

GESTALT PRINCIPLES FOR WEB DESIGN

DESIGN for GEEKS

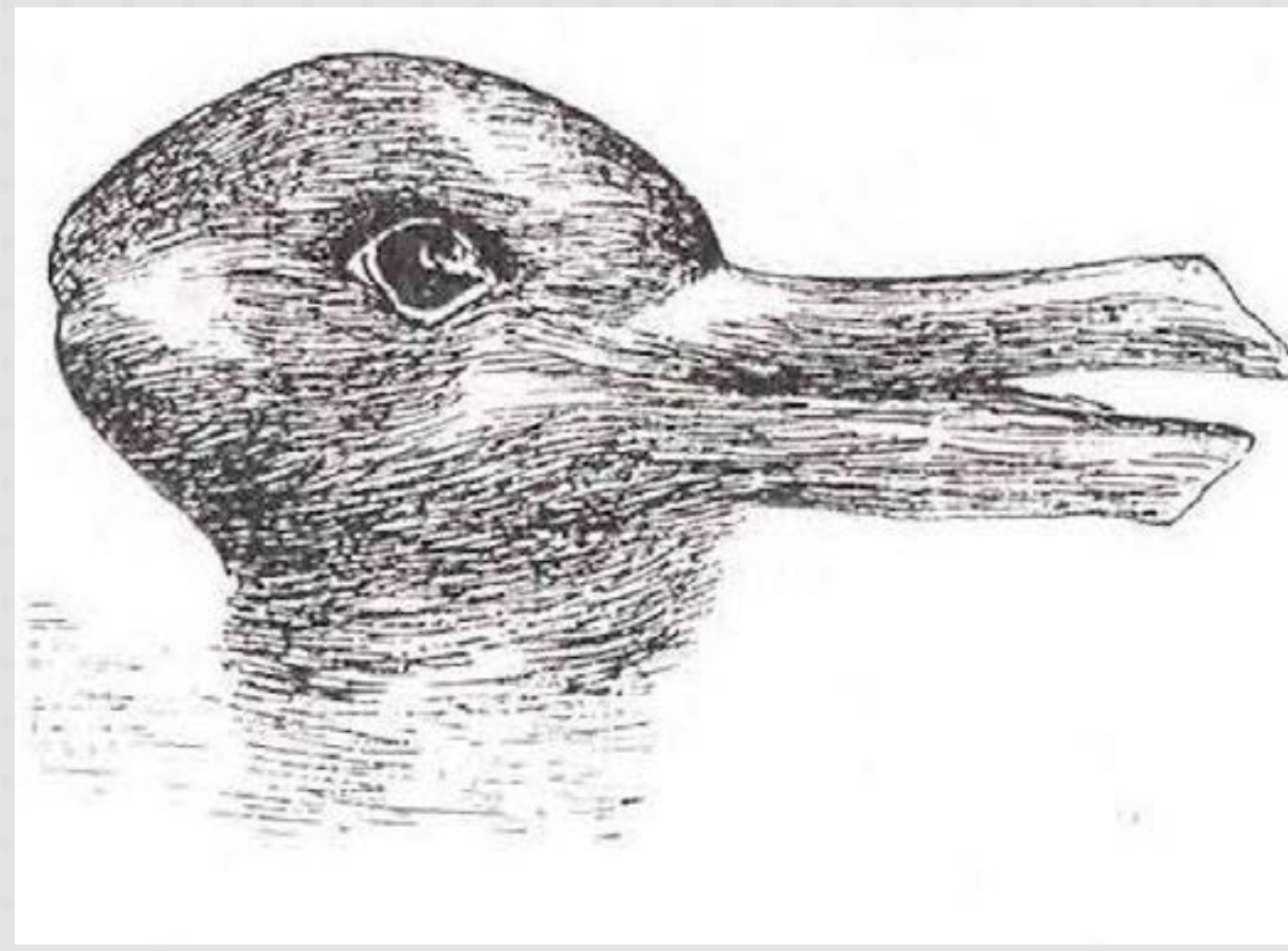


THE PRINCIPLE OF EMERGENCE

Simple shapes arranged together create a more complex image – the outline of which emerges from the scene before its details.

MAIN TAKEAWAY FOR WEB DESIGN

We see the whole before we see the details. The overall appearance of an element or of a page must always take precedence over the finer details.

