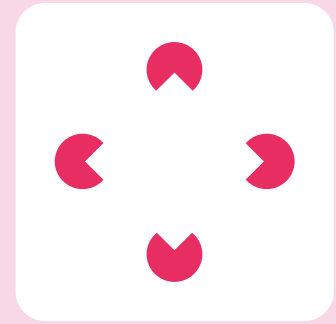


Visual Design Glossary

Closure

The Gestalt principle that states that people will fill in blank spaces to perceive a complete object.



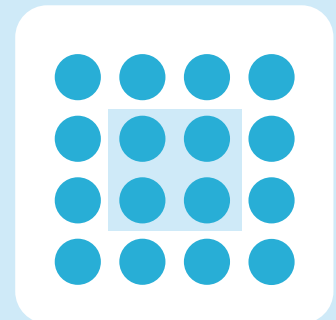
Color-palette

A defined set of colors used in a design to maintain consistency and create harmony.



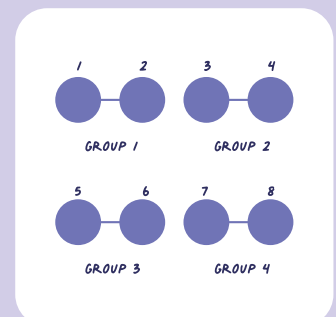
Common Region

A Gestalt principle stating that items within a boundary are perceived as a group sharing common characteristics or functions.



Connectedness

A Gestalt principle where elements connected by visual cues are perceived as a group, overriding small differences between them.



Visual Design Glossary

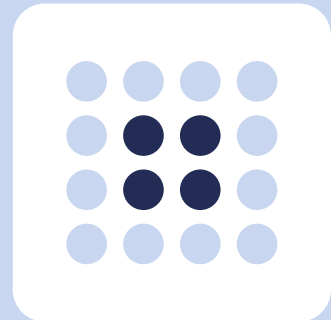
Continuation

A Gestalt principle stating that the eye automatically follows lines and curves continuing them.



Contrast

The difference in visual properties that makes an object distinguishable from its surroundings.



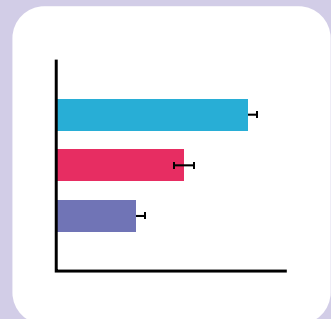
Dark Mode

The combination of light text on a dark background; also known as negative contrast polarity.



Data Visualization

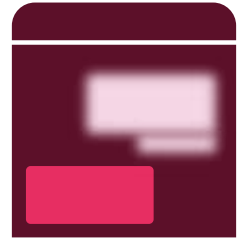
The use of visuals like charts, plots, infographics, and animations to communicate complex data and insights clearly.



Visual Design Glossary

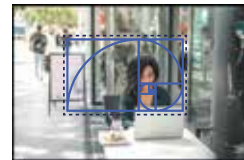
Figure/Ground

A Gestalt principle stating that people divide a scene into foreground and background, focusing their perception on the foreground.



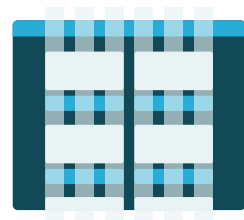
Golden Ratio

A ratio used to create balanced, aesthetically pleasing designs. It helps harmonizing elements and balance layouts.



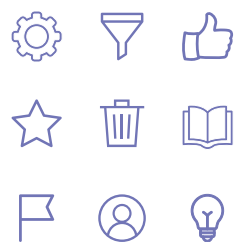
Grid

A visual made up of columns, gutters, and margins that provide a structure for the layout of elements on a page.



Iconography

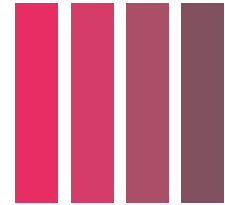
The use of symbols or icons to represent concepts, actions, or ideas.



Visual Design Glossary

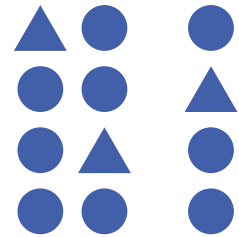
Monochrome

A color palette composed only of different shades of a single color.



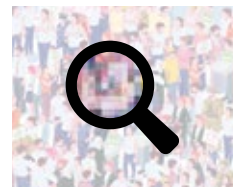
Proximity

A Gestalt principle where design elements close together are seen as related, while spaced elements are seen as separate groups.



Raster Image

a static, pixel-based image that becomes pixelated when zoomed in or stretched. Also known as a bitmap (JPG, PNG, and GIF files.)



Responsive Design

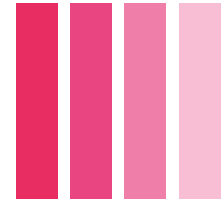
An interface that adapts to different screen sizes and devices, providing an optimal user experience across platforms.



Visual Design Glossary

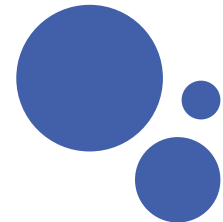
Saturation

How intense colors appear. Highly saturated colors are bright and bold, while less saturated ones are neutral or muted.



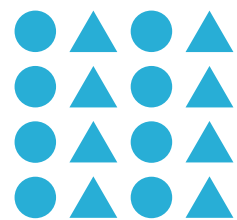
Scale

A design principle that uses relative size to signal importance and rank in a composition.



Similarity

A Gestalt principle stating that UI elements sharing traits will be perceived as similar and belonging together.



Squint Test

A technique to evaluate visual designs by narrowing the eyes to reduce detail and focus on composition and visual hierarchy.



Visual Design Glossary

Vector Image

An image that can be easily scaled or modified because it uses mathematical calculations for each shape in the image.



Visual Balance

Balance occurs when there is an even distribution of visual weight on both sides of an axis.



Visual Hierarchy

The organization of design elements to guide the eye in the intended order of importance, using color, contrast, scale, and grouping.



Wireframe

A skeletal outline of a design layout used to represent the structure and functionality of an interface before visual design is considered.

