



GESTALT
PRINCIPLES

NETFLIX

SEE WHAT'S NEXT

Gestalt Principles describe how humans perceive and group elements to recognize patterns and simplify complex images. Designers apply these principles to create visually appealing and user-friendly interfaces helping to organize content effectively on websites and other platforms.



FIGURE AND GROUND

People instinctively separate elements into foreground (figure) and background (ground). Effective UI/UX design uses this principle to create clear contrasts between content and background, ensuring readability and focus.

ground

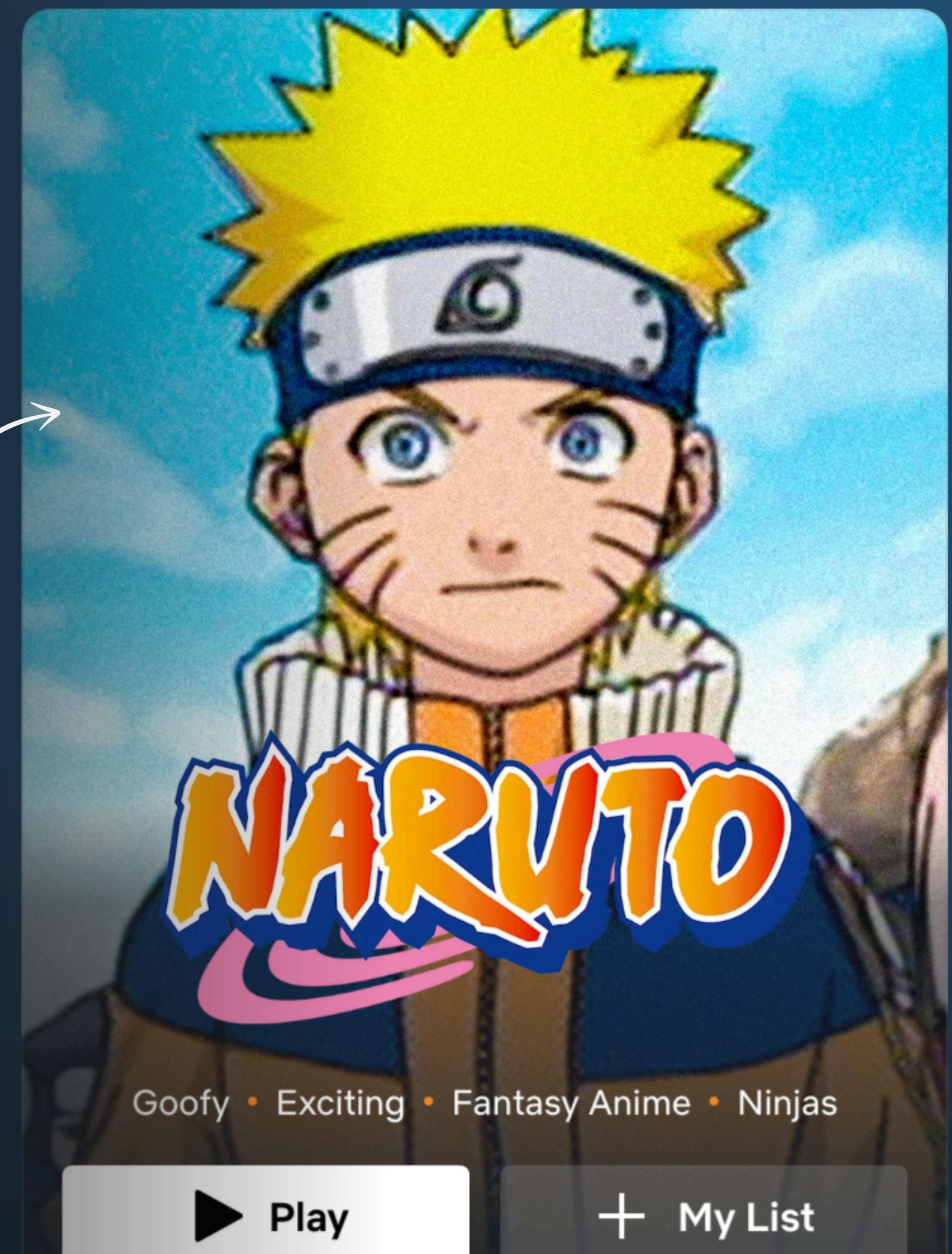
figure



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ground
figure



PROXIMITY

Elements that are placed close together are perceived as a group. Even without borders or separation, items that are near each other appear related. UI/UX design uses proximity to organize related information or controls.

