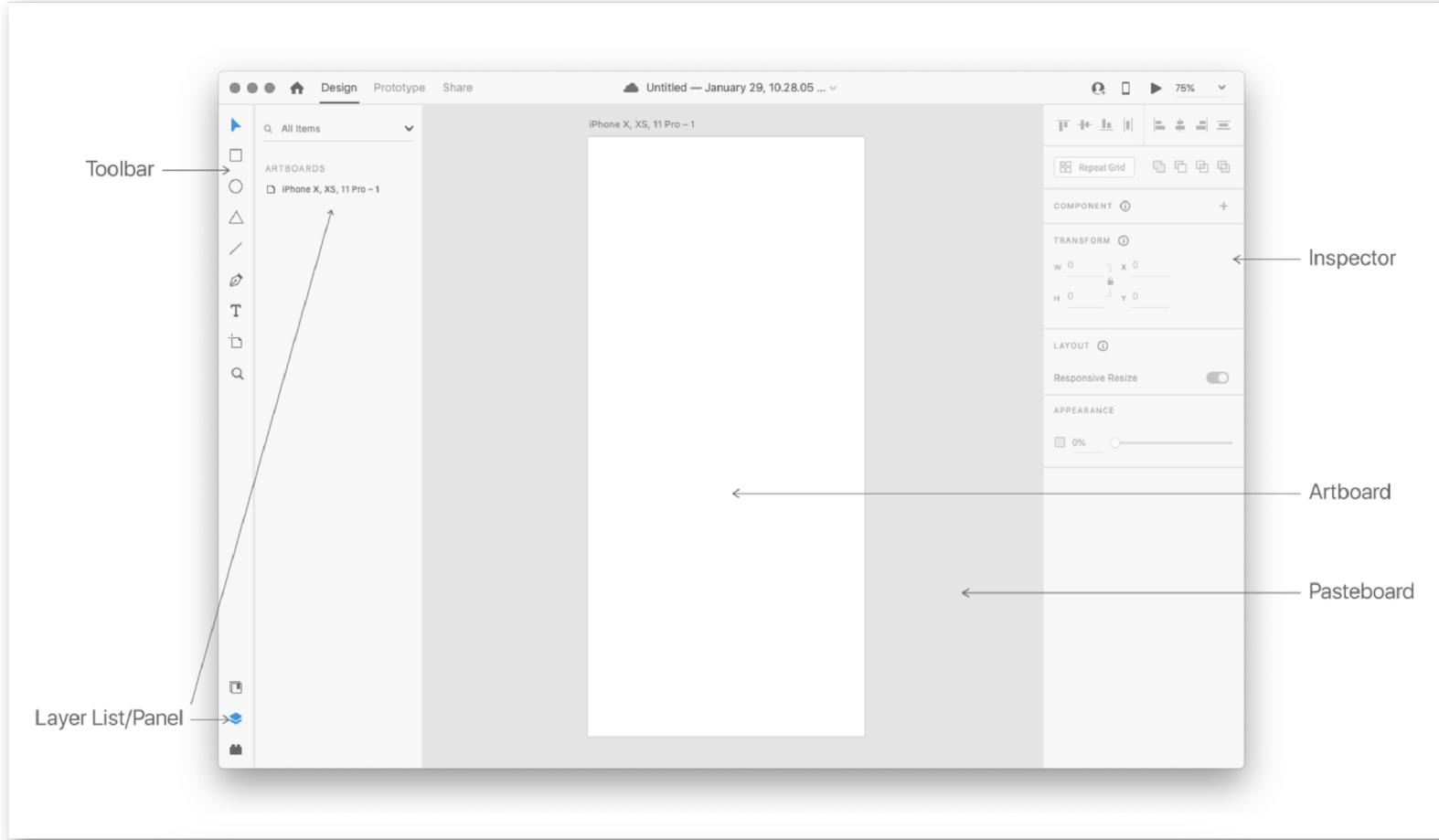


UI DESIGN PRINCIPLES: GESTALT

COMP 126: Practical Web Design &
Development for Everyone

Returning to Adobe XD



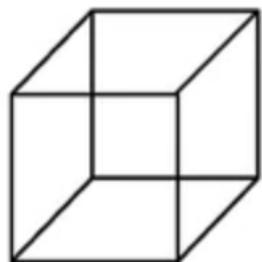
(Again, for the record: if you're already familiar with a different wireframing/prototyping tool such as Figma or Sketch, you're welcome to use that in this class instead of XD if you wish.)

