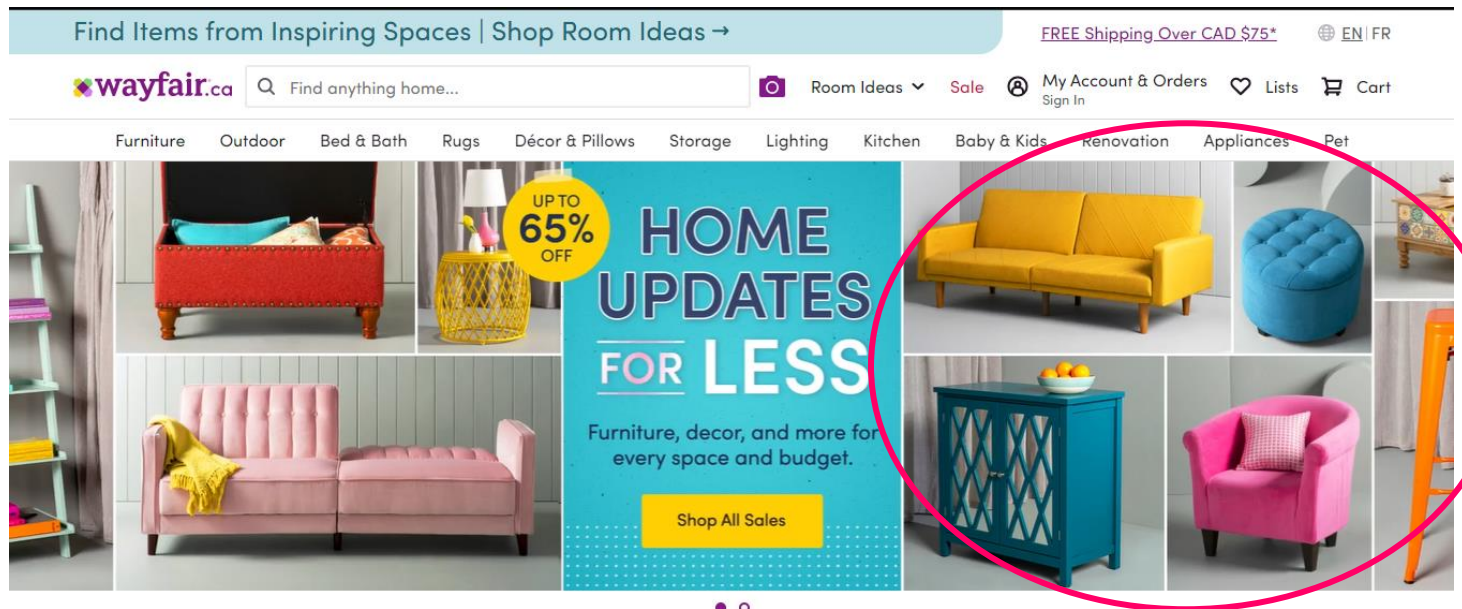
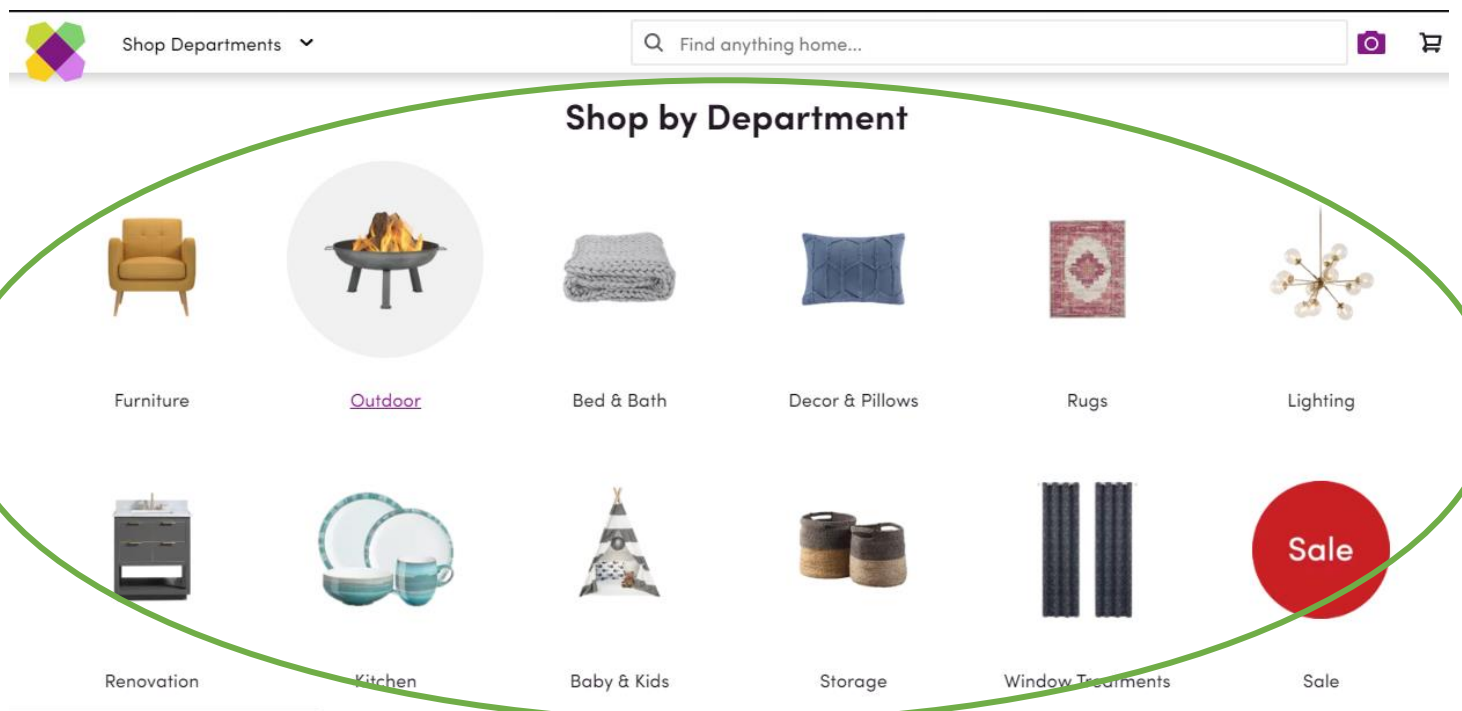


