

---

# Designprincipper



# Gestaltlovene handler om at se helheder

I starten ser vi ikke hunden, men blot sorte former på en hvid baggrund, men vi danner hurtigt et samlet billede af en hund der nysgerrigt snuser til jorden.

Hvorfor?



## *Perception*

*"The whole is different  
than the sum of its parts."*

- Max Wertheimer

# Lovene

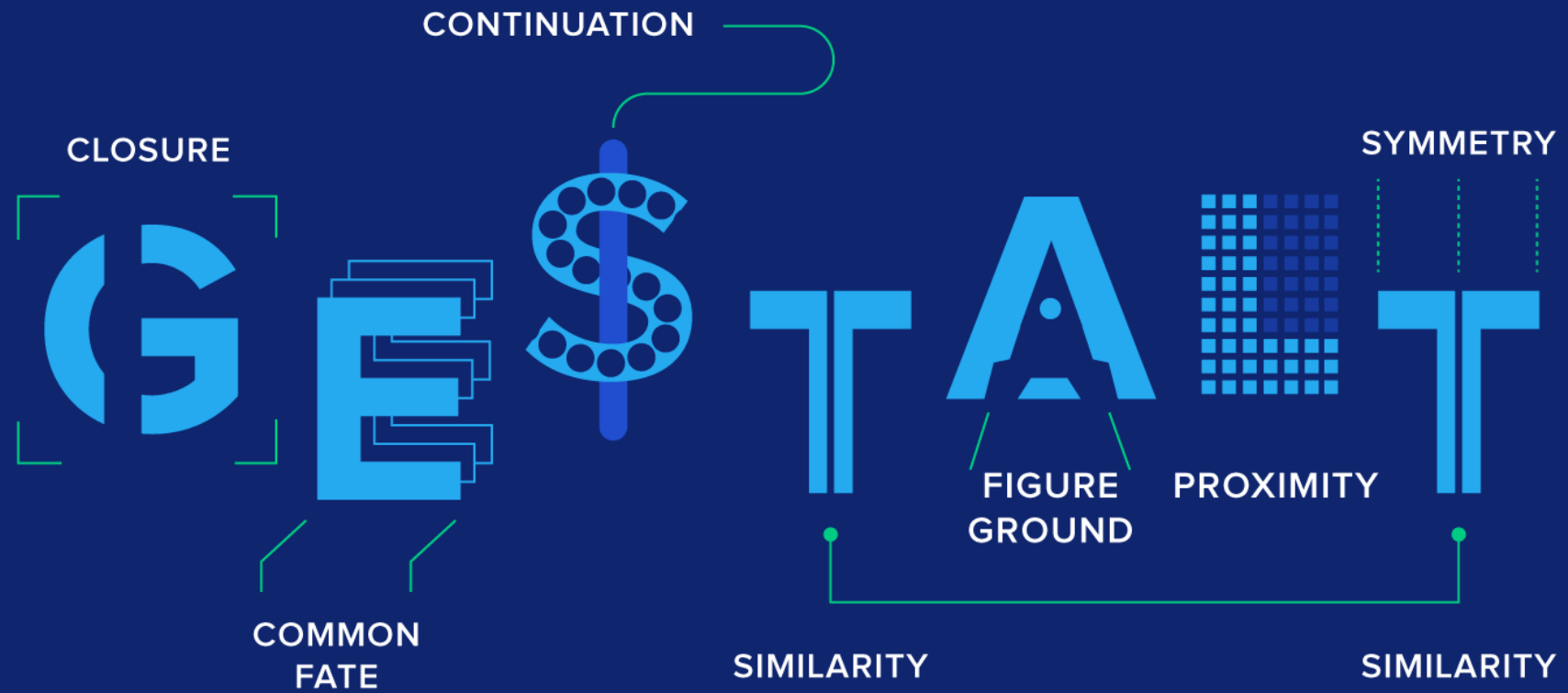
---

Lad os vedtage  
at kalde dem principperne ...

Spørsmål

---

Kan et designprincip stå alene?



---

# White space

Negative/positive space

The Google logo, consisting of the word "Google" in its characteristic multi-colored font (blue, red, yellow, green, red, blue).

Google Search

I'm Feeling Lucky

Positive space: objektet i fokus

Negative space: rummet omkring objektet

Negative space bidrager bl.a. til:

*Et klart visuelt hierarki*  
*Skabe fokus på objektet*  
*Lave orden i kaos*

Bruges de to dimensioner i balance, skaber det ro, men er der ubalance, kan den ene dimension overrumple den anden, og skabe kaos  
- det kræver vist et eksempel:

