



Week 9: Design Patterns

Wednesday lecture
Uta Hinrichs & Tara Capel

today

- Re-cap: Gestalt Principles
- Q&A Assignment 2

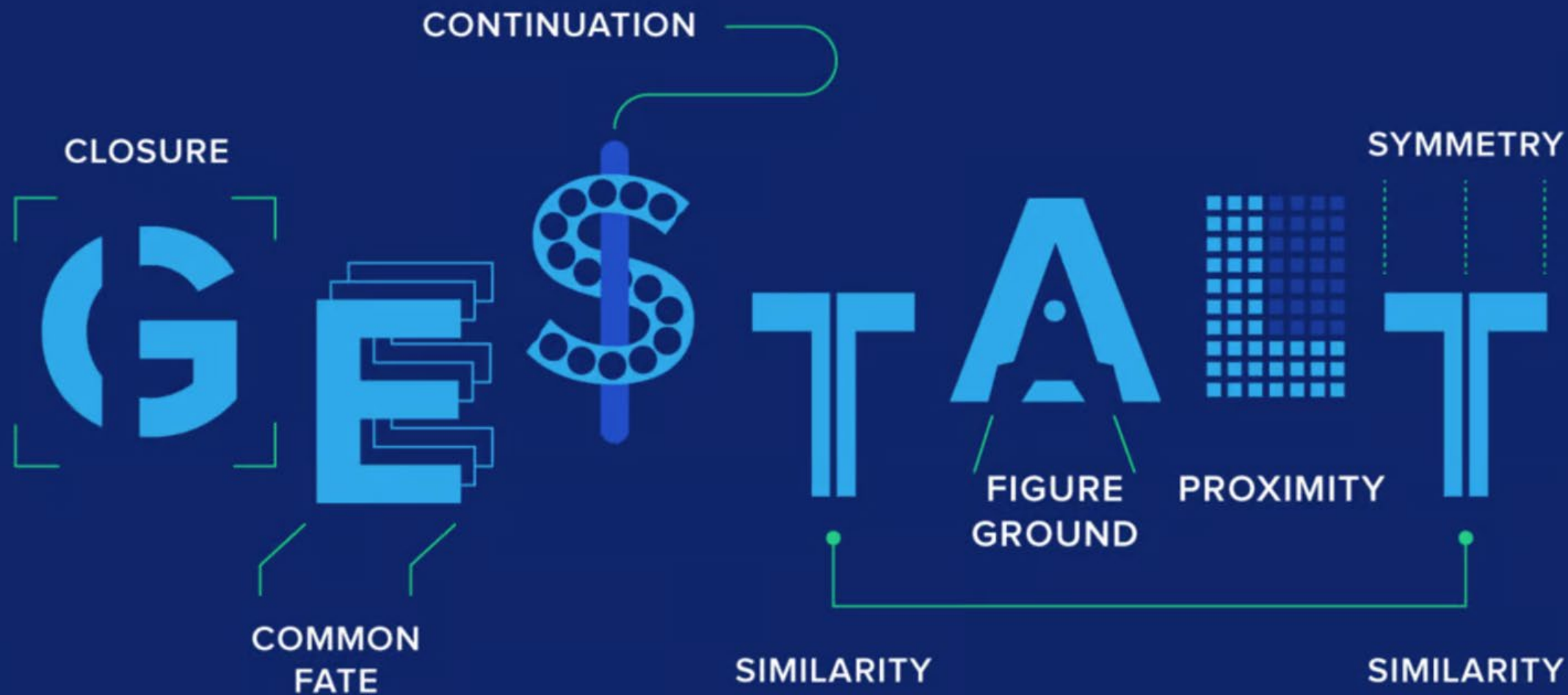
Recap Gestalt Principles

Gestalt Principles

Based on psychology of how humans **perceive patterns** and **organize visual elements**

Create designs that are:

- more intuitive
- visually pleasing and organised
- guide users focus
- easy to navigate