GESTALT PRINCIPLES

the whole is not limited to the sum of its parts



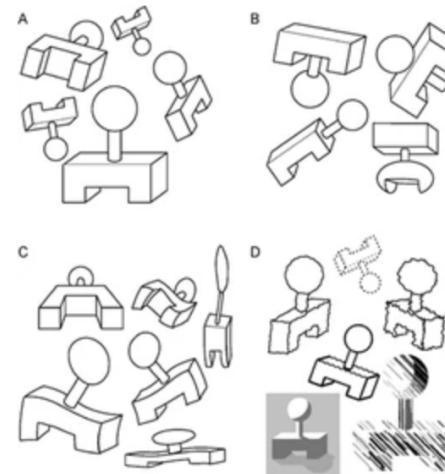
EMERGENCE



MULTI-STABILITY



REIFICATION

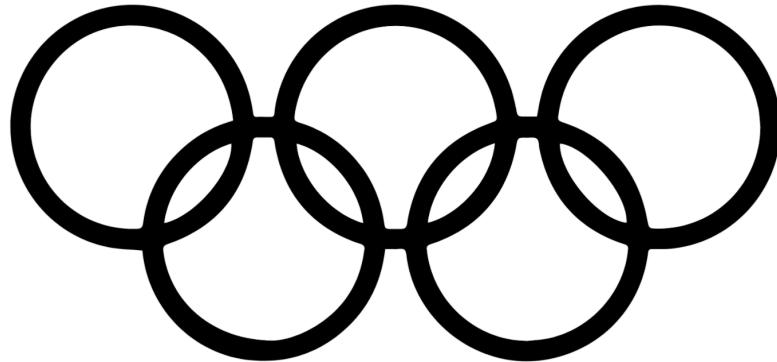


INVARIANCE

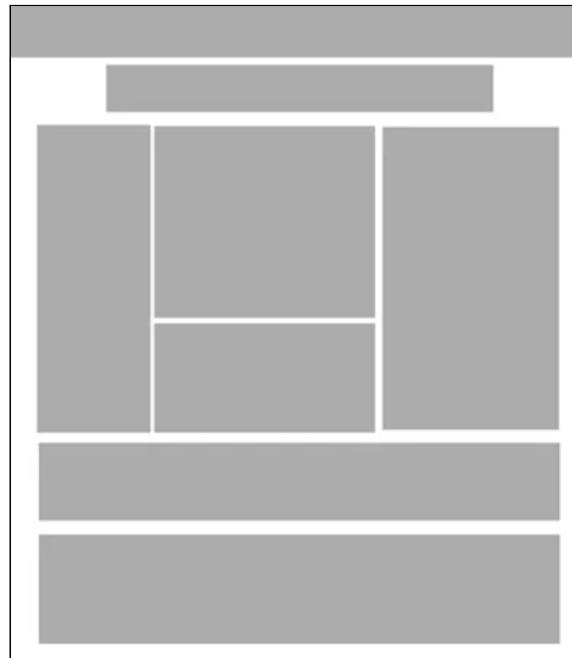
GESTALT
DESIGN
PRINCIPLES IN
ACTION

THE LAW OF PRÄGNANZ, OR SIMPLICITY

we perceive simpler forms before complex ones



A screenshot of the CNN Travel website homepage. The header includes links for TV, CNN, CNN en Español, and HLN. The main navigation bar has categories like Home, TV & U.S., World, Politics, Justice, Entertainment, Tech, Health, Living, Travel, Opinion, Report, Money, and Sports. A banner at the top says "discover Azerbaijan from A". Below it, there's a "Don't miss" section with three images: "10 spectacular rooftop bars", "Germany's cooler auto museums", and "Love for dying neon signs lives on". A central article discusses LED bulbs and municipal planning boards. A "TOP TRAVEL STORIES" section