A slight difference in shape creates a distinction, forming a separate group.

this forming a separate group.

Mobile Games



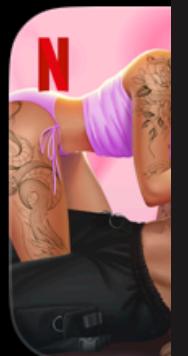
GTA: San Andreas - The Definitive...
Action



Squid Game: Unleashed
Action



Sweet Magnolias: Netflix Stories
Interactive Story



Too Hot Handle 3
Interactive

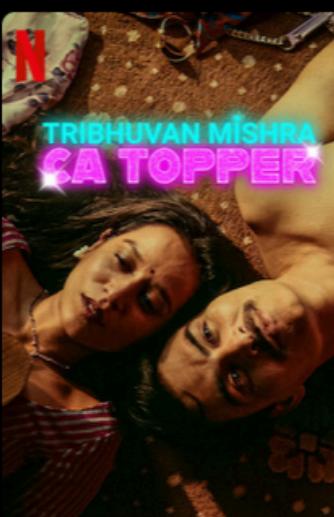
Only on Netflix



BLACK WARRANT



SQUID GAME



TRIBHUVAN MISHRA KA TOPPER



YEH KAA ANE

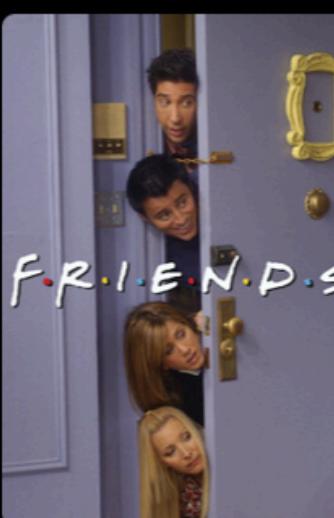
US TV Shows



THE NIGHT AGENT



STRANGER THINGS

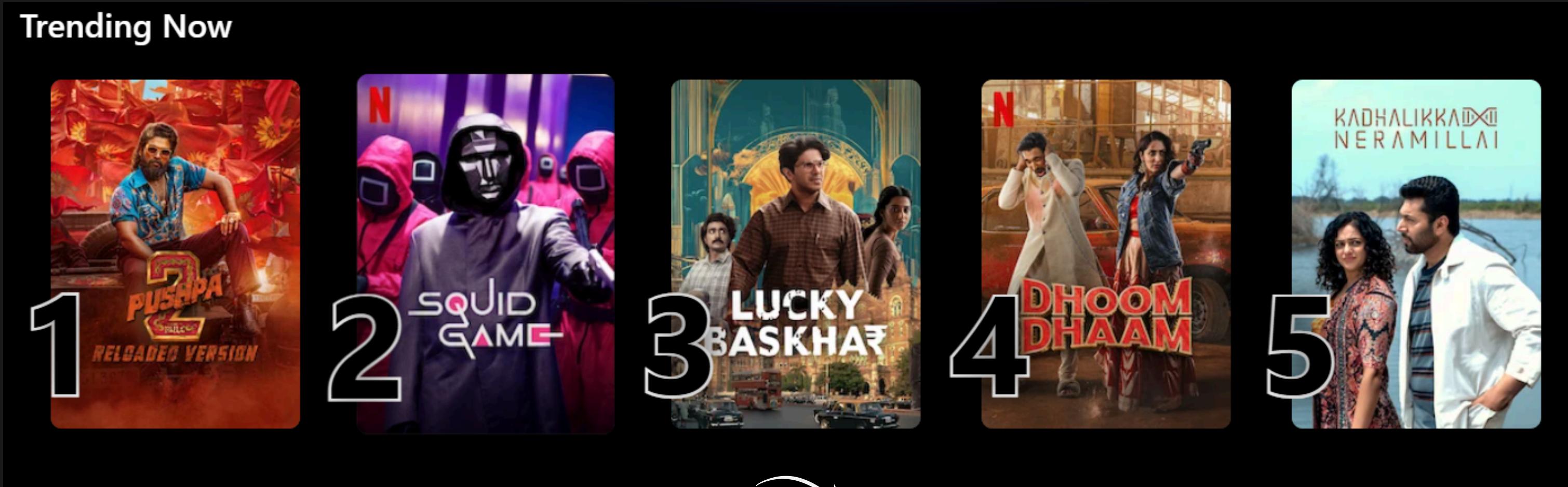


F.R.I.E.N.D.S.



