

WHERE SHOULD YOU PUT THE “SUBMIT” BUTTON?

How Gestalt Laws inform
interface design.



Michael Salamon
www.michaelsalamon.com
[@michaelsalamon](https://twitter.com/michaelsalamon)





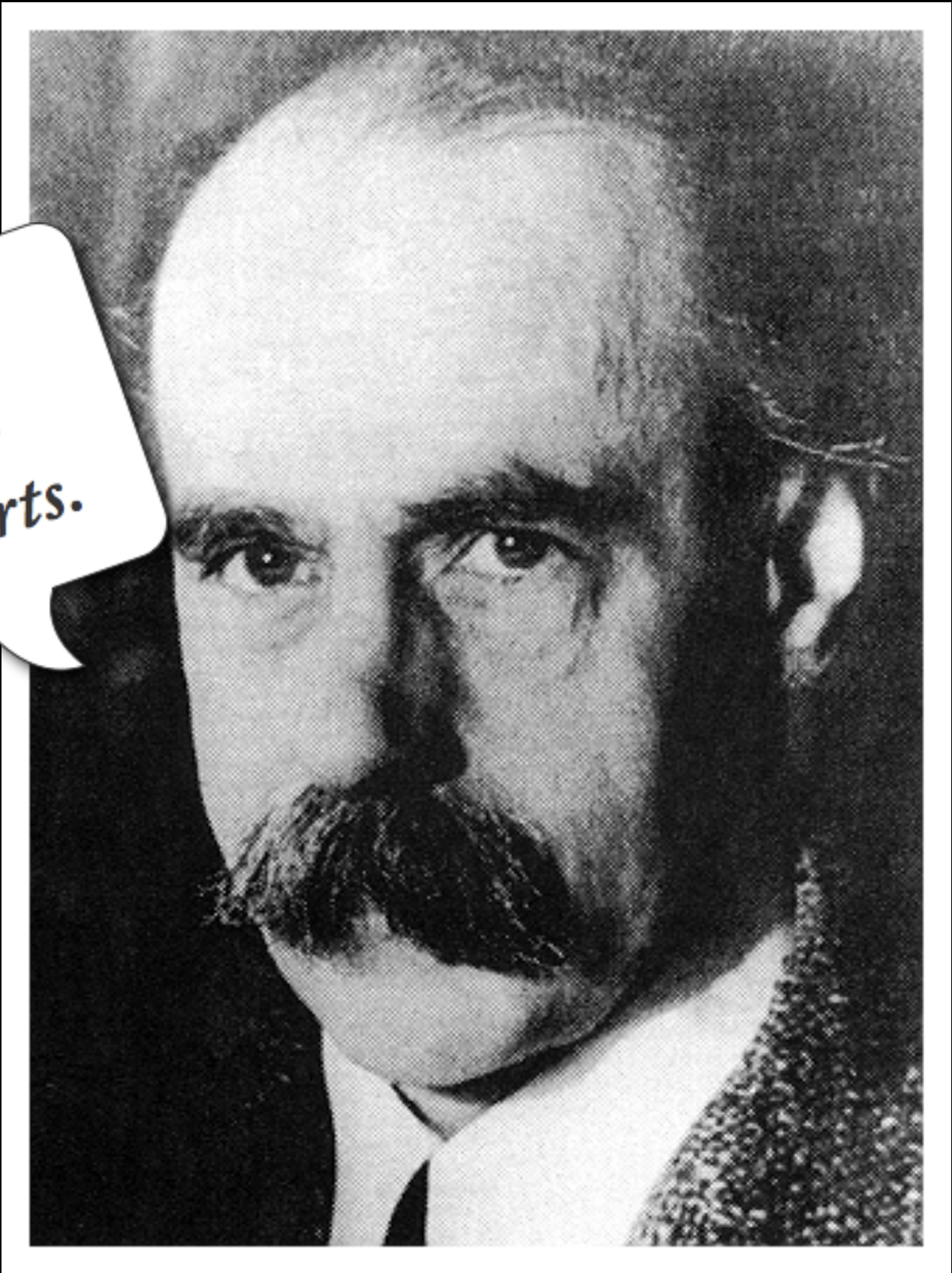
**MY GOAL: TONIGHT AT HAPPY
HOUR (AND NEXT
WEEK IN FRONT OF
YOUR BIGGEST
CLIENT) YOU WILL
SOUND LIKE THE
SMARTEST
DESIGNER THIS
SIDE OF PAUL RAND.**

GESTALT = DESIGN

FORM SHAPE FRAME BUILD FIGURE

**SYNOPSIS: HUMANS LIKE
ORDER AND
ARE REALLY,
REALLY,
GOOD AT PATTERN
RECOGNITION.**

*The whole is
more than the
sum of its parts.*



```

.ed"""" ""$$$$be.
-^""**$$$e.
." '$$$c
/ "4$$b
d 3 $$$
$ * .$$$$$
.$ ^c $$$$$e$$$$$$$$$.
d$L 4. 4$$$$$$$$$$$$$$$b
$$$$b ^ceeeee. 4$$ECL.F*$$$$$$$$
$$$$P d$$$$F $ $$$$$$$$$- $$$$$
3$$$$F "$$$$b "$$$$$$$$ $$$$*" .=""$c
4$$$$L \ $$P" "$$b . $$$$$$.e$$ . = e$$$
^*$$$$$c %.. *c .. $$ 3$$$$$$$$$$$eF zP d$$$$
**$$$ec "\ %ce"" $$$ $$$$$$$$$$$$* .r" =$$$$P""
*$b. "c *$e. *** d$$$$$ "L$$ .d" e$$$***
^*$c ^$c $$$ 4J$$$$$% $$$ .e*" .eeP"
"$$$$$$" '$=e....*$$$**$cz$$" " ..d$*"
*$$$ *=%4.$ L L$ P3$$$$F $$$P"
"$ "%*ebJLzb$e$$$$$b $P"
%.. 4$$$$$$$$$$$ "
$$$e z$$$$$$$$$$$$%
*$c "$$$$$$$$P"
. ""**$$$$$$$$$bc
.- "$***$$$""**e.
.- .e$" "$c ^*b.
.=*"""" .e$*" "*bc "$e..
.$ " z*" ^*$e. "*****e.
$$ee$c .d" "$. 3.
^*$E")$..$ " * .ee==d%
$.d$$$* * J$$$e*
"""" ""$$$

