

I'm not a robot





























**Fair Use****Best Practices to Apply the Law of Closure**It takes thoughtful consideration to apply closure to user interfaces. Design elements and their arrangements need to become meaningful instantaneously. Some best practices and tips on how to effectively apply the principle of closure to UI design include the following: 1. Simplify Visual ElementsDesigners do this to lessen unneeded complexity. Don't clutter the interface with excessive details—this can keep users from perceiving closure. Instead, focus on using clean lines, minimalistic shapes and forms that are easy for users to recognize. 2. Use Negative Space StrategicallyNegative space—also called white space—plays a crucial role in closure perception. So, use negative space in a strategic way to create implied shapes or forms. Carefully arrange and balance the empty areas around visual elements to help users mentally complete the missing parts and so they perceive a coherent whole. Closure and space – important parts in a design strategy to help users find their way, right away. © Travis Jones, Fair Use3. Maintain Consistency in DesignConsistency in design is a vital thing for closure perception, so establish consistent visual patterns—like using similar shapes, colors or styles for related elements. Consistency helps viewers mentally group these elements together and then perceive them as a unified entity. 4. Leverage Other Gestalt PrinciplesOther Gestalt principles—like proximity, similarity and common fate—can enhance how users perceive closure. So, use these principles to organize visual elements in a way that encourages viewers to mentally group them and perceive them as being a cohesive whole. 5. Consider Context and User ExpectationsThink about the users' context: what are they typically doing? Where are they? How many steps must they take to complete a goal? Designers need to know the user journey regarding how users encounter the design. An understanding of the user scenario is vital for designers to grasp—and understand well—and work with the expectations of the target users. So, design elements should fall into line with the users' mental models and expectations; that will make it easier for them to complete the missing parts. A design that's too abstract or that diverges a great deal from user expectations may keep them from being able to perceive closure. 6. Design Minimalist IconsDo this to give users an easy advantage and help them on their way. The less "busy" an icon looks, the better—and closure is a smart and economical tool to hint at function. 7. Use Closure to Indicate The Presence of Additional ContentDo this to encourage interaction—for example—in a carousel or below the fold in the screen. It's especially vital to signal to users this way if important options aren't readily visible on the screen that leads for them. 8. Test and IterateConduct user testing and collect the feedback to assess how effective the users' perception of closure is in your UI design. Iterate and refine the design based on user insights to ensure a seamless and intuitive user experience. User feedback will provide valuable insights into how users perceive and interact with the design, and visual closure—like other Gestalt principles—is a fundamental area to trial. Users will be the ones to determine how successful a design is in the wild. © Eduard Volianskiy, Fair UseWhat Else do Designers Need to Know about The Law of Closure?There are important factors to bear in mind when it comes to designing with the principle of closure—and here are some of them: 1. Cognitive LoadThink about what sort of cognitive load closure perception may put on users. Closure can simplify visuals, indeed, but it may also call for some mental effort from users to complete the missing parts. Designers should strike a balance between closure and cognitive load—a crucial thing to help make sure of a seamless user experience. 2. Ambiguity and MisinterpretationConsider the contextual relevance of closure in a design—closure mightn't be applicable or effective in all contexts. So, assess whether closure is in line with the goals, content and target users of a UX design project. It should enhance the user experience and not create confusion or ambiguity. Inconsistent or incorrect interpretations will work against the design message. Ensure that users mentally complete missing parts in the same way, to make the same meaning. 3. AccessibilityMake sure that closure doesn't hinder accessibility for users with visual impairments or cognitive challenges. As with color, shape and other factors, design elements should be perceivable and understandable without relying heavily on closure perception. Give users alternative ways to understand and interact with the interface for a more inclusive experience. 4. BalanceIf designers add too many details in an image intended to trigger the closure response, it will defeat the purpose. An image needs to cue users to do the "automatic" work of completing the picture mentally, not feed them the whole story directly. Meanwhile, providing too little information will make it difficult for users to fill in the gaps. That sort of hesitation can lead to confusion and frustration. So, when it comes to segmenting content or page elements, consider just how much of that element will be on screen. What's more, look at whether it's enough to communicate value and function. 5. Below-the-Fold and Mobile UI ConcernsAlso be careful with the fold, especially on smaller screens. A tangent issue of closure is that users might assume a screen is complete because their minds have filled in the blanks prematurely. So, be sure that the users feel prompted to move or scroll down for more essential information or calls-to-action. The segmented objects of Lucid appeared beyond the screen—to tell users they could swipe horizontally to discover more content. © Alita Joyce, Fair Use6. Test and Test AgainTesting is the only way to make sure that users can get the full picture. For example, can they understand what an icon represents right away? Designers may need to simplify the visual complexity of icons. User testing will show if users can decipher elements quickly, as well as how their perceptions may diverge if any elements need tweaking. Overall, the law or principle of closure is a common and handy resource in a designer's toolbox and a tried-and-tested design decision to include. Still, it can be difficult to apply to great effect at first. While designers shouldn't underestimate its potential, neither should they underestimate the thought and strategy that are needed to leverage it best. As with visual hierarchy and color theory, principles like the Gestalt law of closure are essential to master in user interface design. Designers who understand the power of such tools can use them to create visually compelling and cohesive designs that resonate with their target audience, optimize user experience and drive engagement further with their design work. Good use of closure can help brands signal an iconic look simply and effectively as household names. © Carrefour, Fair UseLearn More about the Gestalt Law of ClosureTake our Gestalt Psychology and Web design: The Ultimate Guide course.Read our insightful piece The Laws of Figure/Ground, Prägnanz, Closure, and Common Fate – Gestalt Principles (Part 3) with examples of the law of closure and other Gestalt laws.Consult our piece in Gestalt principles of form perception in the Glossary of Human-Computer Interaction.Find further fascinating insights in Principle of Closure in Visual Design | by Alita Joyce.Read more in-depth information in Gestalt Theory: How Our Minds React to What We See | by Cidinha Moss.