

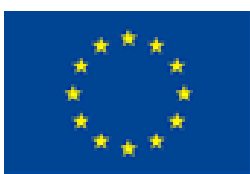
Module II. Technical

Infographic course

Topic 1. Design Process and Visual Design Basics in UX

Lesson 2. Visual Language and Principles

Activity T1.L2.1. Gestalt principles analysis



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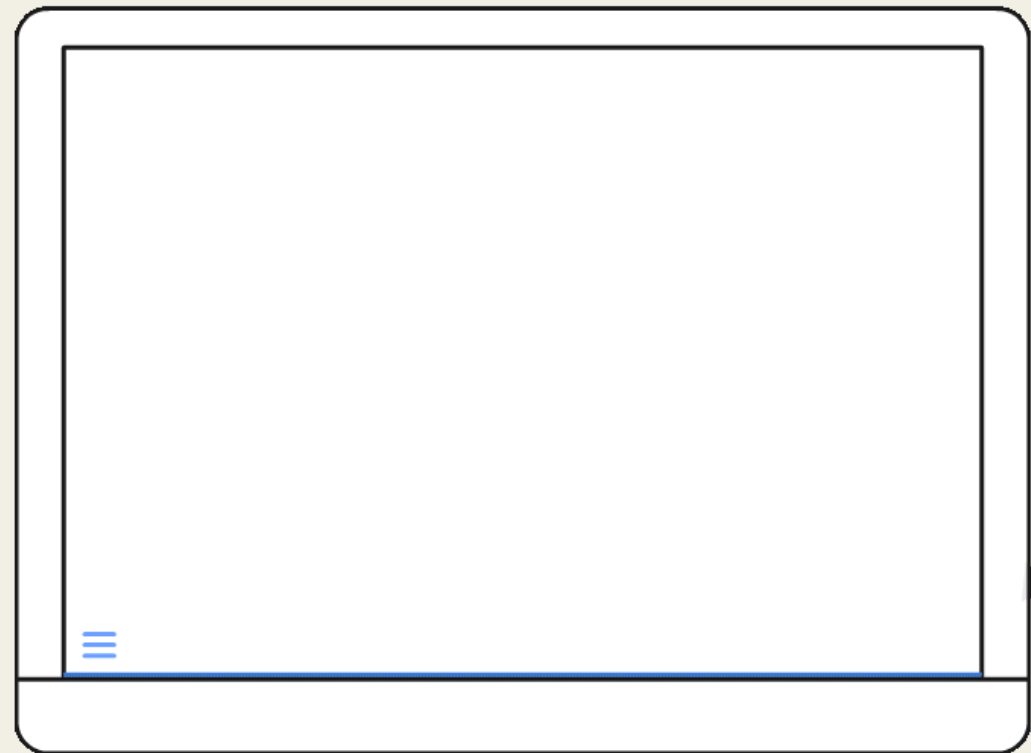


THIS TOPIC IS ADDRESSED TO THOSE INTERESTED IN
LEARNING ABOUT VISUAL DESIGN AND HERITAGE
PROMOTION!



THE AIM IS TEACHING
HOW TO CREATE **USABLE**
AND EFFECTIVE
INFOGRAPHICS.

Once the topic is completed, learners will be able to:



1

Applying the knowledge received in the field of visual design for User Experience and heritage promotion.

2

Designing user interfaces elements and information visualizations that enhance the values of the chosen assets.

3

Evaluating the most desirable choices when confronting different user interfaces and information visualizations.

