Title:
Minimalism in Designing User Interface of Commercial Websites Based on Gestalt Visual Perception Laws (Case study of three top brands in Technology scope)

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Abstract:
With completion of web worldwide network, its users and applications have been increased too. Nowadays, one of these applications is advertising, purchase and sale of business products that has changed the websites into a complementary media and an extensive and universal context for branding and doing commercial deals. During the recent decade, minimalism has found great applications in designing user interface of business websites among web designers. They understood that minimalism with removing unnecessary aspects and Gestalt together with organizing visual elements lead to the reduction of audiences’ confusion and a more extensive range of them can make a more effective interaction to website. The research methodology of this study is descriptive-analytic and the method of gathering information library and field. This research has been investigated the minimalistic design model in three top active websites in technology including Apple, Microsoft and IBM based on the Gestalt principles. This study indicates a meaningful relation between Gestalt rules and simplification of relations among visual elements in the event of achieving minimalistic properties in designing these websites. The mentioned properties are: the key principle of less use, more effect through organized Gestalt perception, simplicity based on the law of similarity and proximity, removing additive elements through permanence law, making balance by using completion law and making a negative environment by informed use of Gestalt rule of shape relation.

Keywords:
minimalism, minimalist website, commercial website, web page design, Gestalt theory

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این صفحه به معنای تاییدیه نمایه سازی مقاله در پایگاه استنادی سبیلیکا می‌باشد. در هر لحظه به منظور تایید اصلاحات این گواهی می‌توانید وضعیت ثبت مقاله را از طریق لینک فوق به صورت آنلاین کنترل نمایید.