DESIGN WITH THE MIND IN MIND CH 2-3
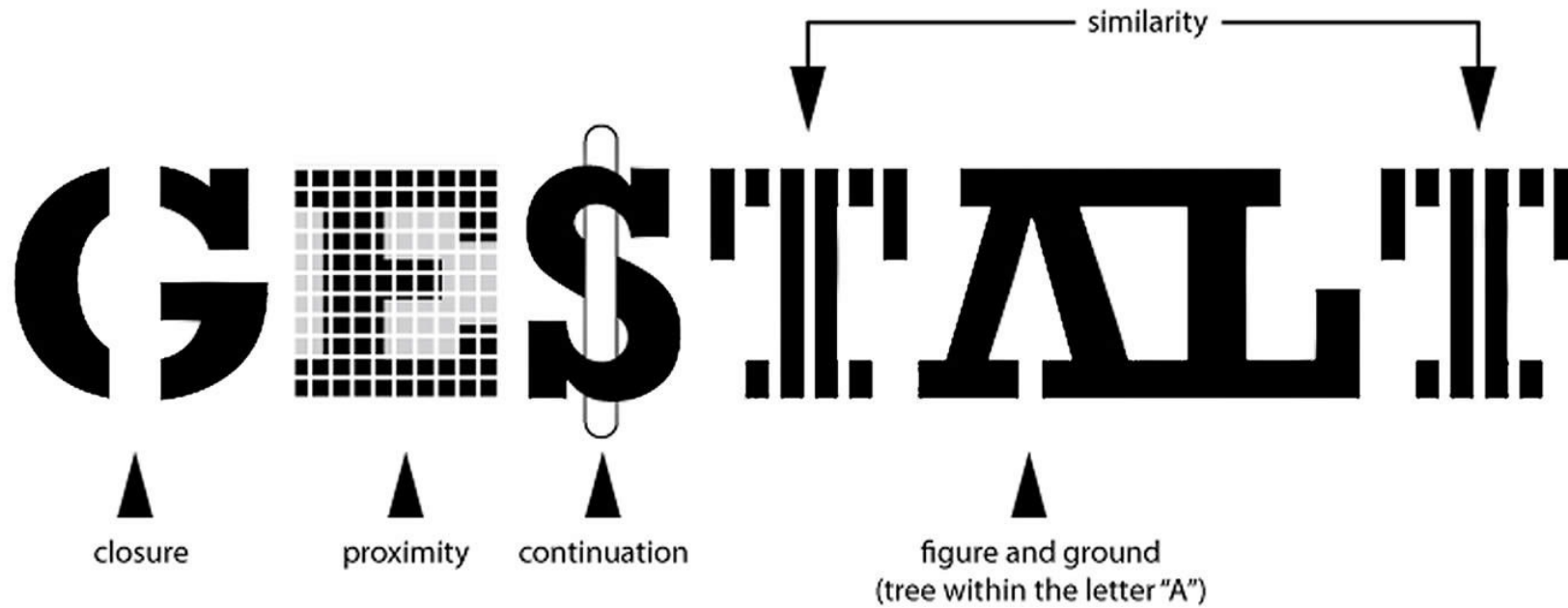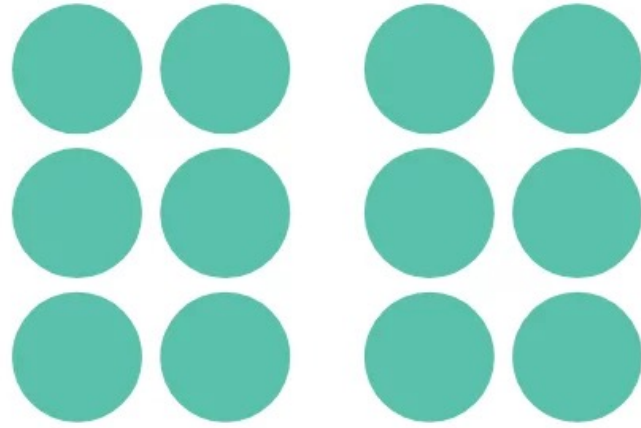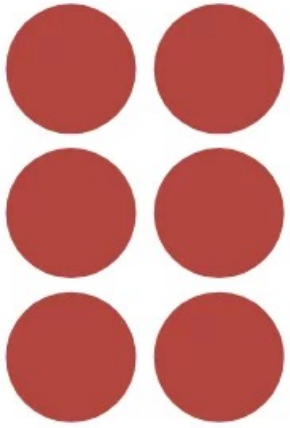
Book By Jeff Johnson