BREAKING BAD

Trending Now



19 CANVA STORIES

Black Warrant

1. Saanp
46m

In 1981, Sunil Kumar Gupta joins Tihar Jail as a warden and learns more about its workings from DSP Rajesh Tomar. A surprise inspection leads to chaos.

2. Phaansi Kothi
45m

As a death warrant is issued against prisoners Ranga and Billa, journalist Pratibha Sen seeks to interview them. Sunil makes a statement to the media.

3. Dhaakad
38m

An investigation into a jailbreak holds Mangat responsible. Meanwhile, Sunil learns more about the inmates who call

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19 STORIES F20



Movies are displayed according to their ranking to maintain the continuity



Series episodes are presented sequentially, demonstrating continuity.

CONTINUITY

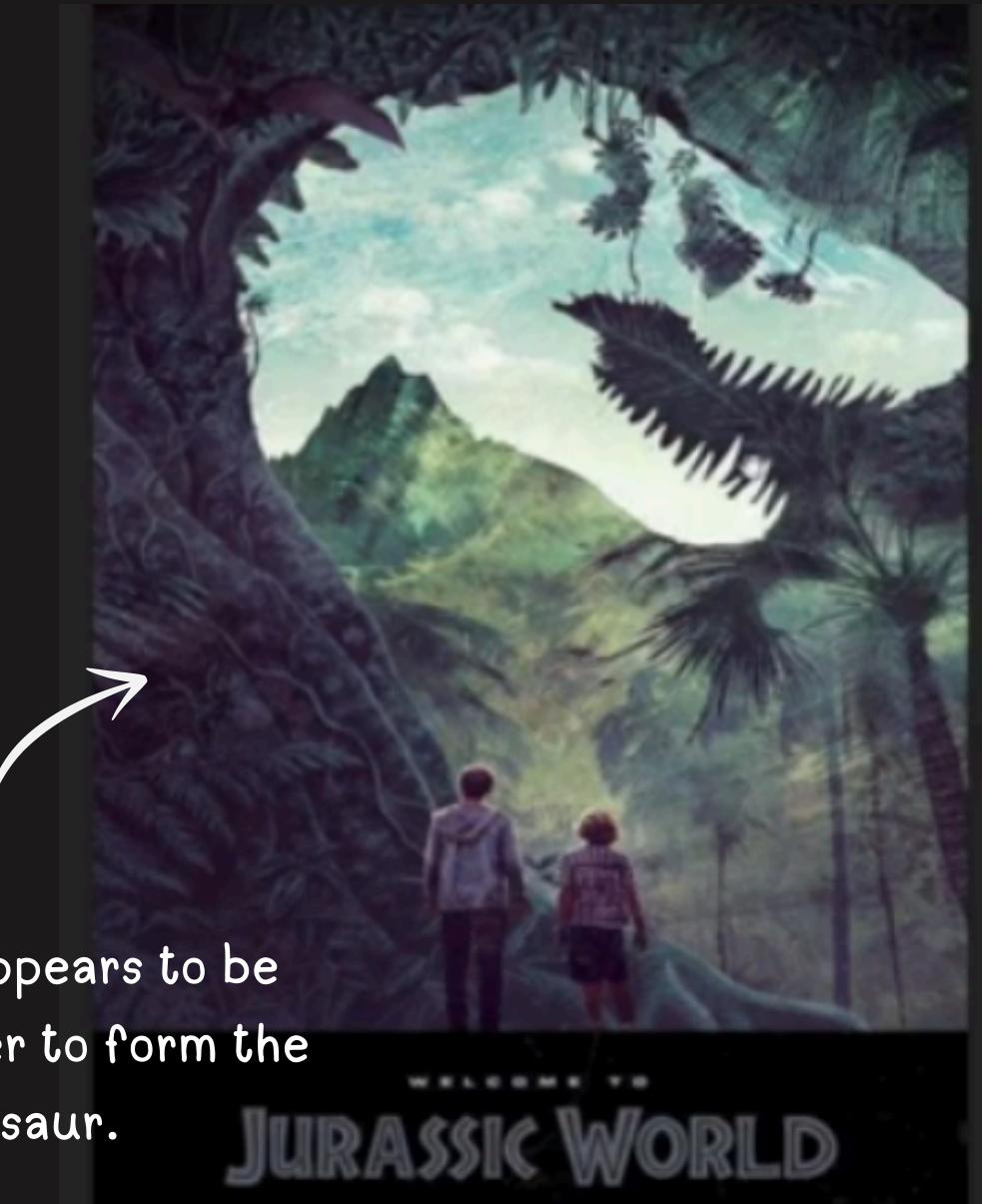
continuity refers to the tendency for users to perceive smooth, continuous lines and patterns rather than discontinuous or fragmented ones.



