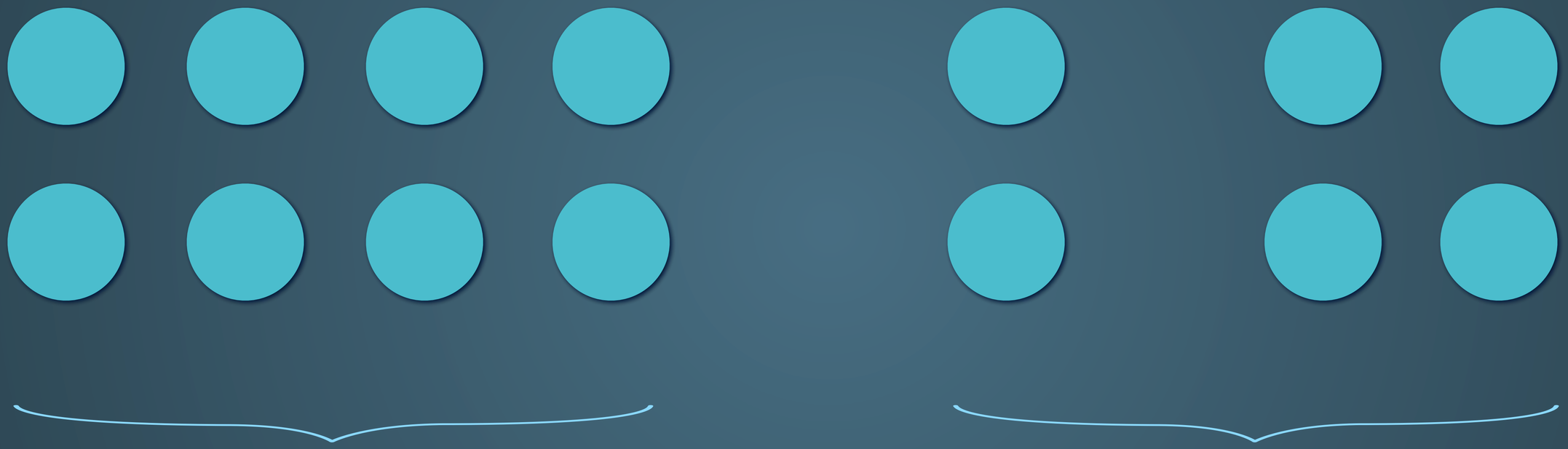
Proximity rule

1. Place **related information together**, so that it’s seen as a **unit**.

2. Clearly **separate** items that **don’t belong** together.

Proximity rule



together = related

spatial separation
= unrelated

Proximity rule

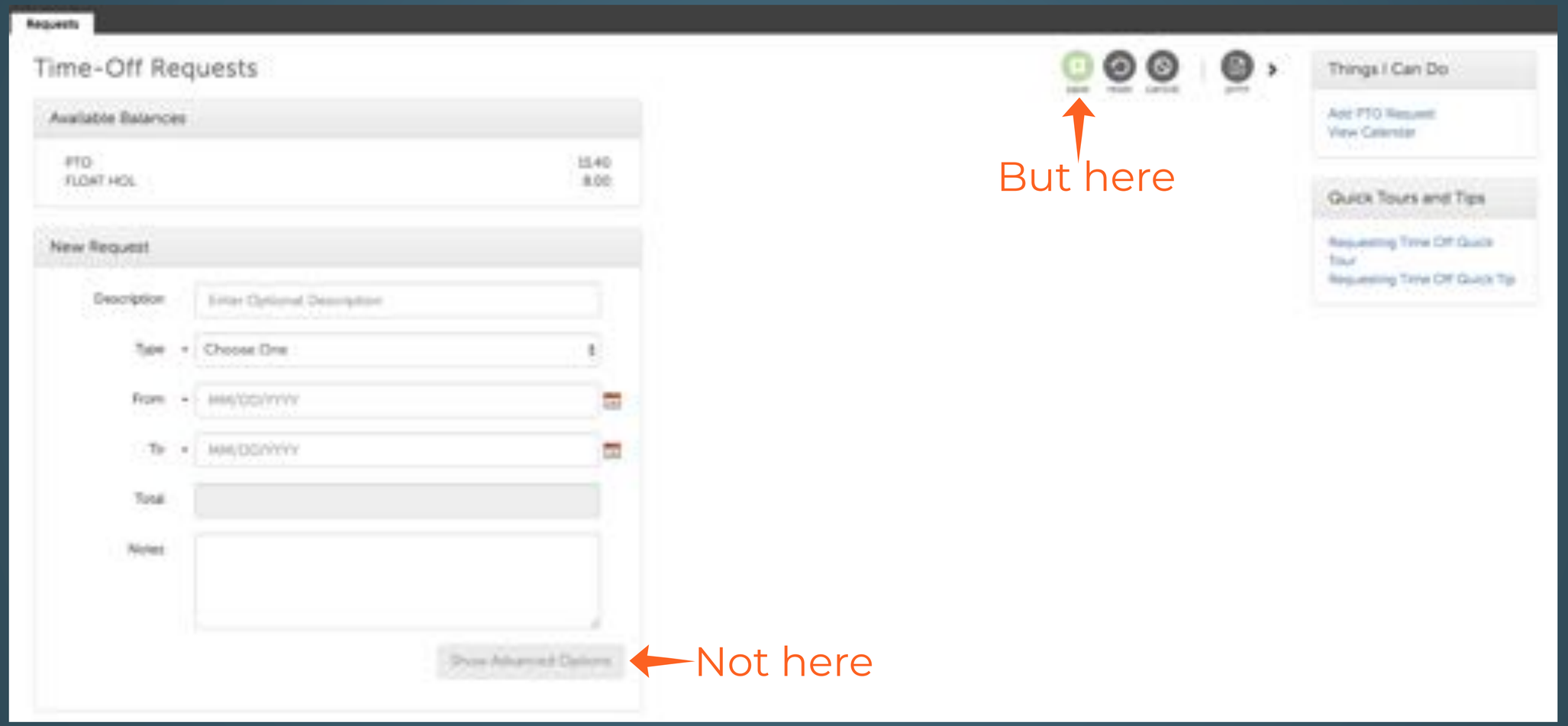
Works even with different **colors** or **shapes** if there’s enough distance.