**It's not just about making things look nice.
How can Gestalt Principles help with layout?**

Applying Gestalt Principles to Layout

- Hierarchy
- Alignment and Grids
- Whitespace (Negative Space)
- Balance (Symmetry and Asymmetry)
- Consistency and Repetition
- Use of Visual Flow and Continuity

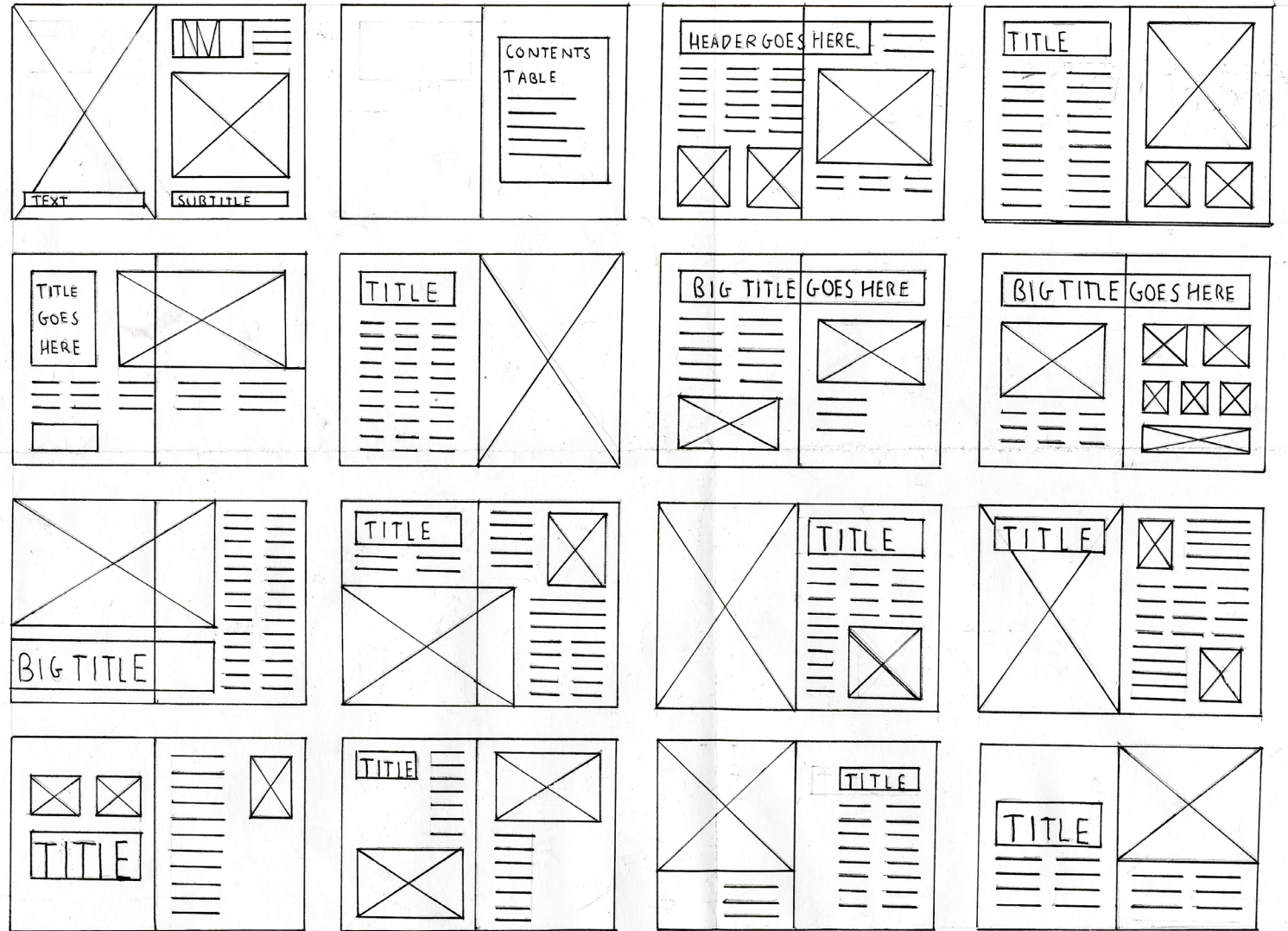
hierarchy

- Communicate order of importance
- Achieved by
 - Size
 - Placement
 - Contrast
- Gestalt principle
 - Continuity
 - Similarity
- Example: highest level
 - Second level
 - Third level

