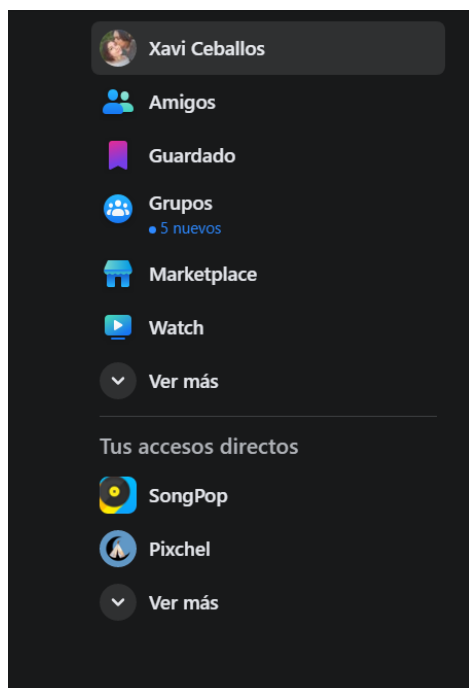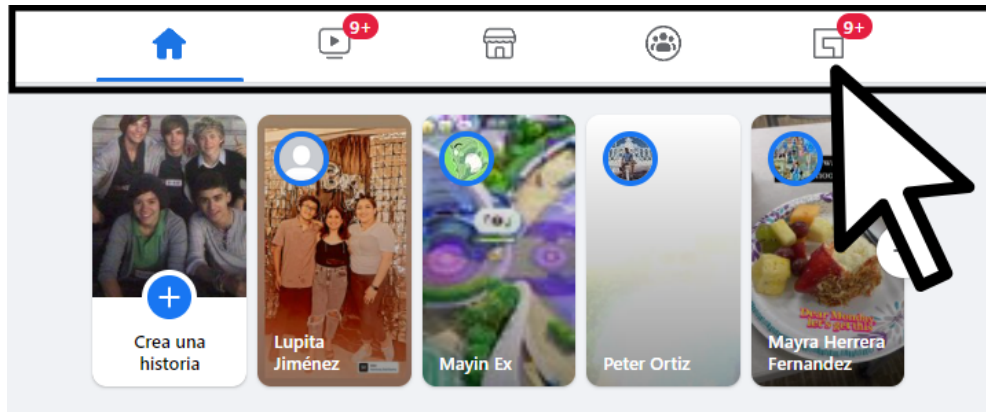# Gestalt Principles

Law of Clousure - Xavi
"We prefer complete shapes, so we automatically fill in gaps between elements to perceive a complete image."

As you can see, it is not necessary to enclose all the sections in different boxes, since a few lines are enough to denote that they belong to the same section or to a different one. In this example we can see how the lines separate the publication of people, the reactions or options and the comments.
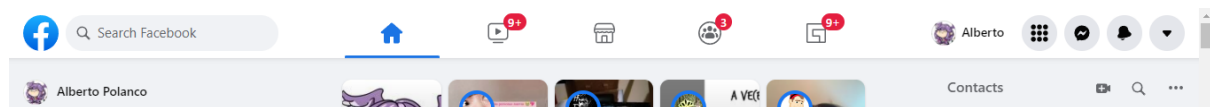
Gestalt Principles

Continuation Principle - Gio

When looking at this group of icons, the elements are placed close together, they appear to be within a single section and appear to be continuous elements but give the user the feeling that they are interrupted by the functionality of each icon.
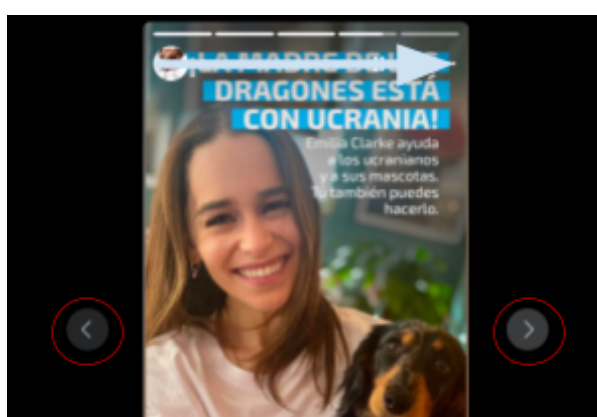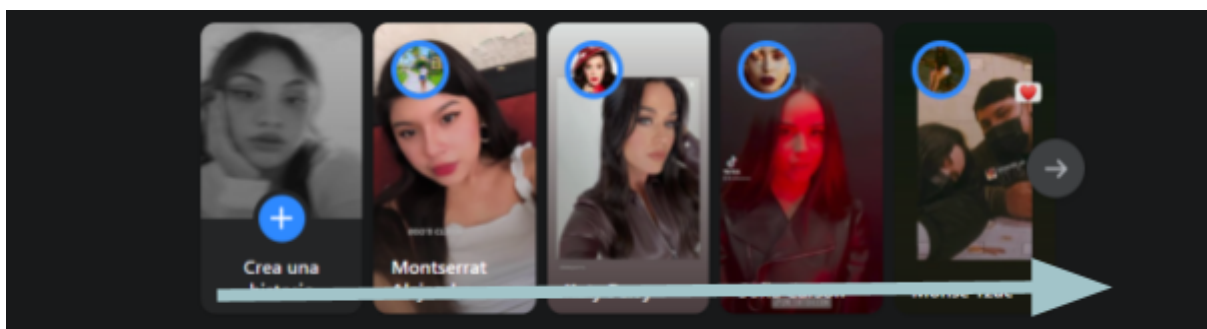
Common Region - Alberto

"Objects placed within the same region are perceived to be in the same group. This is similar to the Proximity Principle."

This principle helps us to structure the content and make it more digestible to the eye. In Facebook, elements located in the top region can be seen as members of a top navigation bar.

Common Fate - Pamela

"We group objects that are moving or pointing in the same direction, no matter how different or how far apart they are from each other."

Gestalt Principles

This principle gives a dynamism to the interface, each movement gives a common destination to guide the users' view in the right way. We can see it in Facebook stories, where each click on the next button helps you connect the content with a triggered action.

Law of Proximity - Daniel
This one is especially useful as it deals with how our eyes and brains draw connections with design images.

"*The eye tends to build a relationship between elements of the same design*"

This law describes how the human eye perceives connections between visual elements. Elements that are close to each other are perceived to be related when compared with elements that are separate from each other.

The use of space to differentiate between the different sections denotes separate groups