Let’s Play a Game:

Read what you see

Ca y u rea t is?

W at ar ou rea in ?

W at ar ou rea in ?

Perception is grounded in our experience

We don’t see what is actually there,

but what was useful to see in the past.



Frog catching flies?

The brain can take ‘meaningless’ information and make sense of it



Gestalt Principles

What does Gestalt mean?

Gestalt , loosely translated into English, means “shape” or “form”



Gestalt in Design

Gestalt refers to theories of visual perception developed by German psychologists in the 1920s.

These theories attempt to describe how people tend to organize visual elements into groups or *unified wholes* when certain principles are applied.



What do you see in this picture?



In an image, we can study the relationship between its elements, separately or together, to develop the message we want to transmit to the receiver.



"The whole is greater than the sum of the parts"

This phrase is often used when explaining Gestalt principles



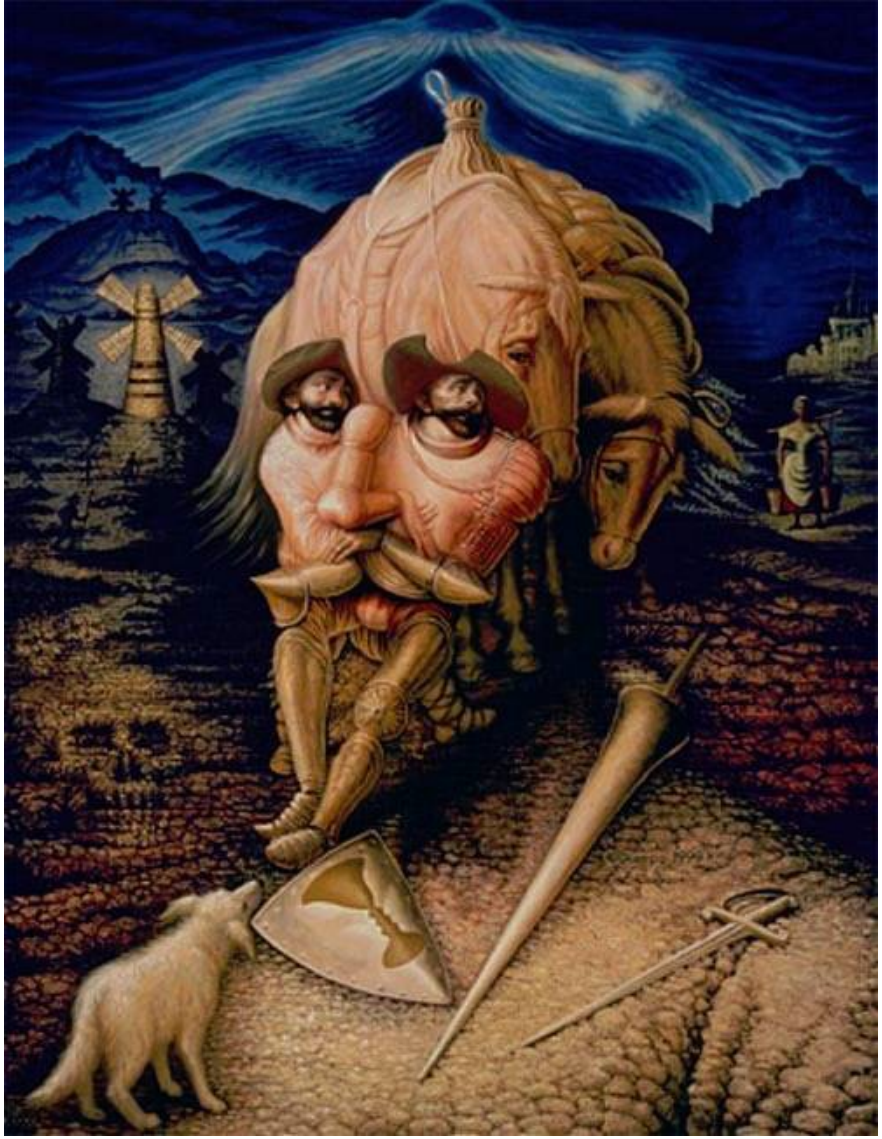
What do you perceive in this picture?

“L'Amour de Peirrot” - Salvador Dalí



We have to consider not just the single element but how the totality is perceived. That's how we can define the Gestalt Principles, a matter of perception.

"Galatea of the Spheres" - Bernard Pras



Gestalt Principles are about **perception and reality.**



What do you see in this picture?

Have you seen the letter X or four lines?
Surely everyone has seen the same: the letter X

Why?

Because we tend to see shapes as simple as possible

Gestalt principles help us understand the way we see.

Why are Gestalt Laws so important?



Gestalt Principles can really help in focusing attention and organizing contents in an effective way.

The main Gestalt Laws are:

Law of Proximity

Law of Similarity

Law of Figure and Ground

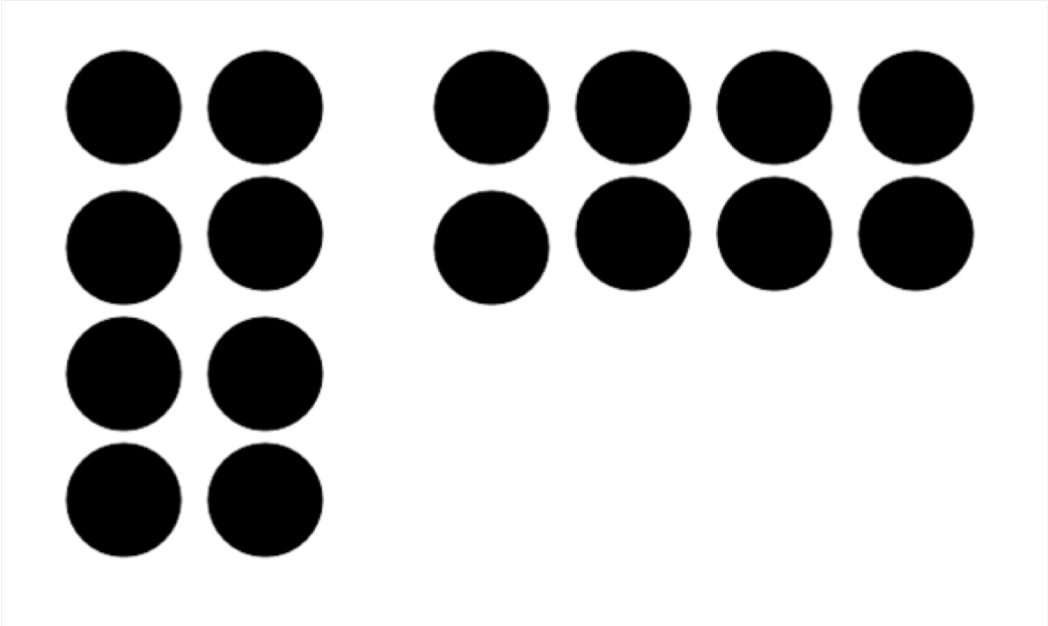
Law of Continuity

Law of Closure

Law of Simplicity

Law of Proximity

Elements that are placed close to each other will often be perceived as one group.



