Ui ux :

law of similarity - the geometric flower type shapes in the background, multiple shapes gives the sense of similarity

Law of proximity - the single strokes of petals when in proximity give the sense of overlapping flowers

Law of common region : the website has showcased all its products in a white box that tells us that they all are home decor products that they meant to sell.

Design principles: symetrical pattern

Rhythm: regular, successive

Balance of colours and shapes

Space: this website's main focus are the products and they showed them through movement and difference in spaces

> shapes

> form

> texture

> value

VC

Law of figure and ground: the negative space between the spoon and the fork forms coke bottle

Law of closure: as we all know the shape of coke bottle we can easily observe the bottle in between even the shape being incomplete

> shape

> space

> line

Product

Law of continuity: the difference between the thickness of materials makes us feel the continuation like the front handle is attached to the front wheel and the slim thickness of both sprerates them that from the body which has thicker parts

Law of common region: the spokes enclosed in a circle we take it as one wheel

Law of similarity: the cycle chain ia an example of the same

> shape

> form

> texture

> emphasis