

Joanie Hollberg

CS194H
Gestalt Principles Studio Task #3

Good Continuation: [http://strijp-s.nl/en/ home](http://strijp-s.nl/en/home)

The STRIJP-S website demonstrates multiple instances of good continuation within its design. Specifically, the three main lines of icons are interpreted as being three separate groups. At the top, the menu buttons “Home”, “Today”, and “Tomorrow” are displayed linearly in a similar fashion, enabling the accurate perception of relatedness. Furthermore, in the middle of the page, the line of numbers is aligned, encouraging viewers to group these elements and read from left to right through the numbers and related statements. Following this horizontal pattern, the footer of the website contains aligned navigation items, specifically “Agenda”, “News”, “Social feed”, and “Strijp-s App”. As before, the alignment of these words and icons enables them to be viewed as related.

HOME

TODAY

TOMORROW



INFORMATION



STRIJP-S MAP

NL | EN

STRIJP-S

STRIJP-S

CREATIVE & CULTURAL
CENTER OF EINDHOVEN

531

enterprises

1

train station

2500

m² of roof garden

420

led lights

1300000

visitors of strijp-s

AGENDA

NEWS

SOCIAL FEED

STRIJP-S APP

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2. Proximity: <http://laser.nyc>

The website “Laser” includes an excellent example of proximity within the grouping of elements on the right-hand side of the page. In this example, proximity enables a list of things to be perceived as three separate titles and three separate groups. The separation of the italicized title words (specialties, experience, clients) from each group helps them to be perceived as titles of the following group. This separation emphasizes the proximity within each group that follows. Additionally, the larger separation between each group encourages the perception of the three separate groups.

L

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TRENDCLUE

specialties

- Art Direction
- Interactive Design
- Branding
- Graphic Design
- Web Development

experience

- Droga5
- Huge
- RazorFish
- Jung von Matt
- Scholz & Friends

clients

- Nike
- Spotify
- Audi
- Samsung
- Coca Cola

We are an independent digital driven design studio that focuses on crafting elegant, custom responsive web experiences. Every project we create is executed with precision and love, thoroughly developed to the highest standards of design and technology.

1532 x 1054
1530 : 982



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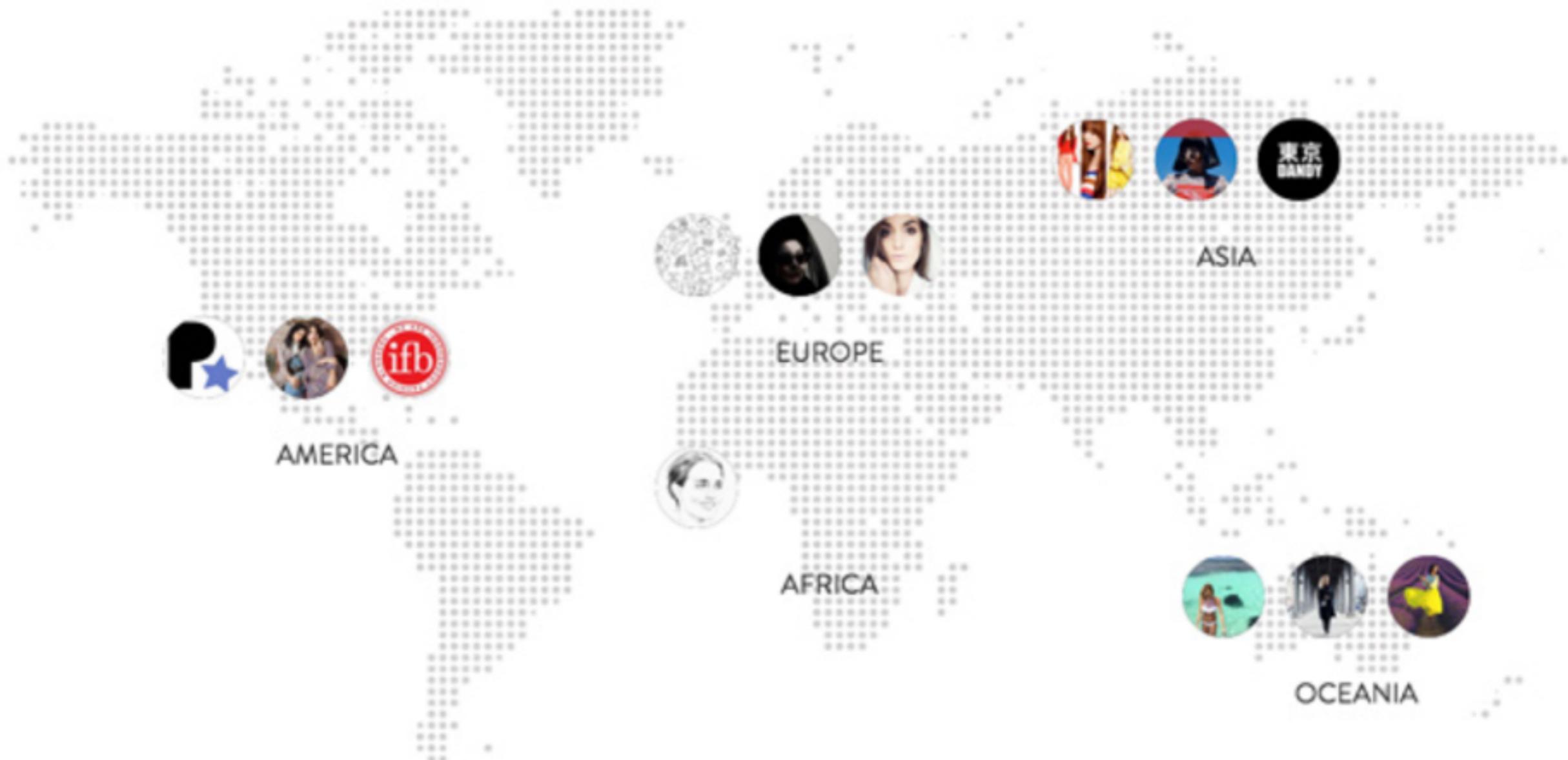
TRENDcue