alignment & grids

- Alignment of elements can provide structure
 - Makes information easier to scan
 - Can make elements feel organized and balanced
- Grids provide a structured layout through invisible lines which help with alignment
- Gestalt
 - Grouping elements through proximity
 - Using symmetry within columns and rows creates a sense of order

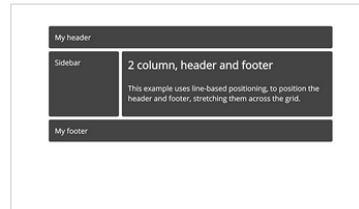
alignment & grids



alignment & grids

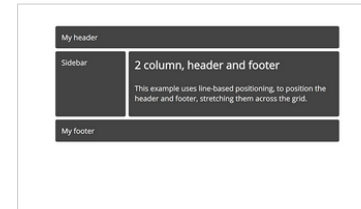
Grab & Go Patterns

A collection of built patterns to use as starting points, complete with fallbacks. Remember that you do not need to use these for full page layout, they could as easily be a small component in a design.



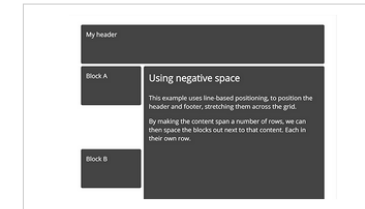
Header, 2 col, footer

A flexible, two column layout with a header and footer.



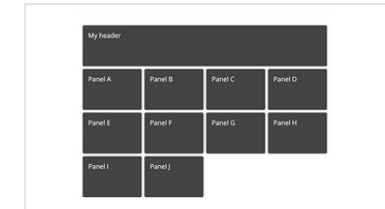
Header, 2 col, footer

A responsive, two column layout with a header and footer.



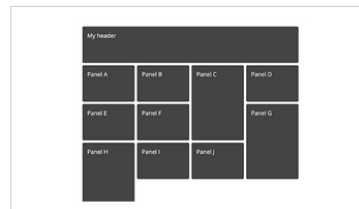
Header, 2 col, footer

A responsive, two column layout with a header and footer. Using rows to create space



As many as fit

This layout has a centre panel into which we want to display as many boxes as will fit before moving to the next row.



As many as fit some tall

This layout has a centre panel into which we want to display as many boxes as will fit before moving



Media Objects

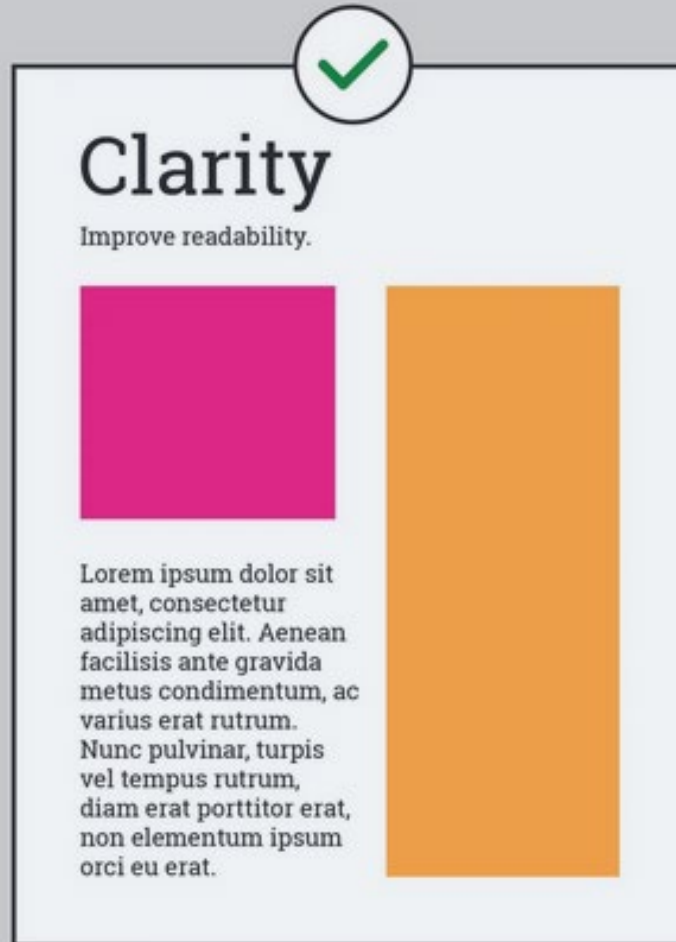
A standard media object with the ability to be nested and floated