LOGO

HOME

SERVICES

ABOUT

CONTACT



welcome

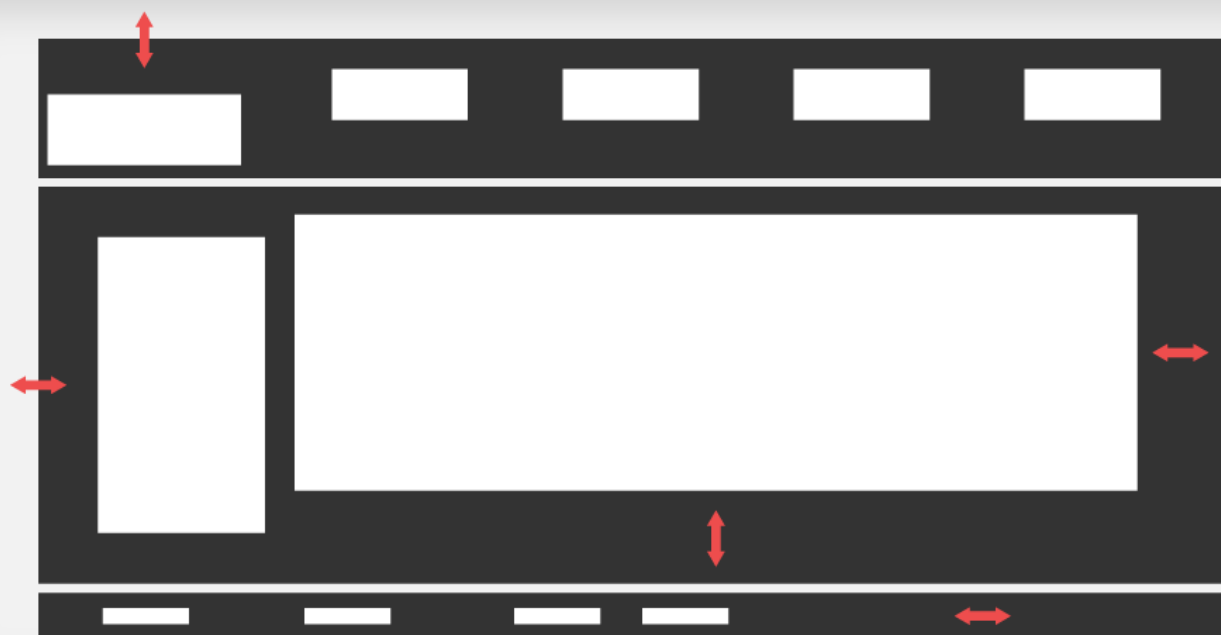


PRODUCTS

COMPANY

WHY US

POLICY







LOGO

HOME

SERVICES

ABOUT

CONTACT



welcome



PRODUCTS

COMPANY

WHY US

POLICY

## Heading

### Sub-Headline

Adipiscing elit. Sed neque nisl, blandit vel ipsum eu, imperdiet blandit lectus. Morbi tristique urna ut volutpat ornare. Curabitur semper vitae urna ac tempus. Duis vehicula elit nulla, eleifend egestas nisl vehicula nec. Nullam varius est dui, nec accumsan lectus posuere ut. Nullam viverra purus laoreet euismod tempor.

Adipiscing elit. Sed neque nisl, blandit vel ipsum eu, imperdiet blandit lectus. Morbi tristique urna ut volutpat ornare. Curabitur semper vitae urna ac tempus. Duis vehicula elit nulla, eleifend.