Keeton Purvis

similarity

closure   proximity   continuation   figure and ground
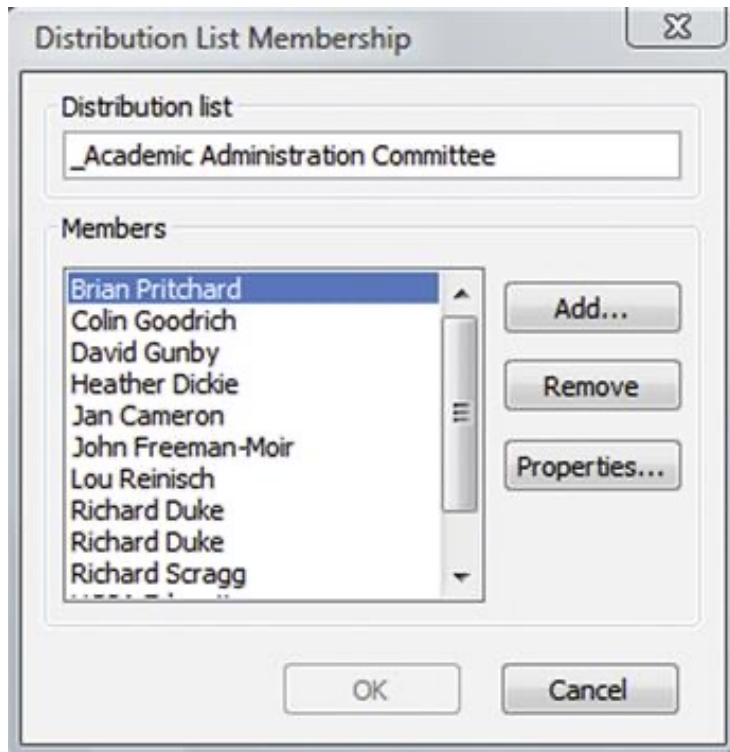(tree within the letter "A")

OUR VISION IS OPTIMIZED TO SEE STRUCTURE

Gestalt principles – Proximity, Similarity, Continuity, Closure, Symmetry, Figure/Ground, and Common Fate.

Proximity

- Our eyes will use the space between the items to categorize them, even if they are similar.

- It is wise to use this in interface design to both separate items and to make sure they stay in groups.

Distribution List Membership

Distribution list
_Academic Administration Committee

Members

Brian Pritchard	Add...
Colin Goodrich	
David Gunby	
Heather Dickie	Remove
Jan Cameron	
John Freeman-Moir	
Lou Reinisch	Properties...
Richard Duke	
Richard Duke	
Richard Scragg	

OK   Cancel

3ds max 6 components

Add	Remove		installation action
●	○	3ds max 6 application	install
●	○	3ds max 6 documentation	install
●	○	3ds max 6 samples	install
●	○	3ds max 6 architectural materials	install
○	●	3ds max 6 SDK	remain uninstalled
●	○	character studio 4.2	install

