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Grade received 100%
To pass 80% or higher
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1. Which Gestalt Principle states that elements that are close together appear to be more related compared to elements spaced farther apart?

1 / 1 point

- ☐ Common region
- ☒ Proximity
- ☐ Similarity

☒ Correct
The Gestalt Principle of proximity states that elements that are close together appear to be more related than elements that are spaced farther apart.

2. Consider the following scenario:

1 / 1 point

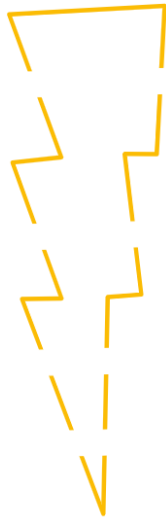
Emile is creating an app that lets people rent bicycles. Users can check in, check out, and pay for their rental with it. Emile wants users to associate the brand color—vermillion red—with the check-out process by indicating successful progress with check marks in this color. Emile wants to make buttons, such as “Next” and “Complete Order” to follow the same theme. Which Gestalt principle is this comparable to?

- ☒ Similarity
- ☐ Common region
- ☐ Proximity
- ☐ Visual balance

☒ Correct
The Gestalt principle of similarity states that elements that look related are perceived to have the same function. Emile wants to create an association between progress and the brand color, which is an example of similarity.

3. The closure principle describes that when a user looks at an incomplete object, they subconsciously complete the image in their mind to see the whole, completed object. Which of the following graphics best depicts the closure principle?

1 / 1 point





Correct

The missing sections of this image are uniform and, despite the missing line segments, it's clear what the shape of this image represents. This is a great example of the closure principle.

4. A design team wants to add a new, secret page on their app that only observant users will be able to find. They only want to change one element of the current design. Which visual design strategy would best allow them to adjust just one element of the current design and draw visual attention to the secret page?

1 / 1 point



Symmetry



Proximity



Asymmetry



Common region



Correct

Asymmetry is a lack of balance and equality between elements. If a designer were to switch out one circle element with a star, the user would be drawn to the object and wonder about its importance.