Jurassic World: Chaos Theory



A jungle that appears to be coming together to form the shape of a dinosaur.



CLOSURE

The brain tends to fill in missing parts of a design to recognize a familiar object. Even if parts of a shape are absent, we perceive it as complete. These gaps complete any unfinished elements to form a whole image instead of seeing fragmented parts.



« x

FIVE NIGHTS AT FREDDY'S

Coming on 27 February

After accepting a night job at an infamous, shuttered children's restaurant, a struggling security guard must survive its band of possessed animatronics.

 Remind Me

focal point

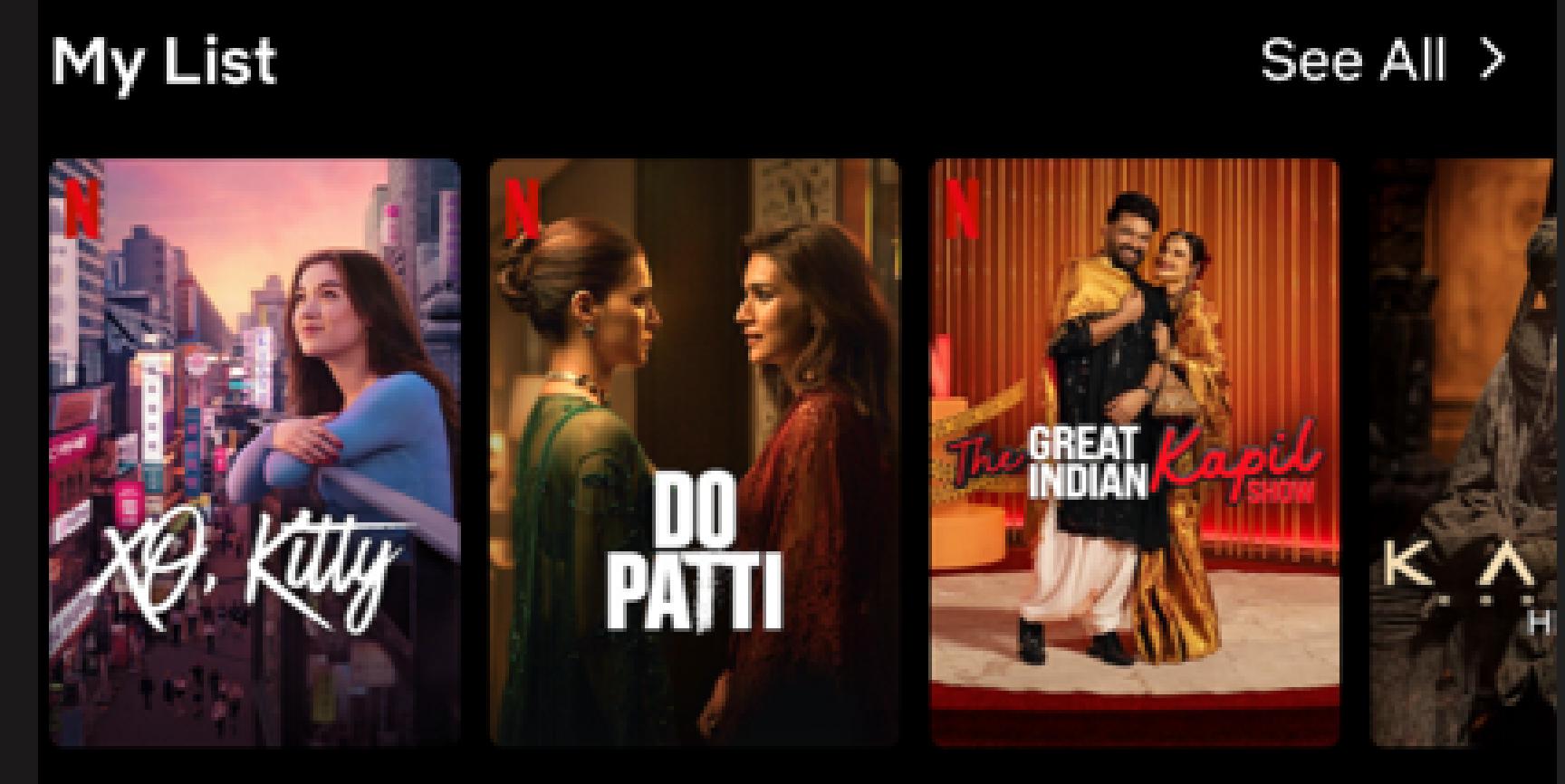
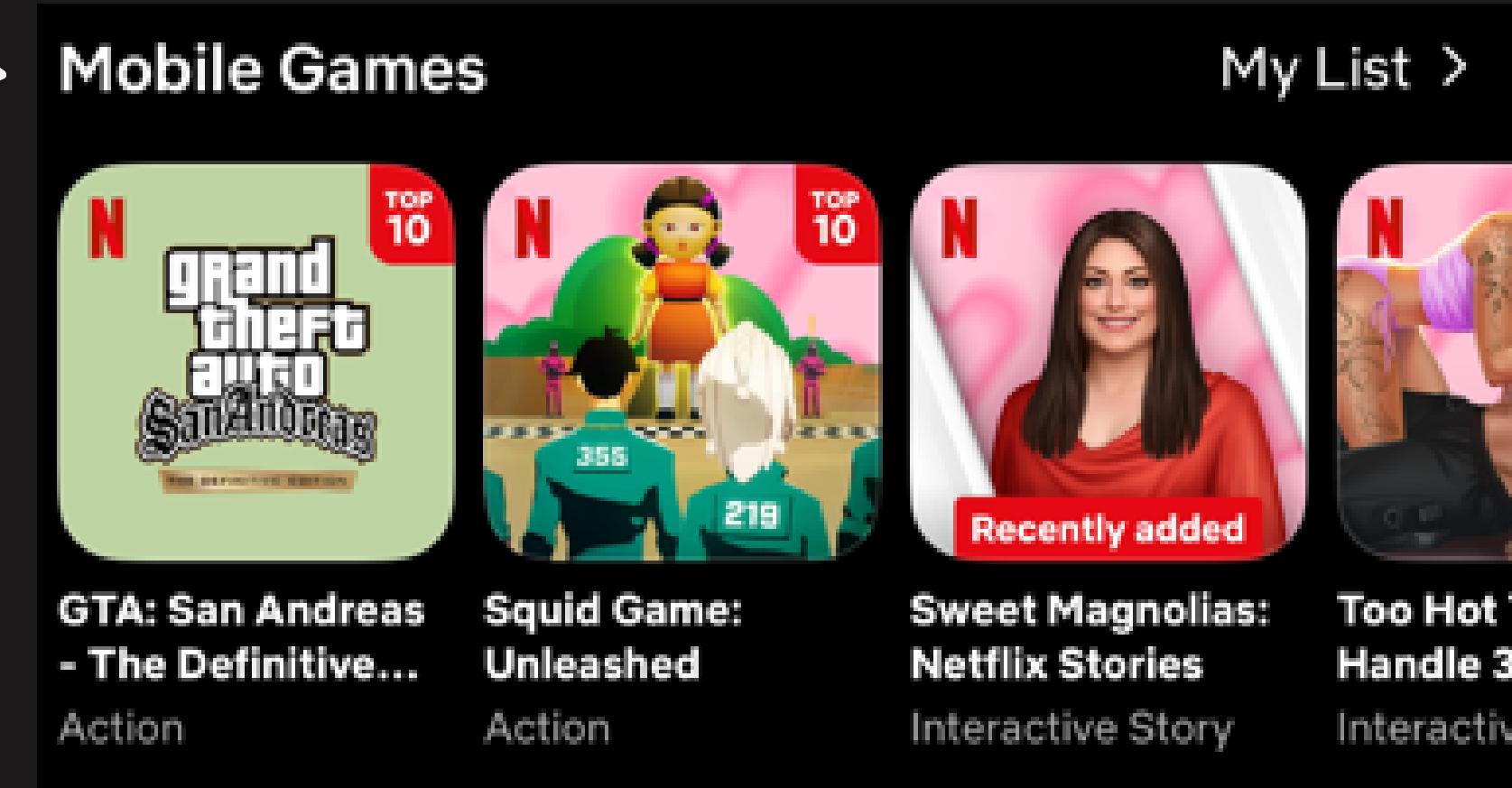
FOCAL POINT

