



# Uniform Connectedness

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# Gestalt principle: Uniform Connectedness

Gestalt means form. Rules of the organization of perceptual scenes. Complex scenes with groups of objects on a background. The objects themselves parts composed of smaller parts. Spatial distribution of variously colored individual points. Perceptual input organized into forms usually visual but there are auditory and somatosensory analogies.



# Gestalt principle: Figure-Ground Articulation

Gestalt means form. Rules of the organization of perceptual scenes. Complex scenes with groups of objects on a background. The objects themselves parts composed of smaller parts etc. Spatial distribution of variously colored individual points. Perceptual input organized into forms. Usually visual but there are auditory and somatosensory analogues.



# Gestalt principle: Proximity

Gestalt means 'form'. Rules of the organization of perceptual scenes. Complex scenes with groups of objects on a background. The objects themselves, parts, composed of smaller parts, etc. Spatial distribution of variously colored individual points. Perceptual input organized into forms. Usually visual, but there are auditory and somatosensory analogues.



# Gestalt principle: Similarity

Gestalt means 'form'

Rules of the organization of perceptual scenes

Complex scenes with groups of objects on a background

The objects themselves, parts, composed of smaller parts, etc.

Spatial distribution of variously colored individual points

Perceptual input organized into forms

Usually visual, but there are auditory and somatosensory analogues.



# Gestalt principle: Chunking

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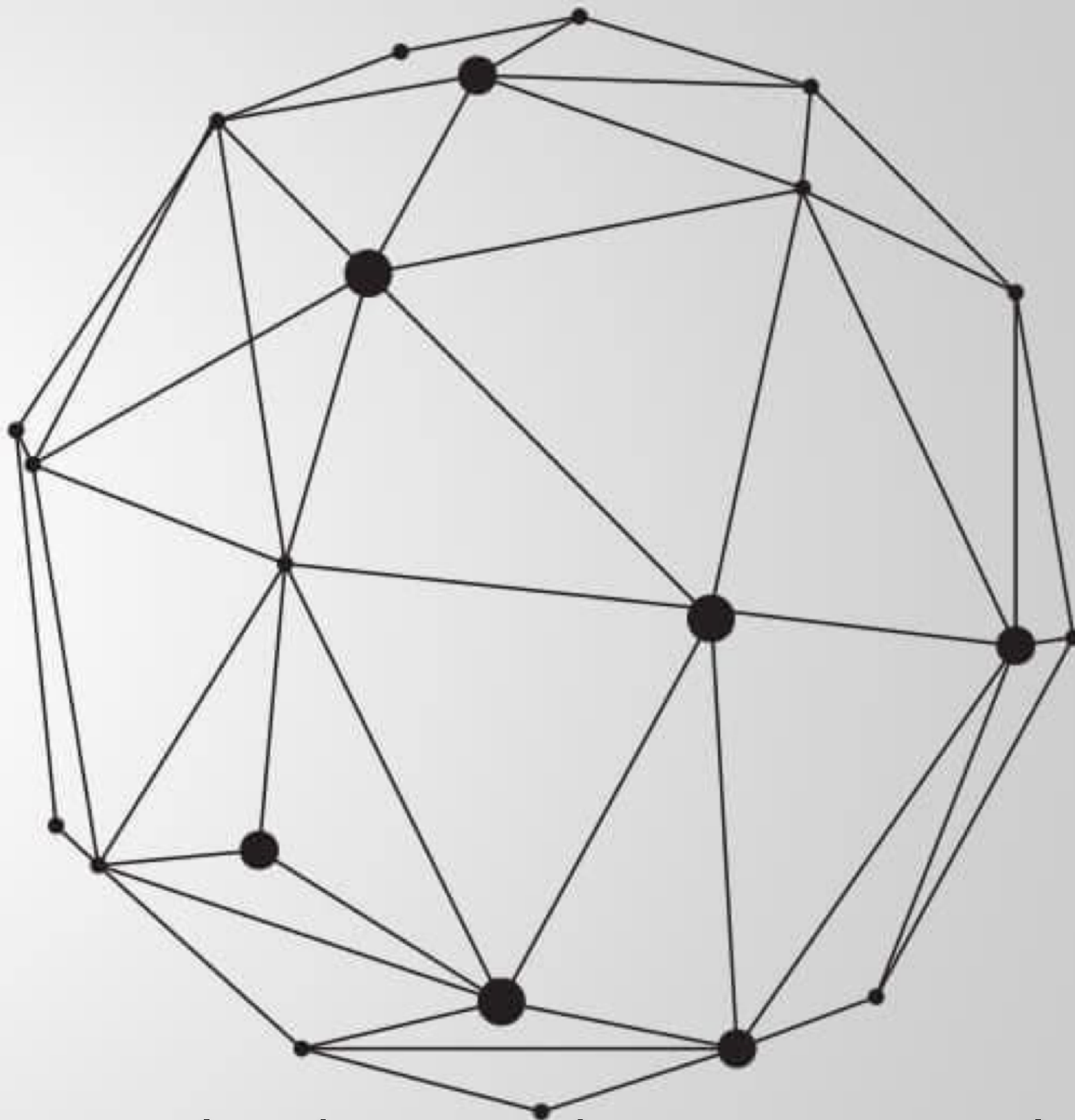
# Gestalt principle: Universal Connectedness

