Color
- Spacing

Do contrast with strength!

Styles should match exactly or be VERY different.

# CONTRAST

# Purpose

Create interest

Aid in organization

# Method

Type face (font, weight, size, style) Color

Spacing

# Apply contrast with strength! Styles should match exactly or be VERY different.

# Contrast

## **Course Name Syllabus**

Instructor	Course Overview
Enter Instructor Name	To replace any placeholder text (such as Course Name above), just click it and type.
Phone Enter Phone	You might love the look of the classic, professional font in this syllabus as much as we do. But it's also easy to get exactly the look you want. On the Design tab of the ribbon, check con the Fonts gallery to preview options right in your document and then click to apply one you like.
Email	Required Text
Enter Email	Publication Name, Author Name
Office Location	Publication Name, Author Name
Enter Building, Room	Course Materials
Office Hours	Need a heading or a bullet? On the Home tab, in the Styles gallery, choose from all styles used in this syllabus.
Enter Hours, Days	Click here to add text.
	Click here to add text.

#### Resources

To edit the semester and year, just double-click the footer area on the page.
· Click here to add text.
<ul> <li>Click here to add text.</li> </ul>

#### Course Schedule

Week	Subject	Practice Problems
Week 1	Enter subject	Enter practice problems
Week 2	Enter subject	Enter practice problems
Week 3	Enter subject	Enter practice problems
Week 4	Enter subject	Enter practice problems

#### Exam Schedule

Week	Subject	
Week 1	Enter subject	
Week 2	Enter subject	
Week 3	Enter subject	
Week 4	Enter subject	

#### Homework Policy

Want to add more tables to your document that look like the Course Schedule and Exam Schedule? No problem. On the Insert tab, click Table and create a table in any size you want. It will automatically get inserted in the same style as the ones in the rest of this syllabus.

#### Additional Information

Select "Semester and Year" in the footer, update the text and it will automatically change on all following pages.



## About The Course



Name

Phone Office: Building, room Office Hours:

Classes

Days, times Location

Librarian

Name Email Office Hours:

Days, times Location

Page 2

Saw Mentor

# Lorem ipsum do or sit amet, consectetuer adipiscing eit. Aenean commodo lígula eget dolor. Aenean massa. Cum socia natoque penatibus et magnis dis parturient montos, nascetur

**Course Description** 

#### Learning Goals

Instructor

- Lorem ipsum dolor sit amet, consectetuer ad piscing elit. Aenean commode ligula egot dolor.
   Aenean massa. Cum socils natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Cum soci s natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus.

#### Course Values

Lorem ipsum do'or s't amet, consoctetuer adipiscing eilt. Aenean commodo i guia oget dolor. Aenean masea. Cum sociis natooue penatibus et magnis die parturent montos, nascotur rélicuus mus. Aenean masea. Cum sociis natoque penatibus et magnis die parturient montos, nascotur niciouus mus.

### **Resources and Tools**

#### **Course Materials**

REQUIRED:

4. Lorem ipsum dolor sit amet, consectetuer adipiscing elit. Aenean commodo lígula eget dolor. 5. Aenean massa. Cum sociis natoque penatibus e

SUPPLIMENTAL:

Lorem ipsum dolor sit amet, consectetuer adipiscing elit. Aenean commodo ligula eget dolor.

### Assignments and Grading

#### Grading

Lorem ipsum dolor sit amet, consectetuer adipiscing elit. Aenean commodo lígula eget dolor. Aenean massa. Cum socils natoque penatibus et magnis dis parturient montes, nascelur ridiculus mus, Lorem ipsuru doior sit amet, consecteture adipiscing eli. Aenean commodo liguia eget doior. Aenean massa. Cum socils natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus.

