

Proximity

by Sophia



WHAT'S COVERED

In this lesson, you will learn about the proximity principle, why it's important, and a few examples of proximity in practice. Specifically, this lesson will cover:

1. Defining Proximity

Proximity is the distance between elements in a given space.

The principle of proximity not only refers to when (or when not) to group elements together, but to how to group them as well.



TERM TO KNOW

Proximity

Proximity is the distance between elements in a given space.

2. Close Proximity

Below is an image of a school of fish in which all of the fish are in close proximity.

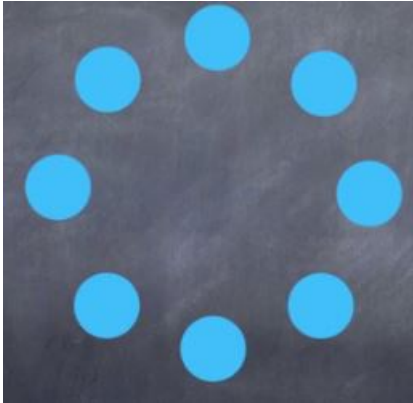


This **close proximity** shows that they belong together; they're part of some community. Without providing any background knowledge about either of these species of fish, the image communicates to the viewer that the fish on the left are really unified and organized, in contrast to the purple-pink fish that are scattered around.

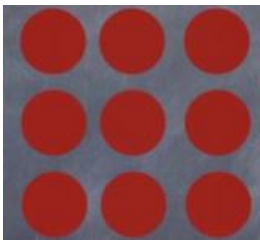
3. Importance of Proximity

Proximity may sound like a really basic idea, but it's an important design principle because the logical arrangement of objects dictates how the viewer perceives a message or idea within the design. Proximity often helps guide the viewer as well.

Look at the simple blue dots below. They are arranged in a fashion that might lead the viewer to perceive them as unified.



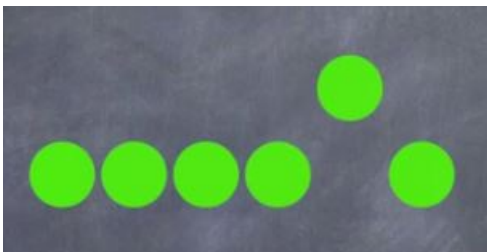
Likewise, the image of red dots below might be perceived as orderly.



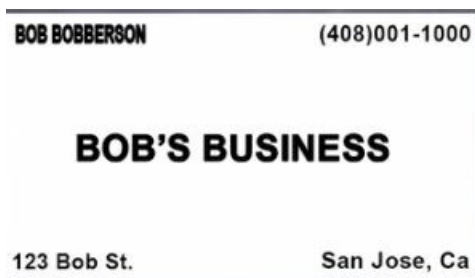
The image below of green dots might also be perceived as equal or uniform.



However, if you change all the elements around and group them in different places, you suddenly have fragmentation, chaos, or inequality.



A very common example of proximity in action is a business card.



You'll notice in the card above that nothing is grouped together; everything is in its own corner. The viewer is not really sure in what order they should be reading the information. The most logical place to start would probably be in the center; from that point on, you're just supposed to move about the page.

In contrast, when everything is grouped together in closer proximity by elements, there is a logical progression and placement of those elements.

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San Jose, Ca
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Now the message that's being conveyed on the business card is a lot easier to follow.



SUMMARY

In this lesson, you learned to **define proximity** as the distance between elements in an image. You also learned that **close proximity** describes when and how elements should be grouped closely together. **Proximity is important** because the arrangement of objects dictates how a viewer perceives the work.

Keep up the learning and have a great day!

Source: THIS WORK IS ADAPTED FROM SOPHIA AUTHOR MARIO E. HERNANDEZ



TERMS TO KNOW

Proximity

The distance between elements in a given space.