- Gestalt means 'form'
- Rules of the organization of perceptual scenes
- Complex scenes with groups of **objects on a background**
- The objects themselves, parts, composed of **smaller parts**, etc.
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Lines can also be used to connect elements

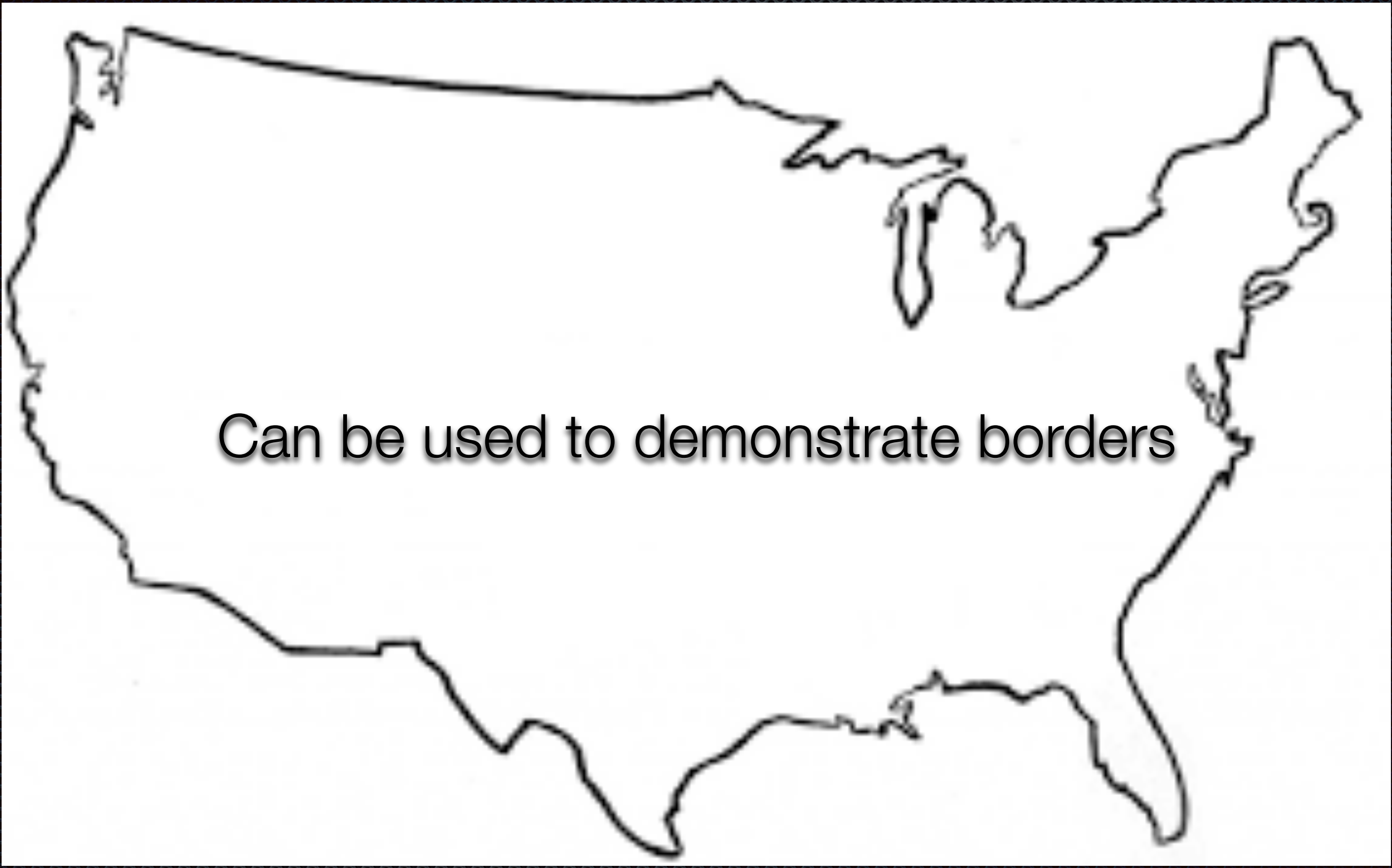


# Uniform Connectedness

## How can we use this in design?

Given the need to convey many ideas on a website or interface, how can they be grouped and connected to make navigation to the information you want easy, and to minimize cognitive load