<https://gridbyexample.com/examples/>

white space

- Unmarked space around elements in a design, in order to
 - Prevent overcrowding
 - Allow elements to stand out
 - Providing viewer's eyes a place to rest
- Sufficient whitespace makes a design easier to navigate
- Whitespace can be around images, headings, paragraphs, to make a design more readable
- Gestalt
 - Elements stand out through figure-ground
 - Space around elements leads to closure

white space

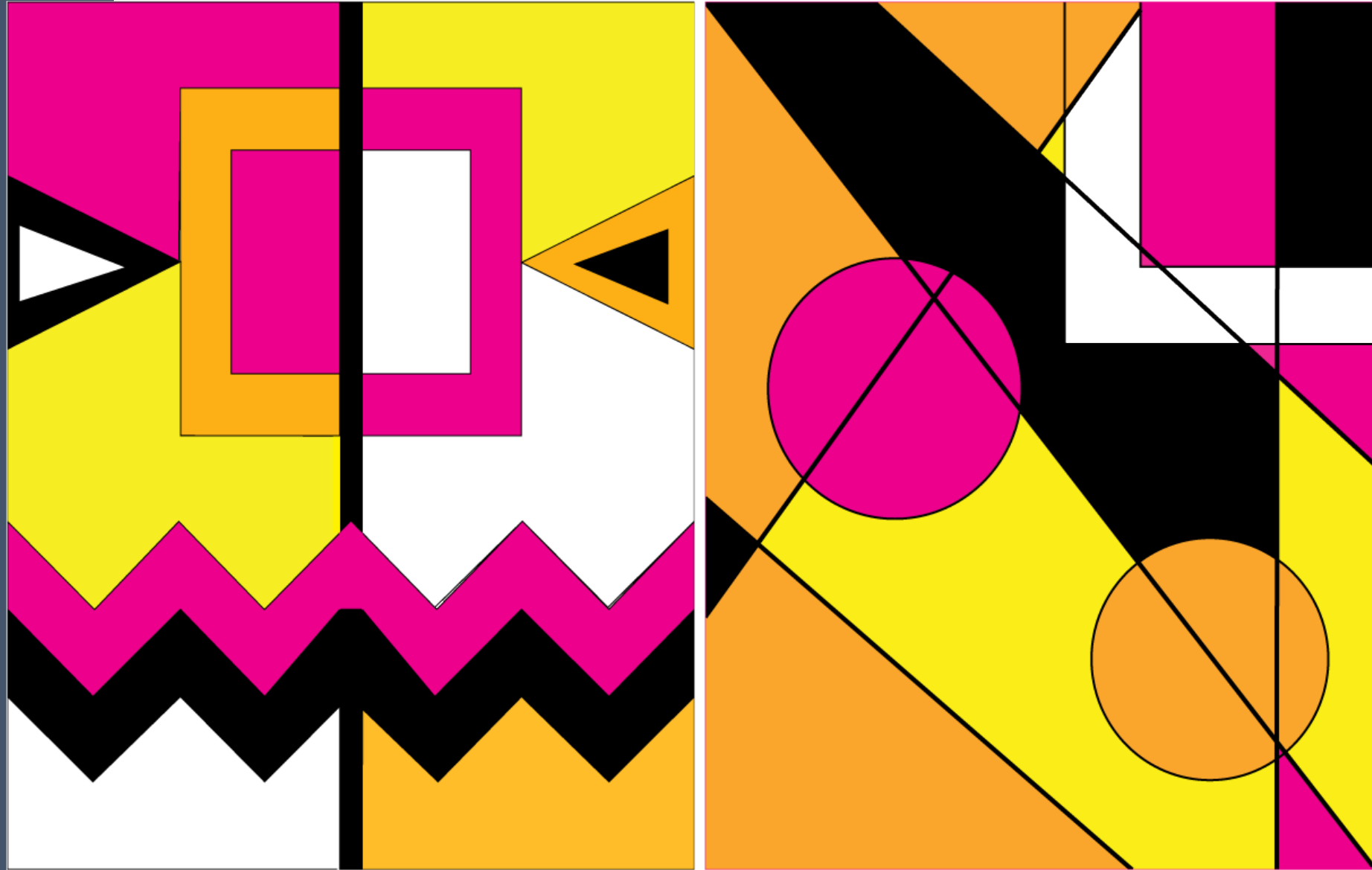


balance

symmetry/ asymmetry

- Arranging elements so that the design feels
 - stable (symmetrical) or
 - dynamic (asymmetrical)
- Symmetrical layouts
 - Visually balanced
 - Harmonic and orderly
- Asymmetrical layouts
 - Introduce movement and interest to certain elements
 - Guide the eye in specific directions
 - May feel dynamic
- Gestalt
 - Symmetry

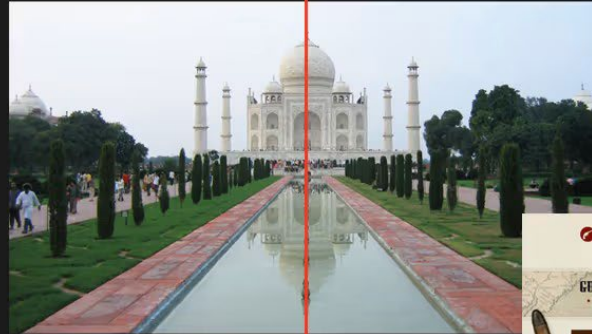
**balance
symmetry/
asymmetry**



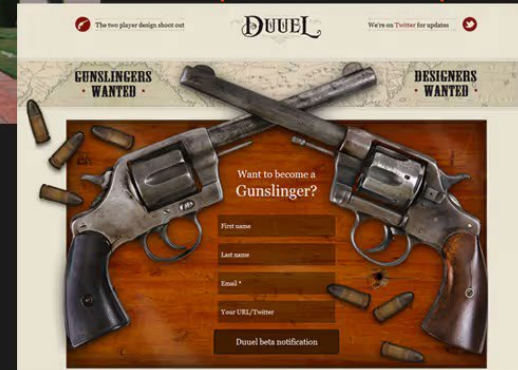
<https://cara-tracey.medium.com/can-good-design-be-asymmetrical-d59b6ae063bf>