The circles on the left appear to be grouped in vertical columns while those on the right appear to be in horizontal rows.

Law of Proximity

Elements that are placed close to each other will often be perceived as one group.



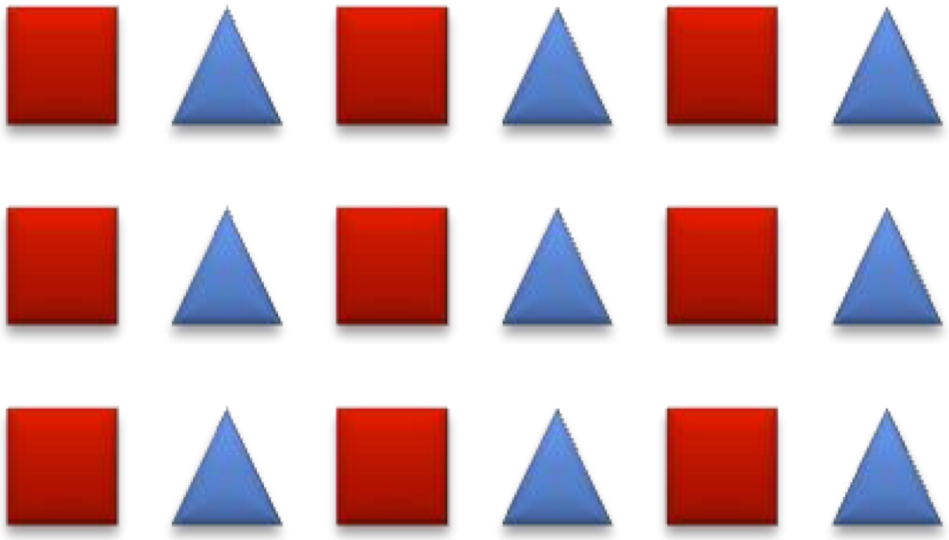


Law of Proximity



Law of Similarity

Objects that look alike, with similar components or attributes, are more likely to be organised together.



The objects above are viewed in vertical rows because of their similar attributes.

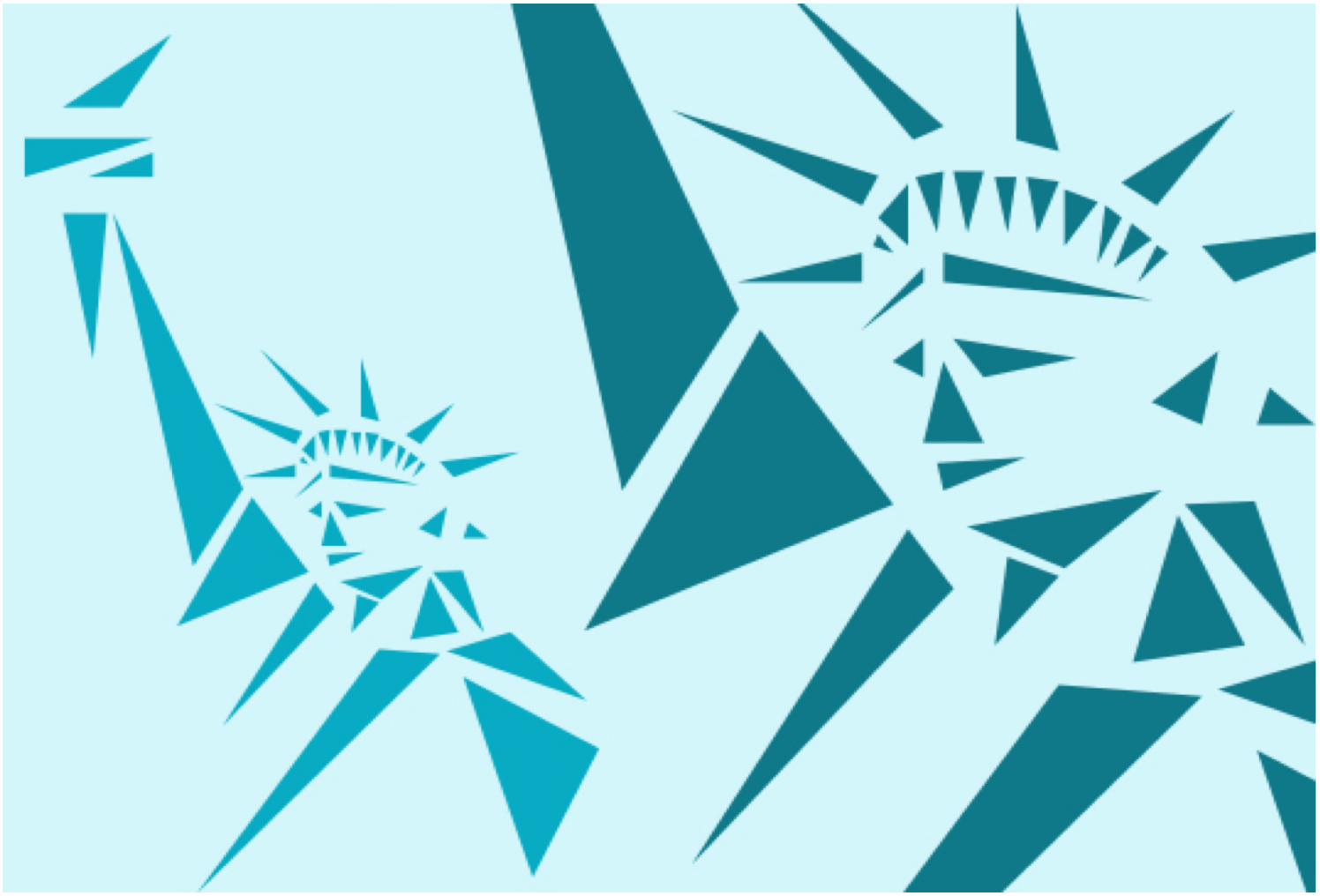
Law of Similarity

Objects that look alike, with similar components or attributes, are more likely to be organised together.



The example above (containing 10 distinct shapes) is perceived as a single item because the shapes have similarity.

Law of Similarity



In this image we see a set of triangles of various sizes and colours to create what we perceive to be the Statue of Liberty.

