

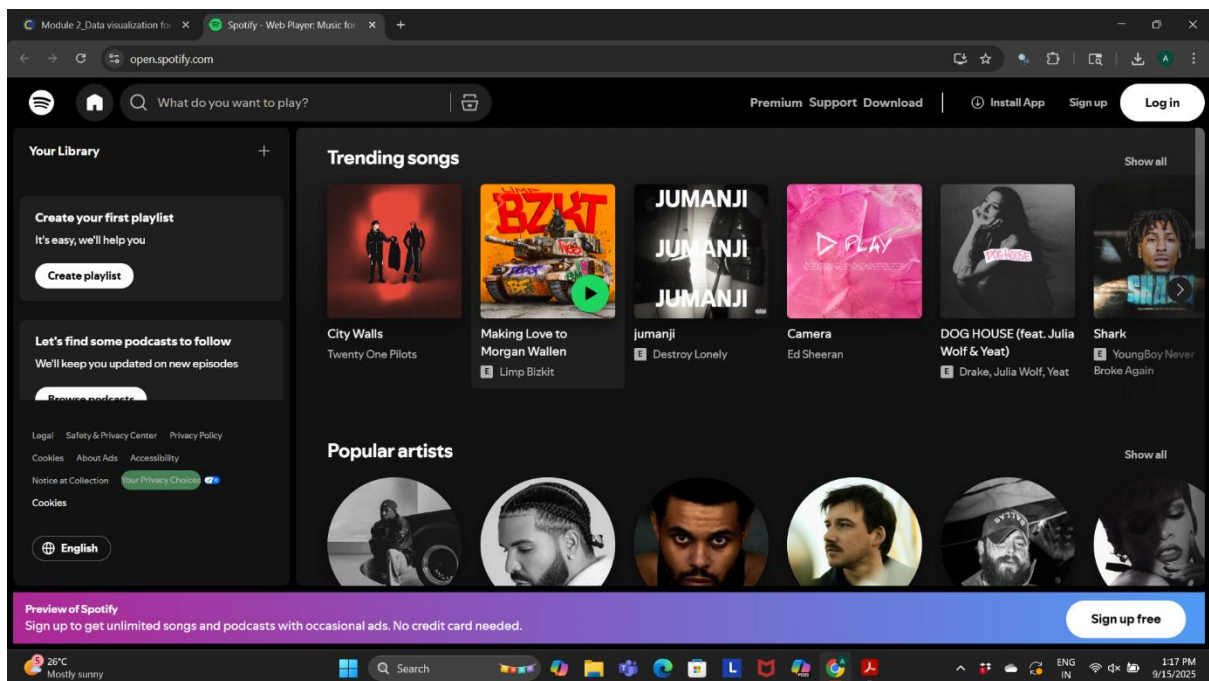
# Assignment 1

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## Design 1: Spotify



### Gestalt Principles:

**Proximity:** Trending tracks are grouped and set apart from artist thumbnails, creating distinct topical zones.

**Similarity:** Square album art versus round artist profiles clearly differentiate content types.

**Enclosure:** The layout is divided into three panes (navigation, browsing, library) with subtle shadowing.

**Continuity:** Horizontal playlists and stacked text allow for continuous eye movement.

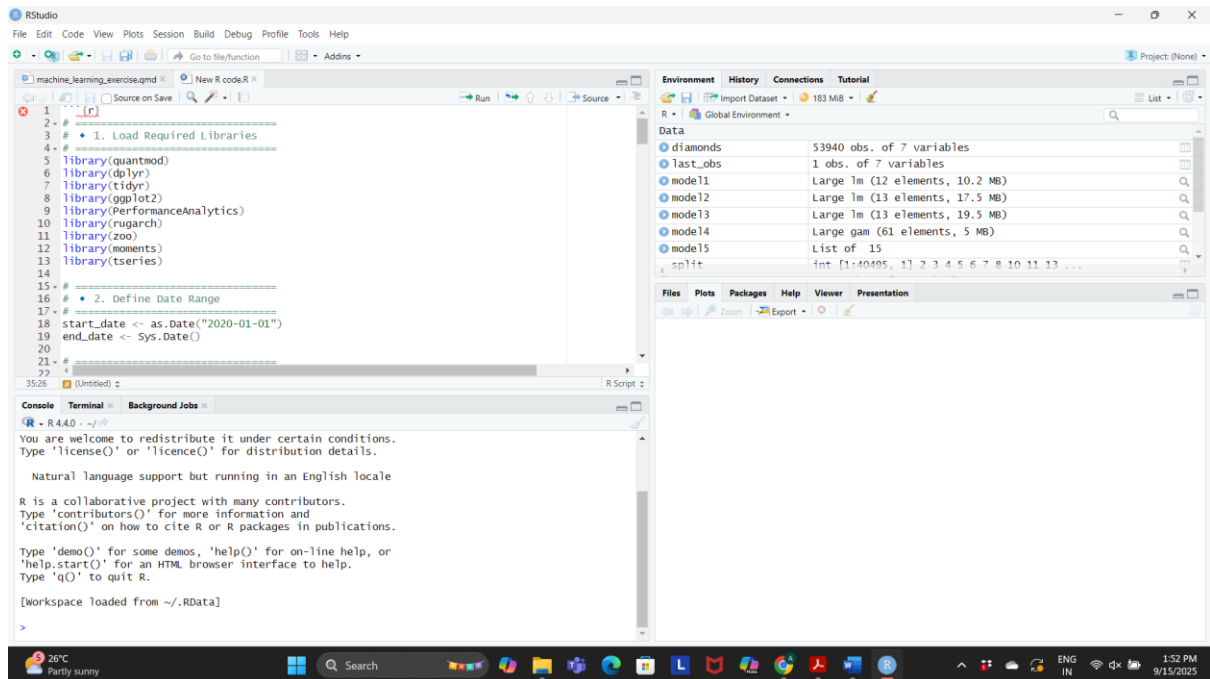
### How They Strengthen the Visual Experience:

These rules decrease mental effort to explore. Users recognize "what goes with what" at once, understand hierarchy, and explore a smooth flow through the interface making discovery fast and fun.

