



presents:

Design Hierarchy and Structure



Visual Grouping



Use Gestalt Principles to group related information and guide the user's eye.

common region



closure



proximity



continuity



figure ground focal point

similarity

See the UX Foundation cards for details on the Gestalt Principles.

Visual Hierarchy



Use visual hierarchy and weight to define the priority of elements and to guide the user.

Ways to adjust visual weight:

Size



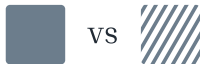
Big things “weigh” more than small things

Contrast



High contrast draws attention

Shape



Solids are “heavier” than non-solids

Position



Things near the top feel more important since we read top to bottom

Information Architecture



Structure your information in an logical and understandable manner.

“ABC”

Terms

Use terms that are quickly recognizable and easy to understand.



Groupings

Categories should be clear and descriptive of what they contain.



Grouping Rationale

The rationale for groupings should be easy to understand.