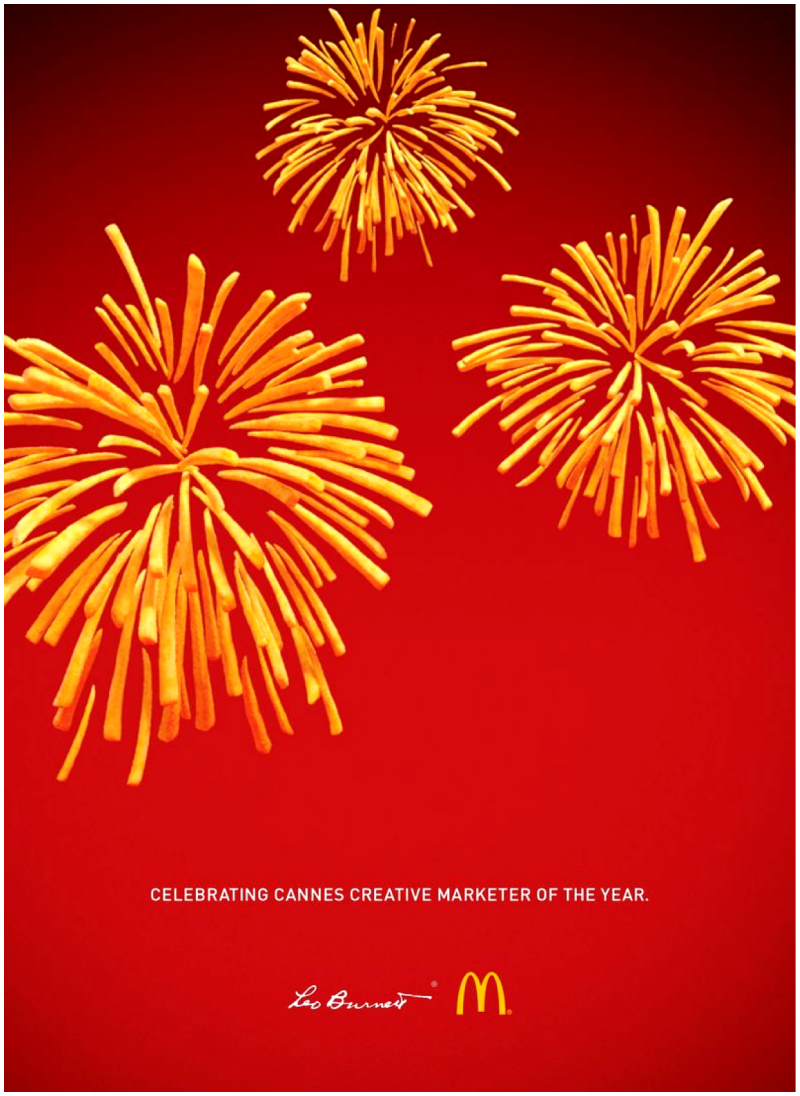
Attention is drawn to the different element in this composition because it breaks the pattern of similarity.



A particular element can be emphasized when it's dissimilar, breaking the pattern of similarity.

This effect is called an anomaly.

Law of Similarity





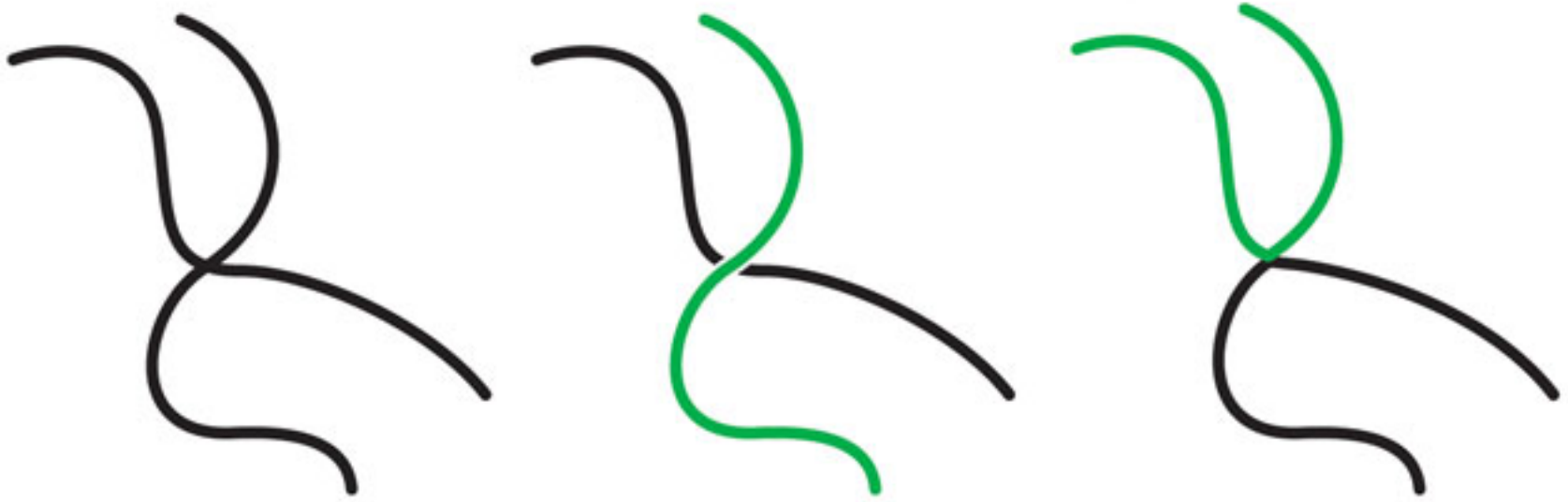
Law of Similarity





Law of Continuity

Objects will be grouped as a whole if they are co-linear, or follow a direction.