follows, featuring stories about flight attendants, airport security, and travel bargains. At the bottom, there are "Travel Snapshots" with images of the Virgin Islands, Ireland, Asia, France, Otherworldly places, and Trip gone wrong. There are also sections for "Parts Unknown", "Exploring America", and "Marvels and curiosities".



CLOSURE

we fill in the blanks



SYMMETRY

we enjoy order and are intrigued by disorder (if it's orderly)

THE JOURNEY IS THE REWARD, LET'S TAKE A WALK.

GRAPHIC DESIGN & ILLUSTRATION

CONTACT

LOGOS

PERSONAL BRANDING

ILLUSTRATIONS

CHIEF'S SKINCARE

TENUE DE NÎMES

FREEASSOCIATION

ANOTHERCOMPANY

WIRED ILLUSTRATION

We partner with startups to help build and accelerate the company while reducing the burn rate

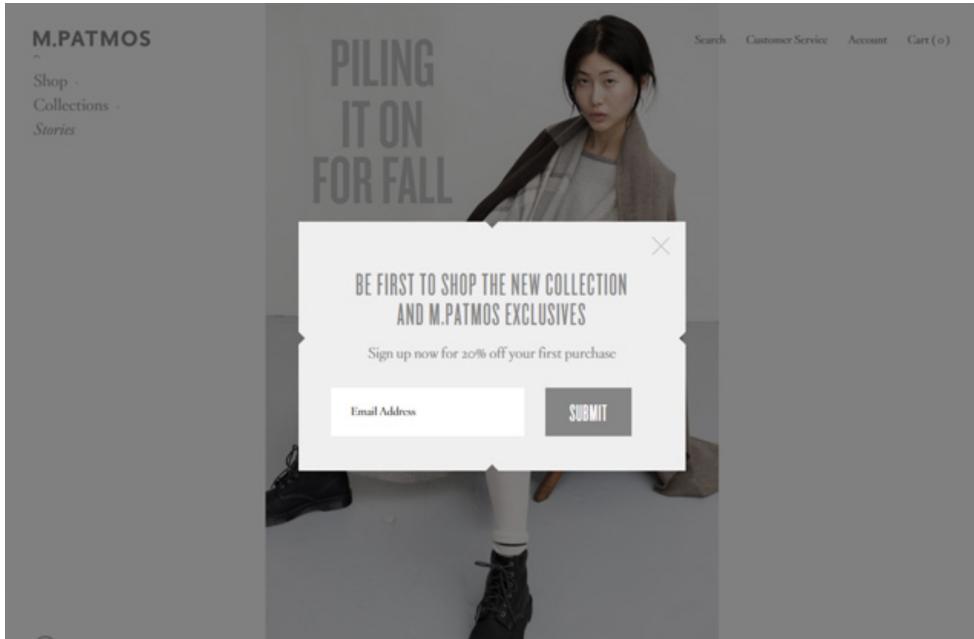
15Finches is a startup-focused creative studio with a unique partnership model. We provide an array of services and support over time, adjusting to your company's needs to help you adapt and thrive.

