Apply visual design principles to mockups (part 1)

Apply visual design principles to mockups (part 2)

Refine mockup designs

- Video: Apply Gestalt Principles to mockups
 6 min
- Reading: Learn about additional Gestalt Principles
 20 min
- Practice Quiz: Test your knowledge of Gestalt Principles4 questions
- Practice Quiz: Activity: Apply Gestalt
 Principles to your portfolio project
 mockups
 1 question
- Reading: Activity Exemplar: Apply
 Gestalt Principles to your portfolio
 project mockups
 10 min
- Discussion Prompt: Explain the rationale behind your application of Gestalt Principles

 10 min
- Ungraded Plugin: Apply visual design principles10 min
- Video: Reflect on your progress 4 min
- Reading: Consider additional visual design elements and principles 20 min
- Reading: Learn about interface design principles
 20 min
- Reading: Include navigation in mockups
 20 min
- Practice Quiz: Self-Reflection:
 Include navigation in your mockups
 1 question

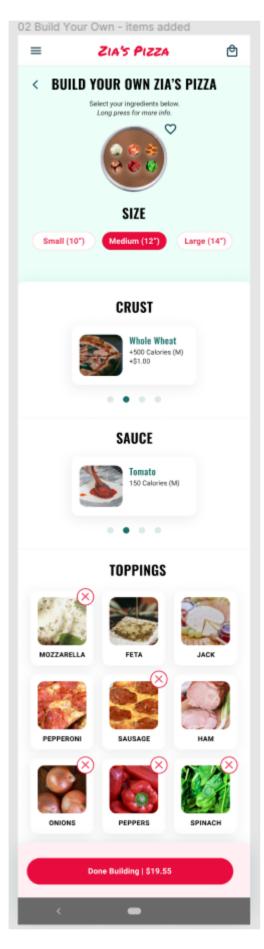
Week 2 review

Activity Exemplar: Apply Gestalt Principles to your portfolio project mockups

Here is a completed exemplar along with an explanation of how the exemplar fulfills the expectations for the previous activity.



Exemplar





Assessment of exemplar

In the example above, the designer applied visual design and Gestalt Principles to the Zia's Pizza app's design.

Focusing on the specific process of customizing a pizza, the designer leveraged Gestalt Principles throughout. The principle of **similarity** was applied to the toppings elements which are all very similar. The decision was made to change the crust and sauce elements to a carousel design, to differentiate them from the toppings section. This choice reflects how crust and sauce are single-choice elements, whereas the user can select multiple toppings. **Common region** was applied to separate the similar but distinct sections of the pizza customization process: crust, sauce, and toppings. Finally, **proximity** was used to reinforce similar items like toppings, and more space was given to the dissimilar items like sauce and crust.

Now compare the exemplar above to your completed deliverable. Assess what you've done using each of the criteria used here to evaluate the exemplar.

What did you do well? Where can you improve? Take this feedback with you as you continue to progress through the course.

Mark as completed

🖒 Like

▽ Dislike

Report an issue