This... **looks like this...** **not this.**

Law of Continuity



Law of Continuity

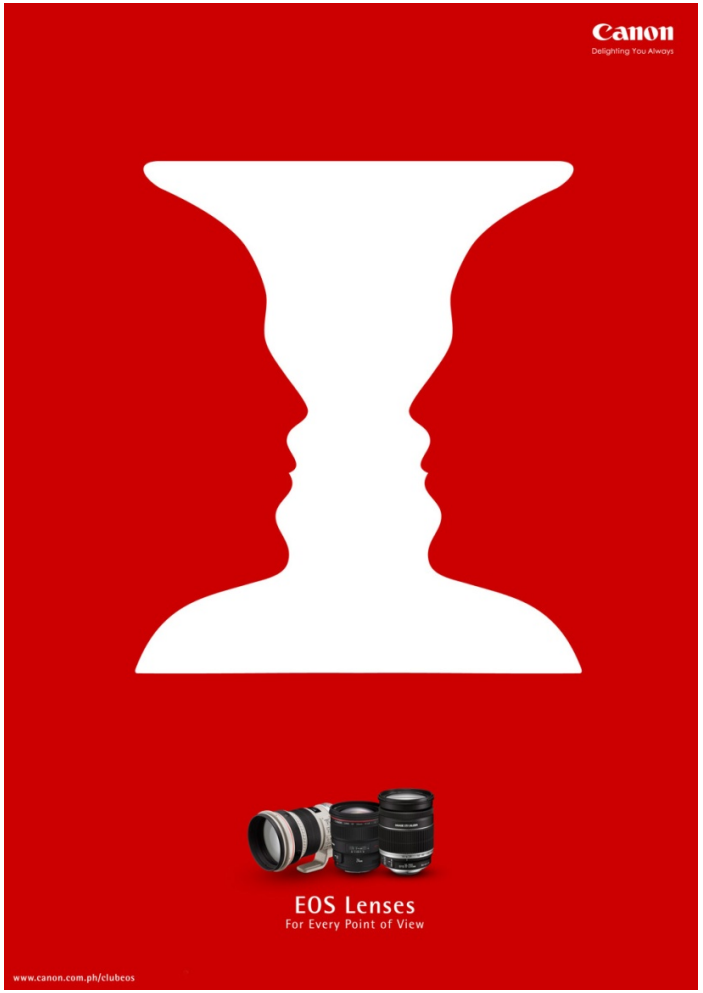


Law of Continuity



Law of Figure and Ground

Viewers will perceive an object (figure) and a surface (ground)



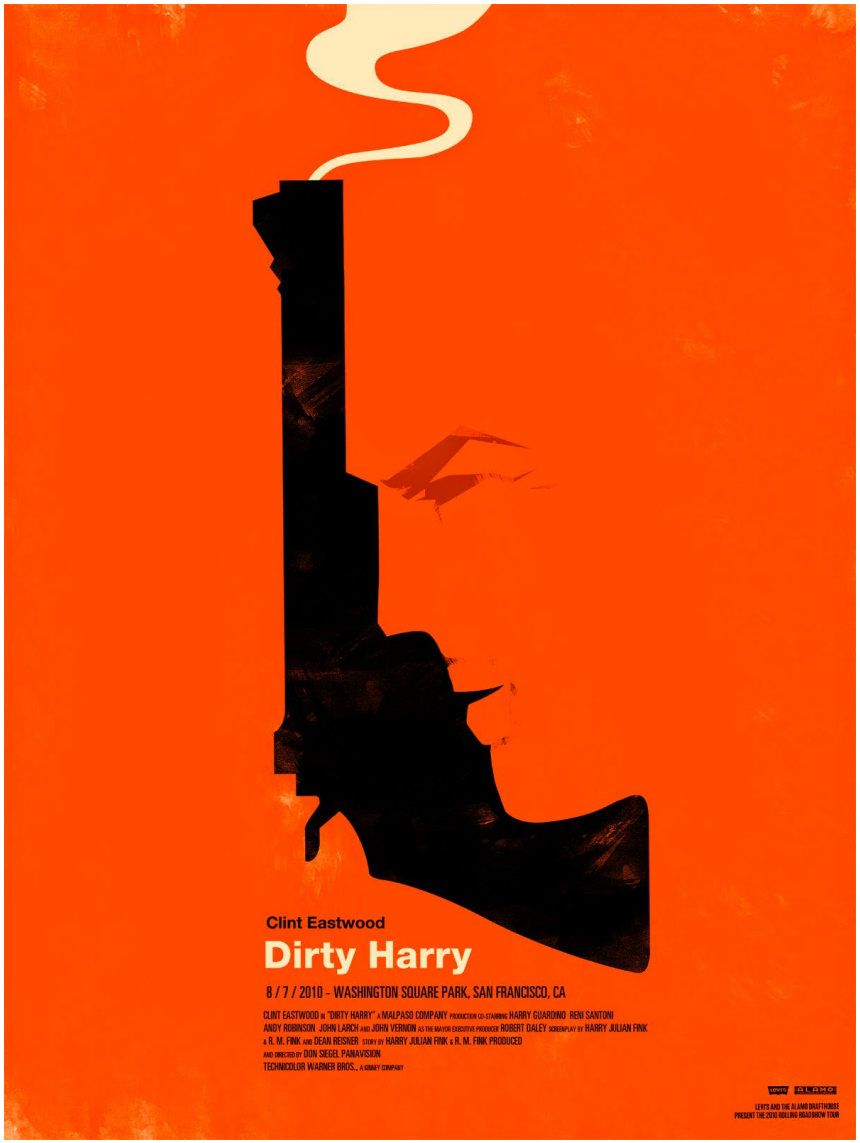


even in shapes are grouped together.