## Pre-attentive Cues / Designer Principles:

Colorful album covers, Spotify's green "Play" button, and clean white space direct attention to prominent action. The limited color palette avoids clutter, leaving music content in the spotlight and conveying a light mood.

## Design 2: R studio



## Gestalt Principles:

Enclosure: Script, Console, Environment, and Plots panes are visually contained, defining areas of work.

Similarity: Toolbar buttons are uniform in size, color, and shape, denoting related tasks.

Continuity: Output follows input in a left-to-right, top-to-bottom rhythm.

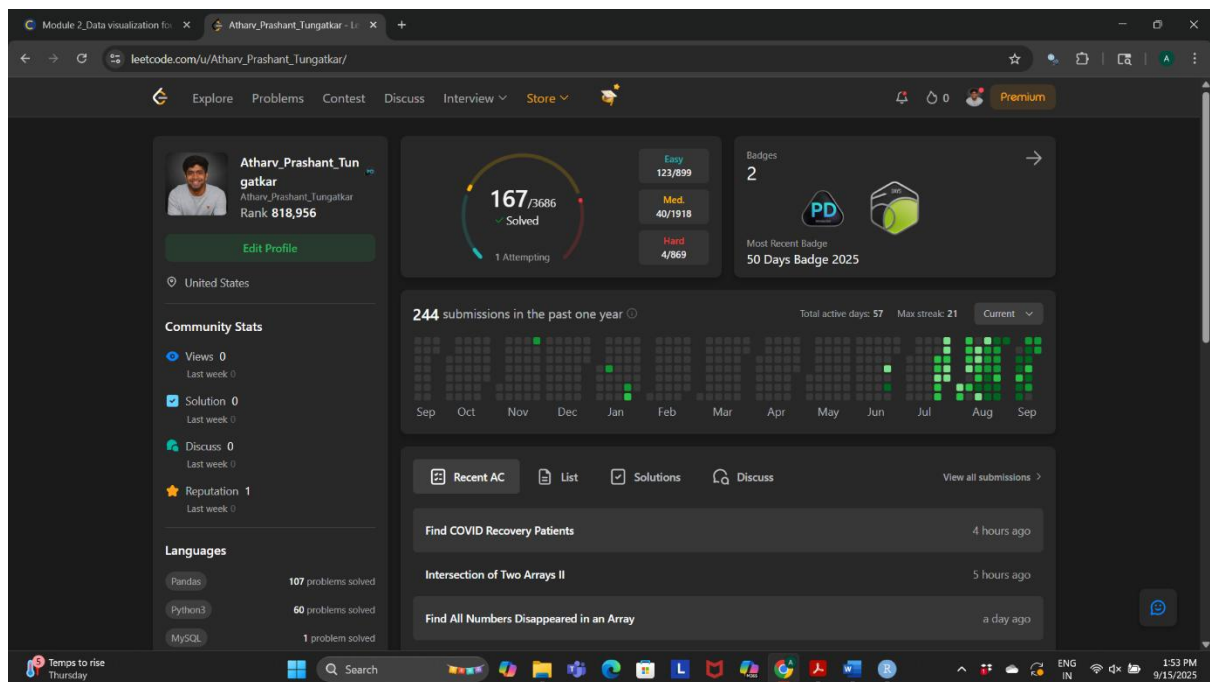
## How They Facilitate the Visual Experience:

Visible grouping and flow allow analysts to focus on coding rather than tool searching. Logical structure makes RStudio seem structured and routine, reducing tension when working on scripts and results simultaneously.

## Pre-attentive Cues / Designer Principles:

Syntax highlighting (keywords, strings, comments) shows structure immediately. Red error messages stand out, inviting immediate correction. Icon affordances indicate clickability, supporting beginners without training.

## Design 3: Leetcode



### **Gestalt Principles:**

**Proximity:** The days of the month are grouped together in the submissions pane.

**Similarity:** Challenge cards use the same font and size, making scanning easier. The submissions pane also uses green color to show similarity between the number of submissions on particular day.

**Enclosure:** "Description," "Solutions," and "Submissions" tabs are bounded visually, separating work phases.

**Continuity & Connection:** The problem pane flows naturally into the code editor; input/output connection is clear.

### **How They Strengthen the Visual Experience:**

Students can expect layout behavior, focus on problem-solving, and flow from reading to coding. Visual predictability minimizes stress in a task-rich setting.

### **Pre-attentive Cues / Designer Principles:**

Difficulty tags (green/orange/red) give instant feedback on challenge level. Red crosses and tick marks provide instant status recognition. White space and soothing grey backgrounds unclutter, giving emphasis to the task text.

## Design 4: New York Times

<https://www.nytimes.com/>

### **Gestalt Principles:**

Enclosure: Stories are grouped by section with dividers or filled boxes.

Similarity: Headlines use the same family font, with changes in weight denoting emphasis.

Closure: Couples of pictures and captions provide an impression of completed stories even if partially covered.

Continuity: Stories are set out in a clear vertical orientation.

### **How They Enhance the Visual Experience:**

These strategies permit readers to skim with confidence, set priorities, and enjoy a leisurely reading pace despite heavy content volume. Organization conveys confidence by appearing authoritative and structured.

### **Pre-attentive Cues / Designer Principles:**

Strong red "Breaking News" badges and bold headlines stand out at first glance. Black foreground on white with high contrast for improved readability. Spacing between sections reduces visual pressure, keeping attention where it belongs.

## Design 5: Coursera

<https://www.coursera.org/>

### **Gestalt Principles:**

Proximity: The course cards are positioned in neat carousels, distinguishing from menus.

Similarity: Thumbnails, fonts, and rounded card edges give a consistent visual language.

Enclosure: All course cards enclose title, instructor, and rating in a soft container.

Continuity & Connection: Progress bars use smooth lines, facilitating moving forward.

### **How They Enhance the Visual Experience:**

Students easily see offers, contrast ratings, and monitor their own progress. Stick-together cards and progress indicators without friction inspire discovery and give confidence to course quality.

**Pre-attentive Cues / Designer Principles:**

Yellow star ratings and blue "Enroll" buttons stand out immediately. White space between cards keeps the interface lightweight. Text and icon alignment gives a professional, reputable feel.