WORKSHOP

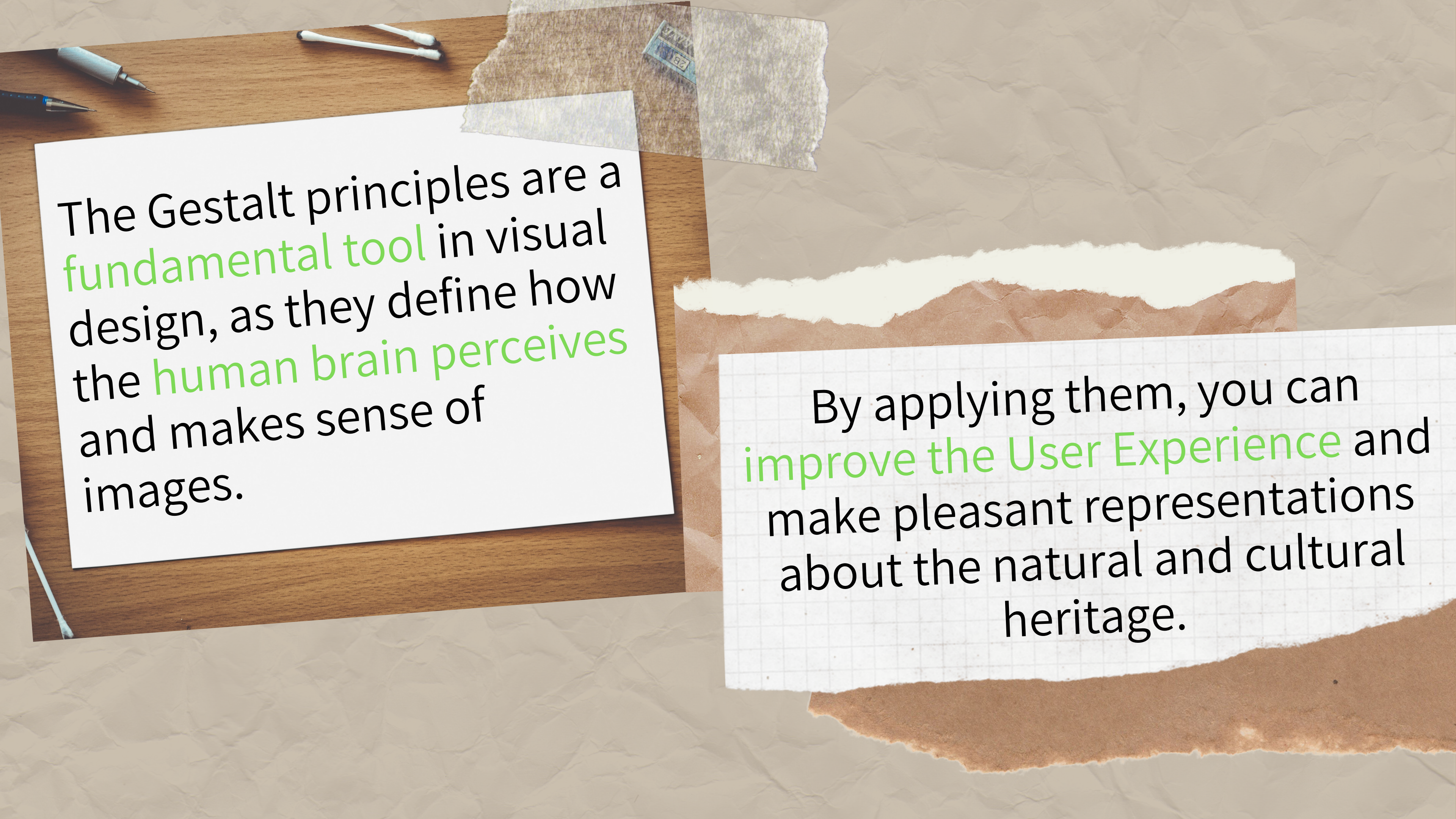
VISUAL DESIGN
PRINCIPLES IN UX

ANALYZE THE USE OF THE
VISUAL ELEMENTS OF A
WEBSITE OR INFOGRAPHIC
ABOUT A NATURAL OR
CULTURAL HERITAGE
ACCORDING TO THE **GESTALT**
PRINCIPLES.

Visual language and principles are
fundamental for creating
appealing and usable information
visualizations...



...that properly convey
meanings and emotions
and inspire behaviours.