Law of Figure and Ground



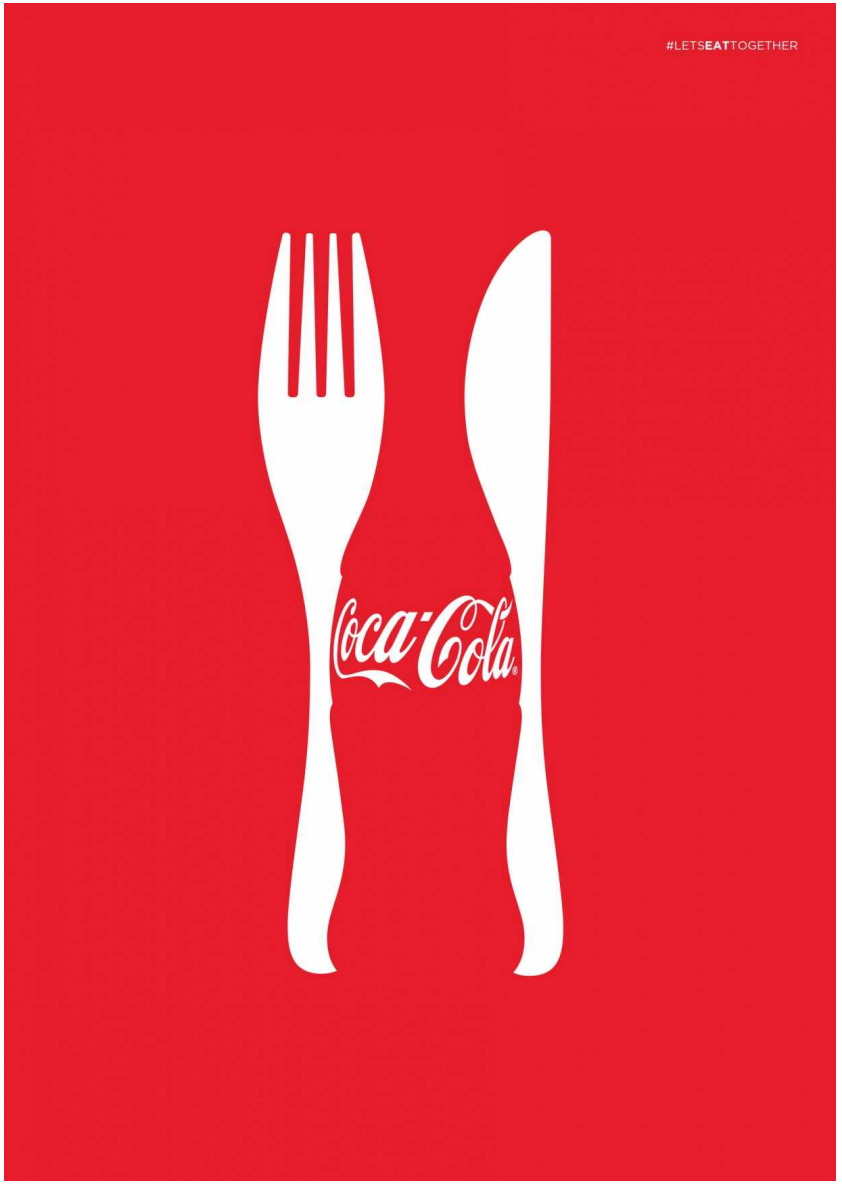
Law of Figure and Ground





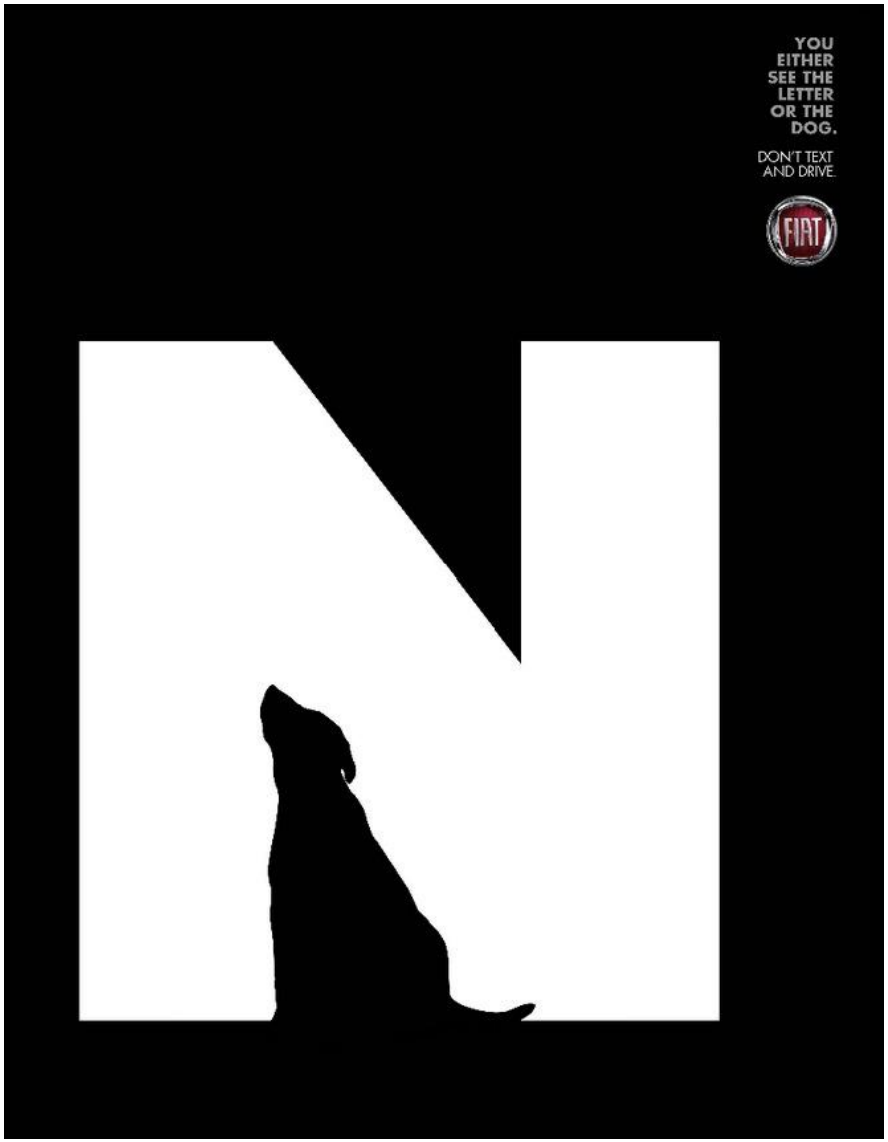
Law of Figure and Ground



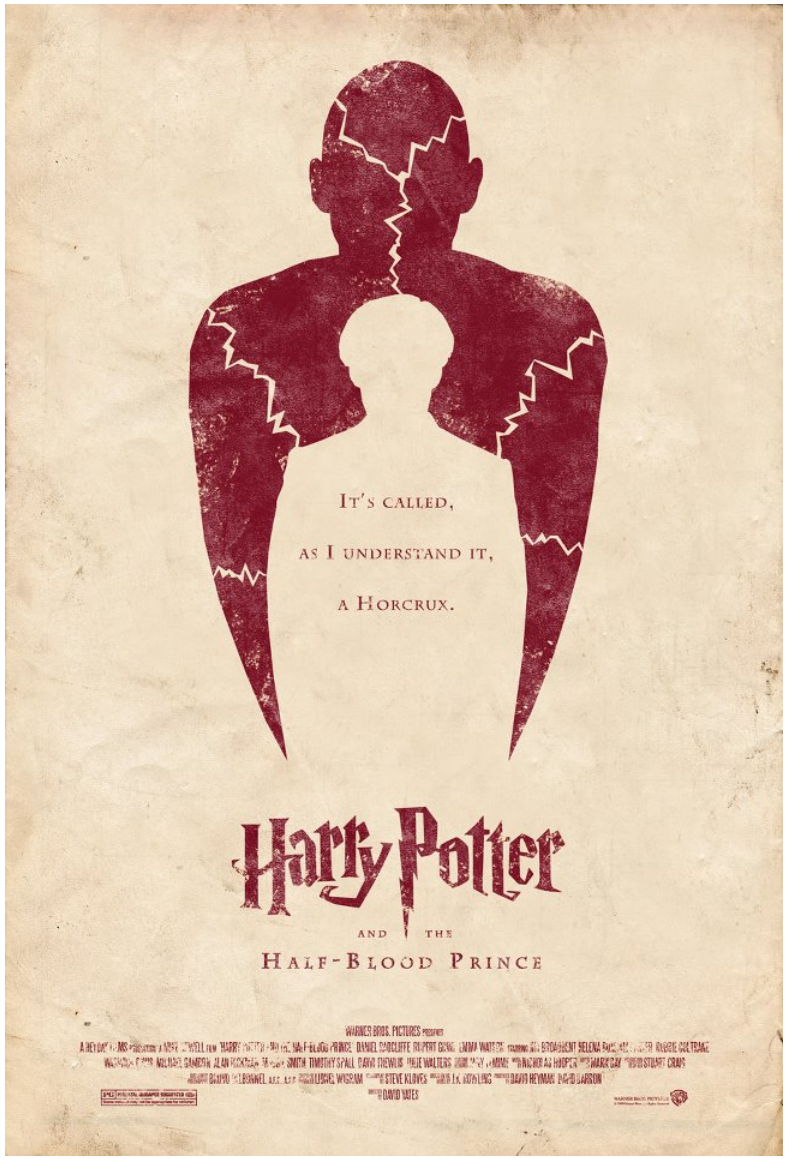


