

**Proximity**

## Proximity

Elements should be close together  
iff they are logically connected

Why?

## Why Proximity?

- When several items are in close proximity to each other, they become one visual unit rather than several separate units.
- As in Life, the proximity, or the closeness, implies a relationship.
- By grouping similar elements into one unit, instantly the composition becomes more organized, you understand where to begin reading, and you know when you are finished.

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# Haystack Group

32 Vassar Street

Cambridge, MA

UI HALL OF FAME OR SHAME?

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## **Correspondences**

Flowers, herbs, trees

Ancient Greeks and Romans

Historical characters

## **Quotes on motifs**

Women

Death

Morning

Snakes

## **Language**

Iambic pentameter

Rhetorical devices

Poetic devices

First lines

## **Collections**

Small printings

Kitschy

Dingbats

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**Password:**

Password

**Confirm Password:**

Confirm Password

**Address:**

Address

**Gender:**

Male

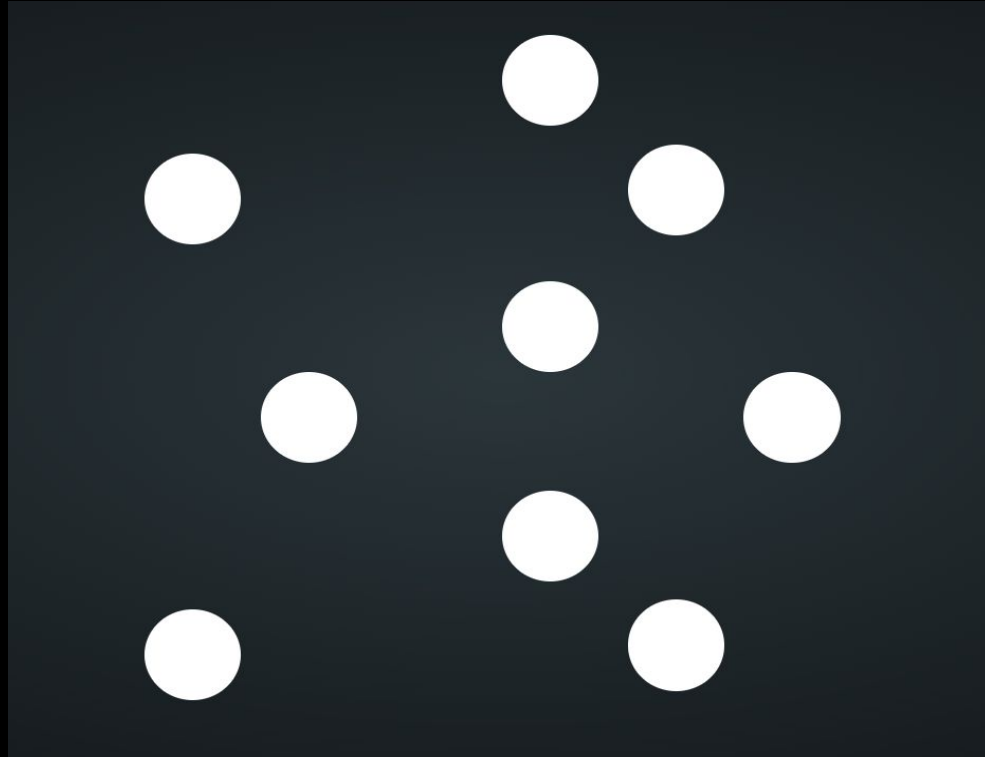
Female

Student

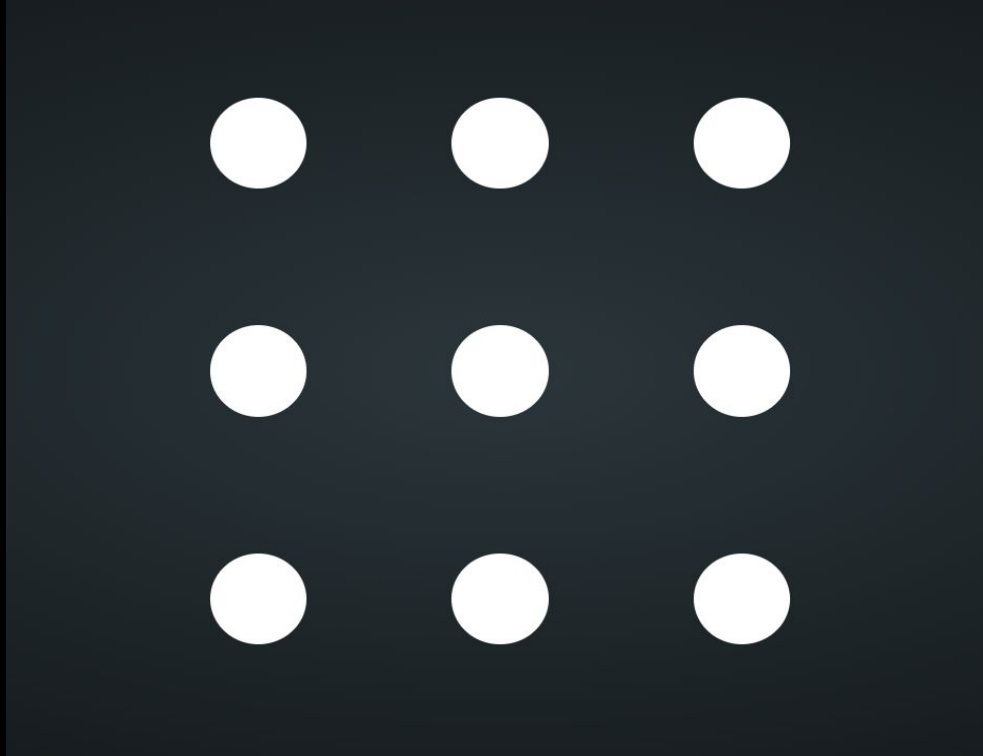
Tutor

UI HALL OF FAME OR SHAME?

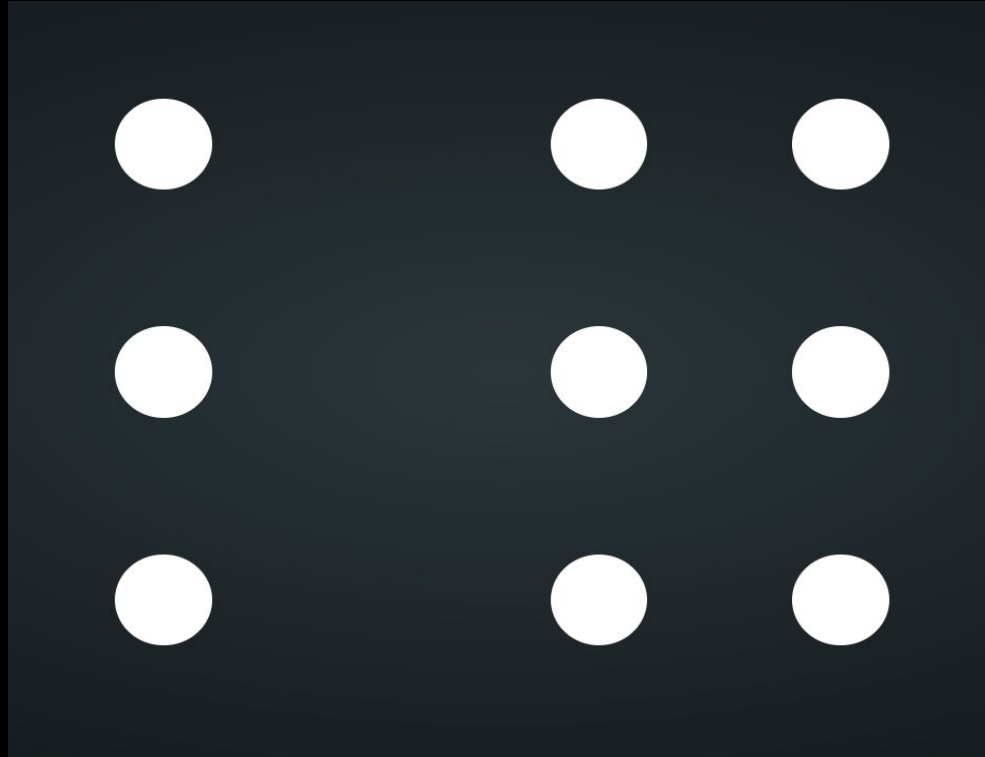
Nine dots, casually arranged with no obvious association between them.