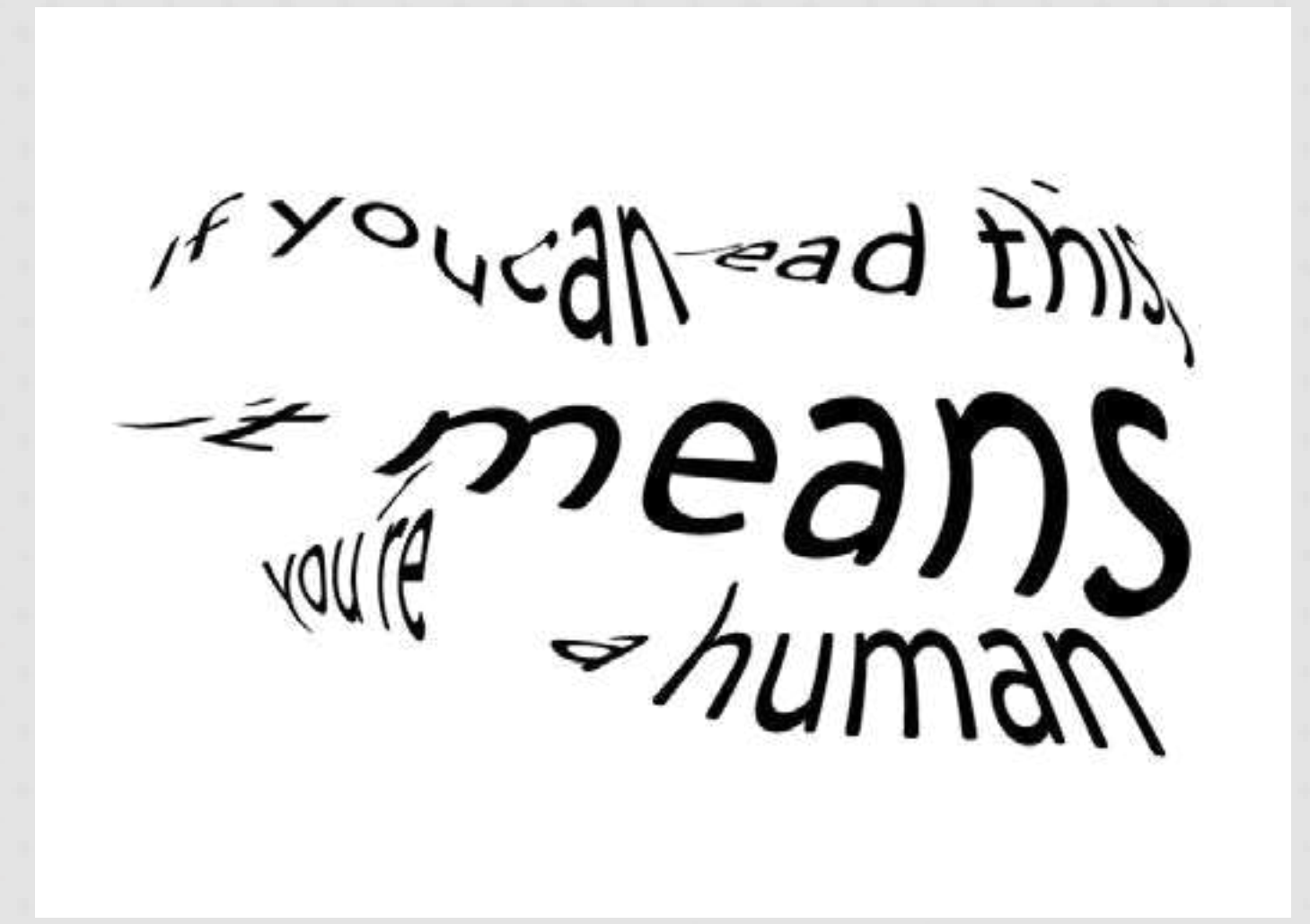


THE PRINCIPLE OF MULTISTABILITY

Multistability occurs when an image can be interpreted in two different ways, but our mind can only interpret one view at once.

MAIN TAKEAWAY FOR WEB DESIGN

Don't make them think – Avoid ambiguity of information overload in your UI. Usability tests are your friend.

