

6MMCS001W MOBILE USER EXPERIENCE LECTURE

Layout & Composition, Style Guide



2/24

Gestalt theory

We perceive the world as meaningful and complete objects, not a series of independent parts.

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The Gestalt Principles

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Gestalt is a psychology term which means "unified whole". It refers to theories of visual perception developed by German psychologists in the 1920s. These theories attempt to describe how people tend to organize visual elements into groups or unified wholes when certain principles are applied.

Gestalt means "shape" and "form"





"The whole is other than the sum of the parts."

Kurt Koffka





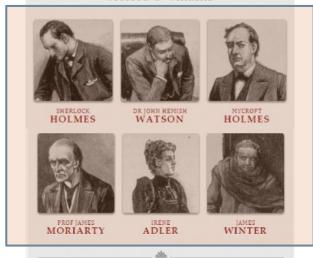
THE BACK ABOUT WEBLOGUE ISSUES OUR PAPER

INQUIRER

"Give me problems, give me work."

In the year 1878 I took my degree of Doctor of Medicine of the University of London, and proceeded to Netley to go through the course prescribed for surgeons in the army. Having completed my studies there, I was duly attached to the Fifth Northumberland Fusiliers as Assistant Surgeon. The regiment was stationed in India at the time, and before I could join it, the second Afghan war had broken out. On landing at Bombay, I learned that my corps had advanced through the passes, and was already deep in the enemy's country.

victors & villains



Illustrations by Sidney Paget, words by Sir Arthur Conan Doyle.

What remains is by Ethan Marcotte.

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similarity

Objects with similar attributes (such as shape, colour, size or brightness) are perceived as belonging together.





proximity

closure

continuity

figure/ground

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similarity

Objects that are near one another in space or time are perceived as belonging together



proximity

closure

continuity

figure/ground

victors exvillains



HOLMES



DR JOHN HEMISH WATSON



HOLMES



MORIARTY



ADLER



JAMES WINTER



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er being hit by lorry









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victors exvillains







SHERLOCK HOLMES

WATSON

HOLMES







MORIARTY

ADLER

WINTER



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similarity

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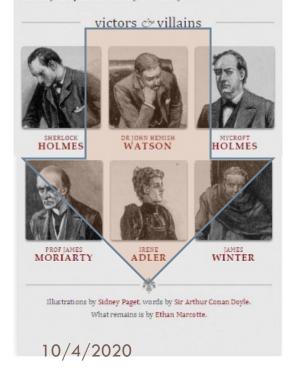
figure/ground



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HOLMES



PROF JAMES MORIARTY



ADLER



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similarity

We perceive symmetric objects as figures over ground, and we perceive those objects as symmetric around a central axis