Proximity rule

To which group do these two circles belong? Why?

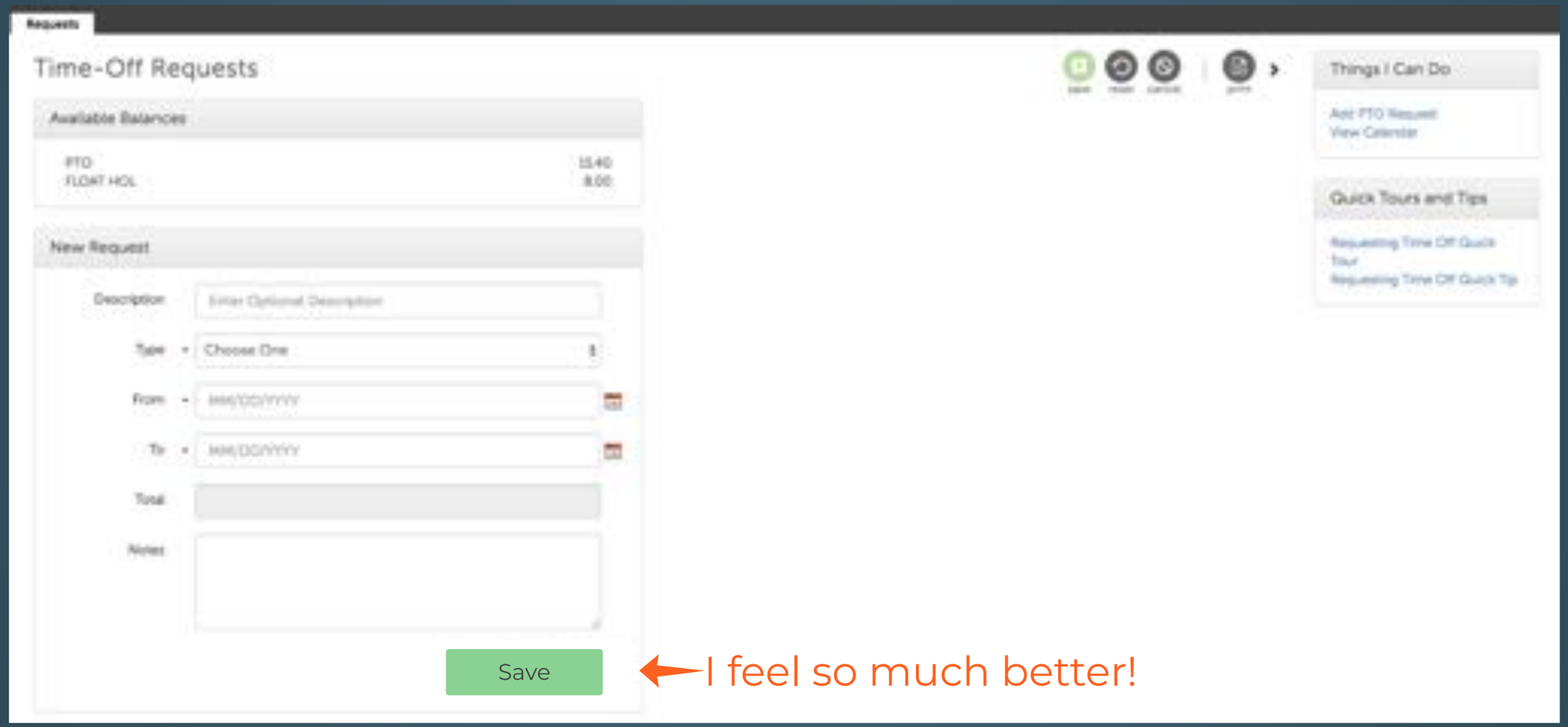
Works even with different **colors** or **shapes** if there’s enough distance.

Breaking the proximity rule



Where is the Save button?

Applying the proximity rule



Where is the Save button?