

GESTALT PRINCIPLES

IN UX AND UI DESIGN

Swipe →

1. Law of Proximity

This principle states that objects that are **close to each other** tend to be perceived as a group.

Designers use this principle to **indicate relatedness** among elements of a design.

2. Law of Similarity

According to this principle, elements that are **similar in appearance** (e.g., color, shape, size) are perceived to be more related than dissimilar elements. This can help users understand the **organization of information** quickly.

3. Law of Closure

This principle indicates that people perceive **incomplete objects** as complete, with our minds filling in gaps to form a unified image.

It's used in design to **imply more than** what's shown visually.

4. Symetry and Balance

Ensure that each report page is **symmetrically balanced** to create a harmonious and aesthetically pleasing experience.

Balanced layouts are **easier on the eyes** and make the content more accessible.

5. Common Fate

If incorporating motion or animations (even subtle ones), ensure they move in a **consistent direction** across slides. This applies to dynamic elements or implied **motion in static designs**.

6. Continuity

Use lines or shapes to **guide the viewer's eye** through content, encouraging engagement. Achieve this with **directional cues** or **content placement** that suggests continuation beyond the current view.

7. Continuity

Use lines or shapes to **guide the viewer's eye** through content, encouraging engagement. Achieve this with **directional cues** or **content placement** that suggests continuation beyond the current view.

8. Figure-Ground

Make your content (visuals) **stand out clearly** from the background.

Utilize **contrasting colors or a blur effect** on background images to make text or key visuals pop, ensuring they're **the focal point** of each report page.

9. Simplicity (Pragnanz)

Keep each report **page simple and focused**.

Avoid overcrowding with information or visuals. **Aim for clarity and simplicity** to ensure the message is easily understood at a glance.

10. Designing for Impact

In essence, Gestalt Principles are key to **captivating design**, guiding us to create intuitive and cohesive experiences.

They ensure our designs are **not just viewed but experienced**, turning passive viewers into engaged participants.

WAS THIS HELPFUL?

**DONT FORGET TO
SAVE THIS POST**



WWW.FP20ANALYTICS.COM