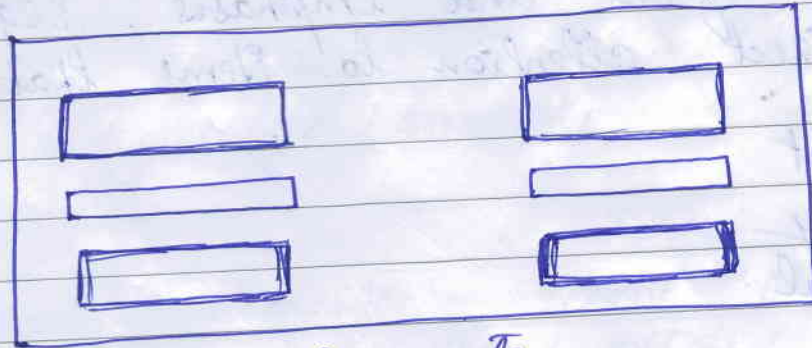
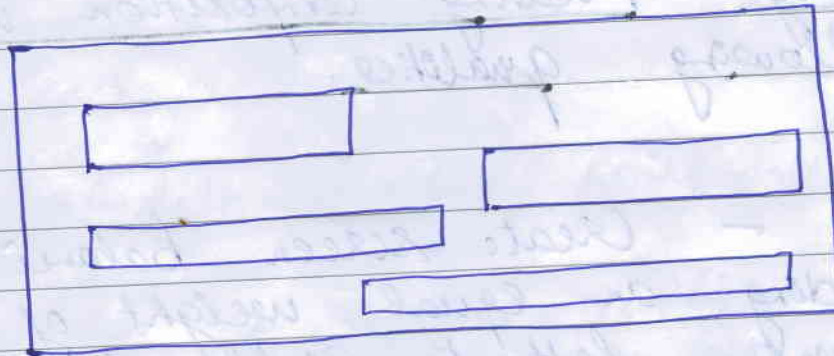


Replicated on the other side.
The exact replication creates formal balance, but the difference is that balance can be achieved without symmetry.



Symmetry



Asymmetry

6(c) Regularity: Create regularity by establishing standard and consistently spaced horizontal and vertical alignment points.

Regularity is also use of similar element sizes, shapes, colors and spacing.

6(d) Predictability — Create predictability by being consistent and following conventional orders or arrangements.

Predictability suggests a highly conventional order or plan. viewing one screen enables one to predict how another will look.

Opposite of predictability is spontaneity which means no plan and just an inability to predict the structure of the remainder of screen.

6c) Sequentiality.

means arranging elements to guide the eye through the screen in obvious logical, rhythmic and efficient manner. eg with most important element significantly placed.

- Bright element before less bright
- Graphics before text.
- Color before black and white
- Highly saturated colours before less saturated.
- Big element before small one.
- Big objects before little objects.

6d) Economy :

provide economy by using as few styles, display techniques and colours as possible. It is the judicious use of display elements to get the message across as simply as possible.

Opposite is intricacy - that means using colours just because it exists. Intricacy leads to ornamentation.

6g)

UNITY.

means coherence, a totality of elements that is virtually all one piece.

with unity, the elements seem to belong together, a dovetail so completely that they are seen as one.

6h)

Proportion.

Create windows and groupings of data or text with aesthetically pleasing proportions.

Markus describes the following shapes:

Square (1:1) - simplest of proportion
it becomes dynamic diamond, expressing movement and tension.

Square root of two (1:1.414) -
A divisible rectangle yielding two pleasing proportional shapes.

Golden Rectangle (1:1.618)
is the golden rectangle. An old proportion.
The golden rectangle also has another unique property. A square created from part of rectangle leaves a remaining area with sides also in golden rectangle proportion.

Square root of three - Used less frequently than the other proportions, its narrowness gives it a distinctive shape.

6 i) Simplicity (Complexity)

Optimize the number of elements on a screen, within limits of clarity.

is distinctness and singleness of form, a combination of elements that results in ease of comprehending the meaning of pattern.

7. Groupings

Grouping screen elements aids in establishing structure, meaningful relationships and meaning form. In addition to providing aesthetic appeal, past research has found that grouping aids in information recall and results in faster screen search.

The perceptual principles and functional grouping based on Gestalt psychologist's law of proximity.

that is

Proximity

Similarity

Closure

Matching patterns

DATE

Perceptual principles can be used to aid functional groupings.

Use visual organization to create functional grouping — The most common perceptual principle used in screen design to aid visual groupings has been the proximity principle.

Combine visual organization principles in logical ways — Visual organization principles can be combined to enhance groupings.

proximity, a very strong perceptual principle, can guide the eye through an array of information to be scanned in a particular direction.

Avoid visual organization principles that conflict.

Principles may not always be compatible, sometimes viewer encounters incompatibilities confusion results.

Groupings Using white space.

→ Provide adequate separation between groupings through liberal use of white space

→ For web pages, carefully consider the

DATE [] [] [] [] [] [] [] [] [] []
Trade-off between screen white space and the requirement for page scrolling.

"Provide white space" principle directly confronts another principle "Minimize the need for scrolling".

Web pages are typically longer than the maximum visible area of the display on which they are presented. To see the entire page requires screen scrolling.

Grouping using Borders

Incorporate line borders for

- focusing attention on groupings or related information
- guiding the eye through a screen.

Do not exceed three line thicknesses or two line styles on a screen,

- use a standard hierarchy for line presentation

Create lines consistent in height and length.

Use rules and borders sparingly

Grouping using Backgrounds

- Information can also be visually tied together through using a background that contrasts with the remainder the screen.

- Reserve higher contrast techniques for screen components to which attention should be drawn.