**Gestalt Principle in UI Design**

According to German psychologists in 1920s the word Gestalt was developed which means ‘shape or form’ which refers to a visual perception principle.It is based on the idea that the human brain will attempt to simplify and organize complex images or designs that consist of many elements , by subconsciously arranging the parts into an organized system that creates a whole, rather than just a series of disparate elements.Our brains are built to see structure and patterns in order for us to better understand the environment that we’re living in.

Importance :

1. They’ll help you determine which design elements are most effective in a given situation.
2. These psychological principles hold power to influence our visual perception, which allows designers to direct our attention to specific points of focus, get us to take specific action, and create behavioral change.
3. The Gestalt principles help you design products that solve the customer’s problem or meet the user’s need in a way that’s beautiful, pleasing and intuitive to use.

**Gestalt Principles**

These describe how users visualize elements when some conditions are applied. They include:

1. **Rectification/closure** ;The principle of closure states that when we look at a complex arrangement of visual elements, we tend to look for a single, recognizable pattern.when you see an image that has missing parts, your brain will fill in the blanks and make a complete image so you can still recognize the pattern. The closure principle is used often in logo designs at a variety of companies including IBM, NBC, Zendesk, and Funding Circle.



1. **Focal point**; The focal point principle states that whatever stands out visually will capture and hold the viewer’s attention first.
2. **Common region**; The principle of common region is highly related to proximity. It states that when objects are located within the same closed region, we perceive them as being grouped together.
3. **Proximity/Emergence**; Elements that are close together are perceived to be of the same group or cluster than those that are further apart.
4. **Similarity**; The principle of similarity states that when things appear to be similar to each other, we group them together. And we also tend to think they have the same function
5. **Continuity**;This states that once a user begins to follow a pattern they will continue moving in that direction until another pattern occurs
6. **Figure ground**; The figure-ground principle states that people instinctively perceive objects as either being in the foreground or the background. They either stand out prominently in the front (the figure) or recede into the back (the ground).