Add will install any components not currently installed.
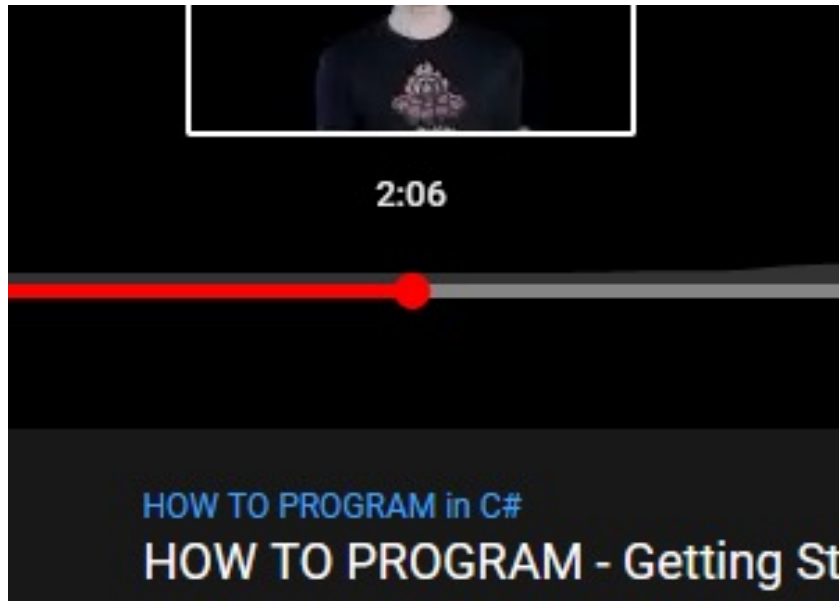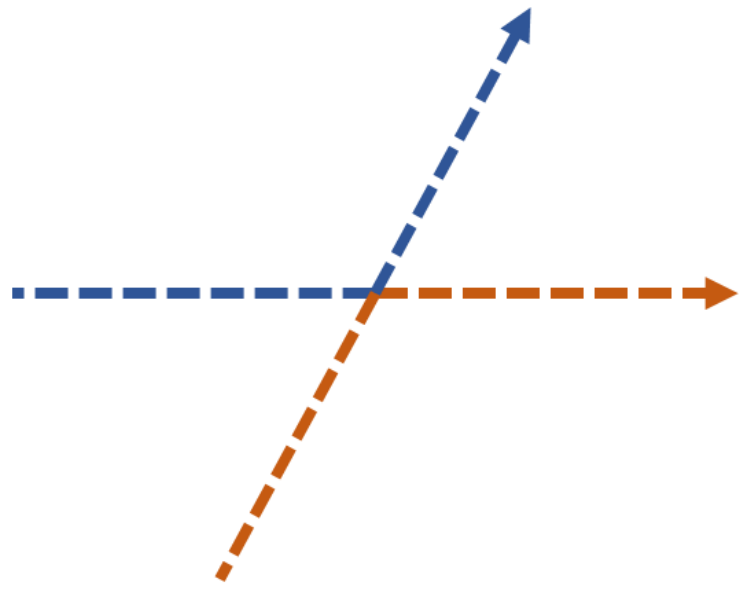**Remove** will uninstall any components currently installed.
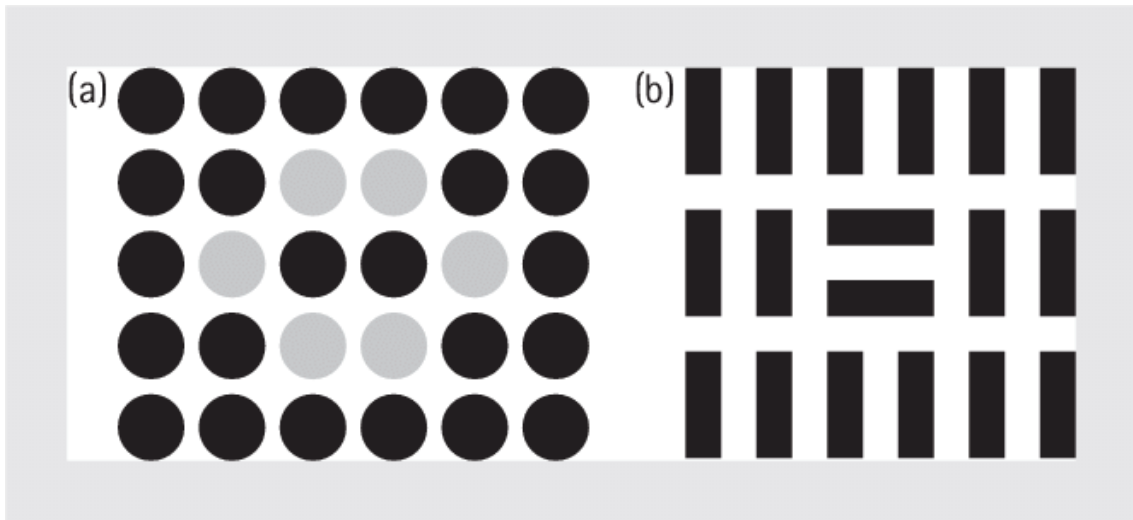
Similarity

Grouped based on the objects.