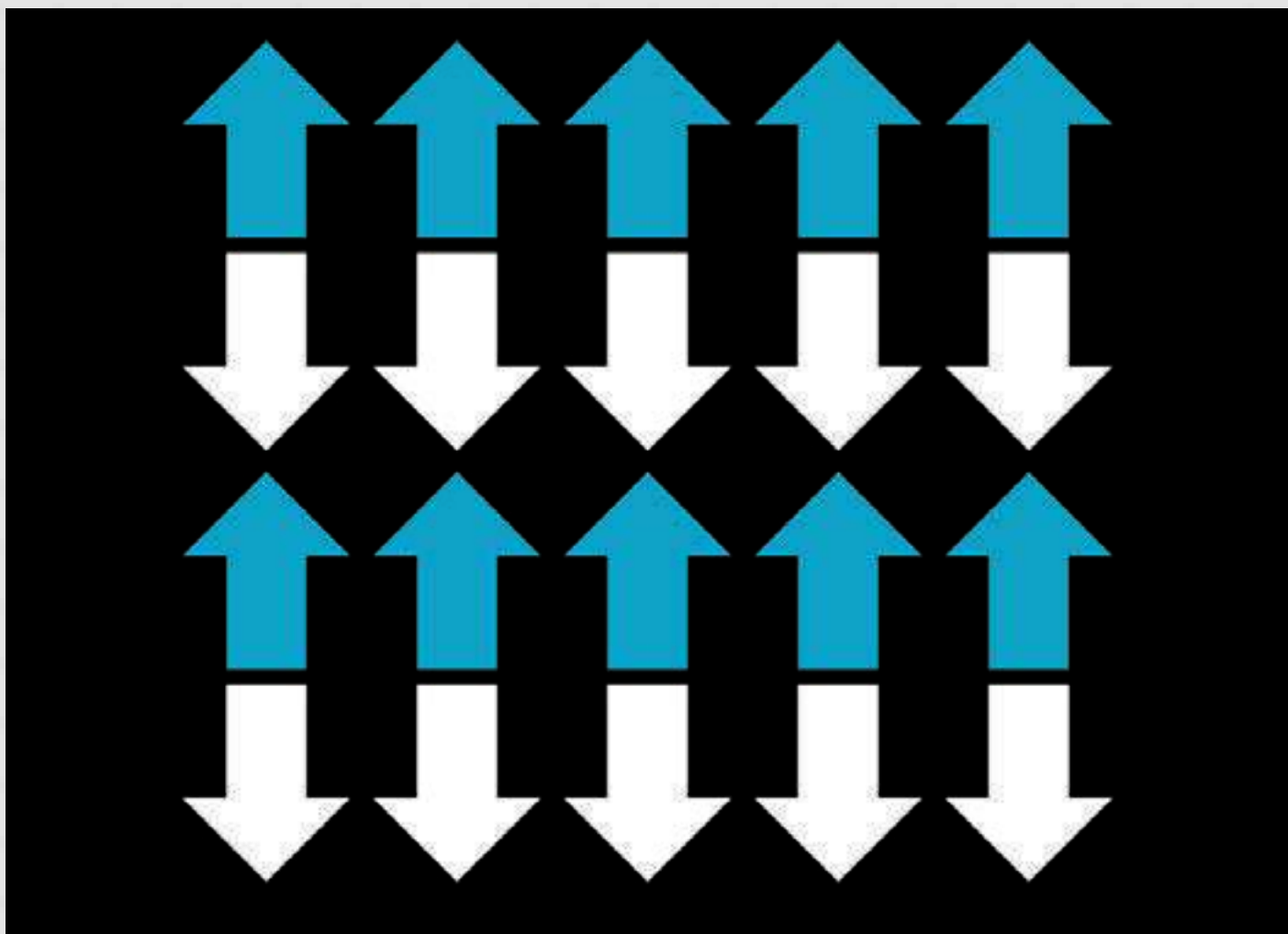


THE PRINCIPLE OF INVARIANCE

Humans have the ability to recognise shapes, objects, etc regardless of natural and artificial variations and deformations.

MAIN TAKEAWAY FOR WEB DESIGN

Invariance, for now, is the edge the human brain has over bots. Exploited mainly in (evil) captchas.