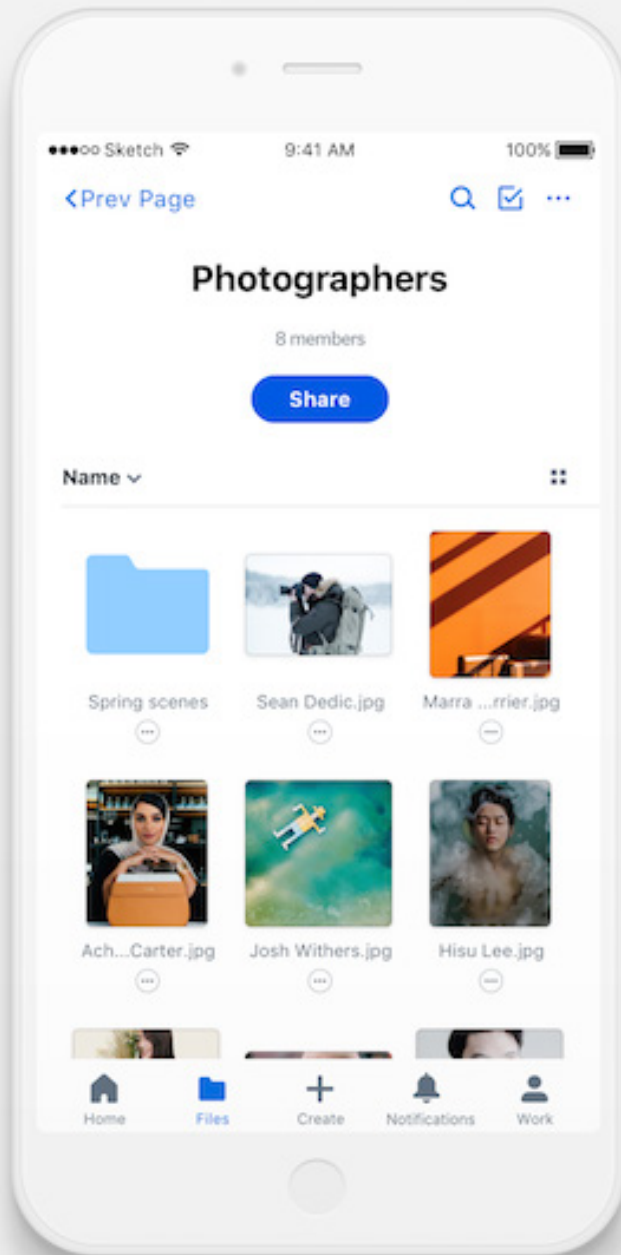
## Heading

### Sub-Headline

Adipiscing elit. Sed neque nisl, blandit vel

ipsum eu, imperdiet blandit lectus. Morbi tristique urna ut volutpat ornare. Curabitur semper vitae urna ac tempus. Duis vehicula elit nulla, eleifend egestas nisl vehicula nec. Nullam varius est dui, nec accumsan lectus posuere ut. Nullam viverra purus laoreet euismod tempor.

Adipiscing elit. Sed neque nisl, blandit vel ipsum eu, imperdiet blandit lectus. Morbi tristique urna ut volutpat ornare. Curabitur semper vitae urna ac tempus. Duis vehicula elit nulla, eleifend.



Full Name

Your Favorite Color

Email

Password

Address

Phone Number

Country

Don't

Personal Information

Full Name

Your Favorite Color

Account Information

Email

Password

Contact Information

Address

Country

Phone Number

Do

---

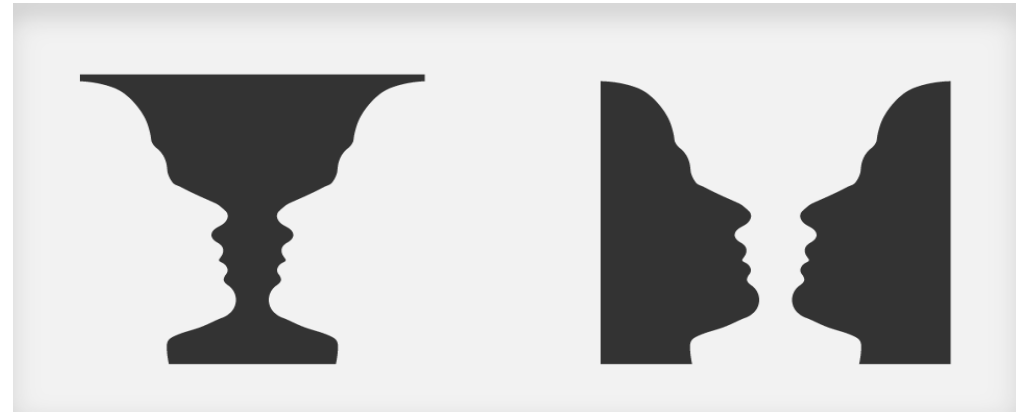
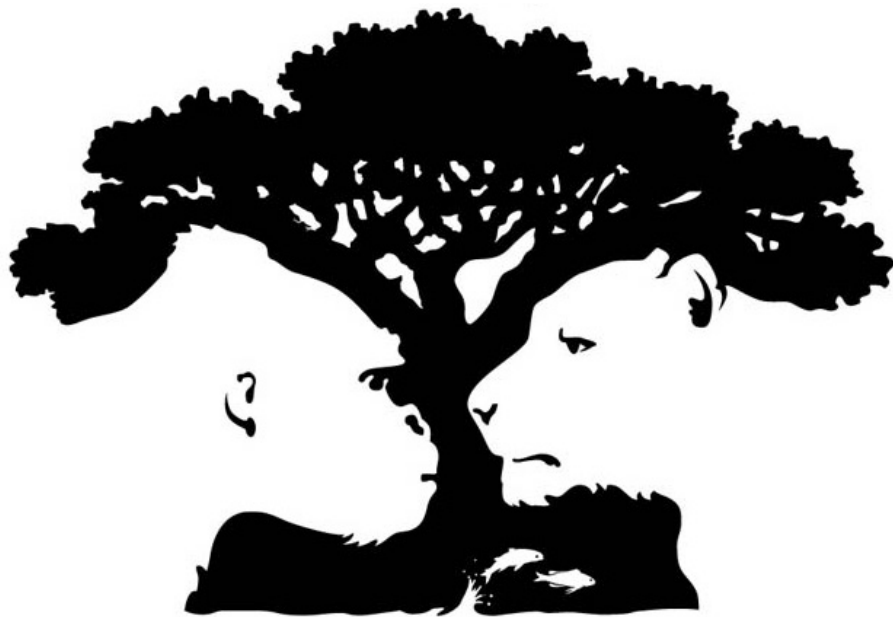
# Figure-ground

'Figure' er det element som er intuitivt, så vel som synligt, separeret fra baggrunden.