```


**PRÄGNANZ: WE TEND TO
ORDER OUR
EXPERIENCE IN A
MANNER THAT IS
REGULAR,
ORDERLY,
SYMMETRIC, AND
SIMPLE.**

**PROPERTIES
OF PERCEPTION:**

**EMERGENCE
REIFICATION
MULTISTABILITY
INVARIANCE**

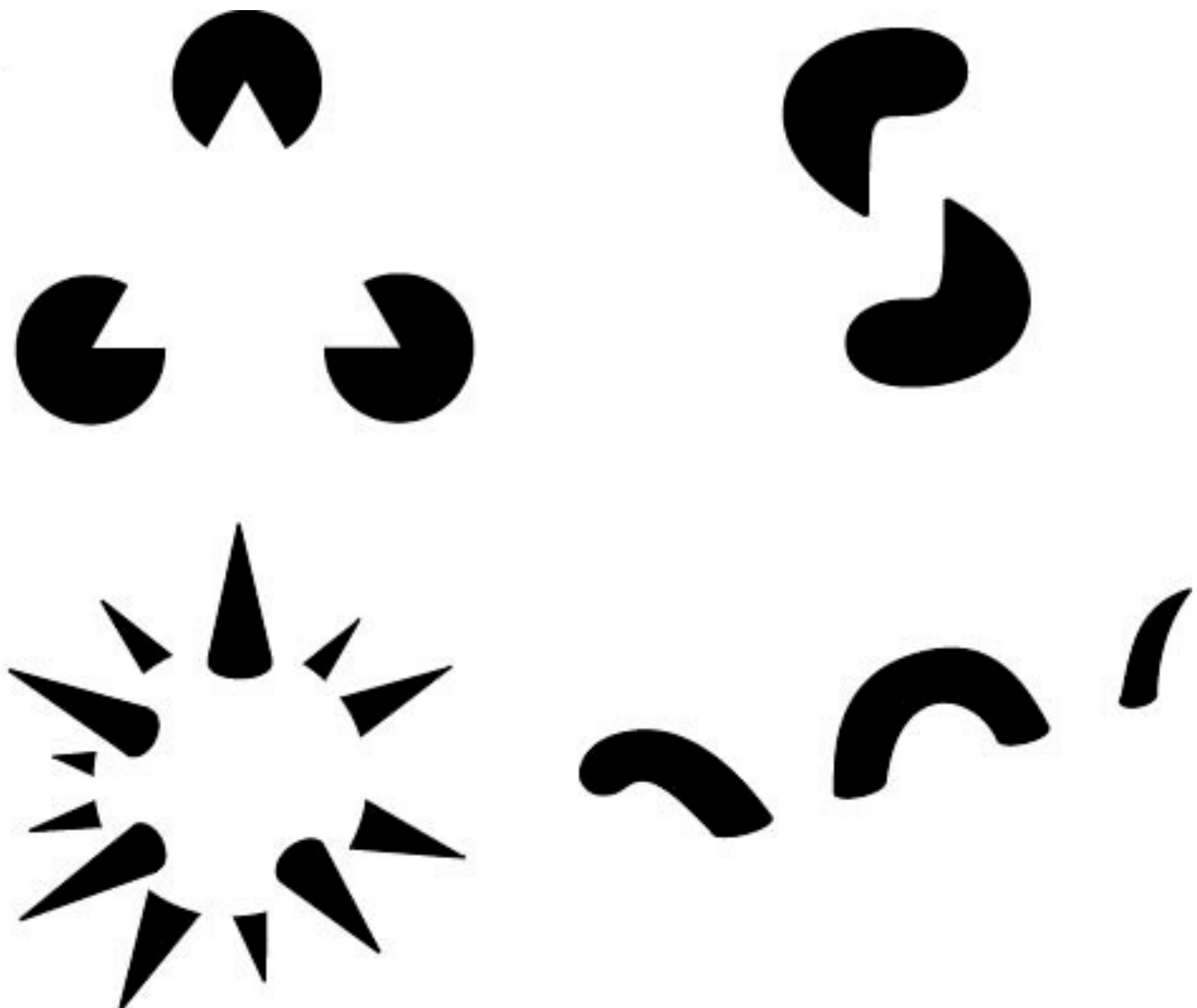


A

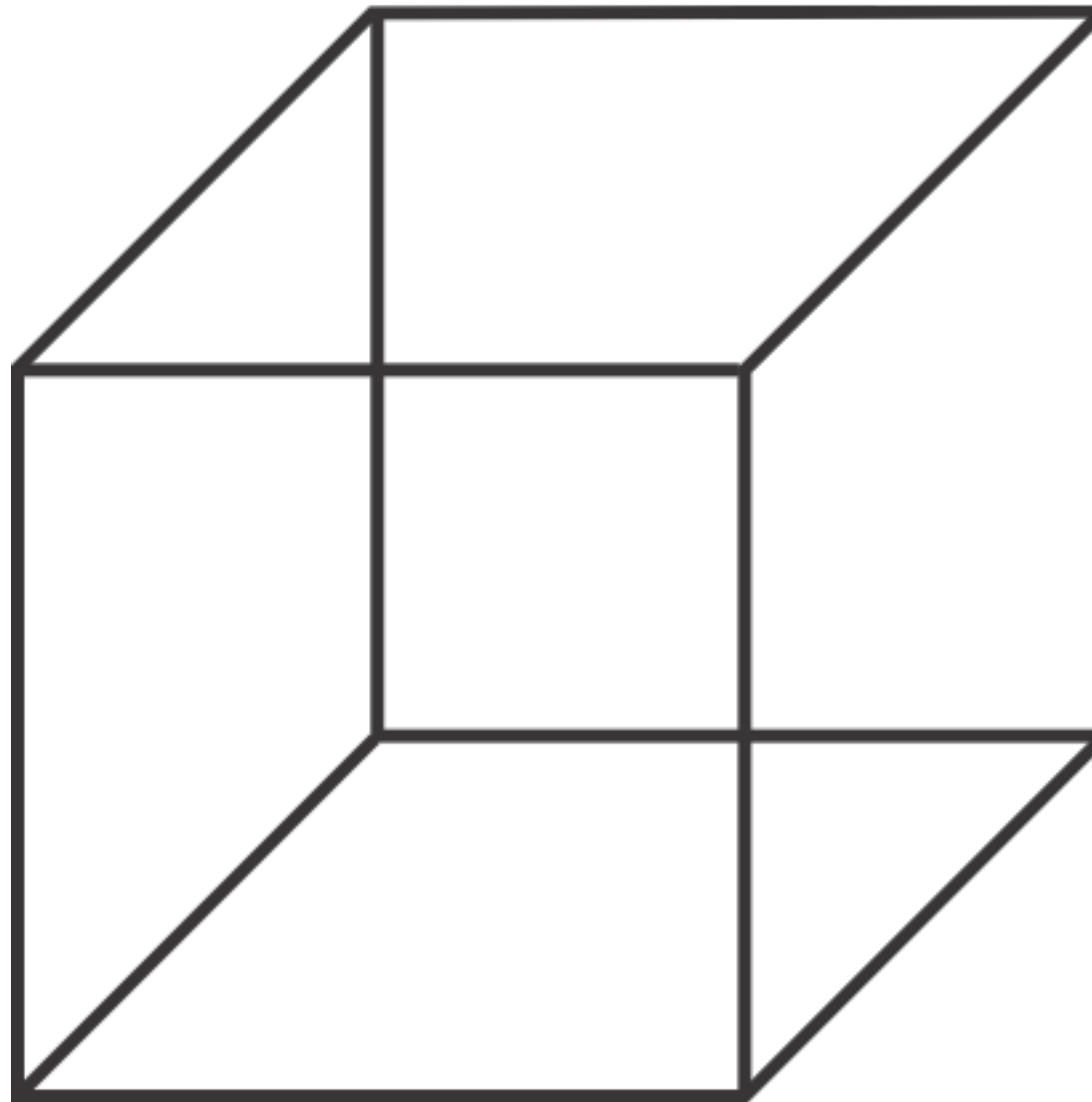
B

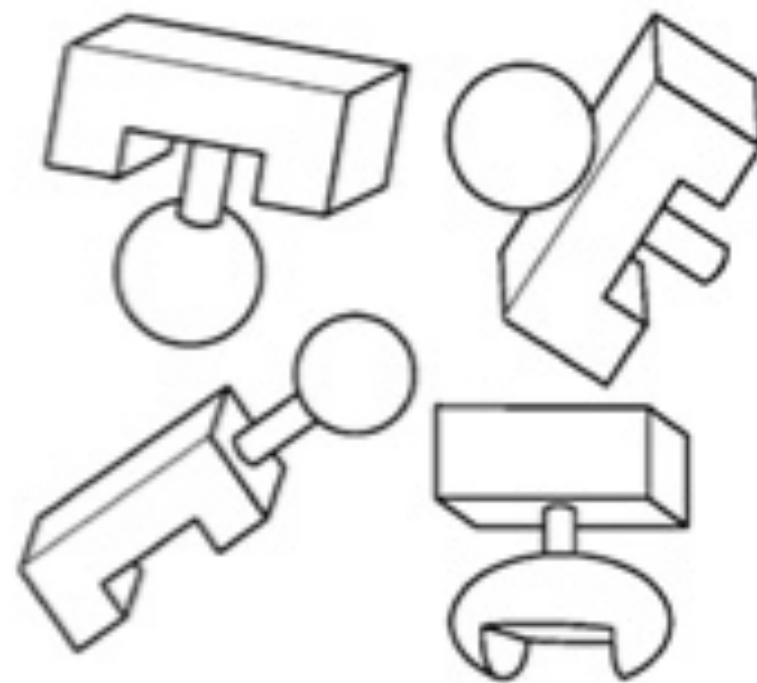
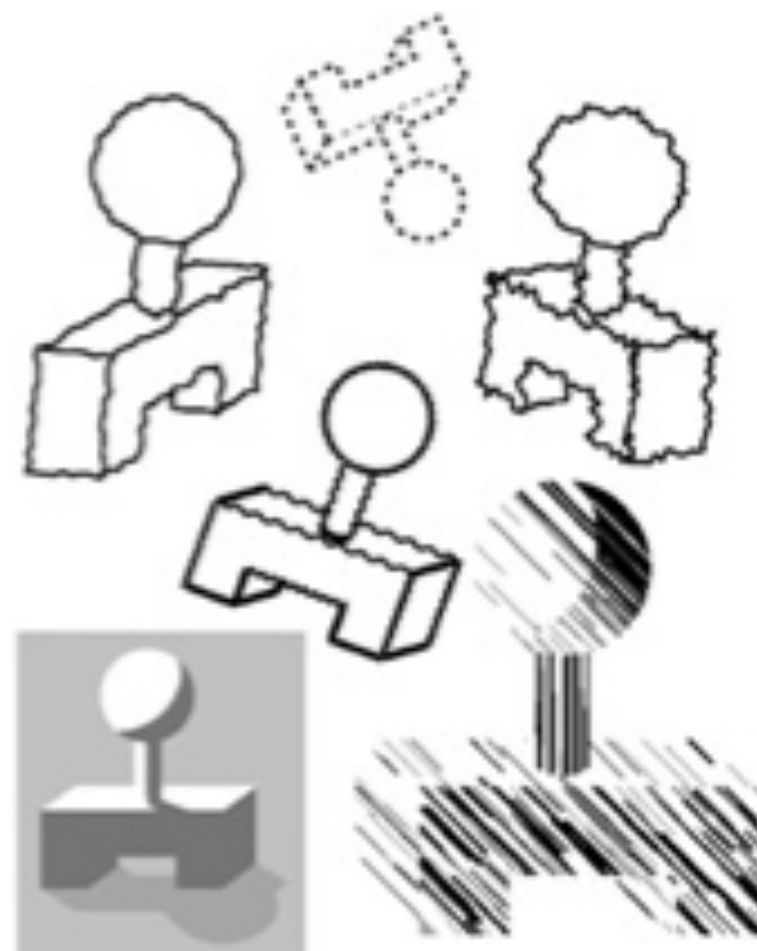
C