proximity

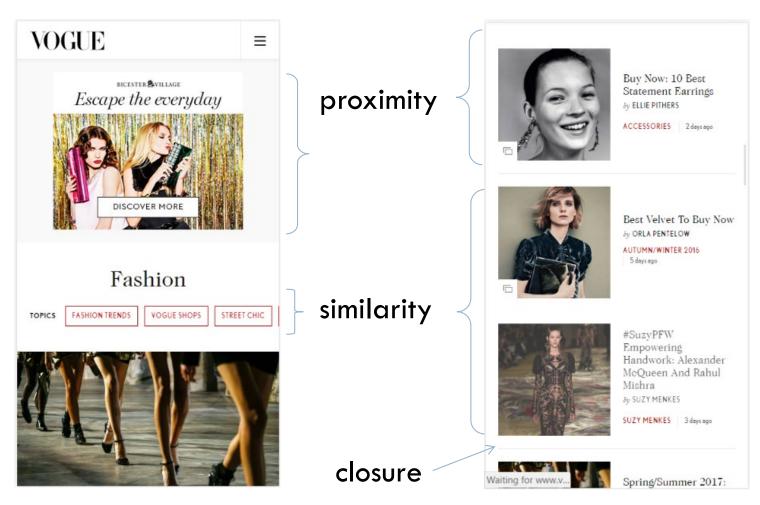
closure

continuity

figure/ground



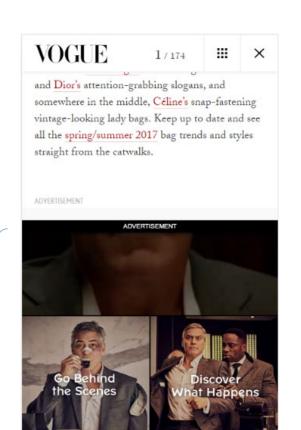
Gestalt principles enhance scannability



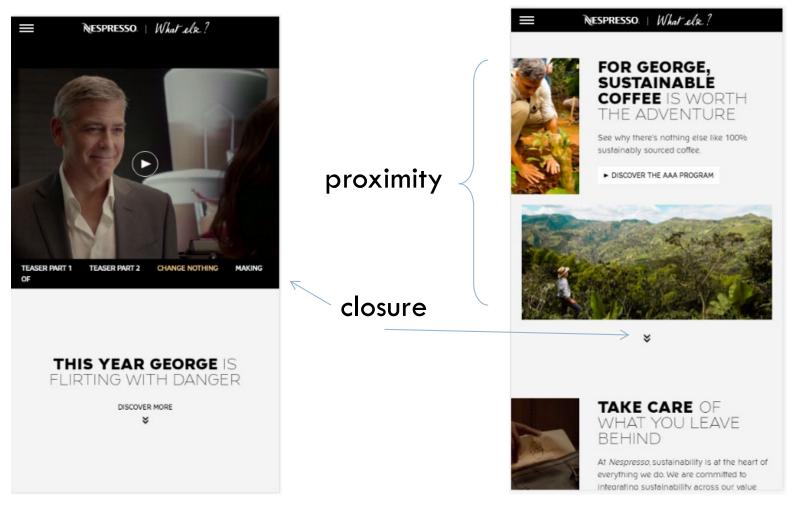
Gestalt principles enhance scannability





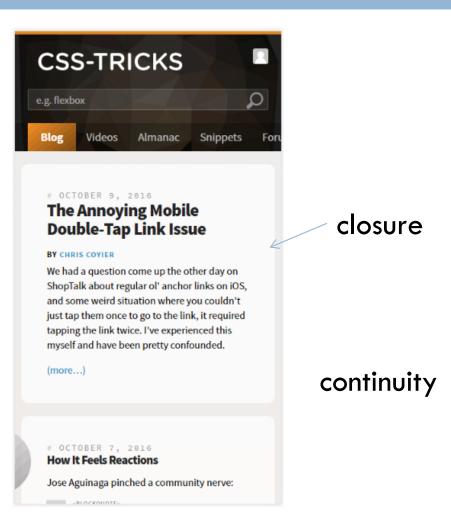


Gestalt principles enhance scannability

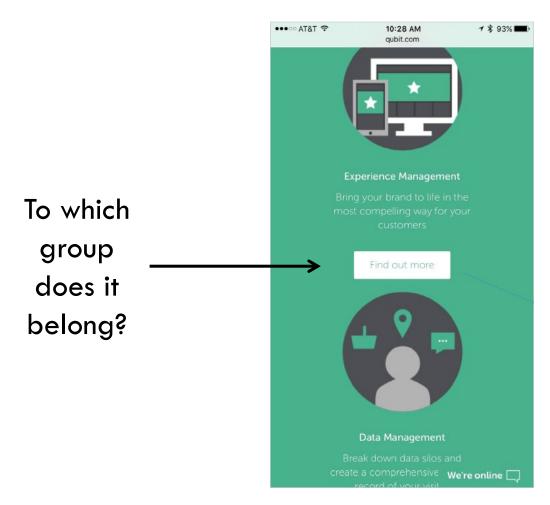


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Gestalt principles enhance scannability

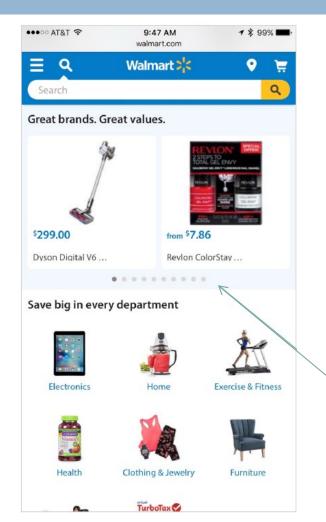


problem as it once was). Not quite the right tool for the job, but it worked. The thing is, it wasn't a JavaScript problem at all, it was a CSS issue. Nicholas C. Zakas documented this ages ago: <BLOCKQUOTE> This is where the people at Apple might have been a bit too smart. They realized that there was a lot of functionality on the web relying on hover states and so they figured out a way to deal with that in Safari for iOS. When you touch an item on a webpage, it first triggers a hover state and then triggers the "click". The end result is that you end up seeing styles applied using: hover for a second before the click interaction happens. It's a little startling, but it does work. So Safari on iOS very much cares about your styles that have :hover in the selector. They aren't simply ignored. </BLOCKOUOTE> (Thanks to Pete Droll for pointing this out to me.) Here's two lines of CSS that will cause the problem





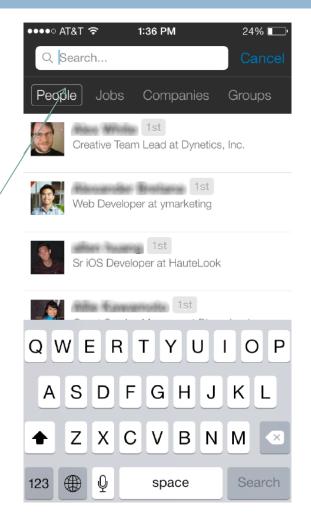
No strategic use of spacing to assist scanning



Carousel controls
equally spaced
above and below: so
what rotates?