A focal point draws the user's attention. In UI/UX, focal points are used to highlight important information or calls to action. This can be achieved through size, color, contrast, or placement to stand out visually and hold viewers' attention.

COMMON FATE

Objects moving in the same direction are perceived as related. common fate can also apply to user interface transitions. If elements of the UI consistently animate or transition in a particular way (e.g., sliding in from the left), users will come to associate that animation with a specific action or context.

The arrow linking and "My List" shows the common fate, grouping games added to the user's list.



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SYMMETRY OR ORDER

symmetrical and ordered layouts are perceived as stable and harmonious. UI/UX designers use symmetry and order to create balanced and visually appealing interfaces. Symmetrical arrangements can be easier for users to scan and understand the content.

they all follows sequence or order as well as symmetrically aligned forming a group

Episodes More Like This Trailers & More

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Trending Now

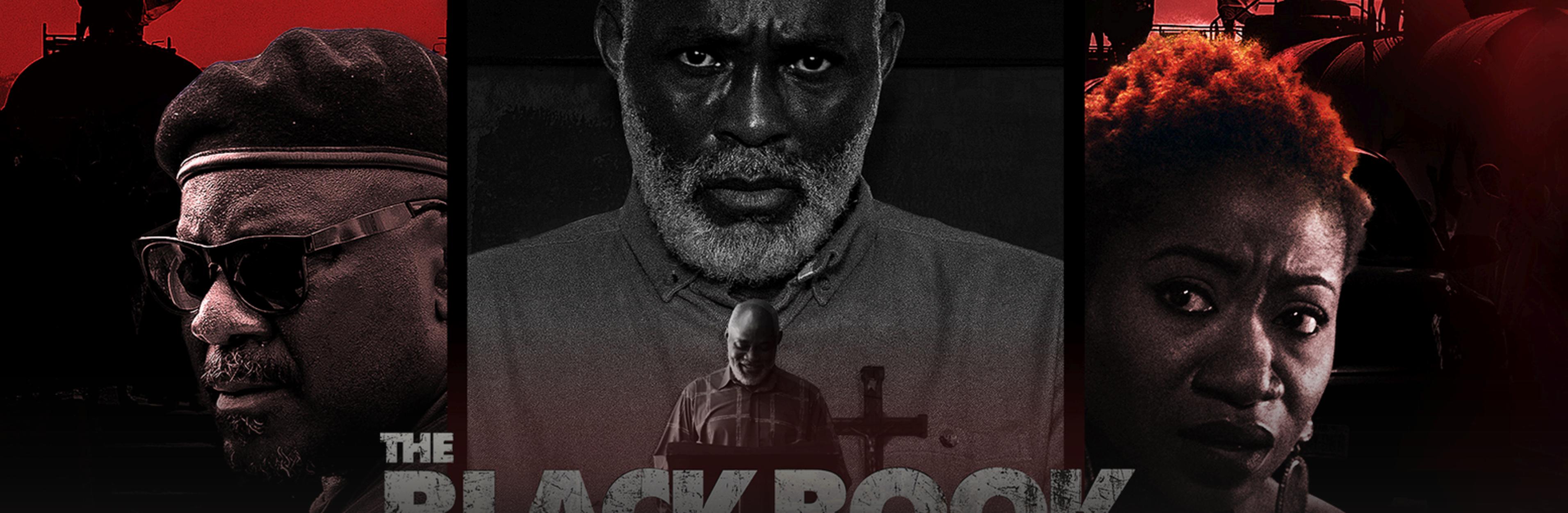
1 PUSPA RELADED VERSION

2 SQUID GAME

3 LUCKY BASKHAR

4 DHoom Dhaam

5 KADHALIKKAI NERAMILLA



THANK YOU