'Figure' kan til tider være svært at adskille fra ground

Visuelle cues:

kontraster, farver, bokse, skygger, størrelse





[Tradition](#)

[Services](#)

[Wild Bird](#)

[Feed & Supplies](#)

[Garden](#)

[Contact](#)

# Family Owned Farm & Garden Store

# WE'RE SERIOUS ABOUT SPARKLING WATER

[LEARN MORE ABOUT US](#)



# USDA ORGANIC, ZERO-CALORIE, NO- JOKE

[DISCOVER OUR PRODUCTS](#)

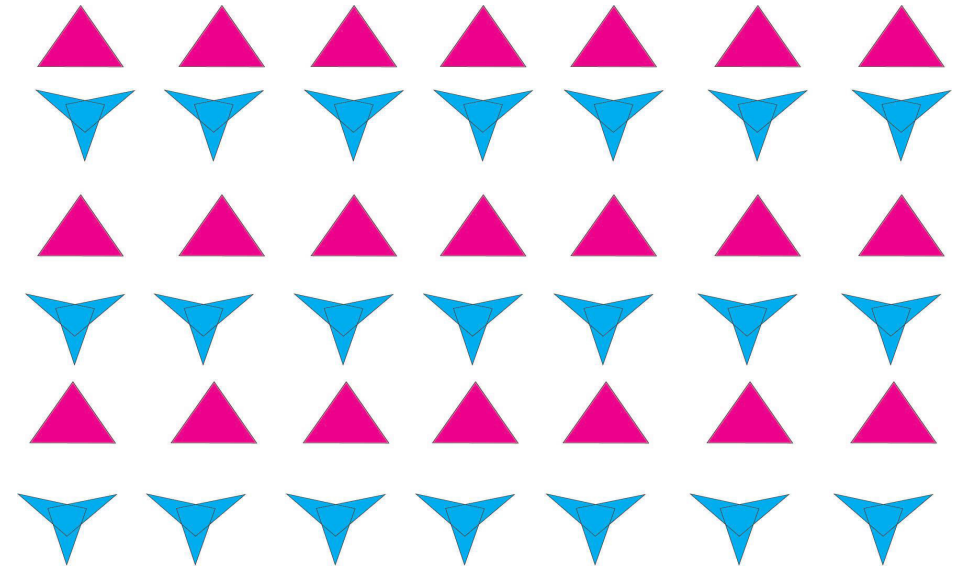


# Similarity (Lighed)

Visuelle elementer som er ens i form, størrelse, farve og retning opfattes som del af en gruppe.

Farver er den stærkeste måde at skabe lighed på. Det kan benyttes til at skabe relationer i navigation, links osv. for at understøtte hierarkiet i sitet.

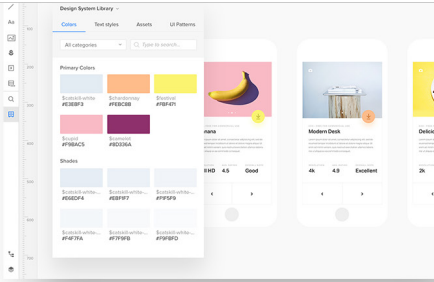
Gennemført styling og content er vigtigt og antyder struktur.



## Modular product development with design systems

- Create a design system with Sketch or UXPin assets
- Resolve inconsistencies across products and platforms
- Scale your product with shared design system updates

[See how it works](#)



## Ready to try the end-to-end UX platform?

Design better products. Faster.

[Start free trial](#)

[Need more info](#)


UXPin

Products ▾ Testimonials Pricing Resources ▾ Community Log in

# UXPin Systems

Scale UX and development with one platform.


[Get Started](#)



Daniel Castro  
Sumologic


“UXPin is a visual version of our thought process. Everyone now understands how each release maps to the core vision. Our review process is now 3x faster.”

DESIGN & DEVELOPMENT SYNCHRONIZED:




### Powerful Prototyping

Simulate product behavior for different scenarios, platforms, and devices.




### Design Systems

Create a standard toolkit for design and development.



### Automated Dev Handoff

Generate specs and style guides on-demand.



