

The CARP Principals

Contrast: Helps designers think about the balance between similarities and differences in various elements. In most cases, you want to make sure to avoid using too much similarity. However, when thinking about contrast in typography, it's important to note that weights from the same family will help your designs look more cohesive.

Alignment: Gives a visual connection to everything on the page. This means avoiding random placement and using invisible lines to create a clean, sophisticated look. Alignment is often used to guide the reader in a book. The eye becomes accustomed to returning to a similar place to pick up the next element. You can use this to impose order in the layout.

Repetition: Creates familiarity of seeing same elements used in a similar manner. This helps direct the eye to the important parts and keeps the reader moving through a document in an orderly fashion.

Proximity: Provides organization and eliminates clutter. When several elements are placed close together, they become a visual unit. However, when unlike elements are grouped with like elements it creates a helter-skelter design. In other words, designers who use the principal of proximity think about the way elements are placed on the paged.