[Check out how](#) →



FIGURE/GROUND

we instinctively separate a figure from its background



UNIFORM CONNECTEDNESS

we respond strongly to overt visual connections

Flight offers from New York ▾

Recommendations Bestsellers Favourites

Shopping Cart → Personal Info → Delivery → Confirmation

1 → 2 → 3 → 4

Delivery

1 2 3 4

Shopping Cart Personal Info Delivery Confirmation

Flight offers from New York ▾

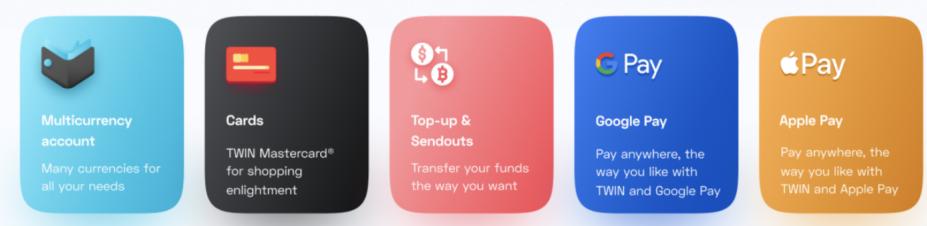
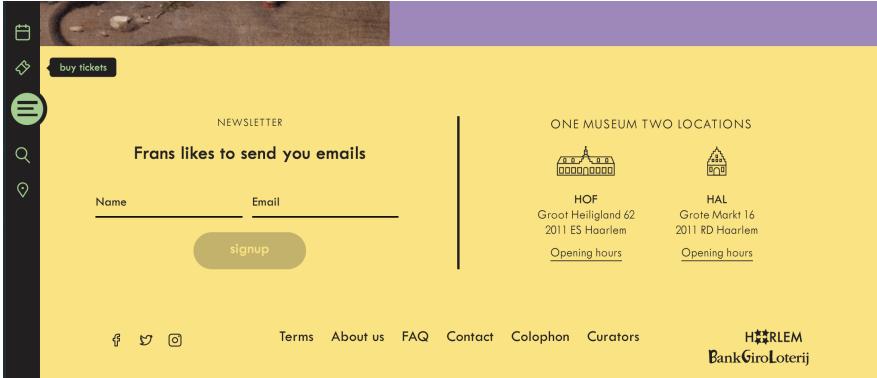
Recommendations

Brussels from \$ 542

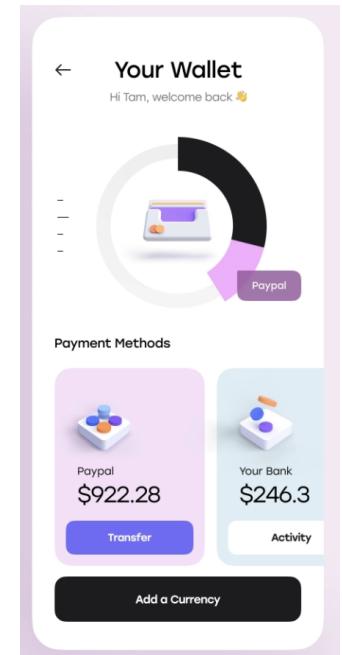
Albuquerque
Anchorage
Atlanta
Austin, TX
Baltimore

COMMON REGION

we perceive things in containers as related



The screenshot shows the Overflow website. The top navigation bar includes 'overflow', 'Product', 'Resources', 'Examples', 'Download', 'Pricing', 'Sign In', and a 'START FOR FREE' button. Below this is a 'HELP CENTER' section with 'Getting Started' (Learn how to quickly get the most out of Overflow), 'FAQs' (Answers to the most commonly asked questions), 'How To' (Tips and tricks on how to get things done in Overflow), and a 'Glossary' (A list of terms and keyboard shortcuts in Overflow). There is also a link to 'Visit Help Center >'. To the right are sections for 'INTERACT WITH US' (Events, Join Our Community, Schedule a Demo) and 'LATEST READS' (7 reasons why you should present your design work in Overflow, Making asynchronous communication work, User flow diagramming trends in 2021).



PROXIMITY

we perceive things that are close together as related



A Team of Mice and Birds Help Me Get Dressed Every Morning, and They Fucking Suck at It

If you've ever judged me for having a heinous outfit, now you know why!



