"This cognitive load is invisible and rarely discussed"

From [Scott Jenson's 2021 post about Tesla 3 interface](#), this is so clever (emphasis mine):

> Edward Tufte has this visual rule that [1+1=3](#): With a single line on the screen, you have just that single object, but adding a second line does something interesting, it adds a third 'object' on the screen, the negative space between the two. All good visual designers deeply understand this effect.
>
> In UX design we have a cognitive equivalent. If you have two buttons, there is a third 'object' created: **the decision a user must make on which button to tap.**

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