D



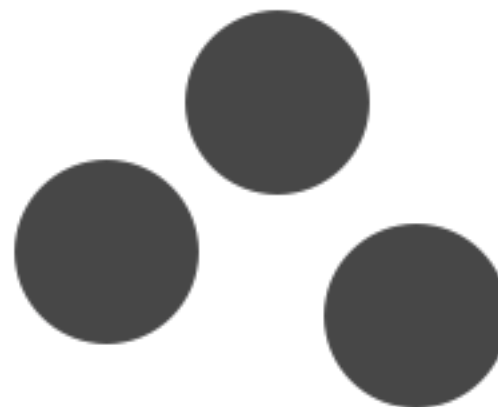
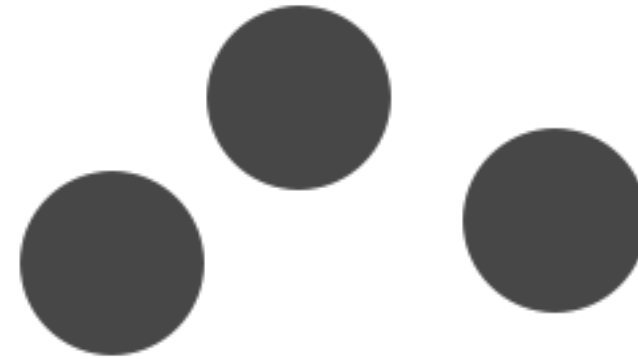
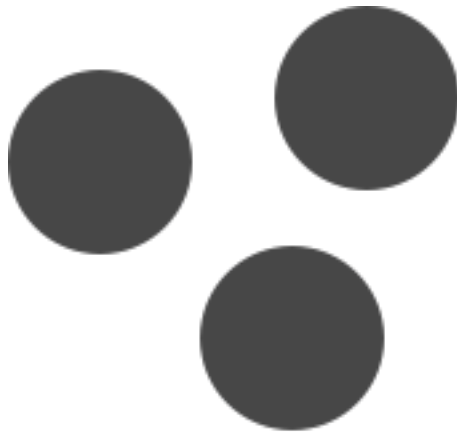
REIFICATION

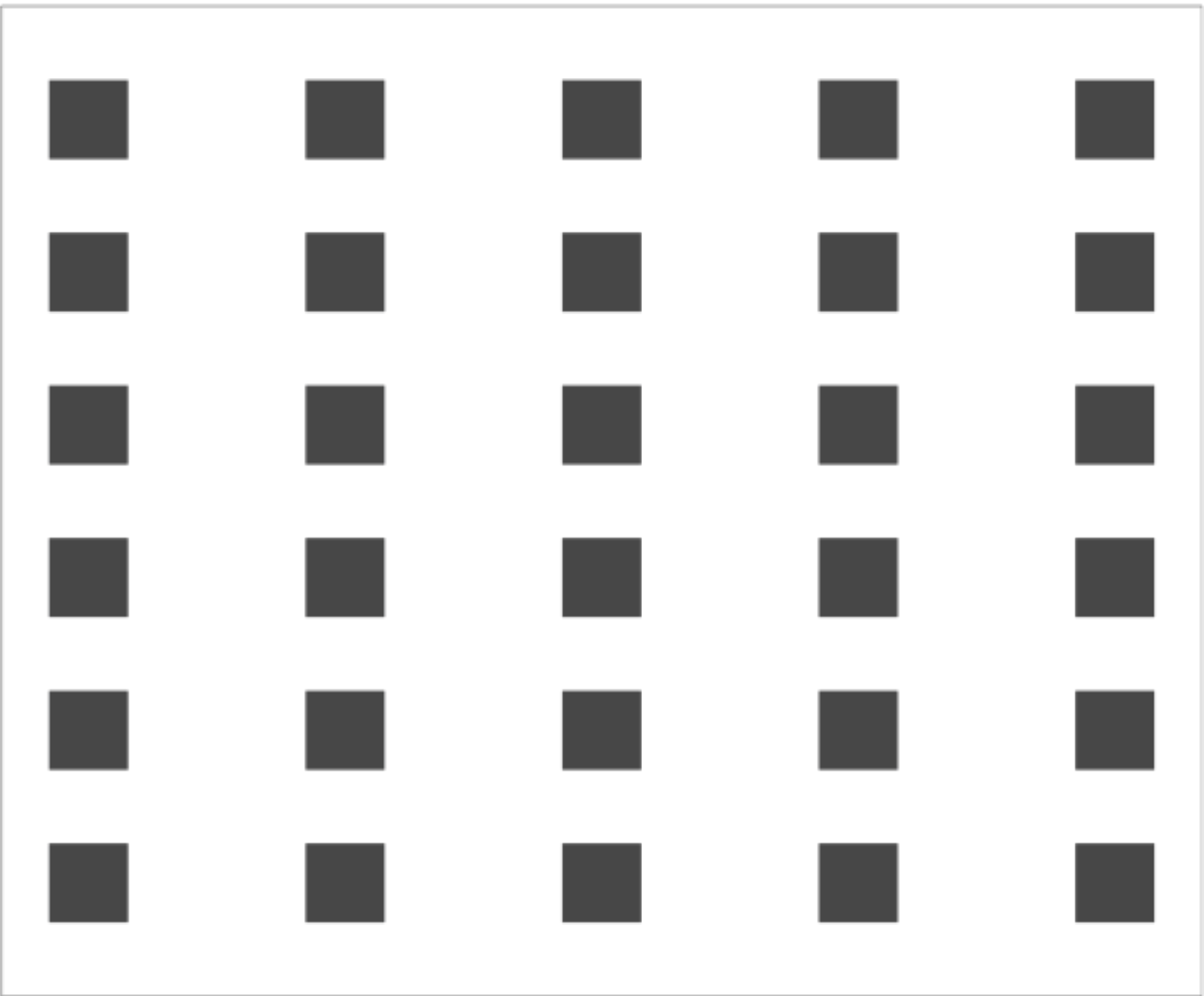
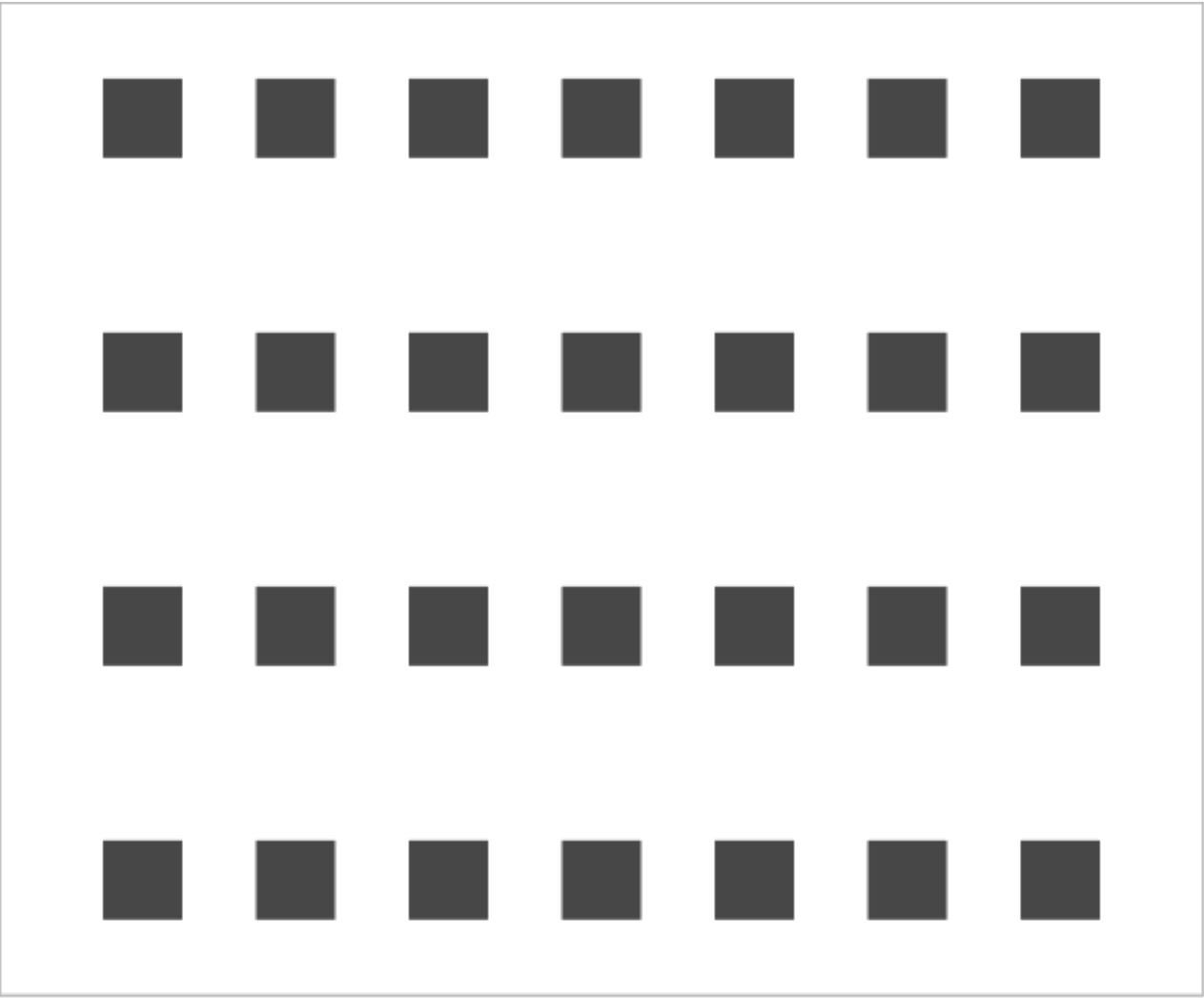