#### Assignments

Name	Dates	Description
Responsive Essay 1	Due Feb 2	Lorem ipsum dolor sit amet, consectetuer adipiscing elit. Aenean commoto liguia eget dolor. Aenean massa, Cum socio Inatoruo pentatubu et magning i psum dolor sit amet, consectetuer adipiscing elit. Aenean commodo liguia eget dolor. Aenean massa. Cum socii natocup penatibue et magnia dis parturient montes, nascetur ridiouus mus.
Additional informatic	in, eg rubrics, i	mages
Responsive Essay	Due Feb 20	Lorem ipsum dolor sit amet, consectetuer adipiscing

#### Additional information, eg rubrics, images

Midterm Paper	March 20 Peer editing	Lorem ipsum dolor sit amet, consectetuer adipiscing elit. Aenean commodo ligula eget dolor. Aenean massa. Cum socie natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Lorem ipsun dolor sit amet, consecteurer adipiscing elit. Aenean
	Marcy 22	commodo lígula eget dolor. Aenean massa. Cum sociis

# Contrast

# **Course Name Syllabus**

# About The Course



### **Course Description**

Lorem ipsum dolor sit amet, consectetuer adipiscing eilt. Aenean commodo ligula eget dolor. Aenean massa. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus.

### Learning Goals

 Lorem ipsum dolor sit amet, consectetuer adipiscing elit. Aenean commodo ligula eget dolor.

- Aenean massa. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus.
- Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus.

### **Course Values**

Office Hours: Classes

Instructor

Name

Phone

Email Office: Building, room

Days, times Location Lorem ipsum doior sit amet, consectetuer adipiscing eilt. Aenean commodo ligula eget dolor. Aenean massa. Cum socis natooue penatibus et magnis dis paturient montes, nascetur ridiculus mus. Aenean massa. Cum socis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus.

## **Resources and Tools**

#### Librarian Name

Days, times Location

Email

## **Course Materials**

REQUIRED:

Office Hours: Saw Mentor

 Lorem ipsum dolor sit amet, consectetuer adipiscing elit. Aenean commodo ligula eget dolor.
 Aenean massa. Cum sociis natoque penatibus e

### SUPPLIMENTAL:

 Lorem ipsum dolor sit amet, consectetuer adipiscing elit. Aenean commodo ligula eget dolor.

# Assignments and Grading

### Grading

Lorem ipsum doior sit amet, consectetuer adipiscing elit. Aenean commodo ligula eget doior, Aenean massa. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Lorem ipsum doior sit amet, consectetuer adipiscing elit. Aenean commodo ligula eget doior. Aenean massa. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus.

### Assignments

Name	Dates	Description
Responsive Essay 1	Due Feb 2	Lorem ipsum dolor sit amet, consectetuer adipiscing elit. Aenean commodo ligula eget dolor. Aenean massa. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Lorem ipsur dolor sit amet, consectetuer adipiscing elit. Aenean commodo ligula eget dolor. Aenean massa. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus.

Additional information, eg rubrics, images

Responsive Essay 2 1	Due Feb 20	Lorem ipsum dolor sit amet, consecteuer adipiscing elit, Aenean commodo liguia egot dolor. Aenean massa. Cum socia natoque penatibus et magnis dis parturient montes, nasceur ridiculus mus. Lorem ipsum dolor sit amet, consecteuer adipiscing elit. Aenean commodo liguia egot dolor. Aenean massa. Cum socia nascetur ridiculus mus.
-------------------------	------------	---

Additional information, eg rubrics, images

Midterm Paper	Lorem ipsum dolor sit amet, consectetuer adipiscing elit. Aenean commodo ligula eget dolor. Aenean massa. Cum sociis natogue penatibus et magnis dis
	parturient montes, nascetur ridiculus mus. Lorem ipsum dolor sit amet, consectetuer adipiscing elit. Aenean commodo ligula eget dolor. Aenean massa. Cum sociis

Semester and Year

Page 2

# Repetition

# Purpose

- Add visual interest
- Unify

# Method

- Repeated font style element or shape
- Spatial relationships

# Conscious

# consistency

- Push existing consistencies further
- Create repetitions to enhance design and clarity

# REPETITION

# **Conscious Consistency**

Push existing consistencies further Create repetitions to enhance design and clarity

# Method

Repeated font style elements or shapes Spatial relationships

# Purpose

Add interest Unify

# Repetition

# **Course Name Syllabus**

# About The Course



### **Course Description**

Lorem ipsum dolor sit amet, consectetuer adipiscing elit. Aenean commodo ligula eget dolor. Aenean massa. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus.

