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design. "Psychology is the science of behaviour and the mind. When design and behaviour match, the design will be superior," he explains.

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Gestalt Psychology. Developed by german psychologists in the 1920s, the

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principles describe the ways that our brain assumes unification or relatedness to visuals based on proximity and whitespace. For example, visuals in close proximity are perceived as related when not necessarily be the case.

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Being a designer means mixing disciplines: one part visual art, one part business, one part marketing and—whether you're aware of it or not—one part psychology. The first step in creating a design that really connects with the intended audience is to understand that audience. What people see and what they feel are two very

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different things. The first is an aesthetic experience; the latter is a psychological one.

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Psychology for Designers: How to apply psychology to web design and the design process By Joe Leech , Hollins ,

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The role of psychology in design. Psychology knowledge helps to create the design which will make users perform the actions they are expected to such as making a purchase or contacting the team. Designers may see psychology as a complicated approach

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The development of modern psychology also expanded the study of color, which has been used in design and marketing, architectural design, and yes, interior design successfully for decades. Even Swiss psychologist, Carl Jung, defined the four temperaments in terms of colors: sunshine yellow, earth green,

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cool blue, and fiery red.