data *visualization*

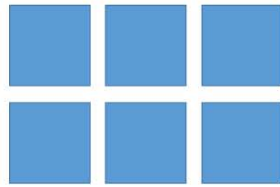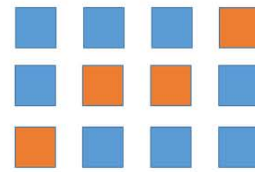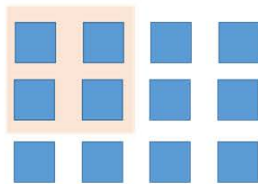# Essential Design Principles for Tableau

Gestalt Principle: Proximity

Gestalt Principles
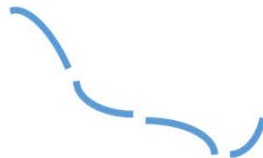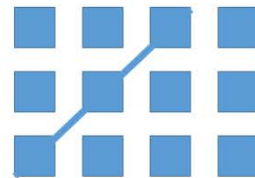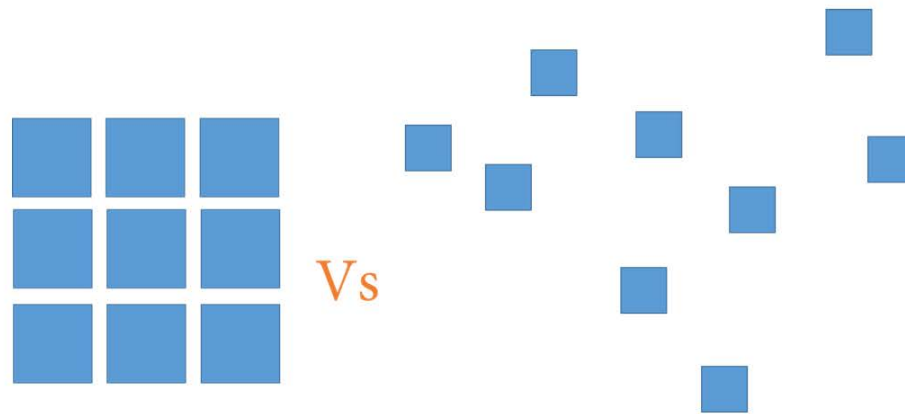
1. Proximity
2. Similarity
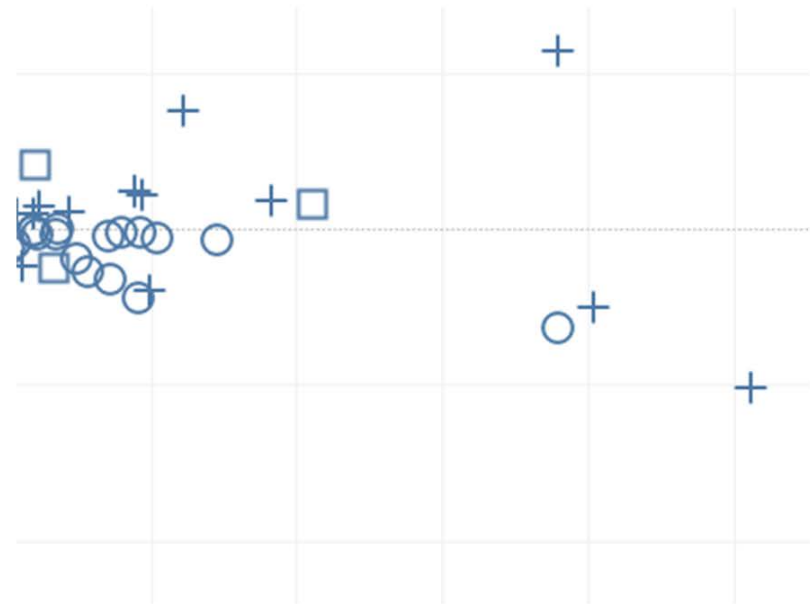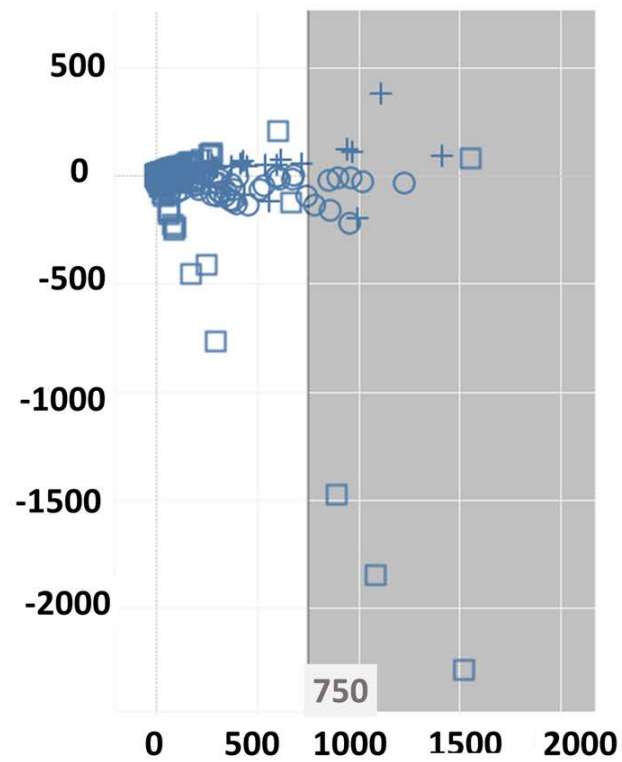3. Enclosure
4. Closure
5. Continuity
6. Connection

Vs

Proximity

We group objects when they are close together

Similarity

Things that look the same tend to be grouped together.