balance symmetry/ asymmetry

Symmetry

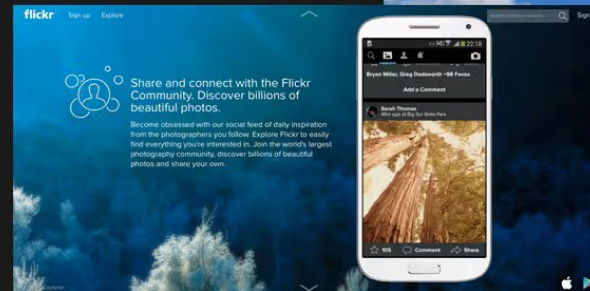


Taj Mahal, India



Source: <http://duuel.com>

Asymmetry



Source: <https://www.flickr.com>



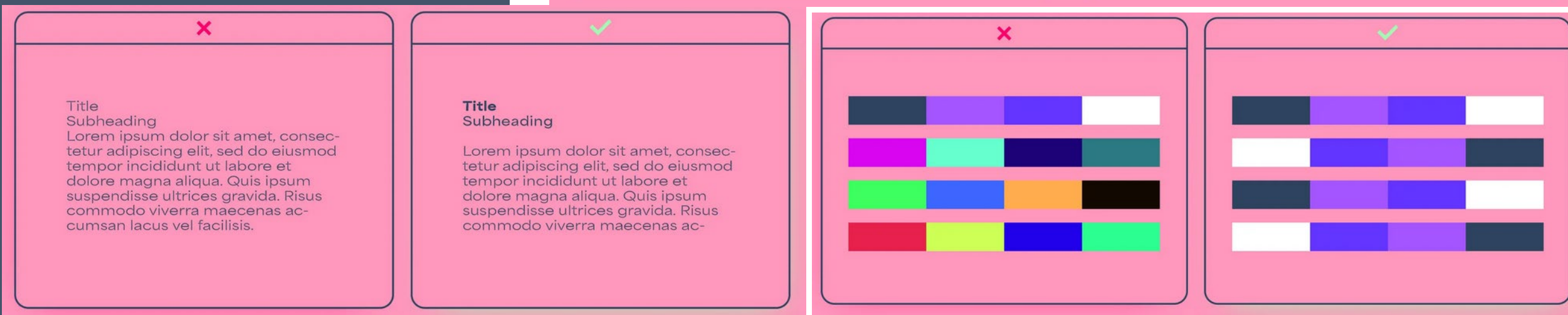
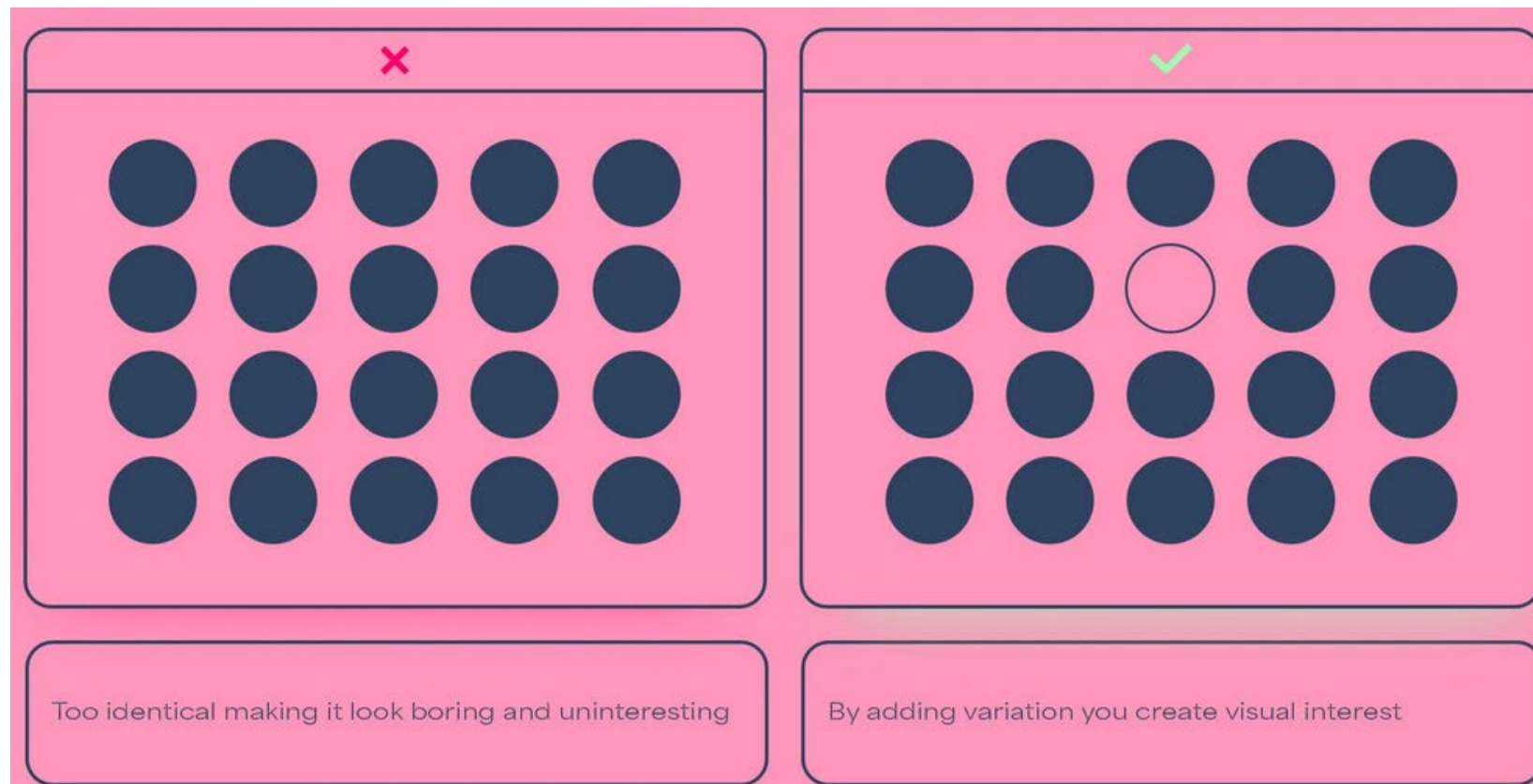
Auditorio de Tenerife Pano, Spain