### Learning Goals

 Lorem ipsum dolor sit amet, consectetuer adipiscing elit. Aenean commodo ligula eget dolor.

- Aenean massa. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus.
- Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus.

### **Course Values**

Office Hours: Classes

Instructor

Name

Phone

Email Office: Building, room

Days, times Location Lorem ipsum doior sit amet, consectetuer adipiscing eilt. Aenean commodo ligula eget dolor. Aenean massa. Cum socis natooue penatibus et magnis dis paturient montes, nascetur ridiculus mus. Aenean massa. Cum socis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus.

## **Resources and Tools**

#### Librarian Name

Days, times Location

Email

## **Course Materials**

REQUIRED:

Office Hours: Saw Mentor

 Lorem ipsum dolor sit amet, consectetuer adipiscing elit. Aenean commodo ligula eget dolor.
 Aenean massa. Cum sociis natoque penatibus e

### SUPPLIMENTAL:

 Lorem ipsum dolor sit amet, consectetuer adipiscing elit. Aenean commodo ligula eget dolor.

# Assignments and Grading

### Grading

Lorem ipsum doior sit amet, consectetuer adipiscing elit. Aenean commodo ligula eget doior, Aenean massa. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Lorem ipsum doior sit amet, consectetuer adipiscing elit. Aenean commodo ligula eget doior. Aenean massa. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus.

### Assignments

Name	Dates	Description
Responsive Essay 1	Due Feb 2	Lorem ipsum dolor sit amet, consectetuer adipiscing elit. Aenean commodo ligula eget dolor. Aenean massa. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Lorem ipsur dolor sit amet, consectetuer adipiscing elit. Aenean commodo ligula eget dolor. Aenean massa. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus.

Additional information, eg rubrics, images

Responsive Essay 2 1	Due Feb 20	Lorem ipsum dolor sit amet, consecteuer adipiscing elit, Aenean commodo liguia egot dolor. Aenean massa. Cum socia natoque penatibus et magnis dis parturient montes, nasceur ridiculus mus. Lorem ipsum dolor sit amet, consecteuer adipiscing elit. Aenean commodo liguia egot dolor. Aenean massa. Cum socia nascetur ridiculus mus.
-------------------------	------------	---

Additional information, eg rubrics, images

Midterm Paper	Lorem ipsum dolor sit amet, consectetuer adipiscing elit. Aenean commodo ligula eget dolor. Aenean massa. Cum sociis natoque penatibus et magnis dis
	parturient montes, nascetur ridiculus mus. Lorem ipsum dolor sit amet, consectetuer adipiscing elit. Aenean commodo ligula eget dolor. Aenean massa. Cum sociis

Semester and Year

Page 2

# **ALIGNMENT**

# Purpose

- Unify elements on a page
- Organize elements on a page

# Method

- Draw invisible lines on your doc
- Every element should have some visual connection with another element
- Don't always stick with centering headings!

# ALIGNMENT

# Purpose

# Method

Unify elements on a page

Organize elements on a page

Draw invisible lines on your doc

Every element should have some visual connection with another element

Don't always stick with centering headings!

# ALIGNMENT

# Purpose

# Method

Unify elements on a page

Draw invisible lines on your doc

Organize elements on a page

Every element should have some visual connection with another element

Don't always stick with centering headings!

# Alignment

# **Course Name Syllabus**

## About The Course



Instructor Name Phone mai Office: Building, room Office Hours:

Classes Davs, times location

## Course Description

Lorem ipsum dolor sit amet, consectetuer adipiscing elit. Aenean commodo l'gula eget dolor. Aenean massa. Cum soc'is natoque penatibus et magnis dis parturient montes, nascetur idiculus mus.

### Learning Goals

Lorem ipsum dolor sit amet, consectetuer adipiscing elit. Aenean commodo lígula eget dolor. Aenean massa. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus, Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus.

### Course Values

orem ipsum dolor sit amet, consectetuer adipiscing elit. Aenean commodo l'gula eget dolor. Aenean massa. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur diculus mus. Aenean massa. Cum sociis natoque penatibus et nagnis dis parturient montes, nascetur ridiculus mus.