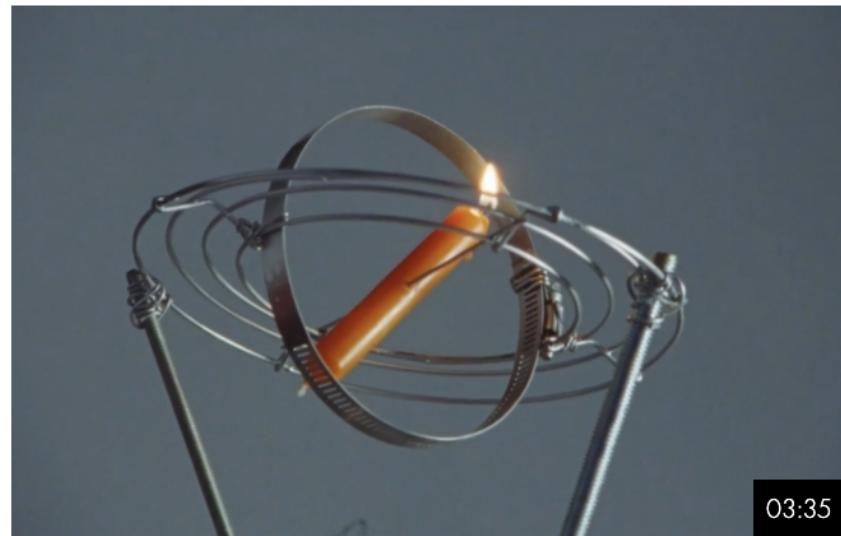
I Got Pregnant to Avoid My Period. Here's Why.

I don't even get PMS anymore! I'm just extremely uncomfortable all the time.



Woman Finally Uses Film Degree to Take the Perfect Selfie

Talk about making sure women are behind, in front of, and holding of the camera.

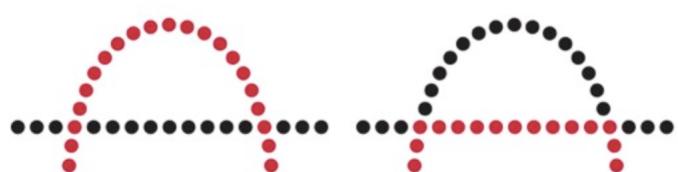


The Enigma of a Dream

A surreal exploration of the subconscious mind through art and design

CONTINUATION

we find, follow, and
extend paths



<https://player.vimeo.com/video/151103562?h=e5a07f9cd6&api=1>

COMMON FATE

we perceive items moving in the same direction as related

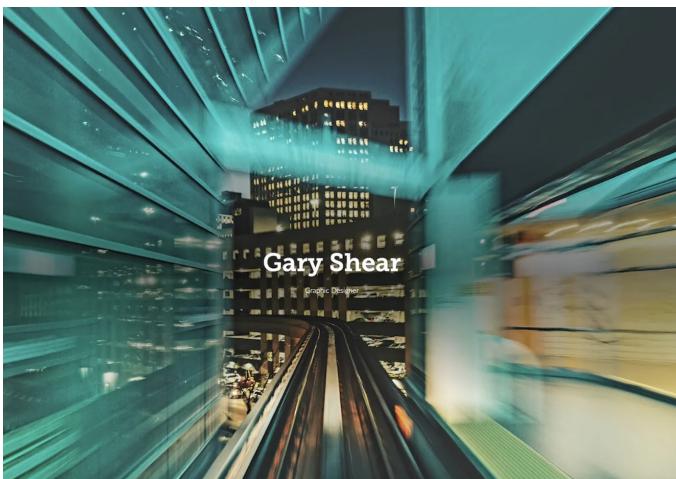
The screenshot shows a Joomla! website interface. On the left, there is a sidebar menu titled "Side Menu" with the following items:

- Home
- Design → Layout → Demonstration of Side Menu with icons
- Features → Color Variations
- Joomla! → Menu Styles → Top Menu
- K2 → Font Styles → Main Menu
- Get it Now

Below the sidebar, there is a message: "Side Menu with icons & rich text". A modal window titled "Side Menu" is open, showing the "Written by Super User" message and a list of items:

- Layout → Demonstration of Side Menu with icons
- Color Variations
- Menu Styles → Top Menu
- Font Styles → Main Menu
- Typography
- Module Styles
- Side menu
- Side Menu RTL

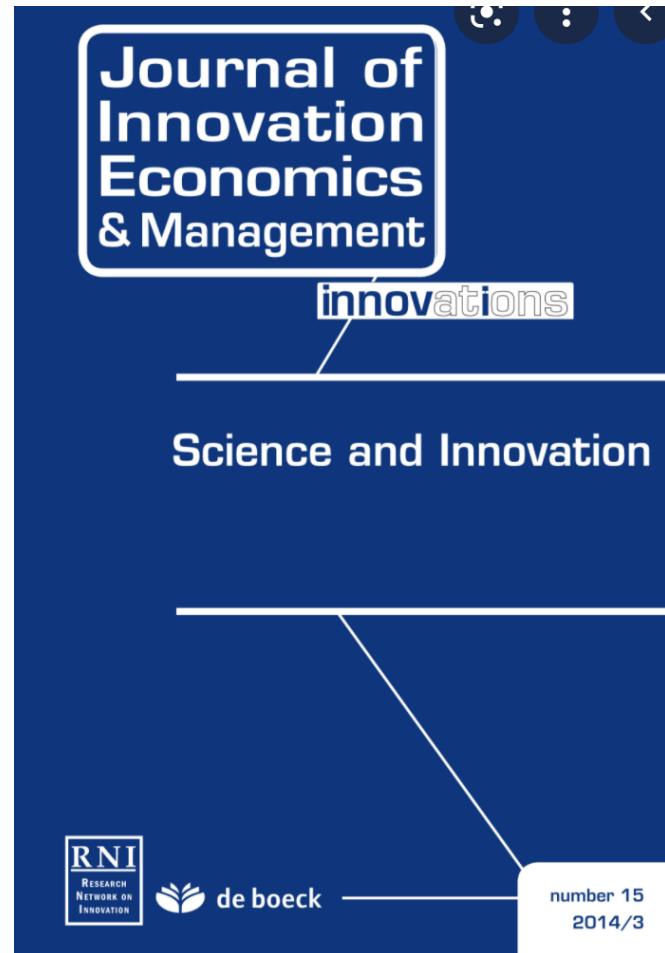
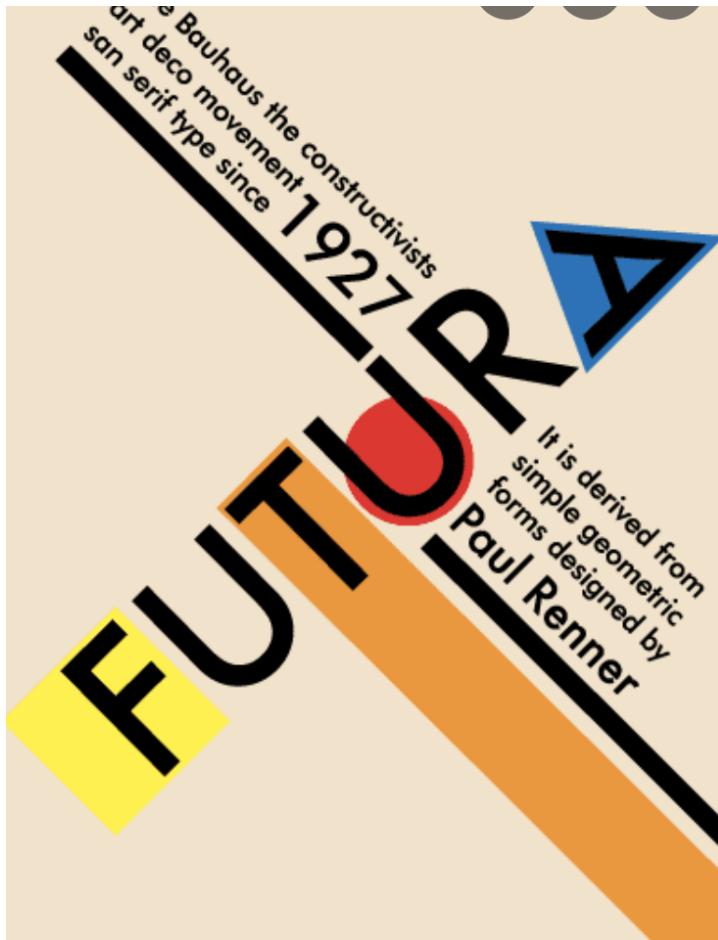
At the bottom of the modal, there is a note: "To setup icons you need to config Tree menu".