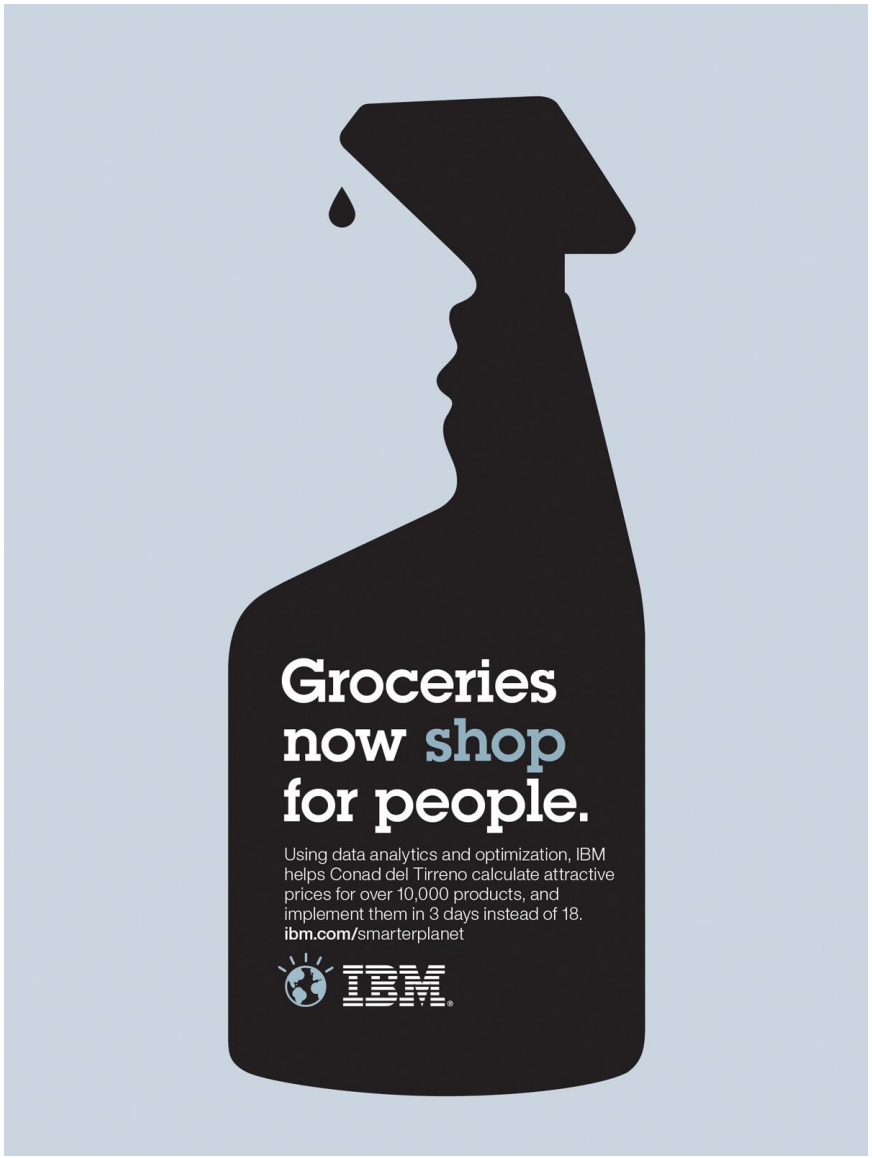
Law of Figure and Ground



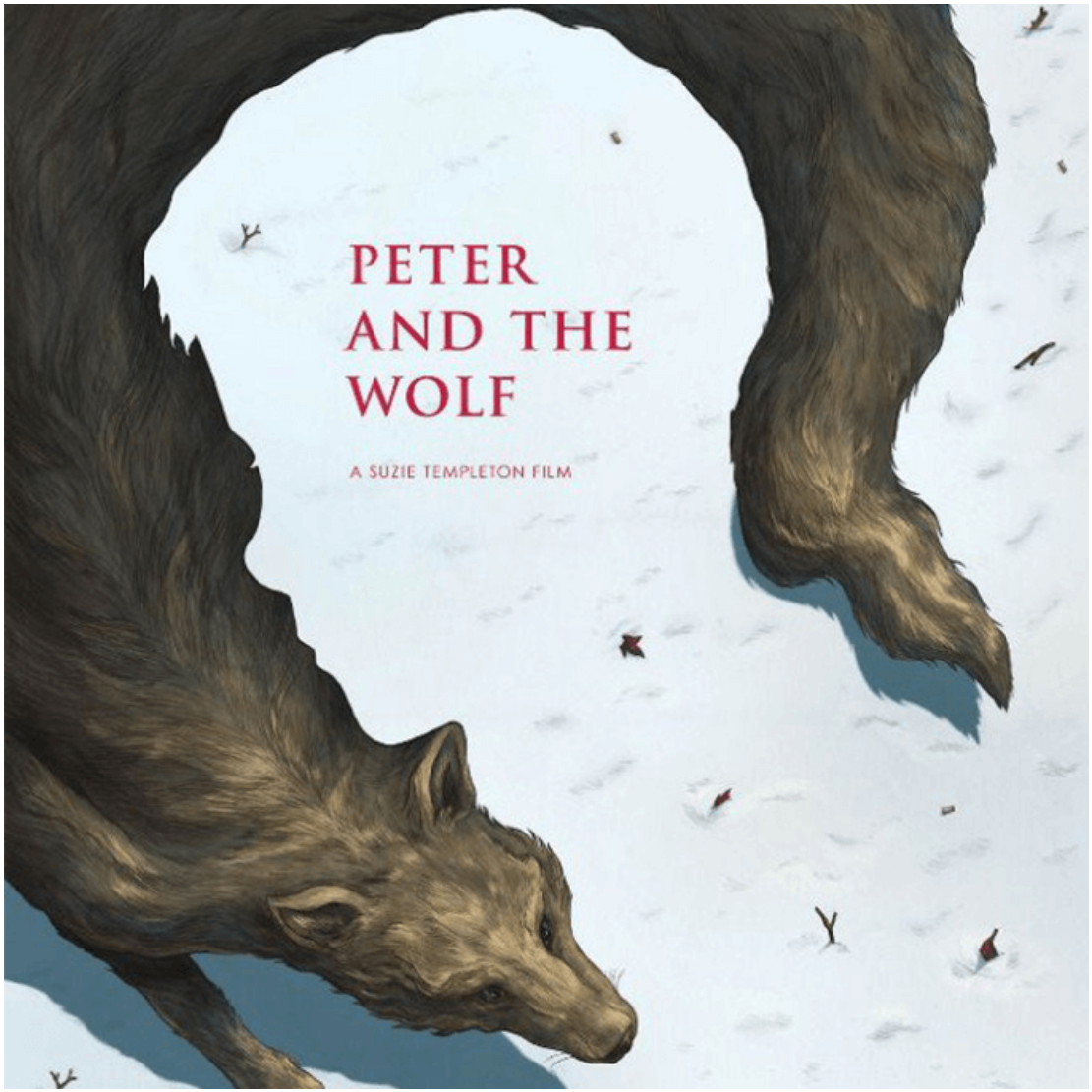


Law of Figure and Ground

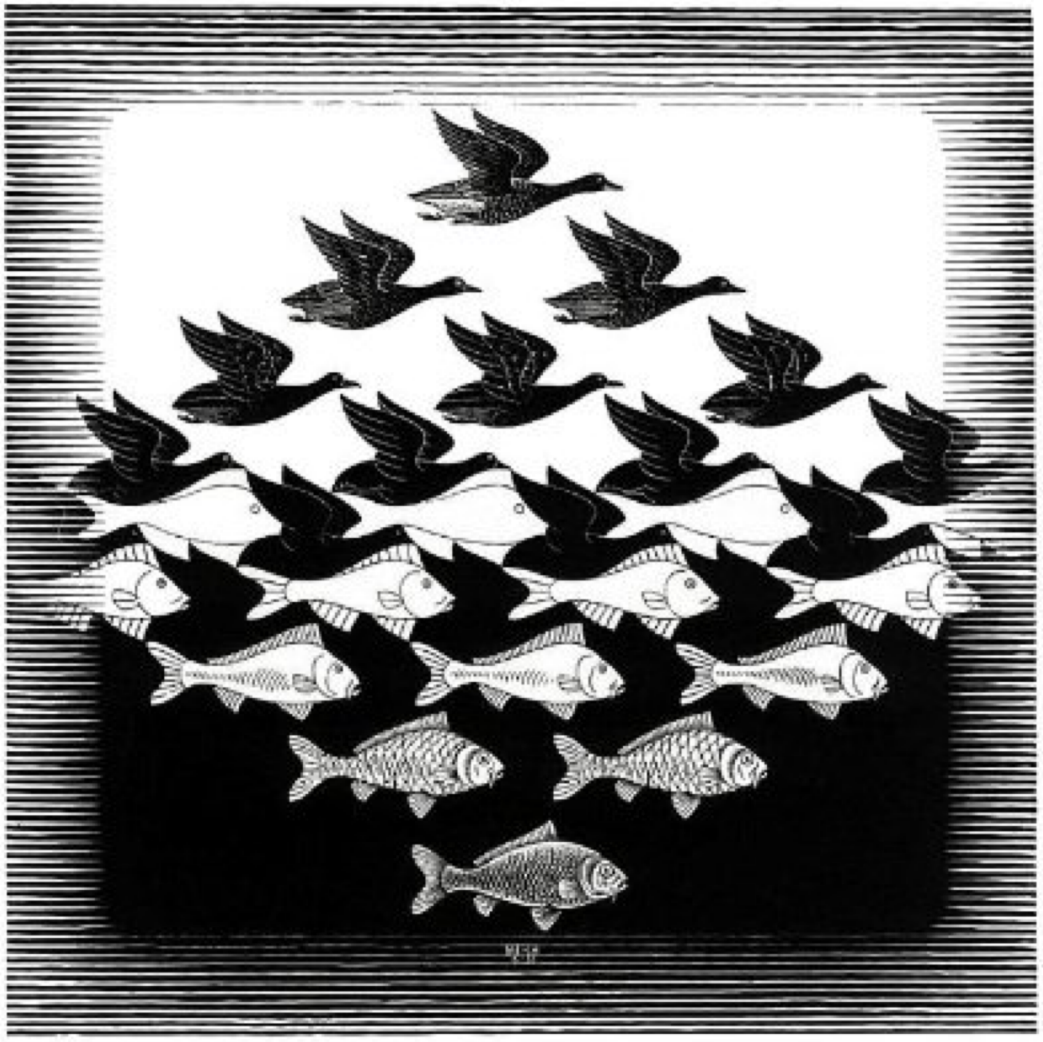




Law of Figure and Ground

