The Four Principles of Design

Mrs. Tillman
Adapted from: Mr. Gallagan
Whad does fishing have to do with design?
The acronym **C.A.R.P** stands for:
- C = Contrast
- A = Alignment
- R = Repetition
- P = Proximity
CARP Principles

- One method to display text and graphics utilizes the CARP method described by Robin Williams and John Tollet.
- Typically, if you do not adhere to the CARP principles, one usually ends up with something not good (Mix up letters of CARP).
What Does **Contrast** Do?

- Contrast is what pulls you in, it draws your eyes to the page. It allows you to move around the page and find things.
- Contrast must be strong. "If two elements, such as type, rules, graphics, color, texture, etc. are not the same, make them very different”
- Contrast creates a focal point, a dominating force, the place your eyes go to when first looking the page (web or print)
- Allow you to skim more easily to pick out needed information
Contrast Pertains to:

- Text
- Graphics
- Colors
- Texture
- Rules
When Does **Contrast** NOT Matter?

- There are times when you don't want contrast: a novel, a professional journal
- The reading process should not be interrupted by changing the look of text or links
Contrasting Font:

- Contrast heavier weights with lighter weights
- Do not use ALL CAPS.
- Contrast can be done by using *italics* or **bold**.
This is a Bad Example of Contrast

This Burns My Eyes
This is an excellent Example of Contrast 😊
What is **Alignment:**

- The basic purpose of alignment is to unify and organize the page.
- When the page is well organized and appears clean, your message is better communicated.
- In simplicity, alignment is how things are lined up on a page with each other.
- It is always best to pick one alignment and to stay with it.
What Do We Align:

- Text
- Graphics (pictures, data charts, clip art, etc...)
- Spreadsheets
- Form
Alignment of Text

- Right align, left align, justify or center (physical example)
This page has a left alignment.
This page has a center alignment.
Right Align

This page has a right alignment.
This page has a justified alignment.

Justified Text is stretched and provides both a strong left and right edge.
Hints for better alignment:

- Use the same alignment throughout the entire document
- Do not place anything on the page arbitrarily
- Do not center align everything. Center aligning should be done consciously, not because you cannot think of anything else to do
Good Example of Alignment
Bad Example

Research Proposal

for

Rehab Technology Institute of California

by

Brain Dead Joseph

December 15th, 2002
Research Proposal
for
Rehab Technology Institute of California

by
Brain Dead Joseph
December 15th, 2002
Bad Example

David Evan's
The Art of Zen
America vs. Japan

The Most Complete
and
Up to Date Philosophies
Good Example

David Evan's
The Art of Zen
America vs. Japan

The Most Complete
and
Up to Date Philosophies
White Space

- Don’t trap white space

Center Alley

Center Alley worse jester pore ladle gull hoe lift wetter stop-murder an toe heft-cisterns. Daze worming war furry wicket an shellfish parsons, spatially dole stop-murder, hoe dint lack Center Alley an, infect, word orphan traitor pore gull mar lichen ammonol dinner hormone bang.

Center Alley’s furry gourd-murder whiskered.
"Watcher come aboard!"
White Space

• If you have a line use it

Center Alley

Center Alley worse jester pore ladle gull hoe lift wetter stop-murder an toe heft-cisterns. Daze worming war furry wicket an shellfish parsons. spatially dole stop-murder, hoe dint lack Center Alley an, infect, word orphan traitor pore gull mar lichen ammonol dinner hormone bang.

Center Alley’s furry gourd-murder whiskered. “Watcher crane aboard!”
Repetition – What it does?

- Repetition unites, joins, fuses the entire page together (print or web based).
- Helps organize information - bullets
- If there are multiple pages, each page should have a similar look and feel. (important for web-based)
- Repetition should be thought of as "Consistency"
- Help guide the reader through the pages
Hints for Being Repetitive:

- Plan your document
- Check your work for consistency and repetitiveness
- If web based, storyboard your material
Bad Example of Repetition

Willie Wonka:

- 12345 Chocolate Lane
  Chocolate, Wis 202020
  75 years old, one child named Charlie

Employment

- Chocolate factories around the world

Education

- Graduate of Sweet Tooth-U
  1970

Favorite Activities:
- Making kids smile
- Freaking kids out
- Making chocolate

Favorite Umpa Lumpa
- Little big nose
Good Example of Repetition

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What is **Proximity**:

- Proximity refers to the relationship of items when they are close together.
- Two items that are close, appear to belong to each other.
- Group related items together
- When items are physically far from each other, they become visually disconnected.
What Proximity Does:

- It groups related items together
- Makes page look smaller
- Organizes information
- Defines a beginning and ending
Bad Example of Proximity

CD ROM
Classical
Jazz
Country Western
Country
Hip Hop
Rapp
Rock
Acid Rock
Types of learners
Early Learner
late Learner
Humanities
Math & Science
Good Example of Proximity

**CD ROM**
- Classical
- Jazz
- Country Western
- Country
- Hip Hop
- Rapp
- Rock
- Acid Rock

**Educational Topics**
- Early Learner
- Late Learner
- Humanities
- Math & Science