WEBSITE DESIGNING STRATEGY FOR ACADEMIC LIBRARY: A SPECIAL REFERENCE TO GESTALT PRINCIPLE

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Abstract

This article tries to describe a key concept of Gestalt principle and its application to build a academic library website. It is a philosophy of mind as well as psychology of designing. Rapid changes of library services in web environment and popularly of making library website is growing now a day. Hence a librarian needs to clear concept how to design website that will effective for user of the library. This article tries to identify an intention among gestalt principles and website design for academic library.

Key ords: Academic library, Gestalt Principle, Psychology

1.0 Introduction

Gestalt is also known as the "Law of Simplicity" or the "Law of Pragnanz" (the entire figure or configuration), which states that every stimulus is perceived in its most simple form. The word *Gestalt* is German, and literally stands for a pattern, figure, form or structure that is unified. Gestalt psychology, a movement that took off in Berlin back in the 1920s, seeks to make sense of how our minds perceive things in whole forms, rather than their individual elements.

To understand what Gestalt psychology attempts to explore and unpack, think of how your mind automatically perceives the face of a person you know well. This is so even though the face is no doubt made up of the same core features as any other: nose, ears, eyes, etc. What your mind does — the making sense of the features as a whole — is where Gestalt psychology finds its focus. Because Gestalt principles describe the manner in which the brain interprets imagery, they should be the cornerstone of every visual designer's education.

2.0 Literature review

Some literatures are found in google scholer. Beside this below references are reviewed to inscribe this article.

3.0 Methods

This study is conducted through the review of some web site .All this matter is proposed with Gestalt Principles. Descriptive research methodology is implied here to conduct this study.

4.0 Aims and objectives

The aims and objectives of this study are:
- To elaborate the relation between design of academic library website and Gestalt Principles.
- To discusses its implementation in Academic library.

5.0 Gestalt Principles and Concept of Academic Library Web-Pages

5.1 Similarity

Similarity occurs when objects look similar to one another. People often perceive them as a group or pattern.

The example above (containing 11 distinct objects) appears as single unit because all of the shapes have similarity. Unity occurs because the triangular shapes at the bottom of the eagle symbol look similar to the shapes that form the sunburst. When similarity occurs, an object can be emphasized if it is *dissimilar* to the others. This is called anomaly.

The figure on the far right becomes a focal point because it is dissimilar to the other shapes.

As per this principle in our library website, to signify that it is a library webpage through putting its logo.

- We can show a search logo on the query section on our website.
- Put a various logos like book, Journal, CD as well as non print materials on OPAC where the viewers expect to retrieve that kind of materials.
- Putting similar photos on the related areas like putting a burner's picture on the chemistry section.

5.2 Continuation

Continuation occurs when the eye is compelled to move through one object and continue to another object.

Continuation occurs in the example above, because the viewer's eye will naturally follow a line or curve. The smooth flowing crossbar of the "H" leads the eye directly to the maple leaf.

- In library webpage when showing viewers query show the related enquiry not unrelated one.
- When designing a library webpage it must be remembered that continuation of related topic through another link if possible.

5.3 Closure

Closure occurs when an object is incomplete or a space is not completely enclosed. If enough of the shape is indicated, people perceive the whole by filling in the missing information.

Although the panda above is not complete, enough is present for the eye to complete the shape. When the viewer's perception completes a shape, closure occurs.

- This principle actually gives us freeness to designing. In library web page we can easily use closure to make it perfect without giving full details. As per example we can show estimated collection instead of actual collection.
- When it is implying it must be remembered that viewers should have a clear concept after going through the webpage about the related issue.
- That closure should be clear not hazy or something that caused the views to seeing it through.
- It is most similar in library webpage that is naturally static that can help better user understanding between webpage and user query.

5.4 Proximity

Proximity occurs when elements are placed close together. They tend to be perceived as a group.
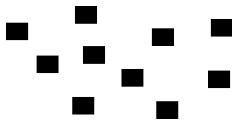
The nine squares above are placed without proximity. They are perceived as separate shapes.
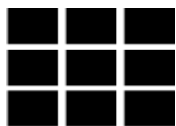
When the squares are given close proximity, unity occurs. While they continue to be separate shapes, they are now perceived as one group.

The fifteen figures above form a *unified whole* (the shape of a tree) because of their proximity.

- Through this principle we should unified the related areas in our library website. Like we should not give the various collections in different areas rather than put them in one place.
- It is better to provide a hyperlink as a reference on a particular heading in the library webpage.
- Shape of the webpage should coloured in a decent colour and arranged with similarity. Items are intended to be apparent as a group.

5.5 Figure and Ground

The eye differentiates an object form its surrounding area. A form, silhouette, or shape is naturally perceived as figure (object), while the surrounding area is perceived as ground (background).

Balancing figure and ground can make the perceived image clearer. Using unusual figure/ground relationships can add interest and subtlety to an image.

The word above is clearly perceived as figure with the surrounding white space ground.
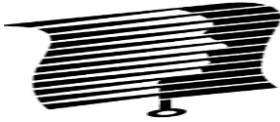
 In this image, the figure and ground relationships changes the eye perceives the form of a shade or the silhouette of a face.
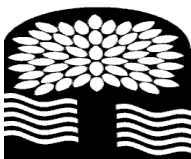
This image uses complex figure/ground relationships which change upon perceiving leaves, water and tree trunk.

- From this principal, a good designer will be able to use a variety of visual tools as well as styling treatments to show the user this type of context. Here a library web pages looks like comfortable to see that a library user can efficiently use it.
- Working to establish clear relationships with figure and ground in a Web page layout is important, but clear delineations are not always best.
- Avoided unnecessary figure that is totally unconstructive for library.

6.0 Conclusion:

Now a day's most of library wants to go with web environment .A library and information service is easy and cosy in web environment. Even librarians are designing with free website through share server .Some of this are www.webs.com, www.yola.com, www.tripod.lycos.com/.This share server help to provide a library website that is easy to use , manage and also building strategy is more effortless without any technical knowledge.

7.0 References

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