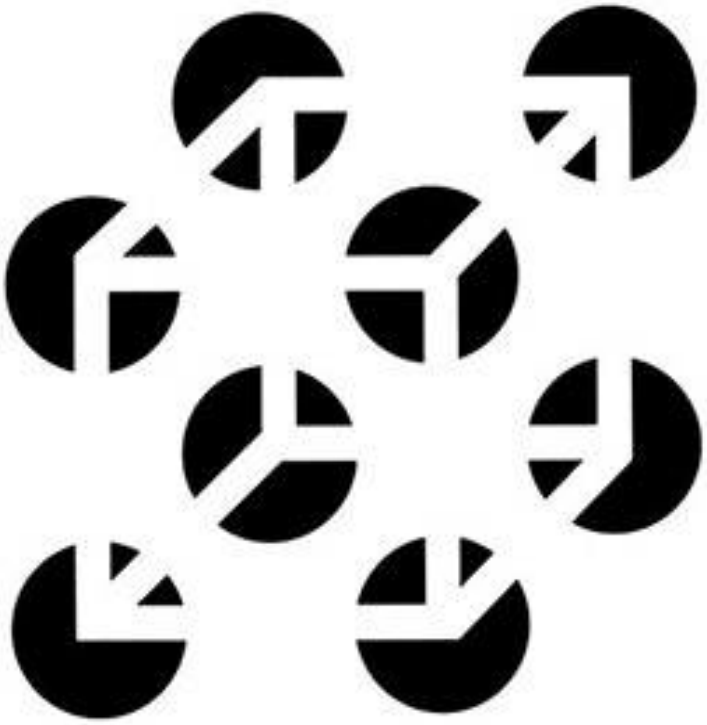


Law of Figure and Ground



Law of Closure

In perception there is the tendency to complete unfinished objects. We tend to ignore gaps and complete contour lines.



