GESTALT PRINCIPLES

O·CITY

📄 Module II	📰 Course Infographic	🔍 Topic Design process and visual design basics in UX	💡 Lesson 2

Activity

- **Short Description**: Analysis of the use of the visual elements of a website or infographic about a natural or cultural heritage according to the Gestalt principles.

- **Methodology**: The methodology of this activity is based on learning by experience and inquiry-based learning, since by researching, analyzing and applying the visual language and principles on existing information visualizations and user interfaces, the learners become familiar with the visual design basics needed for creating an infographic and reinforce their knowledge on the learning topic.

- **Duration:** 4 hours

- **Difficulty (high - medium - low)**: Medium

- **Individual / Team**: Individual

- **Classroom / House**: House

- **What do we need to do this activity?**

    - **Hardware** Smartphone or Personal Computer, or any other digital device, in the case of digital information visualizations.

- **Software** Web browser or mobile applications in the case of digital information visualizations.
- **Other resources** None

Description

- **Text description**: Analyze the Gestalt principles followed or broken by the visual elements of a website or infographic about a 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.
- **Illustration**: None

Instructions

1. Identify a website or infographic that visualizes information about a natural or cultural asset of a city.
   You can pick a heritage of your city, or one that you visited or know, or even one that you just find on the web. Consider the classification of natural and cultural heritage made by the O-City project.
   What is the natural or cultural asset of the city (e.g. museum, exhibition, natural park, monument, building, event, performance, etc.) interested by the visualization?
2. Analyze the visual elements of the user interface or image you see, according to the Gestalt principles.
   For example, to which elements and how the proximity principle is applied? Etc.
   Which Gestalt principles do you identify? Are they adequately applied? Why? In which cases the use of the visual elements does not respect the Gestalt principles? Why?
3. Lastly compare the analyzed item with a similar one from the O-City platform (e.g. a museum with a museum) by identifying similarities and differences in applying the Gestalt principles and evaluating how the interaction changes according to different design choices.

Expected outcomes

- Learn to analyze a user interface or information visualization by properly identifying and evaluating the visual design principles and elements that are useful to design an adequate user experience.

- Understand how the Gestalt theory works and how to apply it to the creation of an information visualization.

- Understand the User-Centered design way of thinking about a product, system or information visualization.

This activity can be used in other (module, course, topic, lesson):

- **None**

DIGICOMP (Competences developed):
1. *INFORMATION AND DATA LITERACY*
1.1 *Browsing, searching and filtering data, information and digital content*
1.2 *Evaluating data, information and digital content*
5. *PROBLEM SOLVING*
5.2 *Identifying needs and technological responses*
5.3 *Creatively using digital technologies*

ENTRECOMP (Competences developed):

1.   IDEAS AND OPPORTUNITIES

3.   INTO ACTION

3.5.   Learning through experience

Example (when necessary): None