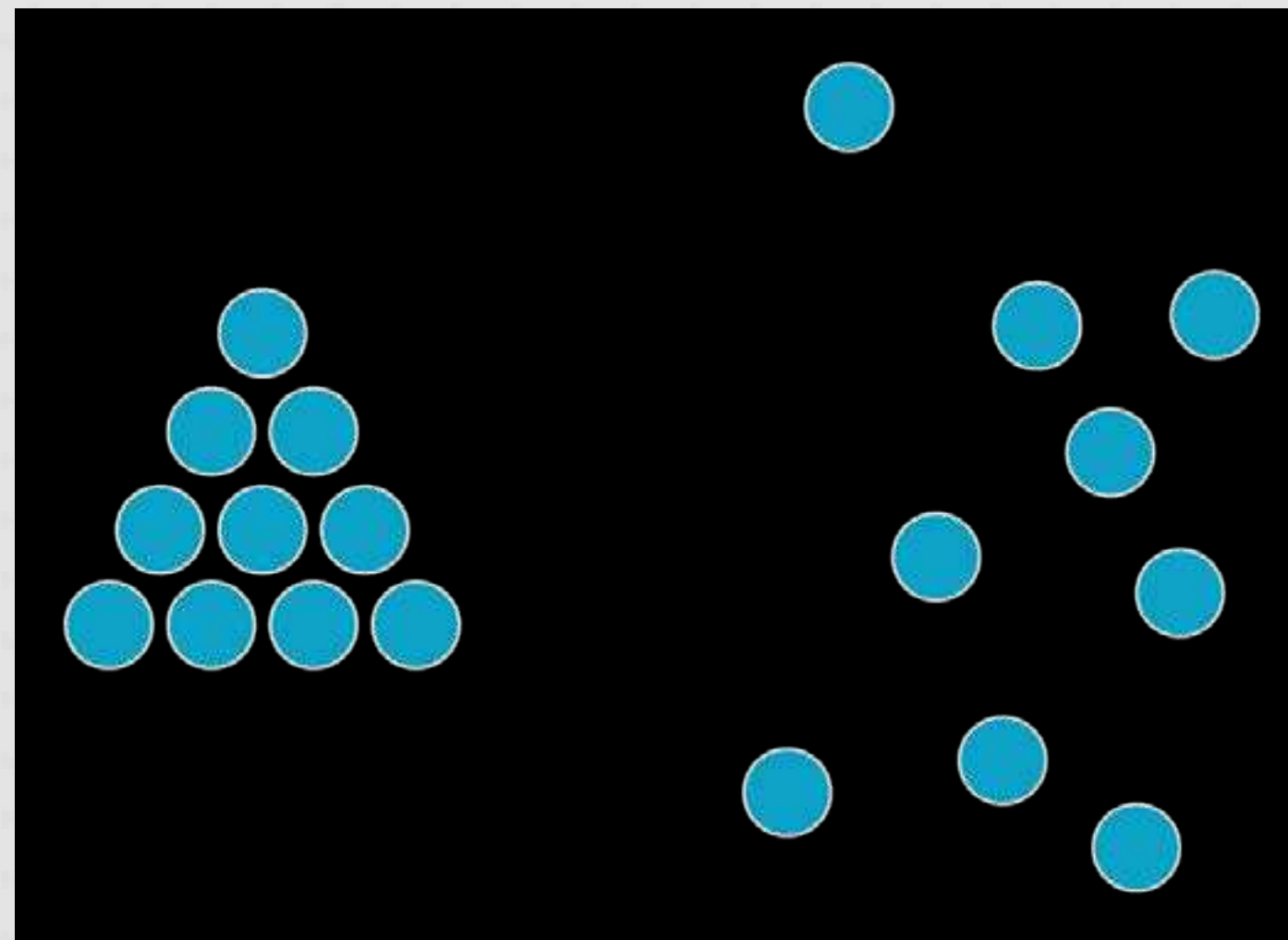


THE LAW OF SIMILARITY

The human eye has the tendency to group together elements that share similar visual features, such as colour or shape.

MAIN TAKEAWAY FOR WEB DESIGN

Make sure that the UI elements that perform a similar function or belong to a same group share one or more visual features. Differentiate the ones that don't belong to the same group.