# **Resources and Tools**

Librarian	Course Materials
Name Email Office Hours:	REQUIRED:
Saw Mentor Days, times Location	<ol> <li>Lorem ipsum dolor sit amet, consectetuer adipiscing elit. Aenean commodo ligula eget dolor.</li> <li>Aenean massa. Cum sociis natoque penatibus e</li> </ol>
	SUPPLIMENTAL:
	6. Lorem ipsum dolor sit amet, consectetuer adipiscing elit.

Aenean commodo ligula eget dolor.

# Assignments and Grading

### Grading

Lorem ipsum dolor sit amet, consectetuer adipiscing elit. Aenean commodo ligula eget dolor. Aenean massa. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Lorem ipsum dolor sit amet, consectetuer adipiscing elit. Aenean commodo ligula eget dolor. Aenean massa. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus.

### Assignments

Name	Dates	Description
Responsive Essay 1	Due Feb 2	Lorem ipsum dolor sit amet, consectetuer adipiscing elit. Aenean commodo ligula eget dolor, Aenean massa. Cum socile natoque penatibue et magnis dis parturient montes, nascetur ridiculus mus. Lorem ipsum dolor sit amet, consecteur adipiscing elit. Aenean commodo ligula eget dolor. Aenean massa. Cum socils natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus.
Additional informatio	in, eg rubrics, i	nages
Responsive Essay 2 1	Due Feb 20	Lorem ipsum dolor sit amet, consectetuer adipiscing elit. Aenean commodo ligula eget dolor. Aenean massa. Cum socilis natoque penalibus et magnis dis parturient nontes, nascetur ridiculus mus. Lorem ipsum dolor sit amet, consectetuer adipiscing elit. Aenean commodo ligula eget dolor. Aenean massa. Cum socilis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus.
Additional informatio	in, eg rubrics, ir	nages
Midterm Paper	Drafts due March 20 Peer editing Marcy 22	Lorem ipsum dolor sit amet, consectetuer adipiscing elit. Aenean commodo ligula eget dolor. Aenean massa. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Lorem ipsum dolor sit amet, consectetuer adipiscing elit. Aenean commodo ligula eget dolor. Aenean massa. Cum sociis
emester and Year		Page :

# Purpose

- Clarify relationship between elements
- Organize

# Method

- Group related items together
- Separate unrelated elements
- Squint and count the number of visual elements on a page: aim for 3-5

# Spacing

Related things together Unrelated things far apart Avoid evenly spaced elements. the eye can't make groups. Try the squint test. Use empty space, don't fill all of it. Make the document scannable.

# Spacing

Related things together Unrelated things far apart

# Avoid evenly spaced elements

The eye can't make groups. Try the squint test. Make the document scannable.

Use empty space, don't fill all of it.

# **Course Name Syllabus**

# About The Course



### **Course Description**

Lorem ipsum dolor sit amet, consectetuer adipiscing elit. Aenean commodo ligula eget dolor. Aenean massa. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus.

### Learning Goals

 Lorem ipsum dolor sit amet, consectetuer adipiscing elit. Aenean commodo ligula eget dolor.

- Aenean massa. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus.
- Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus.

### **Course Values**

Office Hours:

Instructor

Name

Phone

Email Office: Building, room

Days, times Location Lorem ipsum doior sit amet, consectetuer adipiscing eilt. Aenean commodo ligula eget dolor. Aenean massa. Cum socis natooue penatibus et magnis dis paturient montes, nascetur ridiculus mus. Aenean massa. Cum socis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus.

## **Resources and Tools**

#### Librarian Name

Days, times Location

Email

## **Course Materials**

REQUIRED:

- Office Hours: Saw Mentor
- Lorem ipsum dolor sit amet, consectetuer adipiscing elit. Aenean commodo ligula eget dolor.
   Aenean massa. Cum sociis natoque penatibus e

### SUPPLIMENTAL:

 Lorem ipsum dolor sit amet, consectetuer adipiscing elit. Aenean commodo ligula eget dolor.

# Assignments and Grading

### Grading

Lorem ipsum doior sit amet, consectetuer adipiscing elit. Aenean commodo ligula eget doior, Aenean massa. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Lorem ipsum doior sit amet, consectetuer adipiscing elit. Aenean commodo ligula eget doior. Aenean massa. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus.