Images:



Shop by Department



Description:

This site was chosen as an example for this week's readings, because it accurately demonstrates at least 3 laws from Gestalt's principles. The law of proximity, law of Figure/Ground and the law of prägnanz are shown above. Examples of Proximity are circled in green. Proximity explains how things are perceived and how our brains create connections between things. Here, the images for the different categories are placed apart with sufficient distance between them so that customers can easily differentiate that they are all indeed different. Law of figure/ground can be easily seen in the main banner at the top of the site. It explains how our eyes can differentiate shapes in a design from the background of that design. The various furniture pieces stand out against the plain house background to emphasize their products more. As for the last law, I believe that same area of the screen implements this law as well. Instead of looking at the various small parts that in an image, the eye simplifies these by transforming them into a single, unified shape (by removing extraneous detail from these shapes). On the right side, circled in pink, the 4 small pictures make up one large square image, a simple shape our eyes are drawn towards. The same effect was used on the left side for the other furniture pieces as well. Not only is it aesthetic, but it also makes it seem like everything fits together, just like how it should in a home. This encourages customers even more to buy their products.

References:

Soegaard, Mads. "The Laws of Figure/Ground, Prägnanz, Closure, and Common Fate - Gestalt Principles (3)." The Interaction Design Foundation, www.interaction-design.org/literature/article/the-laws-of-figure-ground-praegnanz-closure-and-common-fate-gestalt-principles-3.

Soegaard, Mads. "Laws of Proximity, Uniform Connectedness, and Continuation – Gestalt Principles (2)." The Interaction Design Foundation, <https://www.interaction-design.org/literature/article/laws-of-proximity-uniform-connectedness-and-continuation-gestalt-principles-2>

Student Information

Name: Shaiza Hashmi

Email: shaiza@uoguelph.ca

Student Number: 1097080