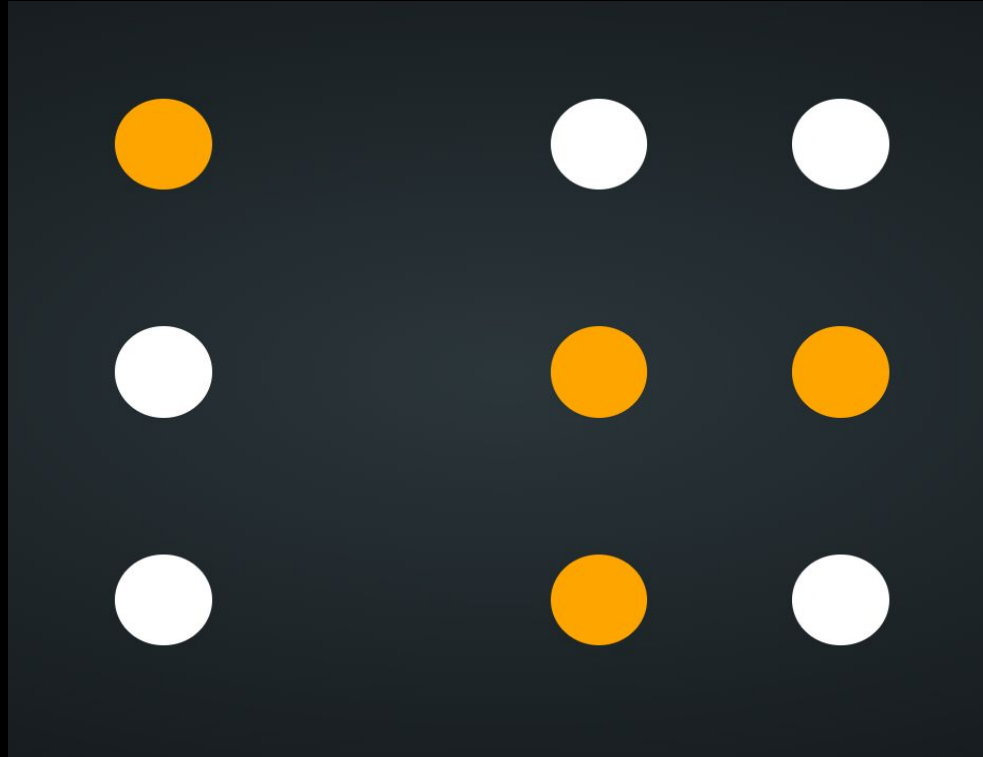
Nine dots, clearly associated, but what if we want to show that three of the dots do not belong with the others?



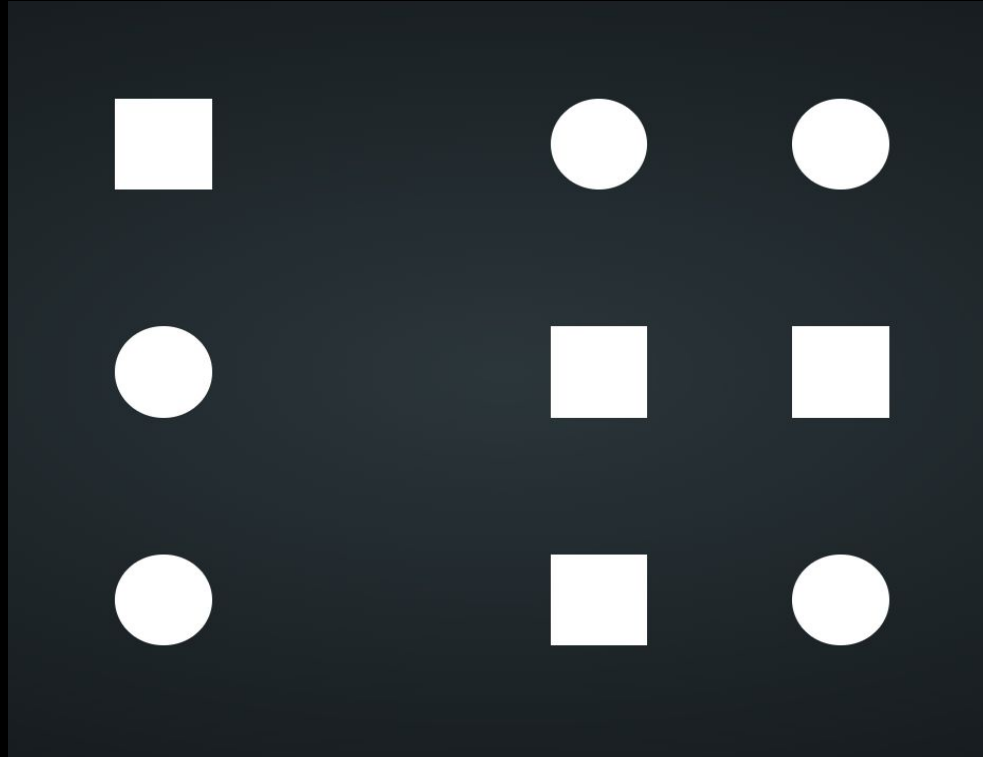
Here three dots grouped and separated from the others.  
It's almost as though there's a story forming in this sample...



