

UI Design Theory

Styling Sheets

Gestalt Principals

Mobile UI

Wrap up

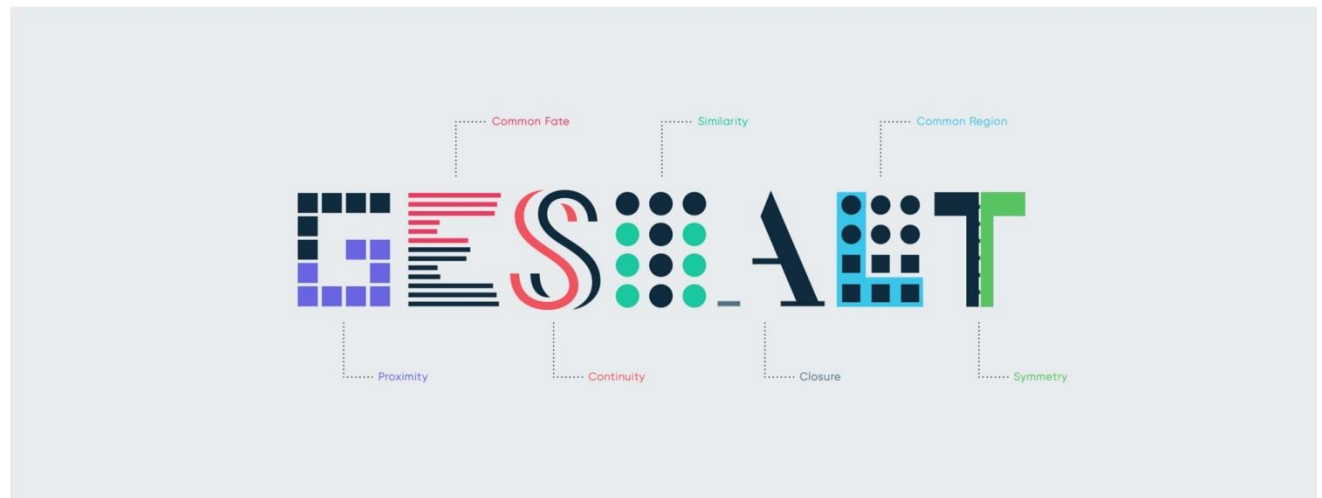


Gestalt Principles in Design

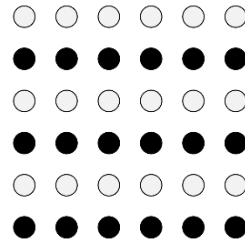
The concept of gestalt was first introduced in philosophy and psychology in 1890 by Christian von Ehrenfels.

Gestalt principles in design help us understand how the mind organizes visual data.

- Proximity
- Similarity
- Prägnanz
- Symmetry
- Closure
- Continuity



Gestalt Principles: Similarity



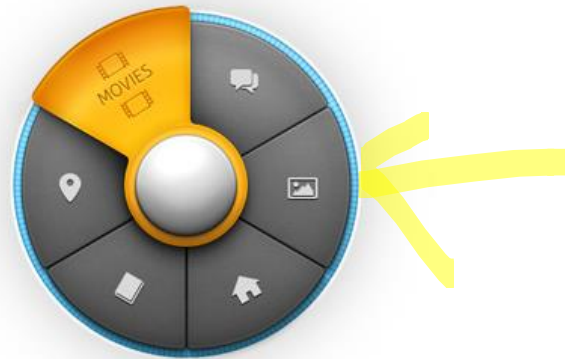
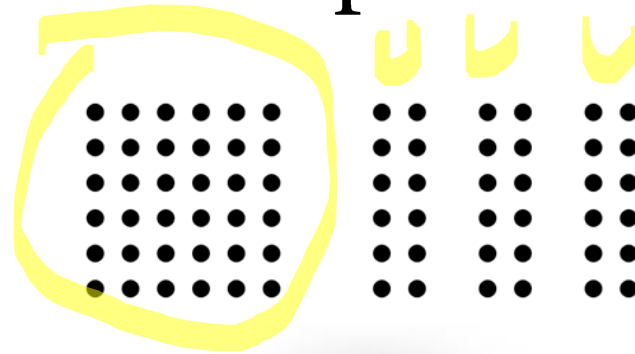
Each square section is the same shape and size

All have an icon with text underneath

They all pertain to creating a new post



Gestalt Principles: Proximity



Elements close together are perceived as a group

This radial dial combines certain actions that a user can undertake
Their closeness and combination in one dial groups it in proximity



