

1.



## Activity introduction

This activity will help you apply your understanding of Gestalt Principles. You will take your knowledge of Gestalt Principles and use that insight to further refine your portfolio project's visual design.

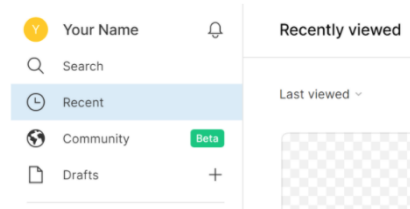
After completing this activity, you'll have the opportunity to compare your work to a completed exemplar in the following course item.



## Step-by-step instructions

Step 1: Open your project in Figma

After opening the Figma website or starting the Figma desktop app, your project will be listed under Recent. Click on the project to open it.



Step 2: Evaluate your design and determine where you can improve the layout

You've just completed a round of refinement where you applied visual design principles to your mockups. Now, you should review your designs again and consider what you can improve based on your knowledge of Gestalt Principles. As a reminder, the Gestalt Principles you've focused on are:

**Similarity:** Elements that appear similar (in shape, size, or color, for instance) are perceived to have the same function.

**Proximity:** Elements that are close together appear to be more related than things that are spaced farther apart.

**Common Region:** Elements located within the same closed area are perceived to be grouped together.

Find instances where you can apply these principles to further simplify the main user flow and create an easier product to use.

Step 3: Refine your design

Apply the Gestalt Principles listed above to your design and refine the decisions you've already made to further polish your design. On a screen you've identified as needing refinement, find two instances where you could apply Gestalt Principles and apply them. Repeat this process for all of your mockup screens, remembering the specific principles you've applied already. Gestalt Principles will not be applicable on every single screen, but throughout your main user flow, it shouldn't be a challenge to apply all three principles at least once.

For inspiration, think about times where you've consciously or subconsciously seen Gestalt Principles at work — for example, how a grocery store organizes its products. Examples are all around you!

These decisions and refinements are not final but can change as your project progresses. You'll get feedback on your design and may still find additional places where you can make changes later.

Repeat this process for all of your mockup screens. Leveraging Gestalt Principles is a great way to ease a user into a process by thinking about how your user thinks!

Step 4: Reflect on the completion of this activity

Does your design:

Use similarity to show elements that have the same functionality?

Use proximity to reinforce what elements are related?

Use common regions to group similar elements in set areas?

Step 5: Save your work

As you complete these activities, remember to:

- . Take screenshots of the progress you made on your mockup after you apply Gestalt Principles as directed in this activity.
- . Save all of your work to your computer, a hard drive, or a Google Drive folder to make sure you have all the resources you'll need later in the course for your portfolio.