Law of Closure



Law of Closure



Law of Closure



Law of Closure

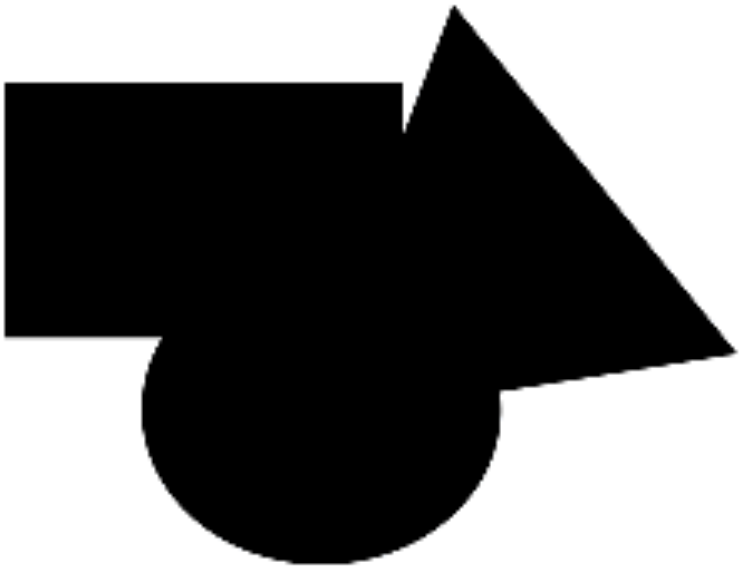


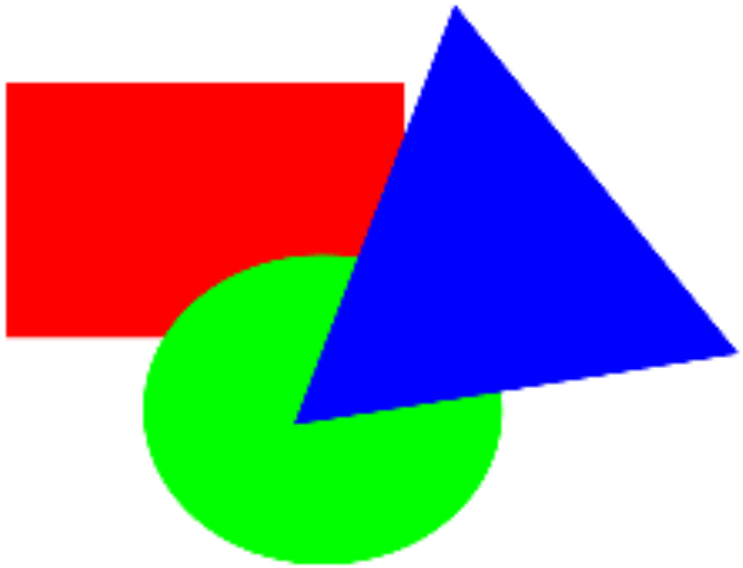
Law of Closure



Law of Pragnanz or Simplicity

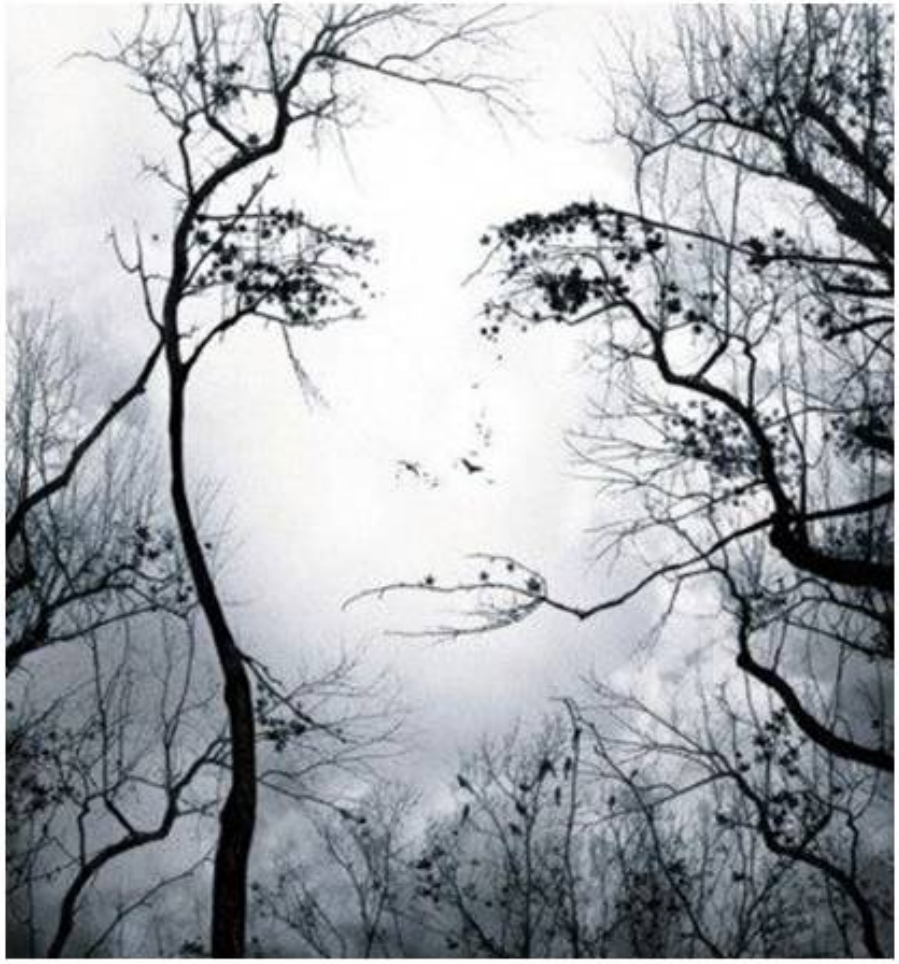
Figures are seen as their simple elements instead of complicated shapes.





The fundamental core of gestalt perception is the law of prägnanz which says that we tend to order our experience in a manner that is regular, orderly, symmetric and simple.

Law of Pragnanz or Simplicity



Reality is organised or reduced to the simplest form possible.


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“The Sun Sets Sail” - Rob Gonsalves

So in summary Gestalt means 'unified whole', which is a good way of describing the over-arching theme behind the Gestalt principles.

These refer to the way in which humans, when looking at a group of objects, will see the whole before we see the individual parts.

If you collect together your design elements in a visual arrangement using one, or more, of the Gestalt principles your design will feel more connected, coherent and complete.



The Writing's on the Wall - OK Go