Gestalt Principles: Symmetry

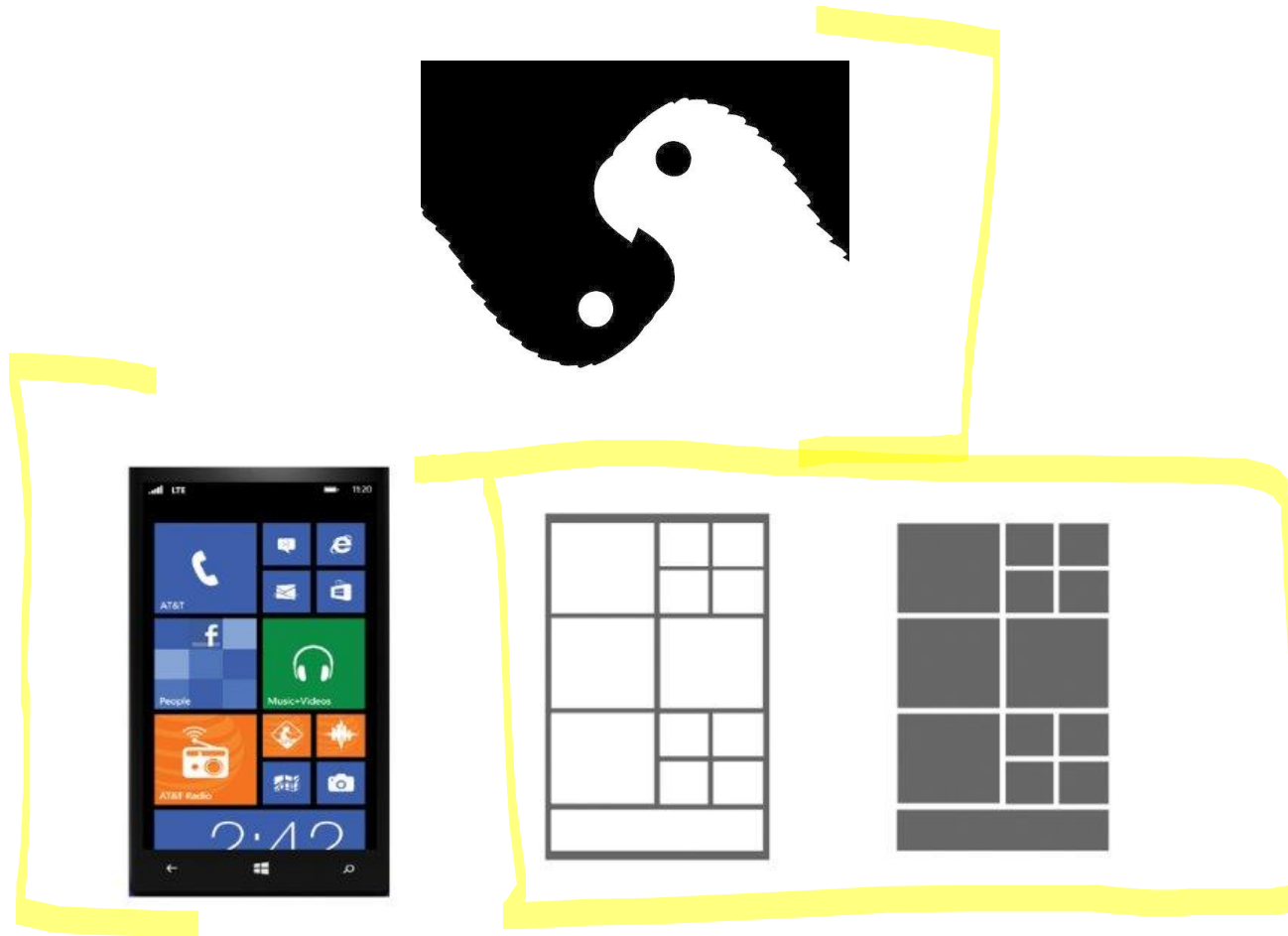


Humans visual systems tend process complex scenes with symmetry

This is often the case with many GUI's in IT



Gestalt Principles: Prägnanz (Figure-Ground)

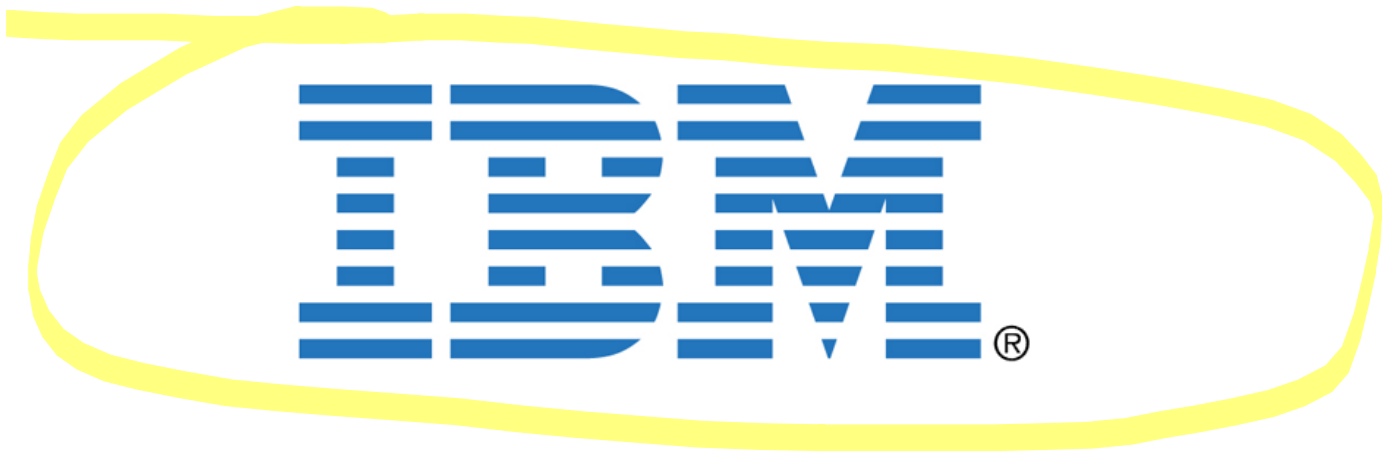
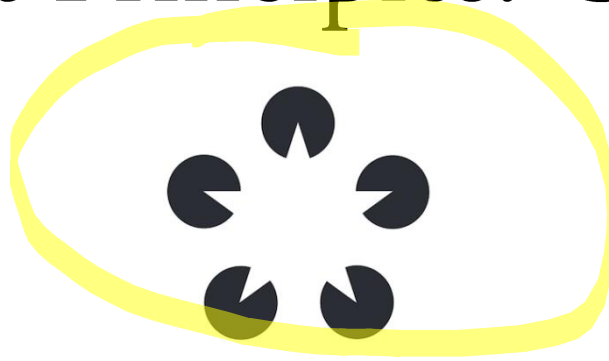