https://www.interaction-design.org/literature/article/symmetry-vs-asymmetry-recalling-basic-design-principles?source=post_page-----d59b6ae063bf-----

consistency & repetition

- Create familiarity (consistency) through
 - Colour
 - Typography
 - Spacing
- Visual language through repetition/
consistent design of elements
- Strongly related to Nielsen's
“Consistency and standards”
- Gestalt
 - Similarity: repeating similar elements
creates a predictable experience. Similar
looking elements behave similarly

consistency & repetition



visual flow & continuity

- Visual flow guides the user's eye
- Continuity creates a path to follow without abrupt stops
- Accomplished through elements such as
 - Lines, curves, arrows
- Example
 - Clear visual flow from the headline to a call-to-action button
- Gestalt
 - Continuity creates a smooth flow and reduces cognitive load
 - Common fate directs attention

example for group discussion

- What types of information are on the sign?
- What principles does the sign use and what works well?



example for group discussion

- Types of information
 - Name of bakery
 - Menu items in English
 - Menu items in Spanish
- Design goals
 - The reader should be able to read the sign correctly, no matter if they speak English or Spanish



example for group discussion

- Bakery name
- Similarity & proximity
- The bakery name stands out from menu items
 - Different font & font size
 - Different alignment
 - There is a space between the bakery name and the menu items
- The word “Bakery” is in close proximity “Jimenez”
 - Both words belong to the bakery name
- “Jimenez” uses Figure/Ground to make this name stand out
 - The view goes there first



example for group discussion

- Menu items
- The view travels from bakery name to menu items
 - Note the line formed by the white space
- Proximity & similarity
 - All items are centred in the middle (proximity), suggesting they belong to the same type of information
 - All English items: bold (similarity), right justified (continuity; closure)
 - All Spanish items: regular weight (similarity), left justified (continuity; closure)
 - Grouping of English and Spanish words suggests that they are related (vertical alignment)



Layout Activity



Layout Tutorial



Padlet

Layout Activity

- Get into groups and open the layout tutorial:
- [OpenCourse > Week 09 > Live Lecture Slides](#)
- 3 layout examples for re-design
- First discuss the example, and then try to come up with an improved layout
- Sketch your layout re-design either on paper or laptop/table
- Tools to use: Word, powerpoint, Figma...
- Upload your solutions to Padlet:
- <https://padlet.com/uhinrich/hci-layout-tutorial-u2z9rqscu0ncd83n>

next steps

- Week 10: Design Research & Methods
- [likely cancelled because of strike action]