1532 x 1054
1530 x 982

3. Similarity: [http:// www.topfashioninfluencers.com/](http://www.topfashioninfluencers.com/)

Topfashioninfluencers.com has a home page that exemplifies Gestalt's principle of similarity in that the likeness between certain elements enable them to be perceived as related whereas dissimilar elements are perceived as different elements. In this case, the world map on the home page is comprised of two main elements: small dots and larger circular images. The similarity between all of the small dots enable viewers to perceive the compilation of all the dots as a map of the world. Furthermore, the similarity between the larger circular images groups them together and separates them out from the dots that define the map. This motif of similarity continues throughout the website as elements portraying similar information are grouped by a similar color and design. Examples of this include the description of specific fashion individuals and a list of countries.

TFI WORLD MAP





TOP FASHION INFLUENCERS

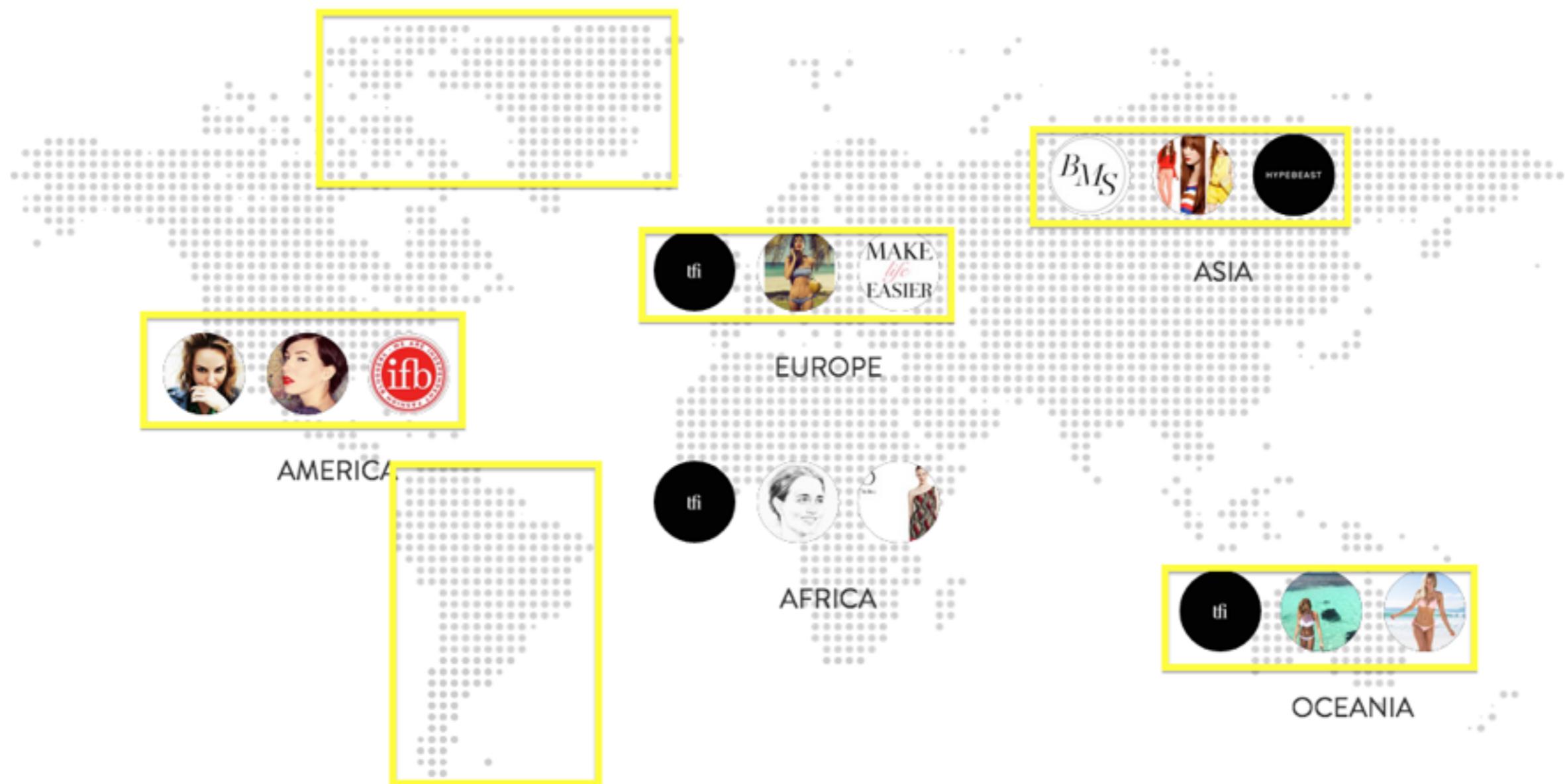
ABOUT

SPOTLIGHT

ADVERTISING

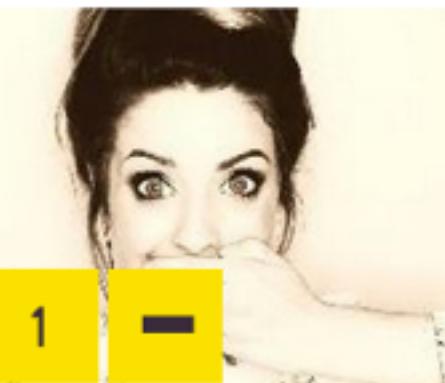
JOIN TFI

TFI WORLD MAP

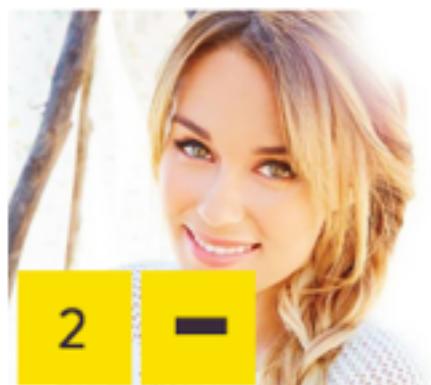


[WORLD](#)[- CONTINENT](#)[- COUNTRY](#)[- GENDER \(ALL\)](#)[- SOCIAL \(ALL\)](#)

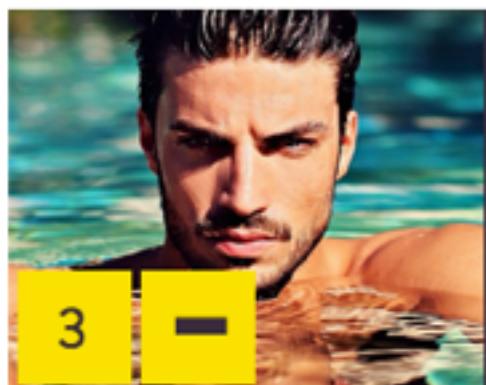
Q LOOKING FOR A BLOGGER?



1

📍 ENGLAND**ZOELLA ZEEBO**zoella.co.uk**Instagram: 3,730,465 Facebook: 2,044,689 Twitter: 2,834,917**

2

📍 UNITED STATES**LAUREN CONRAD**laurenconrad.com**Instagram: 3,825,605 Facebook: 1,772,295 Twitter: 3,303,566**

3

📍 ITALY**MARIANO DI VAIO**mdvstyle.com**Instagram: 2,872,629 Facebook: 2,274,280 Twitter: 96,132**

TFI SCORE

The TFI Score is arithmetically calculated combining the size of the influencer's Social Media community and its ability to generate interaction: it's not just about the number of connections, TFI Score determines the real engagement level deriving from published contents.