Identification of a figure from a background, perceptual grouping

Look at the dual zone of figure and ground at play in this phone UI



Gestalt Principles: Closure

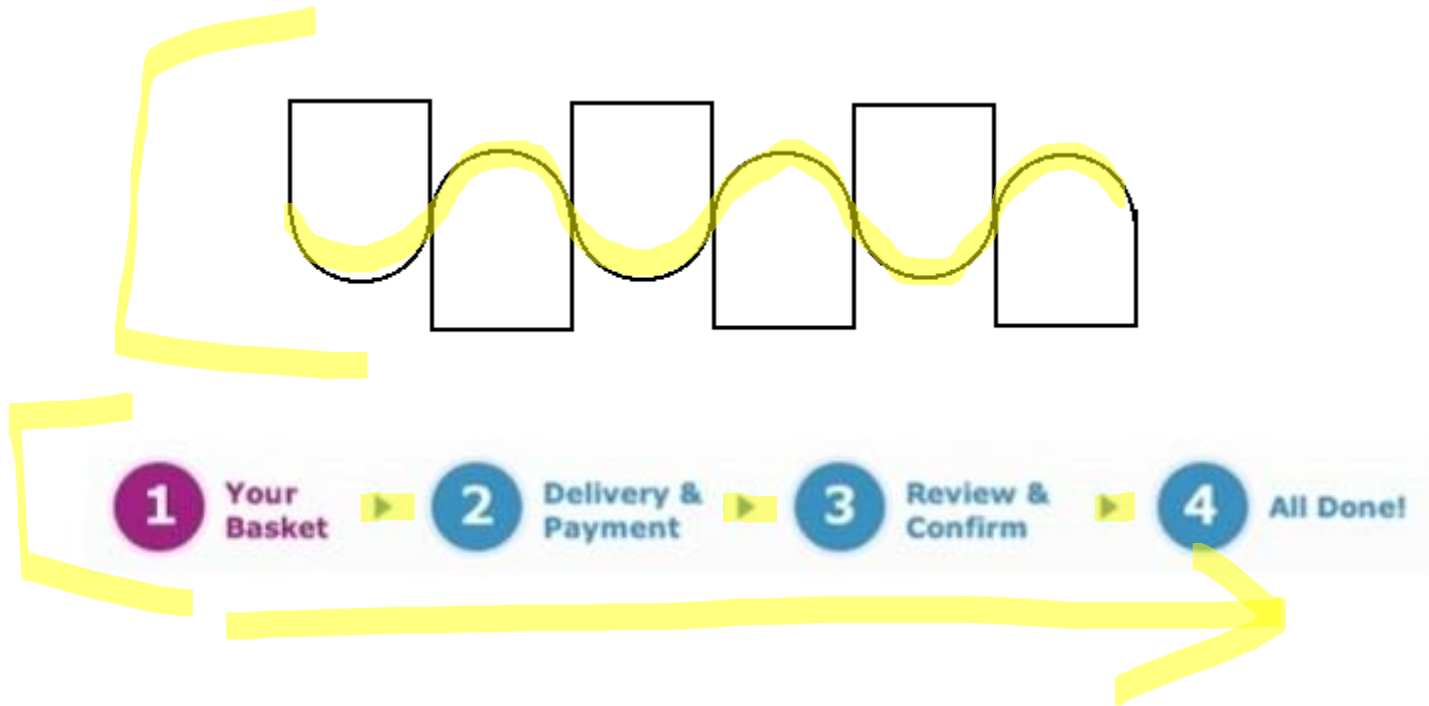


Objects grouped together appear to be whole

This can often be found in logo design, but also in UI design



Gestalt Principles: Continuity



Continuity follows the smoothest path, as we follow continuous forms
Often useful for moving objects in UI's, when users attempt to follow movement
and attempt to understand groupings



Combined examples in practice