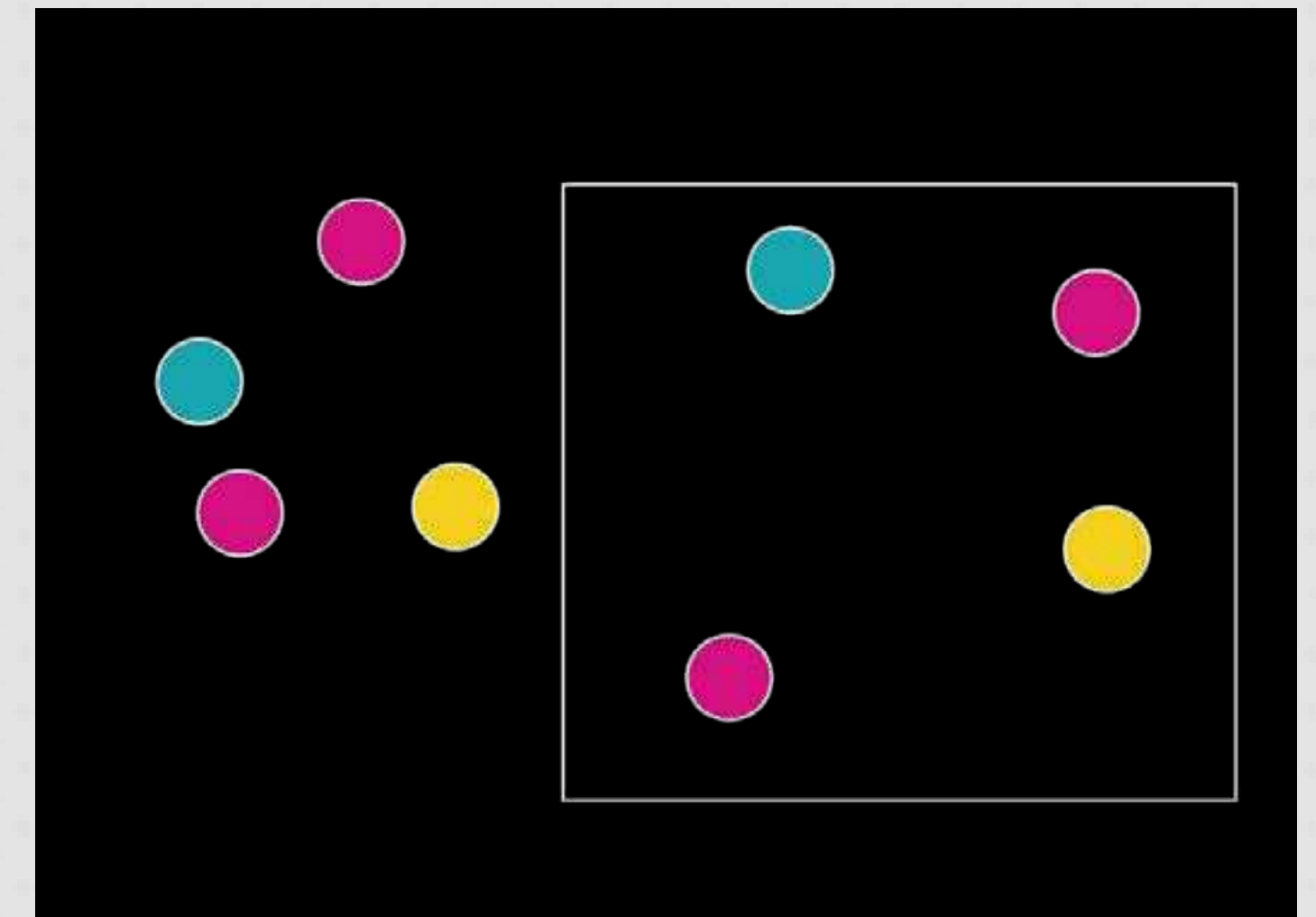


THE LAW OF PROXIMITY

The human eye groups together elements that are close to one another in space.

MAIN TAKEAWAY FOR WEB DESIGN

Make sure that elements that belong to a same group are placed in close proximity – while those that don't must be placed clearly somewhere else.