Can be used when possibly there is no room, or you do not want to spread information too far.
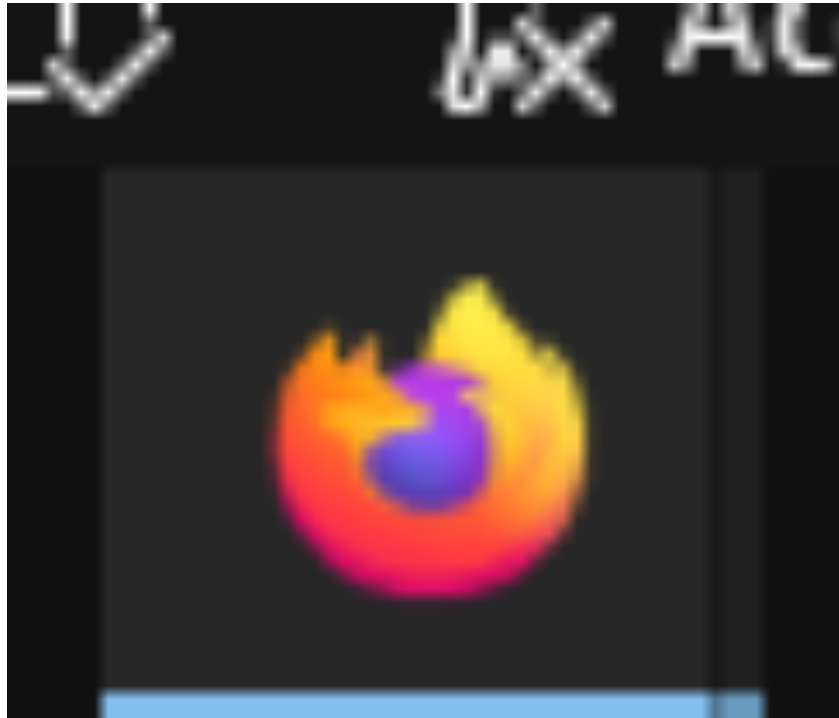
Continuity

○ Our eyes create imaginary images/objects to make the image seem whole.

○ An example is being used to 'break' something a bit, but not too much.

Closure

When our eyes use pieces of an object and perceive a whole, possibly similar object.

In Interface Design, seems niche except for graphical design.
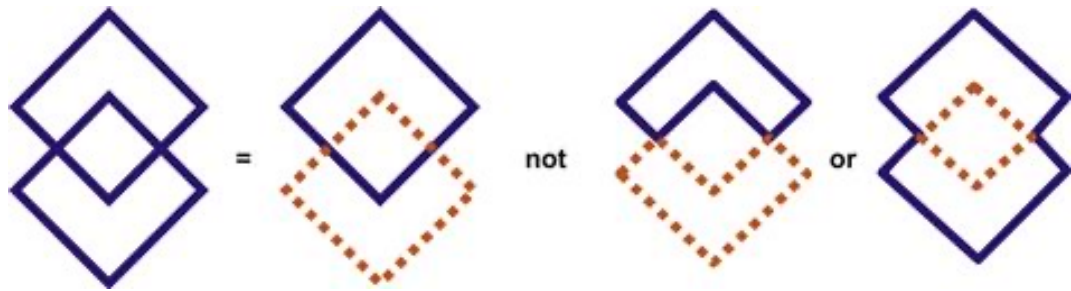
Symmetry

- Our eyes will try to simplify things.