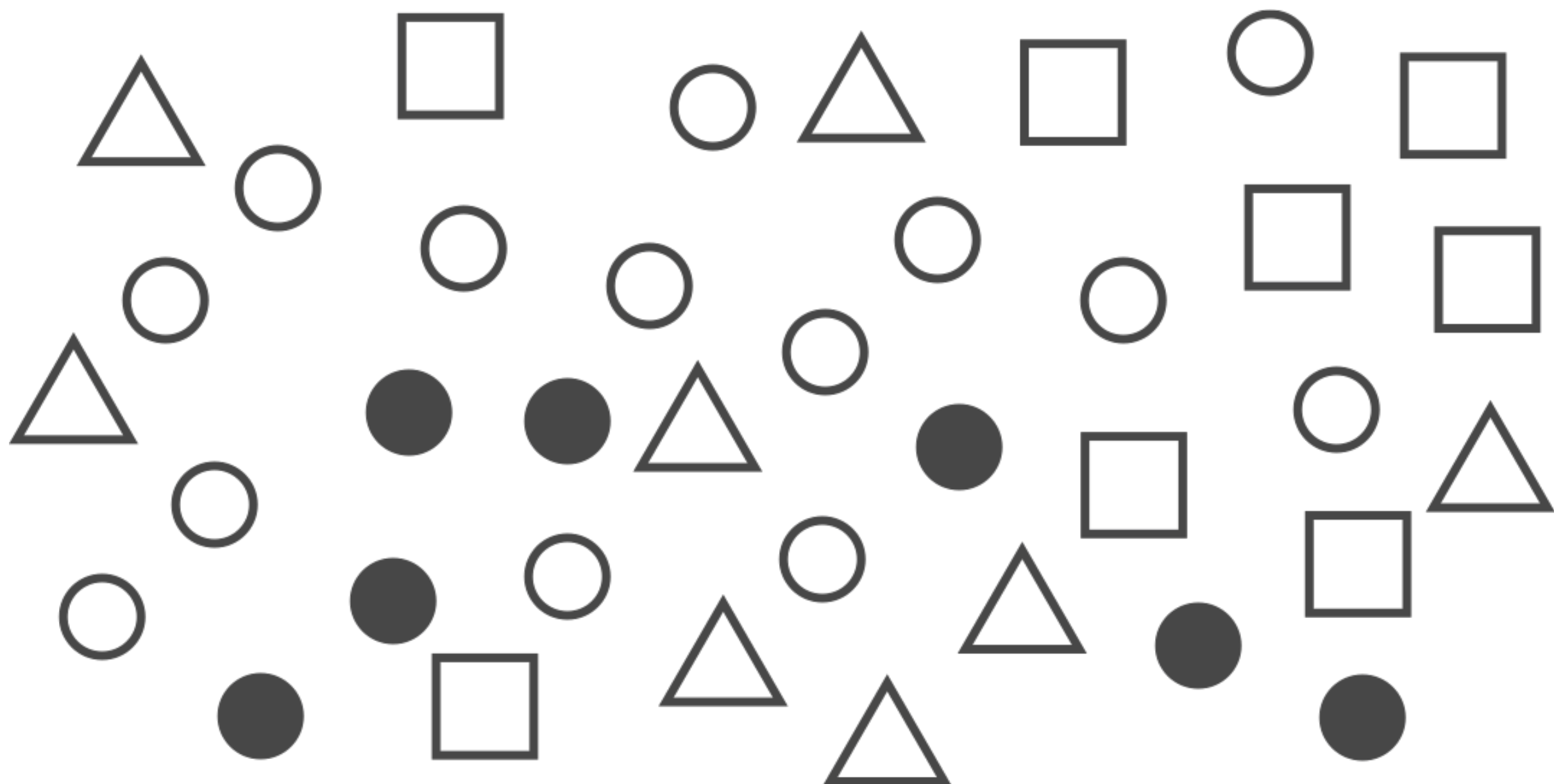
A**B****C****D****INVARIANCE**

**GESTALT
LAWS:**

**PROXIMITY
SIMILARITY
SYMMETRY
CONTINUITY
CLOSURE
(ENCLOSURE)