Example 4

Tab search scope bar placed directly under search area, also shares background colour





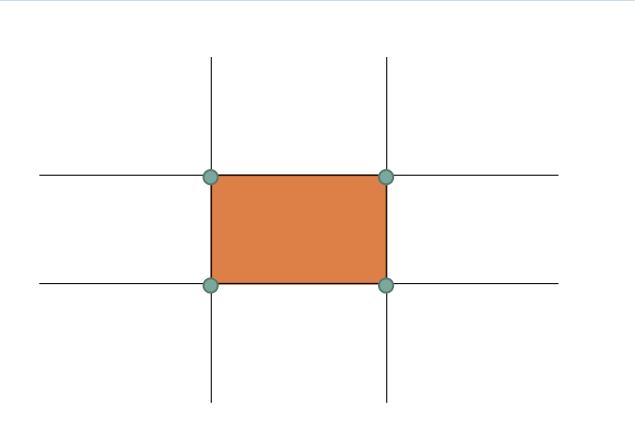
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Emphasis





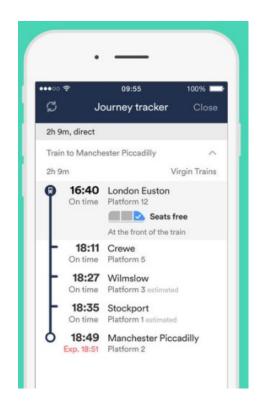
- continuance
- isolation
- contrast
- proportion





- placement
- **□** continuance
- isolation
- contrast
- proportion

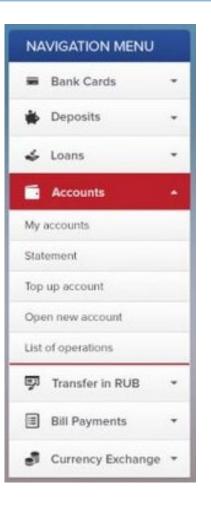






- placement
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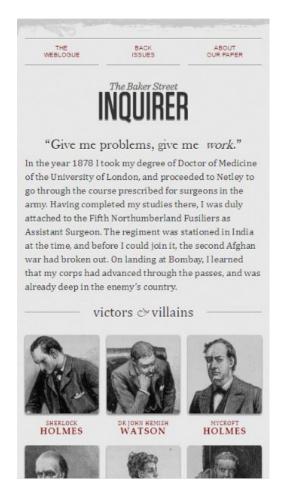




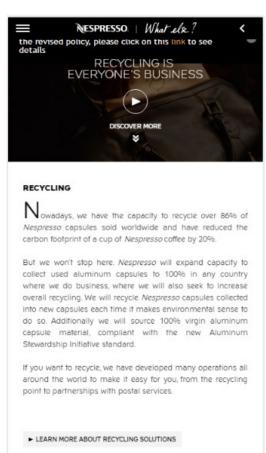
- placement
- continuance
- isolation
- contrast
- proportion



Format for scannability







Format for scannability

Vestibulum erat wisi, condimentum sed, commodo vitae, ornare sit amet, wisi. Aenean fermentum, elit eget tincidunt condimentum, eros ipsum rutrum orci, sagittis tempus lacus enim ac dui. Donec non enim in turpis pulvinar facilisis. Ut felis. Candies RUFFLES, BARS, CARAMELS, AND MORE Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas. Vestibulum tortor quam, feugiat vitae, ultricies eget, tempor sit amet, ante. Pastries CROISSANTS, DANISHES, CREAM PUFFS. Vestibulum tortor quam, feugiat vitae, ultricies eget, tempor sit amet, ante. Donec eu libero sit amet quam egestas semper. Aenean ultricies mi vitae est. Desserts CAKES, PIES, TARTS, COOKIES, AND MORE Donec eu libero sit amet quam egestas semper. Aenean ultricies mi vitae est. Mauris placerat eleifend leo. Vestibulum tortor quam, feugiat vitae, ultricies eget, tempor sit amet, ante.