- Useful for things like creating images that look 3D.
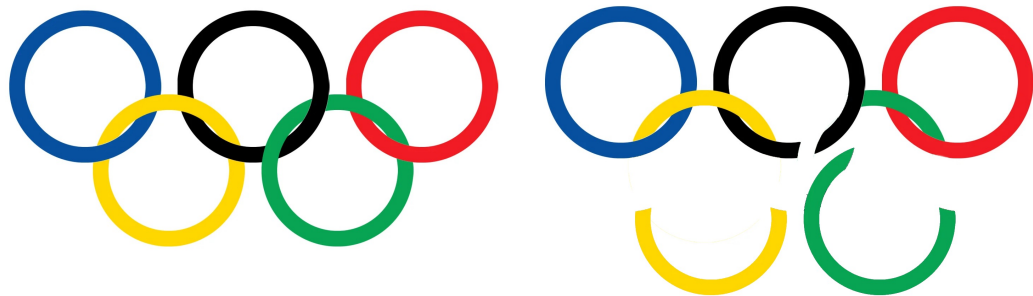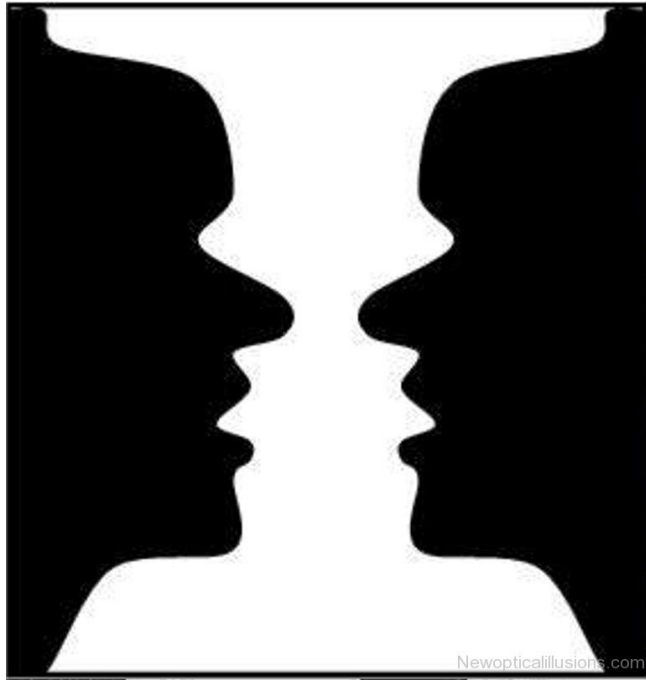
Figure/Ground

Using given information, form a ground and item(s) on that ground.

Can be used to create things like themes on websites

Also, can be used to create ads or warnings and such.
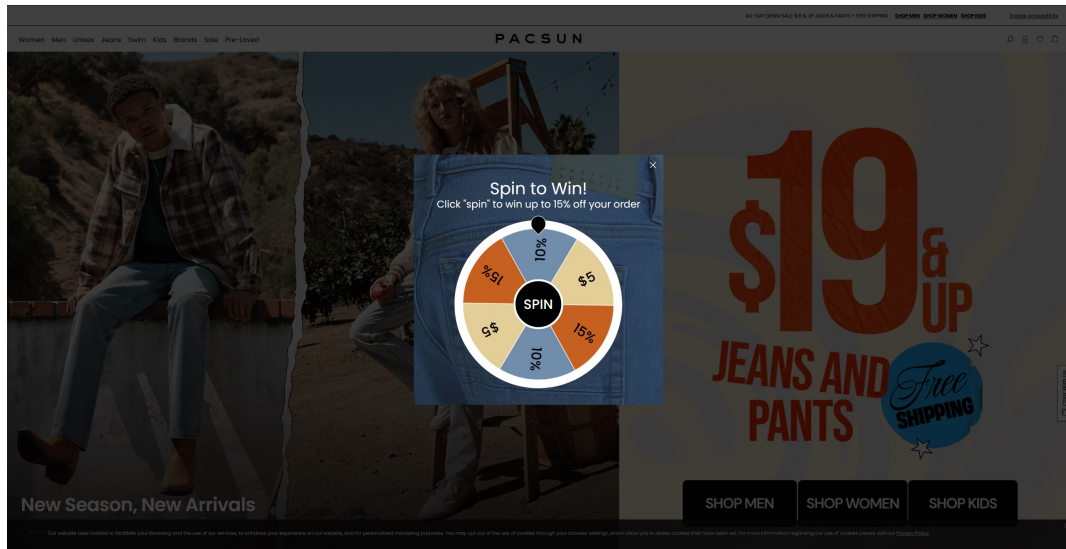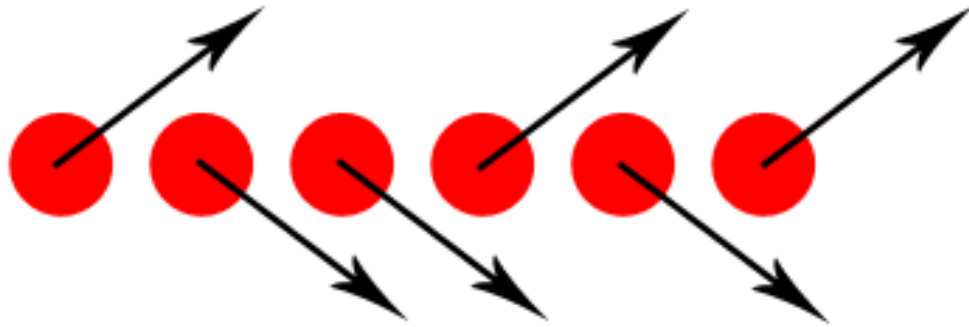
Common Fate

- Similar to the Similarity principle but has to do with movement rather than description.
- Not many examples to have.