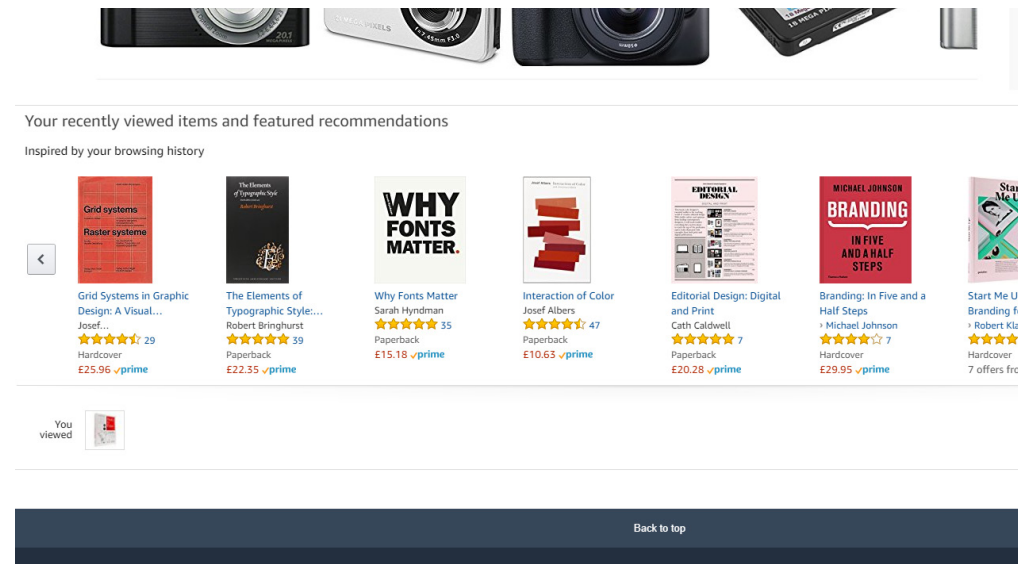
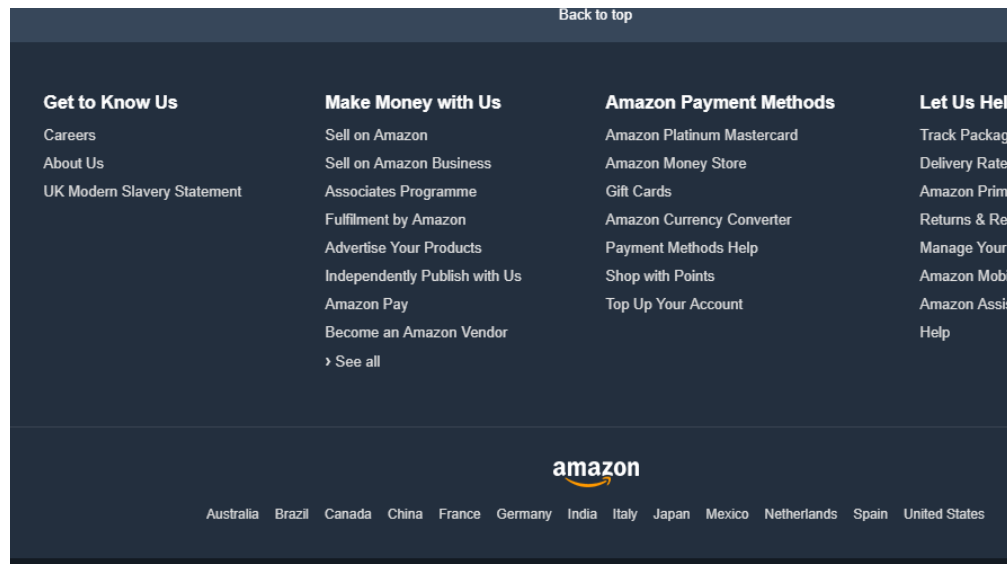
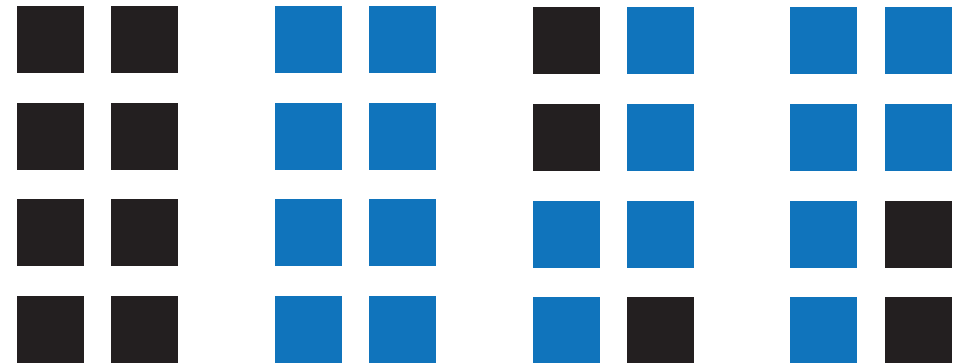
### Automated Documentation

Documentation syncs between your design system and projects. It's always up-to-date.

# Proximity (Nærhed)

Objekter som er tætte, opfattes (perception) som værende relaterede, i højere grad end objekter som er placeret langt fra hinanden.

Eksemplet til højre viser at Proximity 'trumfer' Similarity i bl.a. farver/kontraster, men er også et eksempel på, hvordan principperne ikke står alene.