COMMON
FATE**



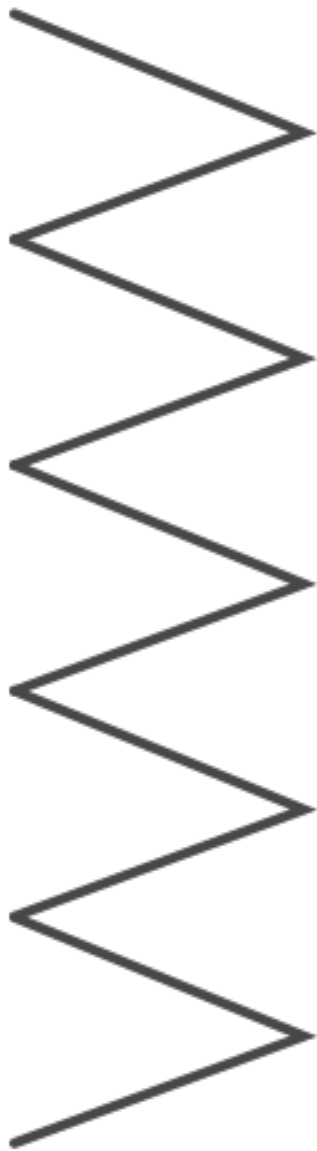




SIMILARITY



1



2



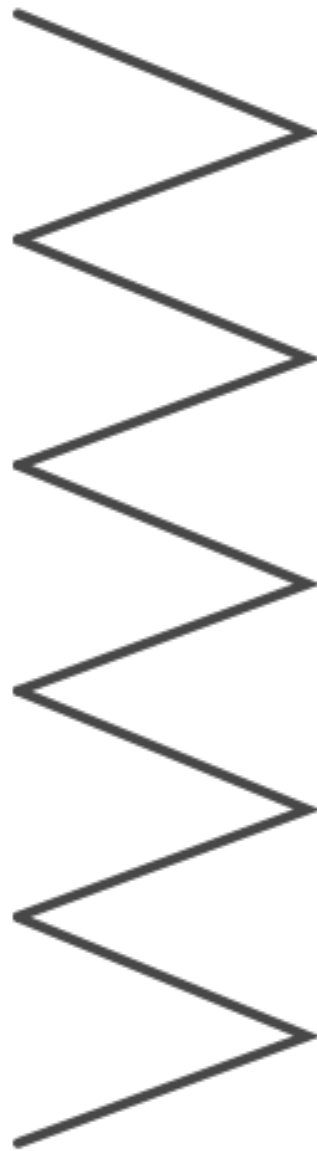
3

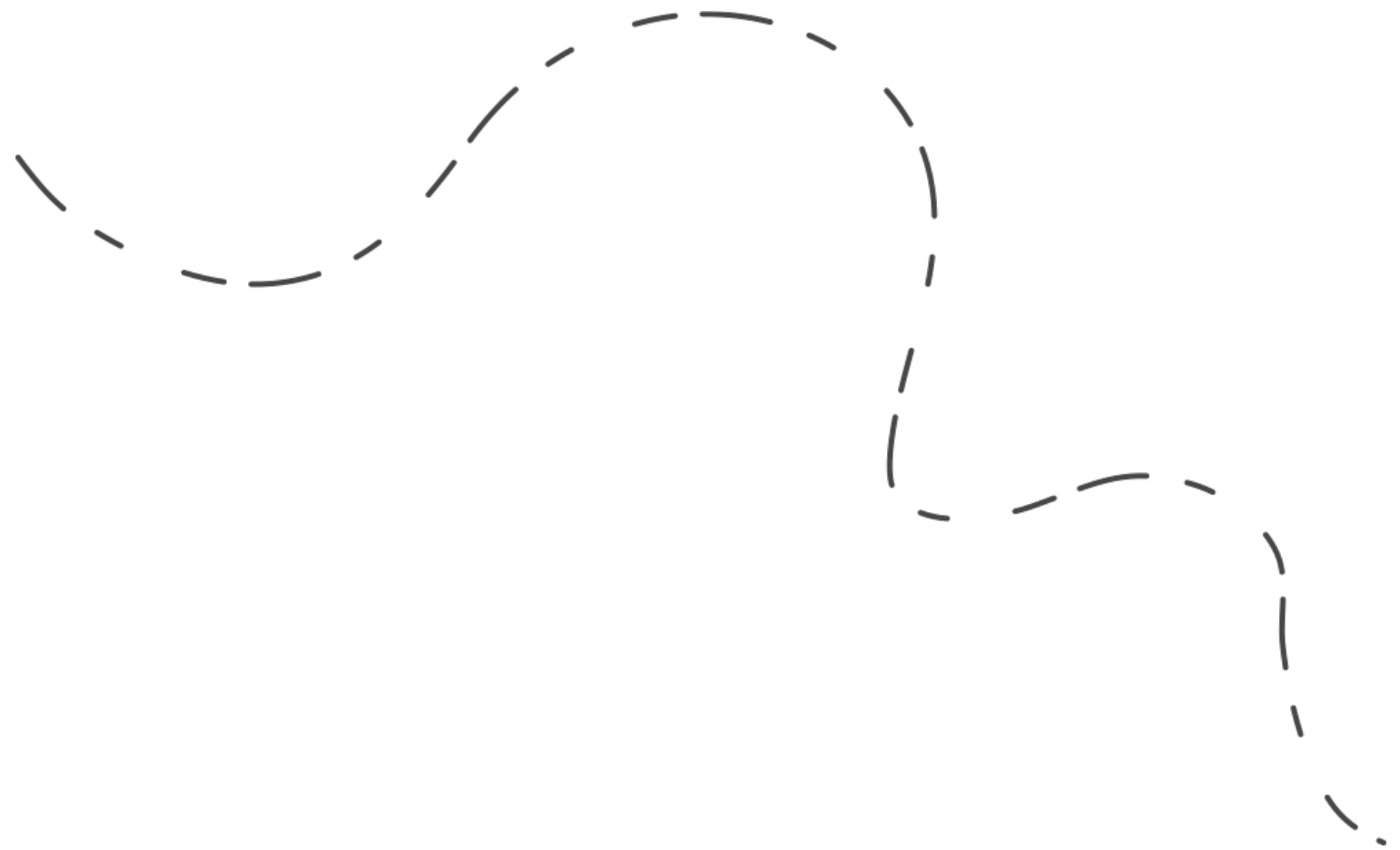