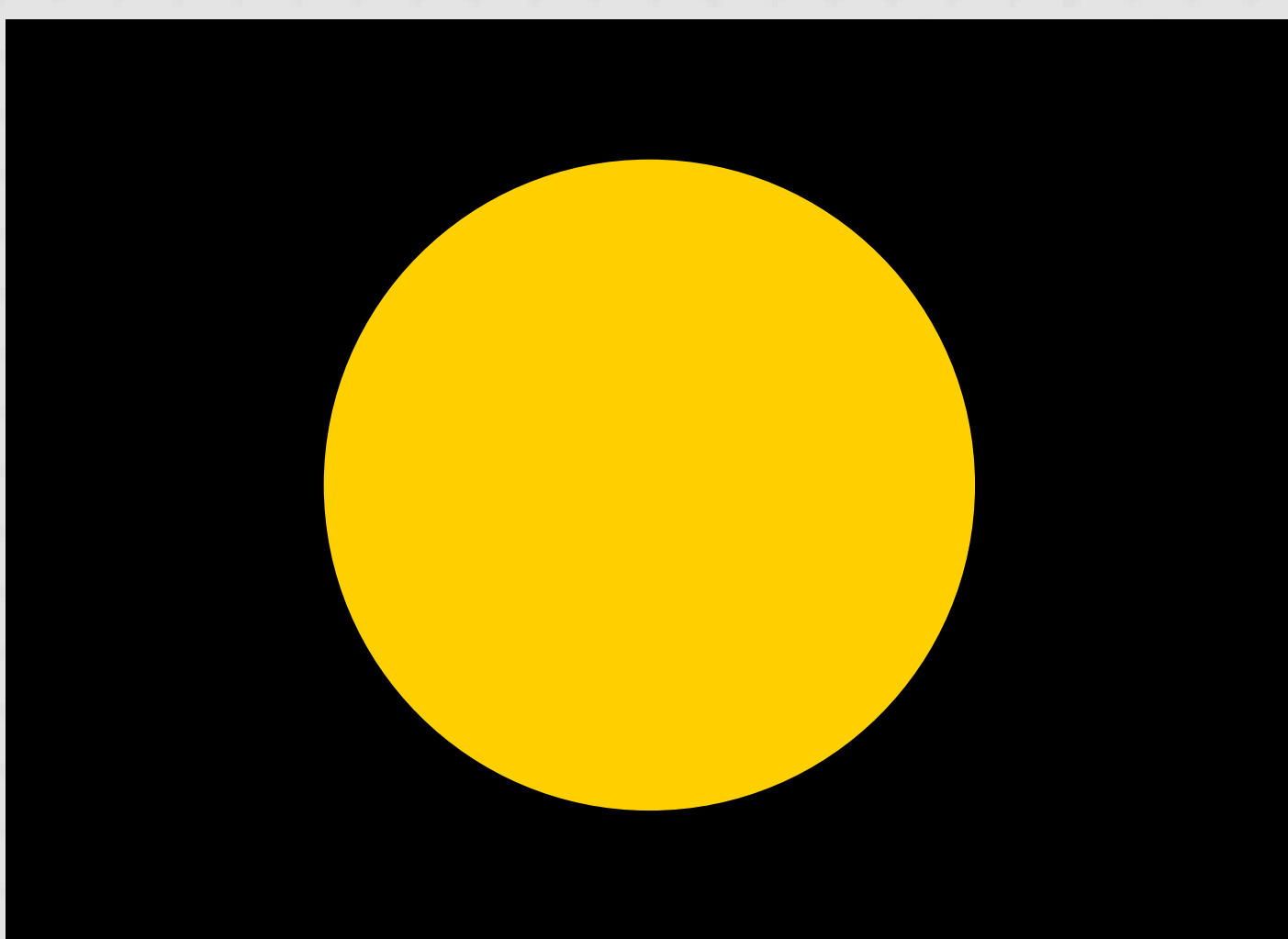


THE LAW OF COMMON REGION

Items that share the same clearly delineated region of space are perceived as belonging together.

MAIN TAKEAWAY FOR WEB DESIGN

Make your UI easy to use by placing groups of elements within the same clearly defined region of space.