### Assignments

Name	Dates	Description
Responsive Essay 1	Due Feb 2	Lorem ipsum dolor sit amet, consectetuer adipiscing elit. Aenean commodo ligula eget dolor. Aenean massa. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Lorem ipsun dolor sit amet, consectetuer adipiscing elit. Aenean commodo ligula eget dolor. Aenean massa. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus.

Additional information, eg rubrics, images

Responsive Essay 2 1	Due Feb 20	Lorem ipsum dolor sit amet, consecteuer adipiscing elit, Aenean commodo liguia egot dolor. Aenean massa. Cum socia natoque penatibus et magnis dis parturient montes, nasceur ridiculus mus. Lorem ipsum dolor sit amet, consecteuer adipiscing elit. Aenean commodo liguia egot dolor. Aenean massa. Cum socia nascetur ridiculus mus.
-------------------------	------------	---

Additional information, eg rubrics, images

Midterm Paper	Lorem ipsum dolor sit amet, consectetuer adipiscing elit. Aenean commodo ligula eget dolor. Aenean massa. Cum sociis natogue penatibus et magnis dis
	parturient montes, nascetur ridiculus mus. Lorem ipsum dolor sit amet, consectetuer adipiscing elit. Aenean commodo ligula eget dolor. Aenean massa. Cum sociis

Semester and Year

Page 2

# **Course Name Syllabus**

# About The Course



Lorem ipsum dolor sit amet, consectetuer adipiscing e Aenean commodo lígula eget dolor. Aenean massa. Cun sociis natoque penatibus et magnis dis parturient montes, nascatur diculus mus.

### Learning Goals

- 1. Lorem ipsum dolor sit amet, consectetuer adipiscing elit. Aenean commodo lígula eget dolor.
- 2. Aenean massa. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus,
- 3. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus.

### Course Values

Lorem ipsum dolor sit amet, consectetuer adipiscing ei. Aenean commodo ligula eget dolor. Aenean massa. Cum sociis natoque penatibus et magnis dis parturient montes nascetur ridiculus nus. Aenean massa. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculur mus.

# **Resources and Tools**

### Librarian Name Office Hours:

Email

Location

Instructor

Name

Phone

Classes

Davs, times

Location

Email Office: Building, room Office Hours:

## **Course Materials**

REQUIRED:

- Saw Mentor Days, times
- 4. Lorem ipsum dolor sit amet, consectetuer adipiscing elit. Aenean commodo ligula eget dolor. 5. Aenean massa. Cum sociis natoque penatibus e
- SUPPLIMENTAL:
- 6. Lorem ipsum dolor sit amet, consectetuer adipiscing elit. Aenean commodo ligula eget dolor.



e r G C C C C	orem ipsum dolor sit amet, consectetuer adipiscing tiki. Aenean commodo ligula eget dolor. Aenean nassa. Cum sociis natoque penatibus et magnis dis arturient montes, nasceut ridiculus mus. Lorem ipsum blor sit amet, consectetuer adipiscing elit. Aenean sommodo ligula eget dolor. Aenean massa. Cum sociis tatoque penatibus et magnis dis parturient montes, nascetur ridiculus mus.
---------------------------------	--

Additional information, eg rubrics, images

Responsive Essay 2 1	Due Feb 20	Lorem ipsum dolor sit amet, consecteuer adipiscing elit. Aenean commodo liguia egot dolor. Aenean massa. Cum socils natoque penatibus et magnis dis parturient montes, nasceur ridiculus mus. Lorem ipsum dolor sit amet, consecteuer adipiscing elit. Aenean commodo liguia egot dolor. Aenean massa. Cum socils natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus.
-------------------------	------------	---

Additional information, eq rubrics, images

Midterm Paper	Lorem ipsum dolor sit amet, consectetuer adipiscing elit. Aenean commodo ligula eget dolor. Aenean massa, Cum sociis natogue penatibus et magnis dis
	parturient montes, nascetur ridiculus mus. Lorem ipsum dolor sit amet, consectetuer adipiscing elit. Aenean commodo ligula eget dolor. Aenean massa. Cum sociis

Semester and Year