4

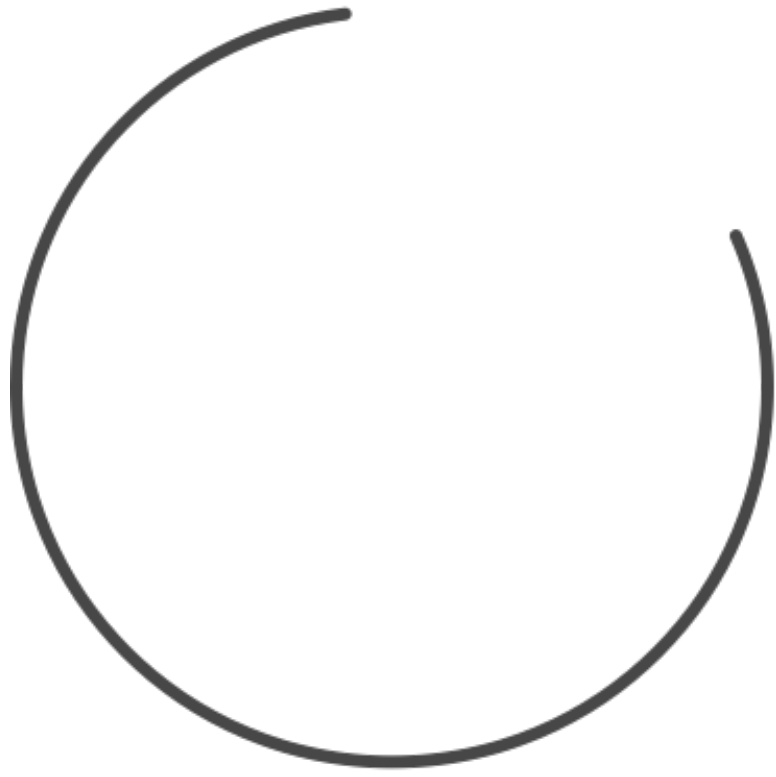


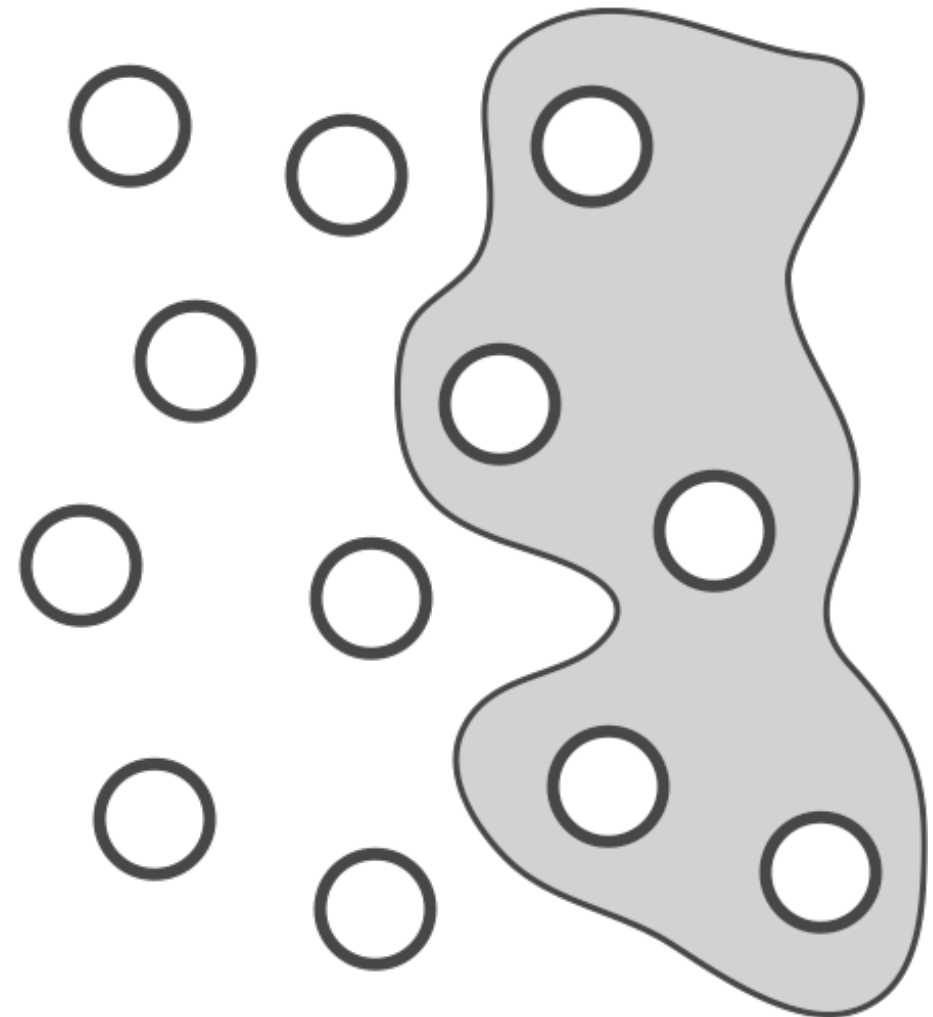
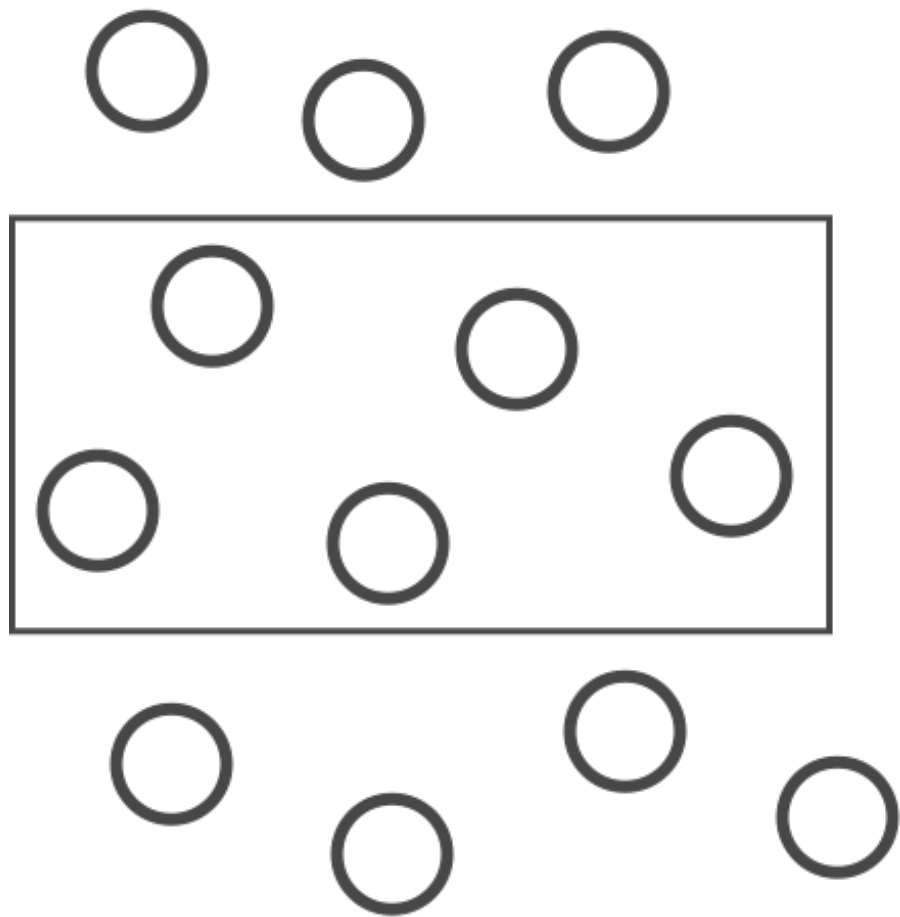
5