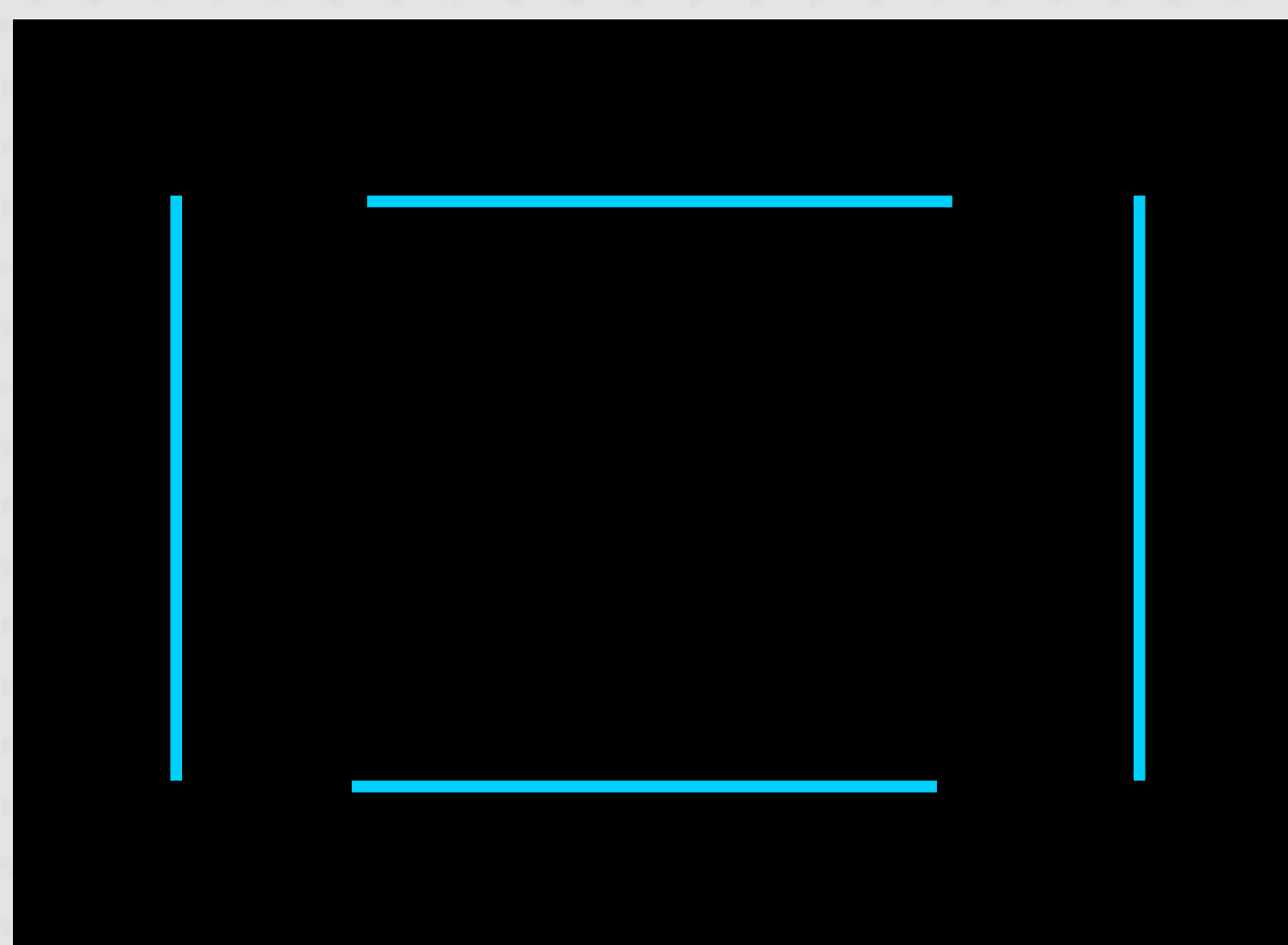


FIGURE/ GROUND ORGANISATION

The most important element in a scene appears as in front of everything else.

MAIN TAKEAWAY FOR WEB DESIGN

Make sure that the main call to action always stands out clearly against the background.



THE LAW OF CLOSURE

Our mind supplies the missing information for incomplete shapes. We don't need the lines to be complete.

MAIN TAKEAWAY FOR WEB DESIGN

Minimal designs can help UI by avoiding visual overload. Let your users' minds fill in the gaps.



THE LAW OF CONTINUATION

The human eye is accustomed to marking out pathways & following them. Our brain likes following lines and routes.

MAIN TAKEAWAY FOR WEB DESIGN

Keep your users on track by leading their eye with visual flows, paths or lines.