**Site Overview**

I chose to evaluate the homepage of the UNC University Libraries website. Through this page, users can explore a wide variety of services and resources that UNC offers, including several research tools, library study rooms, and library events. I reviewed the website sections as a whole and the Upcoming Events section in particular. I analyzed the website UX through the lens of the Law of Uniform Connectedness.

Literature Review

The Law of Uniform Connectedness posits that people perceive visually connected elements to be related, and unconnected elements to be unrelated (Yablonski, n.d.). This is one of the five Gestalt laws of grouping, which together explain how people naturally organize elements and recognize patterns when perceiving objects (Interaction Design Foundation, 2016a). The five main principles of grouping are proximity, similarity, continuity, closure, and connectedness (Yablonski, n.d.).

Items can be visually linked in a number of different ways, including through color, lines, and frames (Soegaard, 2020). In fact, some researchers argue that uniform connectedness is the most powerful law of grouping, and that connectedness can overpower other grouping principles like proximity and similarity (Palmer & Rock, 1994; Ware, 2012). In the example below, despite differing colors, sizes, and shapes, the elements are still perceived together because of the line connecting them (Hicks, 2009).
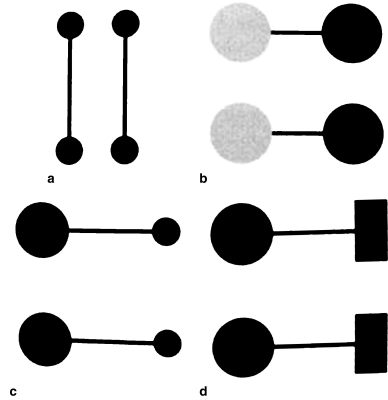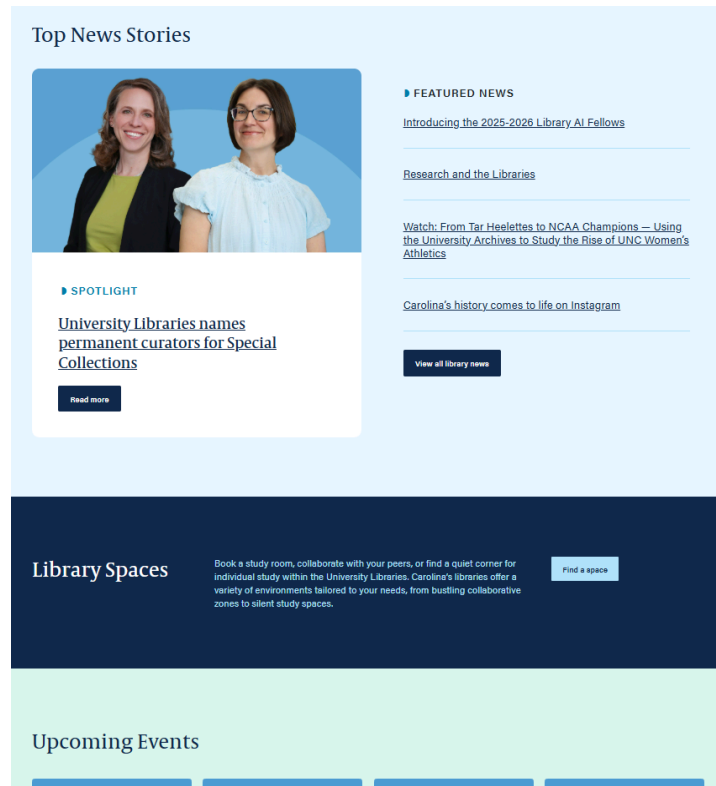
The Law of Uniform Connectedness can be applied to UX in many different ways. Examples include grouping related links in the same drop-down menu and using bullet points or numbers to group items in a list (Soegaard, 2020). The principle is also used in typography, iconography, and button styles to maintain design consistency (Interaction Design Foundation, 2016b).

Analysis

UNC University Libraries' webpage employs the Law of Uniform Connectedness quite well, particularly through their use of color. The main sections of the website, Research Tools, Today's Library Hours, Top News Stories, Library Spaces, and Upcoming Events all have their own background color, visually distinguishing them. Below, you can see that Top News Stories are grouped in the light blue section, Library Spaces are in navy blue, and Upcoming Events are in the light mint green. This screenshot also demonstrates continuity in the website's font choices. All of the section headings are in Capitolium News 2, and the body text is in Acumin Pro, making it easy for the user to identify the purpose of each section. The section headings are also the same size and same alignment on the page, further establishing their relationship.

Top News Stories

▶ FEATURED NEWS

Introducing the 2025-2026 Library AI Fellows

Research and the Libraries

Watch: From Tar Heelettes to NCAA Champions — Using the University Archives to Study the Rise of UNC Women's Athletics

Carolina's history comes to life on Instagram

View all library news

▶ SPOTLIGHT

University Libraries names permanent curators for Special Collections

Read more

Library Spaces

Book a study room, collaborate with your peers, or find a quiet corner for individual study within the University Libraries. Carolina's libraries offer a variety of environments tailored to your needs, from bustling collaborative zones to silent study spaces.

Find a space

Upcoming Events

The Upcoming Events section of UNC's library website excellently demonstrates several aspects of Universal Connectedness. Below, the consistent visual cues make it easy for users to perceive the different events as a group and browse and compare them effectively. The formatting is identical for each upcoming event, from the blue bar at the top emphasizing the day to the font sizes, colors, and capitalization that separate the date of the event from the time and the title. In keeping with general UX philosophy, the titles of each event are underlined and blue, revealing to the user that each of those is a link to their respective event page. The events are displayed in a line, and each one is encapsulated in its own box, making it easy for the user to differentiate between them.

Upcoming Events

4	4	4	5
THURSDAY, DECEMBER 4, 2025	**THURSDAY, DECEMBER 4, 2025**	**THURSDAY, DECEMBER 4, 2025**	**FRIDAY, DECEMBER 5, 2025**
10am - 12pm	12pm - 2pm	12pm - 2pm	1pm - 3pm
Week of Balance: Coffee Break at Sloane Art Library	Week of Balance: Cookies and Hot Chocolate at the Stone Center Library	Week of Balance: Miniature Horse Pet Therapy	Week of Balance: Coffee Break at Davis Library

View all events

Conclusion

Frankly, there aren't many opportunities for UNC University Libraries to improve upon the Universal Connectedness of their website. They do an excellent job of visually connecting related elements so that the user understands the connection between them. If I had to give one recommendation, it's that all section headings are 38 point font, except for Research Tools which is only 25.5, so UNC could update the font size of the Research Tools heading to match the others. Research Tools still utilizes the designated font, though, so it's still relatively easy to distinguish as a section heading. Through their mindful use of colors, frames, and font choices, UNC University Libraries' webpage demonstrates the Law of Uniform Connectedness and enhances accessibility and comprehension for users.

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