<https://bestdesigntrend.com/wp-content/uploads/2019/11/shot.mp4>

PARALLELISM

we experience parallel lines as related



SIMILARITY

we pick up on and associate similar elements

Discover unique hand-picked items

For the green thumb →

Gifts to help them flourish

planter →

gifts for her →

modern planter →



ASOS WOMEN MEN Search for items, brands and inspiration

Sale New in Clothing Shoes Accessories Sneaker brands Activewear Face + Body Brands Outlet Marketplace Inspiration

WOMEN SPEND \$150 FOR FREE NEXT-DAY-DELIVERY - With code: NDDFREE MEN

Home > Men > Accessories

Men's Accessories

Whether you're all about less or you're an all-in kind of dresser, our men's accessories are lined up to put the finishing touch on your outfits. Wedding and work looks are on lockdown with our selection of ties. Find subtle textures, florals, checks and the whole spectrum of colors to match your style and step your suit game up a level. ASOS DESIGN lets you find stand-out festival pieces, sunglasses, men's hats, and a serious selection of jewelry

[View more](#)

GLOVES BEANIES GLASSES BASEBALL CAPS BUCKET HATS BELTS WALLETS CAPS & HATS SCARVES TIES

Sort Sale/New Season Product Type Style Leather / Non Leather

Color Brand Size Price Range

1,519 styles found

The screenshot shows the ASOS website interface for men's accessories. At the top, there's a navigation bar with links for women, men, search, and user account. Below it is a promotional banner for free next-day delivery. The main content area is titled 'Men's Accessories' and features a paragraph of descriptive text. Below the text are several filter options: 'Sort' (set to 'Sale/New Season'), 'Product Type' (set to 'Style'), 'Style' (set to 'Leather / Non Leather'), 'Color' (dropdown), 'Brand' (dropdown), 'Size' (dropdown), and 'Price Range' (dropdown). At the bottom of the page, it says '1,519 styles found' and shows a grid of product thumbnails.

FOCUS POINTS

we're drawn to
contrast



https://lh3.googleusercontent.com/28FiZjdwVCEZ1lmjiwwUHivAHRlxnneOte6rFPUJEK8FC2pGSI_SGx94m5NTIU2s5Voxoy_tql2iEdANB4nElkfPICILsPkqGj7Y66E5rilm569NH--XkeCNF-tzNwiSmB-5iy8

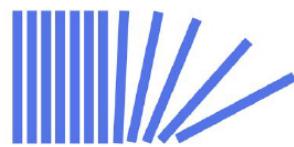
Our Work Inspires Smiles

The Faces
Behind Our
Success

Meet The Team →

Principles of Design

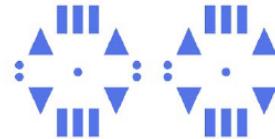
MOVEMENT



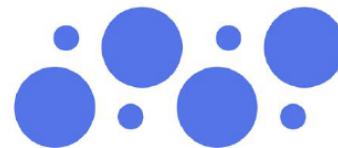
RHYTHM



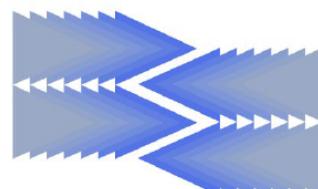
BALANCE



PROPORTION



VARIETY



EMPHASIS



UNITY