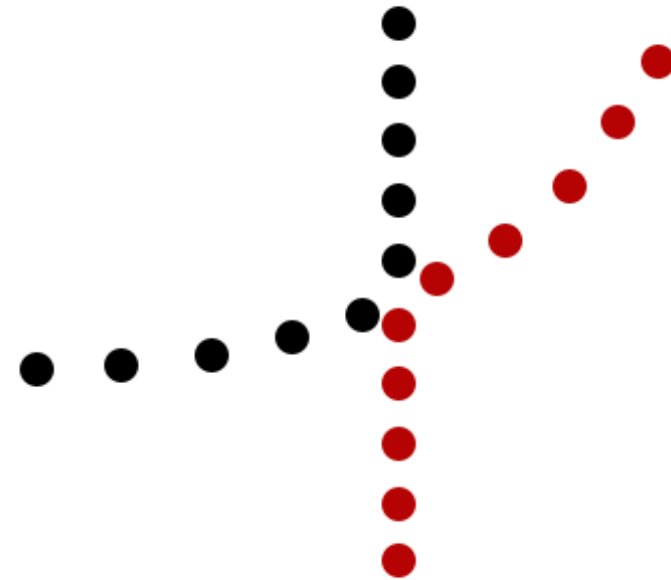




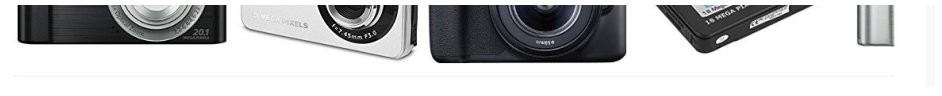
# Continuity (Kontinuitet)

Objekter arrangeret på linie eller kurver, opfattes som relaterede i højere grad, end hvis de ikke er.

Brødkrumme, paragraffer, grafer (både vertikale og horisontale) kommunikerer relation

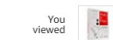
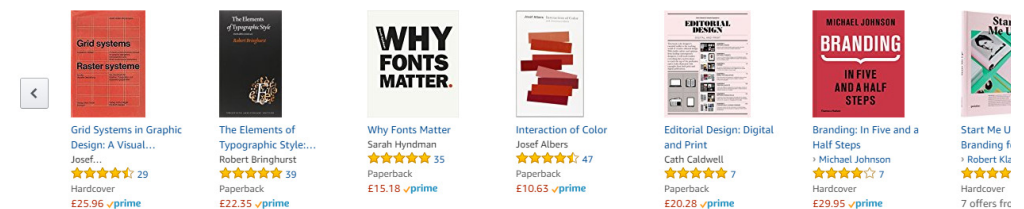


WPBEGINNER » BLOG » SHOWCASE » 24 MUST HAVE WORDPRESS...



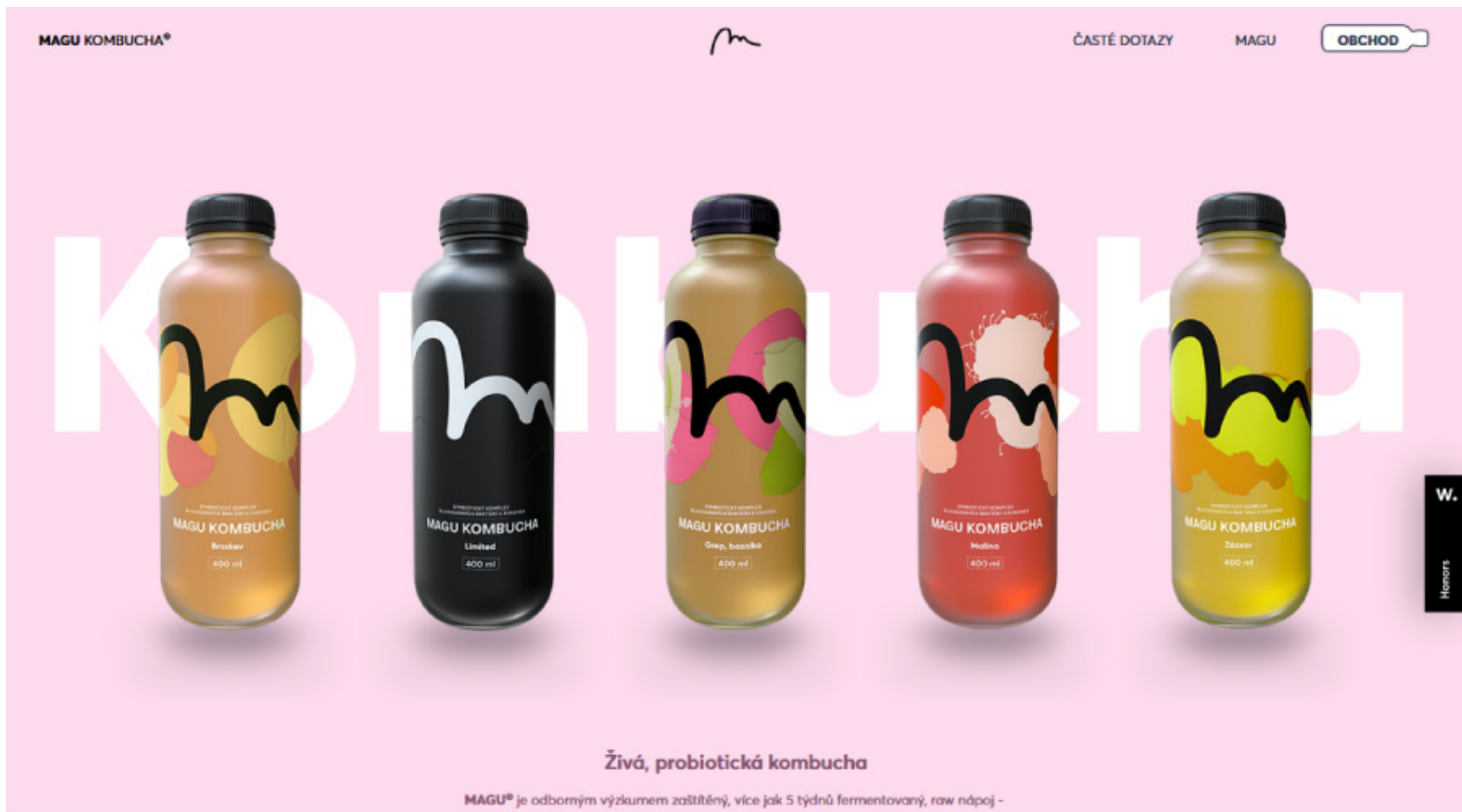
Your recently viewed items and featured recommendations

