**Web Design 2—CRAP Web Design Presentations**  Name:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Which did you draw? (circle) Contrast Repetition Alignment Proximity

**Presentation Information**

Create a 3-5 minute presentation detailing one of the four web design principles. Use the sites below and your notes from class as you do your research. Your visual presentation should NOT be a bunch of text. Instead, show examples of the various designs in action. This should include screenshots that show examples and non-examples of the design principles. Use graphic organizers (arrows, etc.) to better illustrate your point.

You will turn in a set of Notes Pages with this assignment, so notes should be typed in the lower pane in PowerPoint. Use that as your speaking points as you present the information to the class. Those doing the same topic in class should work together to be certain no one uses screenshots from the same sites.

**Scoring Criteria**

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| ***Requirement*** | ***Points Possible*** | ***Deductions*** |
| Student explains the concept assigned in a way that anyone could understand | 5 |  |
| Visual examples—at least three websites—are examined that meet the criteria and are good illustrations of the concept | 10 |  |
| Visual of a non-example is provided (something that could be improved with the utilization of the design technique) | 5 |  |
| Slides are a supplement to the presentation and provide visual aid, not sentences or paragraphs that are read to the audience | 5 |  |
| Student understands concept thoroughly and provides solid examples of exemplary practices from the web | 10 |  |
| Student typed and submitted Notes Pages to the instructor with notes about content | 10 |  |
| Professionalism/Overall Quality (spelling, grammar, color) | 10 |  |
| ***Total*** | ***55*** |  |

Useful websites for additional explanation:

* http://www.vanseodesign.com/web-design/basic-design-principles/
* http://www.glidedesign.com/website-design-crap/
* http://www.userfocus.co.uk/articles/A\_CRAP\_way\_to\_improve\_usability.html
* http://www.presentationzen.com/chapter6\_spread.pdf