WE SEEK AND USE VISUAL STRUCTURE

Separates information into sections allowing desired info to be found easier and more quickly.

Unstructured data

The university has 5600 students.
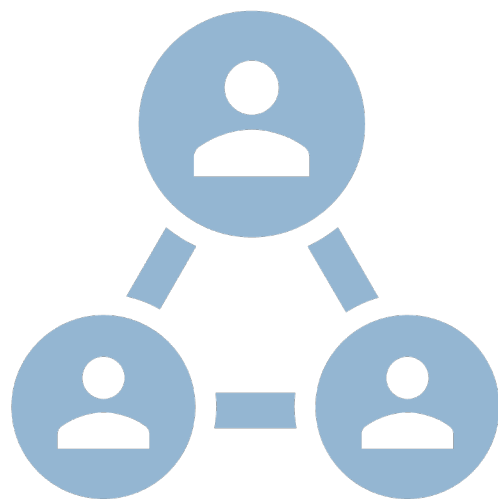John's ID is number 1, he is 18 years old and already holds a B.Sc. degree. David's ID is number 2, he is 31 years old and holds a Ph.D. degree. Robert's ID is number 3, he is 51 years old and also holds the same degree as David, a Ph.D. degree.

Structured data

ID	Name	Age	Degree
1	John	18	B.Sc.
2	David	31	Ph.D.
3	Robert	51	Ph.D.
4	Rick	26	M.Sc.
5	Michael	19	B.Sc.

(A)

Mortgage Summary

$1,840.59	$662,611.22
Monthly Payment	Total of 360 Payments
$318,861.22	Sep, 2037
Total Interest Paid	Pay-off Date
$93,750.00	$0.00
Total Tax Paid	Total PMI Paid

(B)

Mortgage Summary

Monthly Payment	$ 1,840.59
Number of Payments	360
Total of Payments	$ 662,611.22
Interest Total	$ 318,861.22
Tax Total	$ 93,750.00
PMI Total	$ 0.00
Pay-off Date	Sep 2037

Basic Structure

Extract the basic info from a cloudy text and structure it in some sort of way.

Still has to follow design guidelines.

Data field can provide structure.

- Help reduce clutter both visually wise and code wise.
- Prevents the user from getting confused.
- Helps the programmer by not having to do checks.

(A)
Credit Card Number:
1234 5678 9012 3456

Expiration Date:
Month ▾ Year ▾

(B)
Payment Options

○ **Credit Card**

1234567890123456

(* Please, do NOT use spaces or dashes. Example: 4321432143214321)

Depart
Oct ⬍ 21 ⬍ 🗓
Morning ⬍

E-mail Address: fred @ bedrock . com ⬍

Date of Birth
You must be at least 18 years of age and either a United States citizen or a permanent resident of the U.S., or at least 21 years of age and a permanent resident of Puerto Rico.
☐ / ☐ / ☐ MM/DD/YYYY

(A) Create a Clear Visual Hierarchy

Organize and prioritize the contents of a page by using size, prominence, and content relationships. Let's look at these relationships more closely. The more important a headline is, the larger its font size should be. Big bold headlines help to grab the user's attention as they scan the Web page. The more important the headline or content, the higher up the page it should be placed. The most important or popular content should always be positioned prominently near the top of the page, so users can view it without having to scroll too far. Group similar content types by displaying the content in a similar visual style, or in a clearly defined area.

(B) Create a Clear Visual Hierarchy

Organize and prioritize the contents of a page by using size, prominence, and content relationships.

Let's look at these relationships more closely:

- **Size.** The more important a headline is, the larger its font size should be. Big bold headlines help to grab the user's attention as they scan the Web page.

- **Prominence.** The more important the headline or content, the higher up the page it should be placed. The most important or popular content should always be positioned prominently near the top of the page, so users can view it without having to scroll too far.

- **Content Relationships.** Group similar content types by displaying the content in a similar visual style, or in a clearly defined area.

Eyetracking by Nielsen Norman Group   nngroup.com   NN/g

Visual Hierarchy

- More informational version than a basic structure as it allows lots of the text to be kept while still being structured.

- Can be used for more than just text, such as settings menus