Inspired by your browsing history



Back to top

# Closure (Lukkethed)



The image shows a website banner for MAGU KOMBUCHA. At the top left is the logo 'MAGU KOMBUCHA®'. In the center is a stylized 'm' logo. To the right are links for 'ČASTÉ DOTAZY', 'MAGU', and a button labeled 'OBCHOD'. The main visual is five bottles of kombucha in different colors: orange, black, light brown, red, and yellow. Each bottle has a black cap and a label with the 'm' logo and the text 'MAGU KOMBUCHA' and '400 ml'. The bottles are set against a light pink background with a large, faint 'Kombucha' text behind them. At the bottom, there is a tagline in Czech: 'Živá, probiotická kombucha' and a note: 'MAGU® je odborným výzkumem zaštitěný, více jak 5 týdnů fermentovaný, raw nápoj -'. On the far right, there is a small black box with the text 'W. Honors'.

MAGU KOMBUCHA®

ČASTÉ DOTAZY

MAGU

OBCHOD

Kombucha

MAGU KOMBUCHA

400 ml

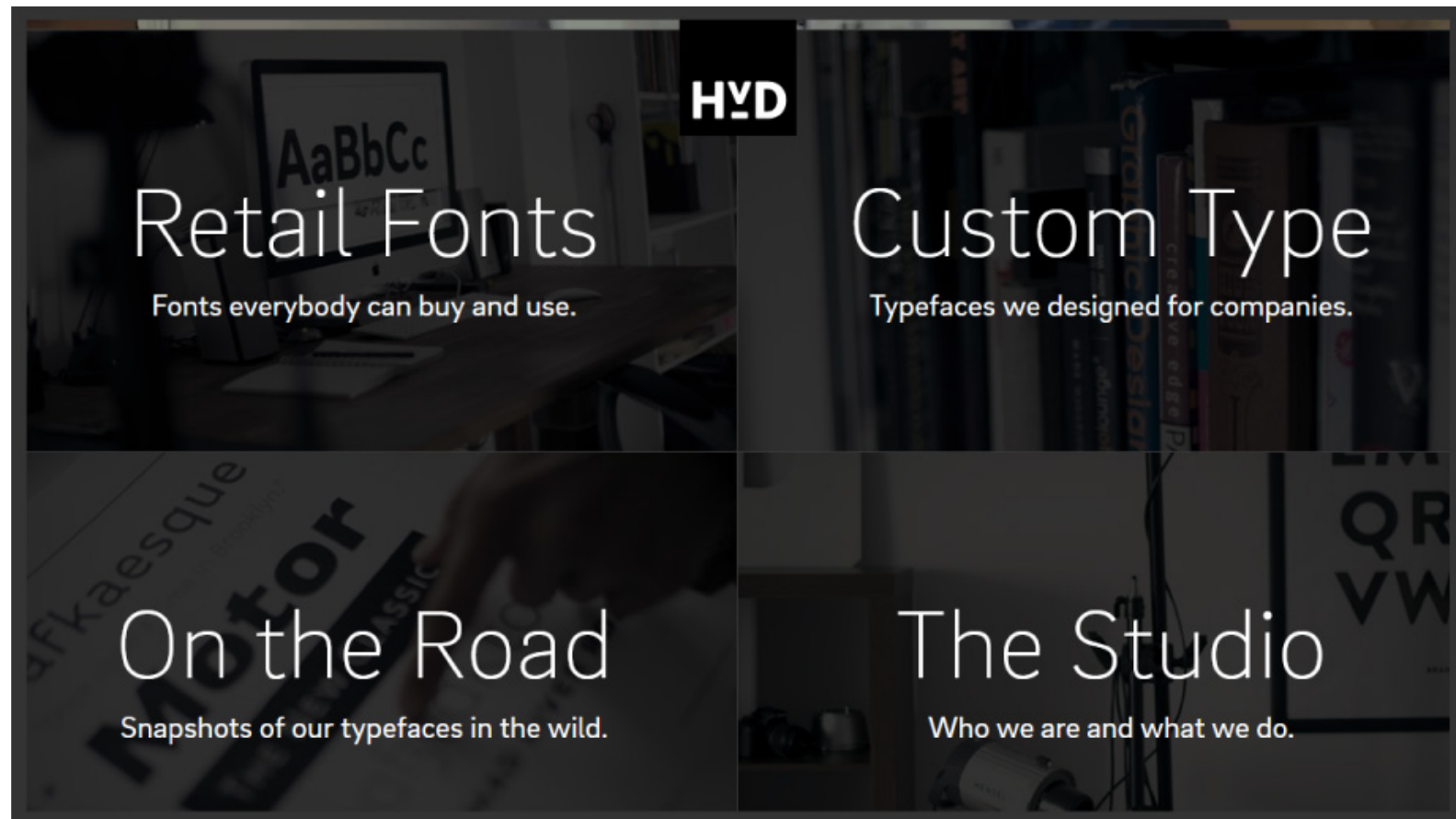
Živá, probiotická kombucha

MAGU® je odborným výzkumem zaštitěný, více jak 5 týdnů fermentovaný, raw nápoj -

W. Honors

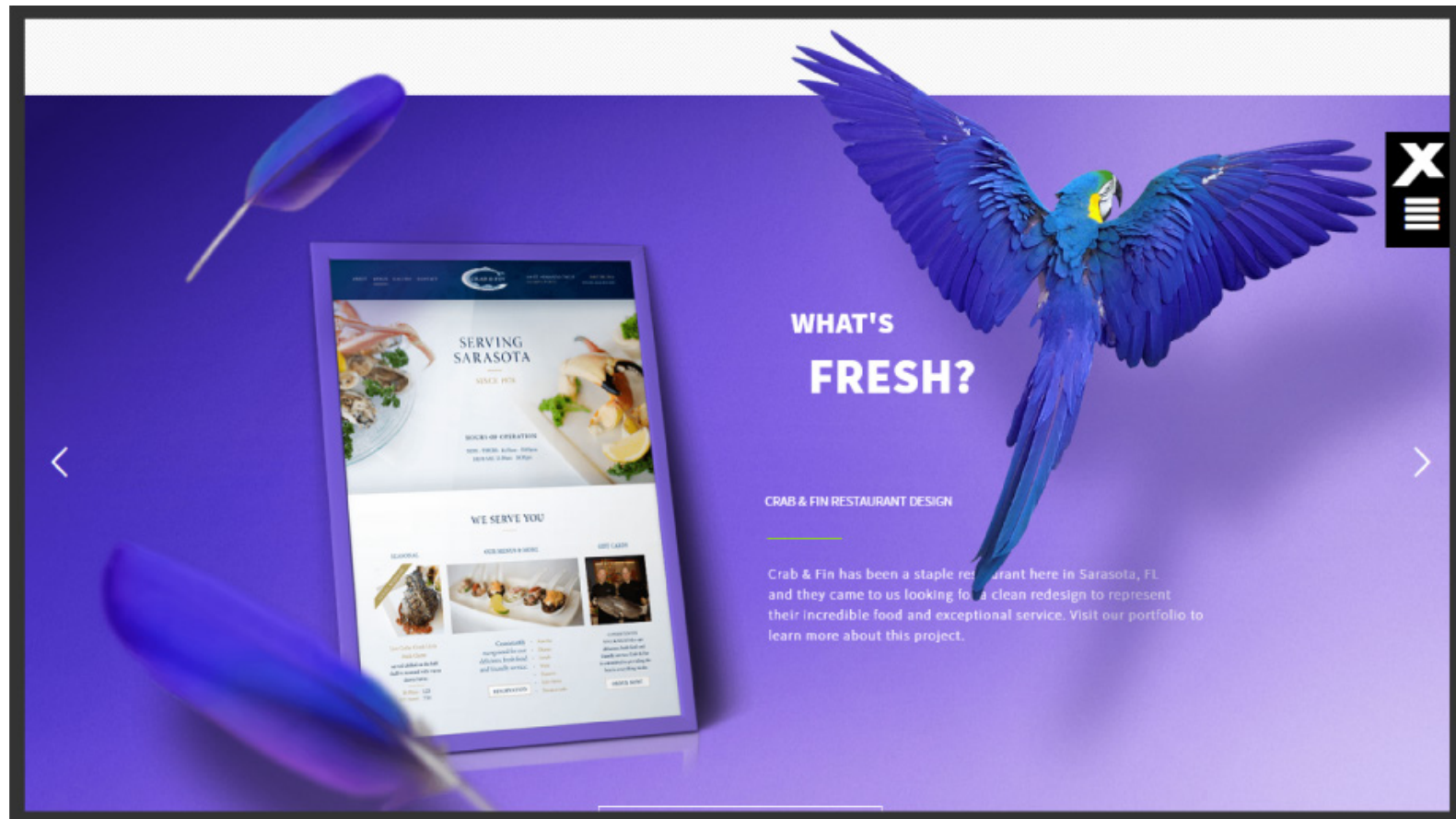
---

# Symmetry (balance)



Symmetry · Figure/ground · White space

# Symmetry (ubalance)



Symmetry · Figure/ground · White space

---

Lidt *musik*  
inden dagens opgaver