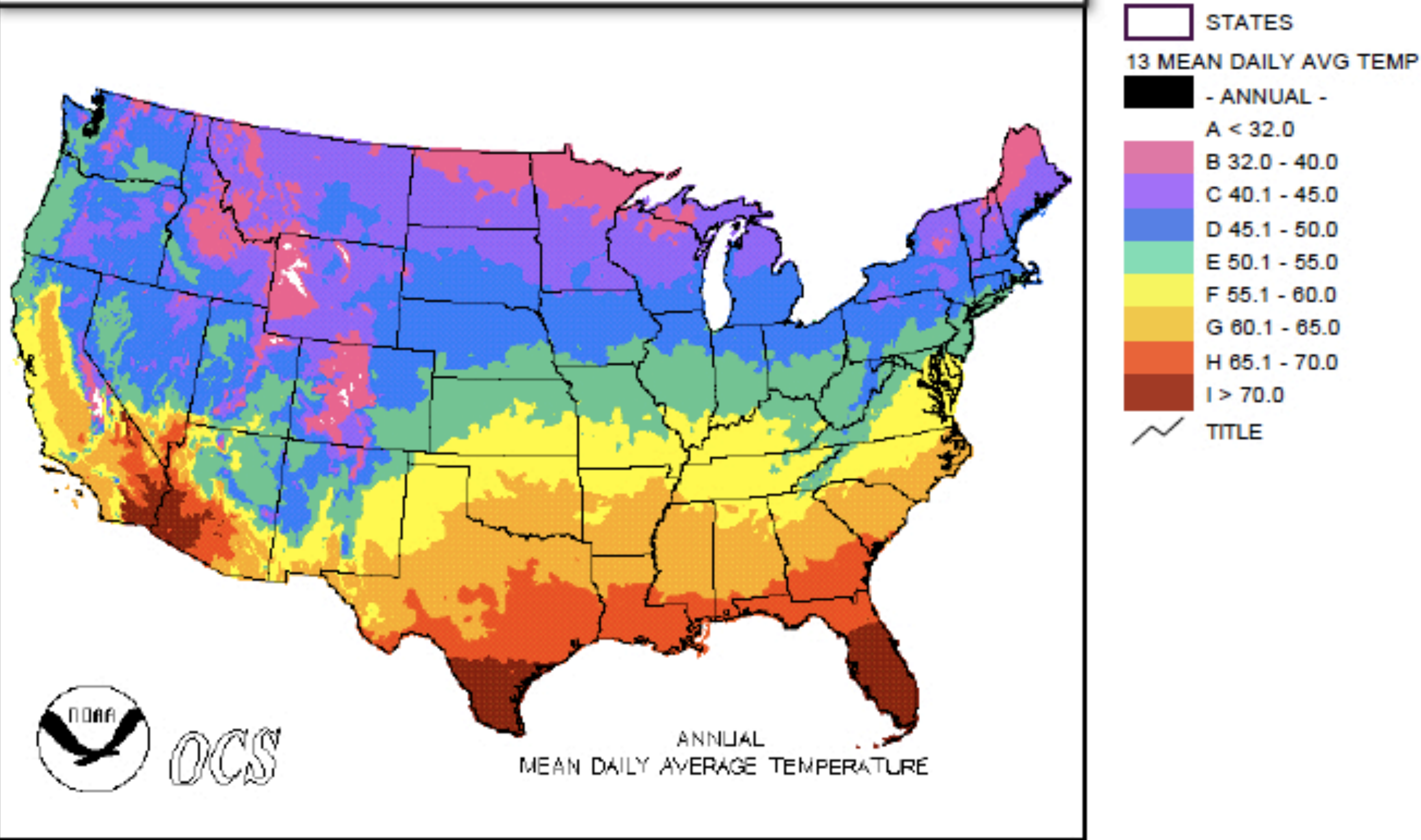




Can be used to demonstrate borders



# Mean Annual Temperature Contiguous United States



Can be used to demonstrate weather







Can be used to break into groups



# REGIONS OF THE UNITED STATES



...or regions







# Challenges with Uniform Connectedness

While it allows a viewer to distinguish between many visual elements, it can be used to rationalize using too many design elements





# Questions?

- Gestalt Principles, [http://www.scholarpedia.org/article/Gestalt\\_principles](http://www.scholarpedia.org/article/Gestalt_principles)
- <https://goo.gl/images/WixxRG>
- <https://goo.gl/images/BGfHcC>
- <https://goo.gl/images/QbtBoq>
- <https://goo.gl/images/QD1RC2>
- <https://goo.gl/images/nTZtY2>