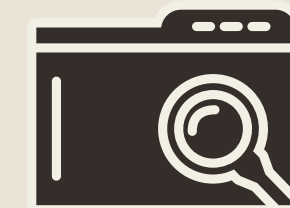
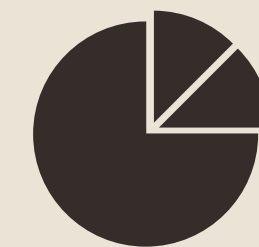
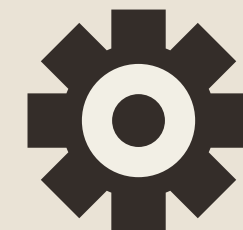
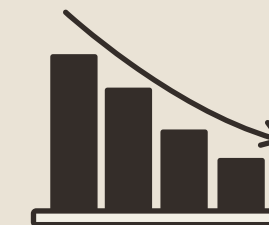
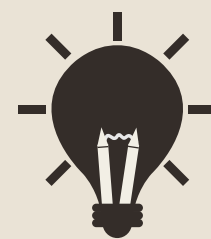
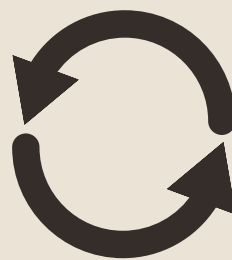
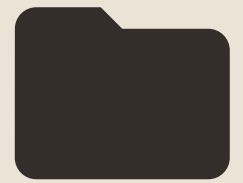
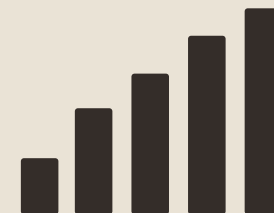
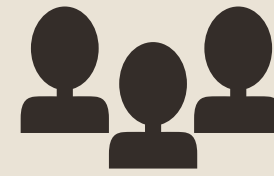
The Gestalt principles are a **fundamental tool** in visual design, as they define how the **human brain perceives** and makes sense of images.

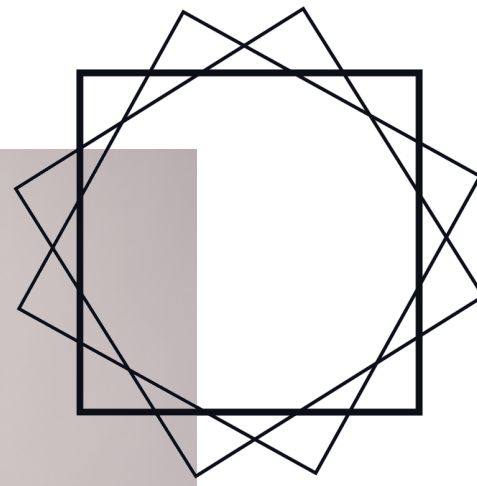
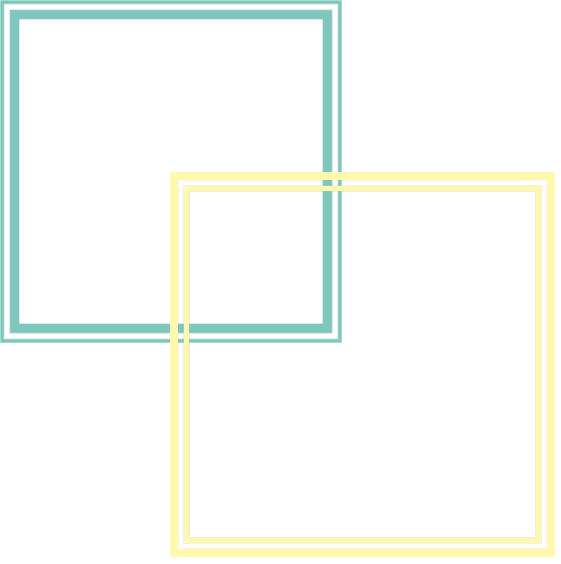
By applying them, you can **improve the User Experience** and make pleasant representations about the natural and cultural heritage.

Activity!

Gestalt principles analysis

Analyze the Gestalt principles followed or broken by the visual elements of a website or infographic about natural or cultural heritage and compare the analyzed item with a similar one from the O-City platform (e.g. a museum with a museum) by evaluating the adequacy of choices made in the visual design.





OCITY

Creativity + Innovation & Technology

