

Kevin Merritt

Gestalt Principles Studio Task #1



Good Continuation. This is a left hand navigation bar on the home page of web design company ZAAZ. Though the text is positioned vertically, its arrangement in a line follows the Gestalt design principle of good continuation. The design helps the user understand that these are a group of general navigational links. This home page also uses the principle of proximity by grouping the links together in largely empty webpage. The vertical links might be a little bit hard to read, but the designer tried to mitigate that problem by using short recognizable words.

<http://www.zaaz.com>



The New York Times

Thursday, January 8, 2009 Last Update: 11:55 AM ET

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Holiday Sales Were Dismal, New Retail Data Confirms

By STEPHANIE ROSENBLUM
10:45 AM ET

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THE 44TH PRESIDENT



Charles Dharapak/Associated Press

Obama Presses for Action on Economy

By BRIAN KNOWLTON 9:57 AM ET

A recession could last for years unless a stimulus plan is passed, Barack Obama said in a speech on Thursday.

• The Caucus: Speech Excerpts

THE CAUCUS

Live Blog: Daschle Senate Hearings

By KATE PHILLIPS 7 minutes ago

At his confirmation hearing, Tom Daschle said,

Peter Baker ON THE WHITE HOUSE

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Figures from the Rush

OPINION »

Hibernation Blues

In deep winter, a metaphorical winter may be coming to an end, says Timothy Egan.



HOME & GARDEN »

Surrendering to the Landscape

A strikingly simple house in Idaho makes the most of the constantly changing desert.



• Slide Show

Seeking a Perfect Desk

A home office is often nothing more than a desk.

• Slide Show

Similarity. This side navigation bar on the New York Times website demonstrates similarity of color and similarity of size. The pastel blue color indicates that these links to classifieds are similar in type. The higher level links are all in a sharper black color, while the sub categories are in a lighter color. By using similar fonts and colors, the design reduces complexity. Proximity also plays a factor. By grouping the subcategories under their corresponding super category it helps the user understand the layout of the site.

<http://www.nytimes.com>

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North, SC	
10 day forecast »	

Local News

WIS-TV Columbia »
Orangeburg Co. church vandalized -- again

WACH-TV Columbia »
350 at SC church protest ban on license plate

The Times and Democrat »
Two Treeing Walker pups reported missing following Grand American

The Times and Democrat »
Obama's plan: Some hope, others fear debt

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- Can Israel Survive Its Assault on Gaza?
- Obama's Stimulus: Jump-Start for His Long-Term Agenda?

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- Real reason Cowboys dumped Pacman Jones
- ESPN reaches a self-promoting low

Entertainment WEEKLY SUBSCRIBE

- 'Che,' 'Bride Wars': EW reviews
- 13 fairytale wedding gowns



CNNMoney.com SUBSCRIBE

- Danger: high levels of company stock
- Why you can't trust your gut in this market

Uniform Connectedness. The CNN website compiles a wide variety of information on its home page. To keep the various widgets, links, and advertisements understandable, it uses a form of uniform connectedness. The white boxes outlines in serve to connect information that might otherwise be hard to digest. Despite the attempt at connectedness, I think the home page uses too many different fonts and sizes, creating its busy look. The principle of Proximity is also very apparent.

<http://www.cnn.com>

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Washington Trails Association
2019 Third Avenue, Suite 100, Seattle, WA 98121
tel  (206) 625-1367 



Samsung LN32A450 32-Inch 720p LCD HDTV

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Price: [Click here to see the price \(Why don't we show the price?\)](#)

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Proximity. The first example is from the Washington Trails association website. The base of the webpage displays the navigation links and contact information. Instead of having all the text grouped together, the navigation links and contact information are separated in space. This difference in proximity indicates that the base carries two different sets of information. The green background also indicates uniform connectedness.

The second screen shot is from an Amazon.com product page. Information that customers first want to know, such as product name and price, are in close proximity. These items are also close to the top of the page, making them some of the first things visible as your eyes traverse down. I think Amazon could use some work on their product pages. They are often very busy with all the information they must display.

<http://www.wta.com>

http://www.amazon.com/gp/product/B00141AYIC/ref=s9subs_c1_23_at1-rfc_g1_si2?pf_rd_m=ATVPDKIKX0DER&pf_rd_s=center-1&pf_rd_r=ONTC6DBFKEB6WF1M3S9Y&pf_rd_t=101&pf_rd_p=463383351&pf_rd_i=5078461&pf_rd_r=ONTC6DBFKEB6WF1M3S9Y&pf_rd_t=101&pf_rd_p=463383351&pf_rd_i=507846