Enclosure

A boundary or the appearance of groups items together

Not simple

Amount Raised

Cycling charity rides raised over 50% of

Cycling: 61.94 Walking: 16.97 Running: 42.71

Amount Raised

■ Cycling ■ Walking ■ Running ━ 50% of Total

Simple but still closed

Amount Raised

Cycling: 61.94 Walking: 16.97 Running: 42.71

■ Cycling ■ Walking ■ Running
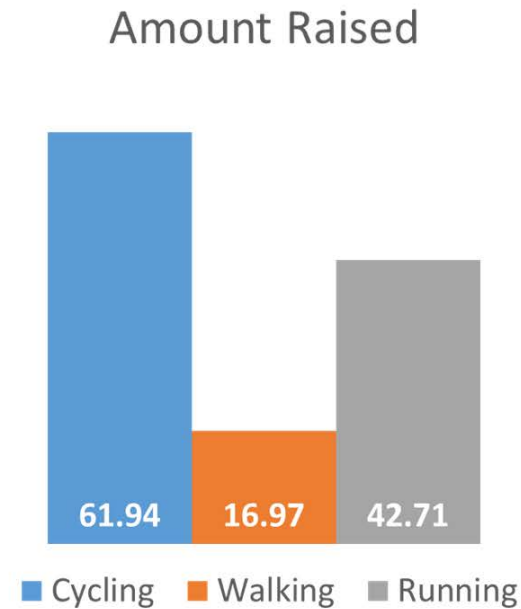
Closure is the mind's ability to fill in gaps

Users must have enough essential information to be able to fill the gaps
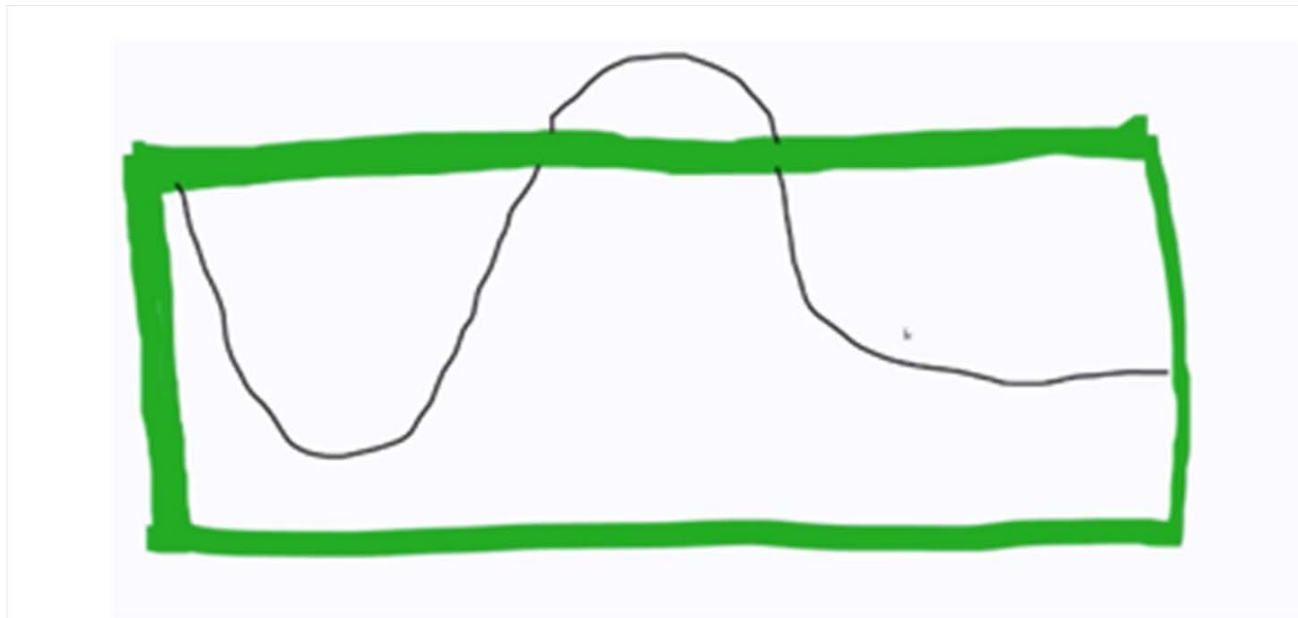
Continuity is when we perceive something to be part of a whole, even if the parts are actually disconnected

Grouping the divisions and departments simplifies the data displayed

Division	Department	Headcount
Letters and Science	Chemistry	241
	Economics	112
	English	99
Engineering	Mechanical	198
	Electrical	156
Health Sciences	Neurology	139
	Psychiatry	127

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Connection

A line connects
two grouped items