[FIND OUT MORE](#)

COUNTRIES TOP 5

- 1 **ITALY (249)**
- 2 **UNITED STATES (110)**
- 3 **SPAIN (23)**
- 4 **ENGLAND (14)**
- 5 **FRANCE (13)**

[WORLD](#)[- CONTINENT](#)[- COUNTRY](#)[- GENDER \(ALL\)](#)[- SOCIAL \(ALL\)](#)

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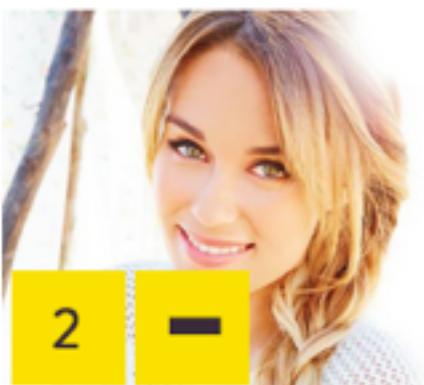
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ZOELLA ZEEBO

zoella.co.uk

⌚ 3,730,465 f 2,044,689 t 2,834,917

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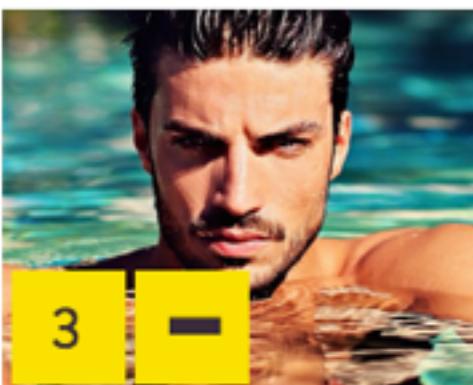
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Uniform Connectedness:<http://www.nl-recruitment.com>

The following website, NL Recruitment, utilizes the strategy of uniform connectedness to group different sections within their website. This is done both through the use of direct lines as well as subtle background color changes between sections. The top of the website is split into three common regions using these techniques. Uniform connectedness is also used within the “Request a Call Back” form to group all the entries within this form together. Closer to the bottom of the website the background color changes to light grey and then back to white. The area of light grey is utilized to group the “Charity Jobs” section of the website and to separate this portion from the groupings above and below the grey area.

Apply your skills to help others



CHARITIES WE
WORK WITH:



REQUEST A CALL BACK

Name

Email

Tel number

I'm a... please select

Welcome to the
#1 RECruITER
for jobs in the
charity sector



Our fundraisers are ethically trained
and generally awesome. We produce
the cream of the crop. [Find out more](#)

Job seekers

- Job board
- Fundraising Academy



Charities

- Why choose NL?
- About us



Apply your skills to help others

[Start your job search here](#)

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81 jobs open now :)

Have a browse →

Charity jobs

Commercial jobs

Administration

Call centre

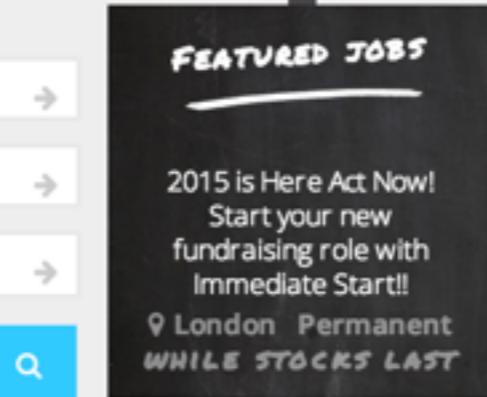
Fundraising

Customer service

Marketing

Sales

Search for more jobs here



What makes us awesome?

JOB SEEKERS

CHARITIES



98% SUCCESS RATE

Our training methods are ethical, effective and ground breaking. We make sure that all our candidates are awesome.



SPECIALIST ADVISORS

We know this industry better than anyone. We have successfully placed well over 2000 applicants.



LOADS OF COOL JOBS

Our site is loaded with the newest jobs, from the best charities.



FUNDRAISING ACADEMY

Our Fundraising Academy is the new industry standard in ground breaking ethical training.

Get started today...

[Register here](#)

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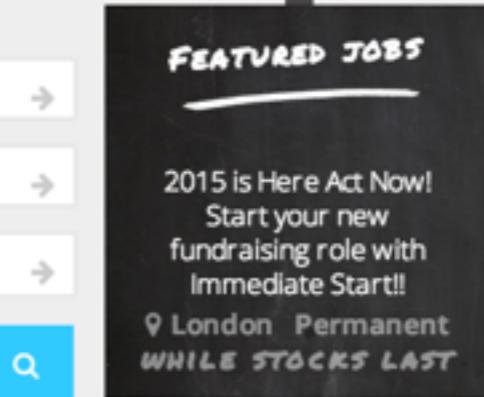
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