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It's almost as though there's a story forming in this sample...



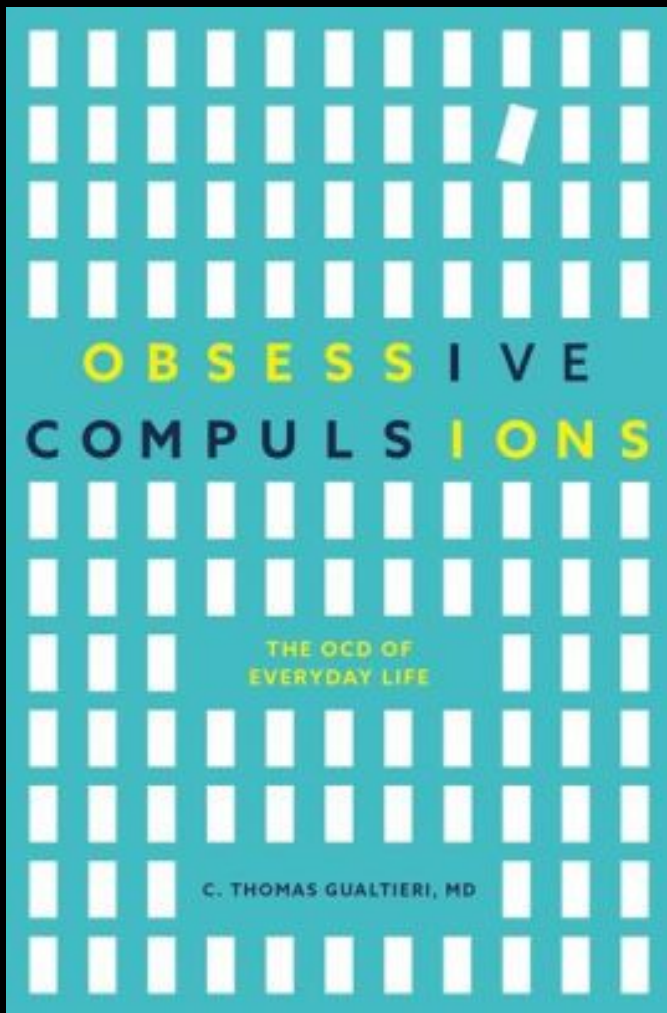
Here three dots grouped and separated from the others.  
It's almost as though there's a story forming in this sample...



YOU WE'LL  
KNOW SHOW YOU  
**HOW TO** HOW TO  
DESIGN **LEAD**

Why is this design so difficult to read? Note that most adults of Western backgrounds have been trained to read left to right for decades. If you want them to read top to bottom instead, you need to use considerably closer proximity between rows compared to columns. Here rows and columns are of approximately equal distance, so our eyes try to read horizontally, and the result makes no sense. Furthermore, the secondary grouping introduced through the colors is meaningless.





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Here is a similar design idea done right. The grouping introduced by the colors introduces alternative words, making it a playful, clever design.