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Proximity  
  
3. Proximity is the grouping together of information that is related to each other. The best way to show proximity is to show an image with a caption, and it is obvious that the caption is for the image as it would be right below/above the image. The proximity of information can play a huge part in the coherency of a website. Should information be too far away from each other, it can be perceived as the information not being relevant. A good example of this is f1tv.formula1.com. In the image below, you can see that the image of the Formula 1 cars and the caption “S4:E8 Single Seater Hope” are related, not only due to the “box”(outline of the image) containing the text and the image, but also with the play button being next to it, showing it is something you can click on and that the play button(or image in this case) and watch the episode with the title S4:E8 Single Seater Hope.