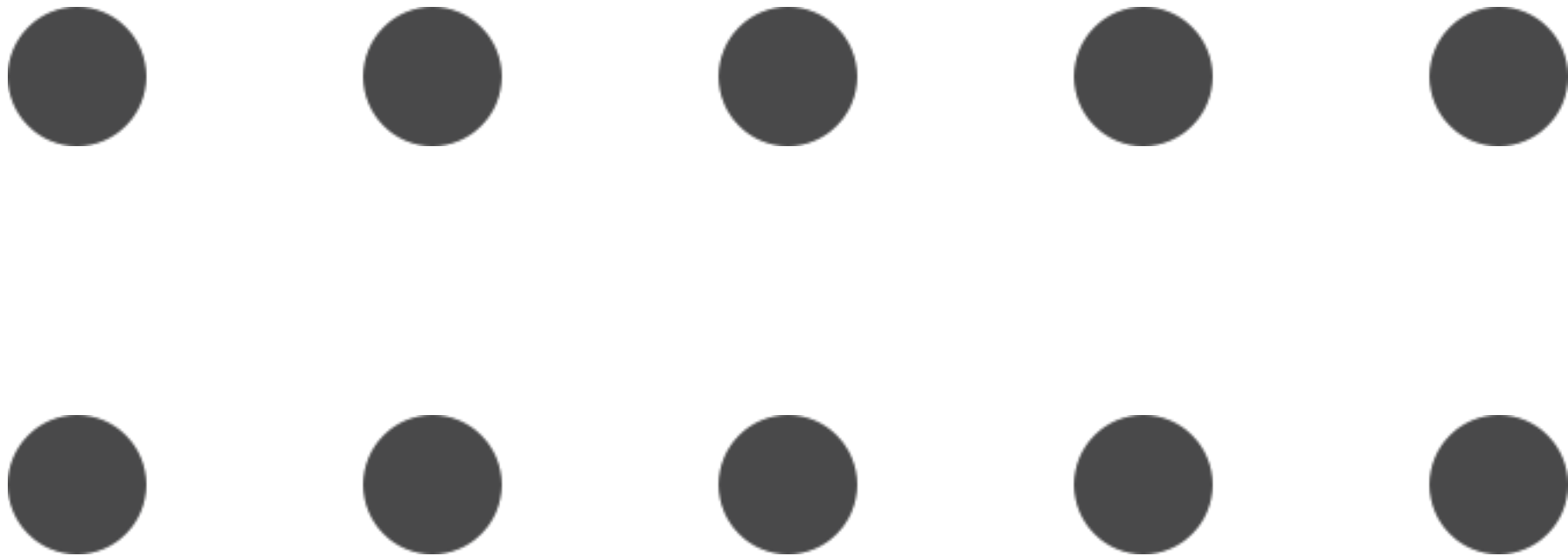


<u>PEOPLE OF ILL REPUTE</u>	<u>DEADCOUNT</u>
BLACKBEARD THE PIRATE	3000
VLAD THE IMPALER	267
JACK THE RIPPER	11





ENCLOSURE



COMMON FATE



SO WHERE SHOULD I
PUT THE “SUBMIT”
BUTTON?

BEST
PRACTICES:

1. BE SMART WHEN
PLACING AND GROUPING
DESIGN ELEMENTS.
2. BE AWARE OF
ASYMMETRICAL BALANCE.
3. RETAIN DATA COHERENCE
WITH PROPER TEXT
FORMATTING.
4. RECOGNIZE THE POWER OF
ENCLOSURE.
5. TAKE CARE ANIMATING
TRANSITIONAL ELEMENTS.

REVIEW: HUMANS LIKE ORDER
AND ARE REALLY,
REALLY, GOOD AT
PATTERN RECOGNITION.

ANY QUESTIONS?

NEVER USE

COMIC

SANS