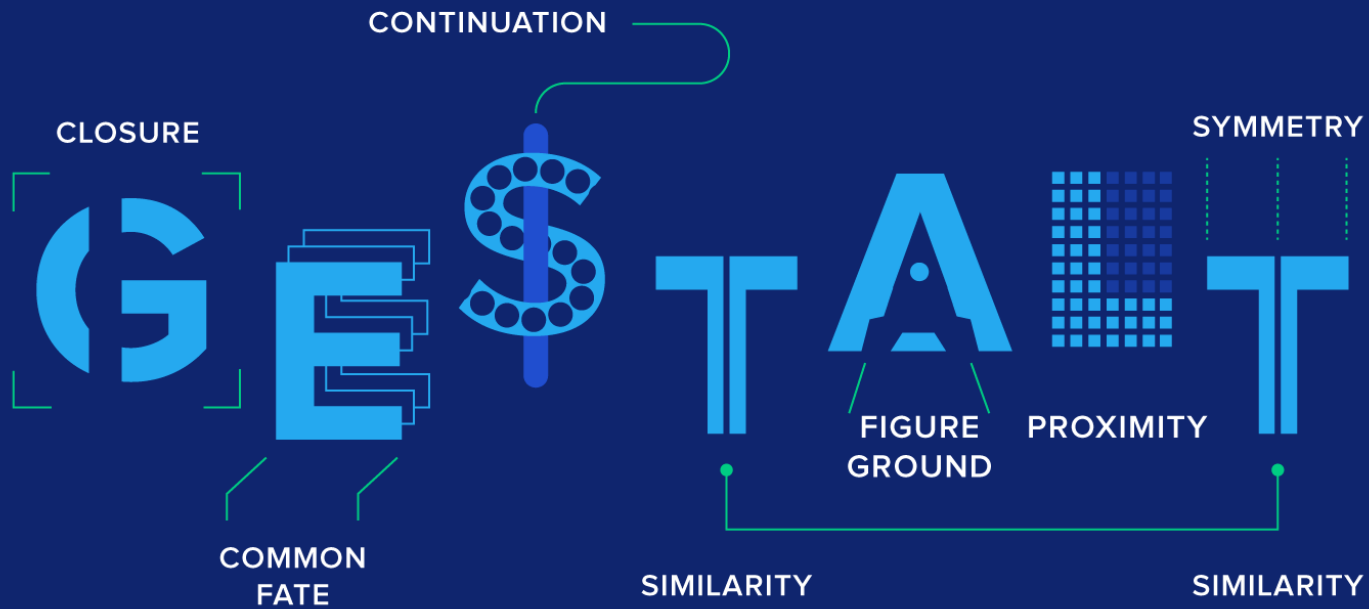




Let's Play a Game:
Read what you see

Can you read this?

What are you reading?

What are you reading?

**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.



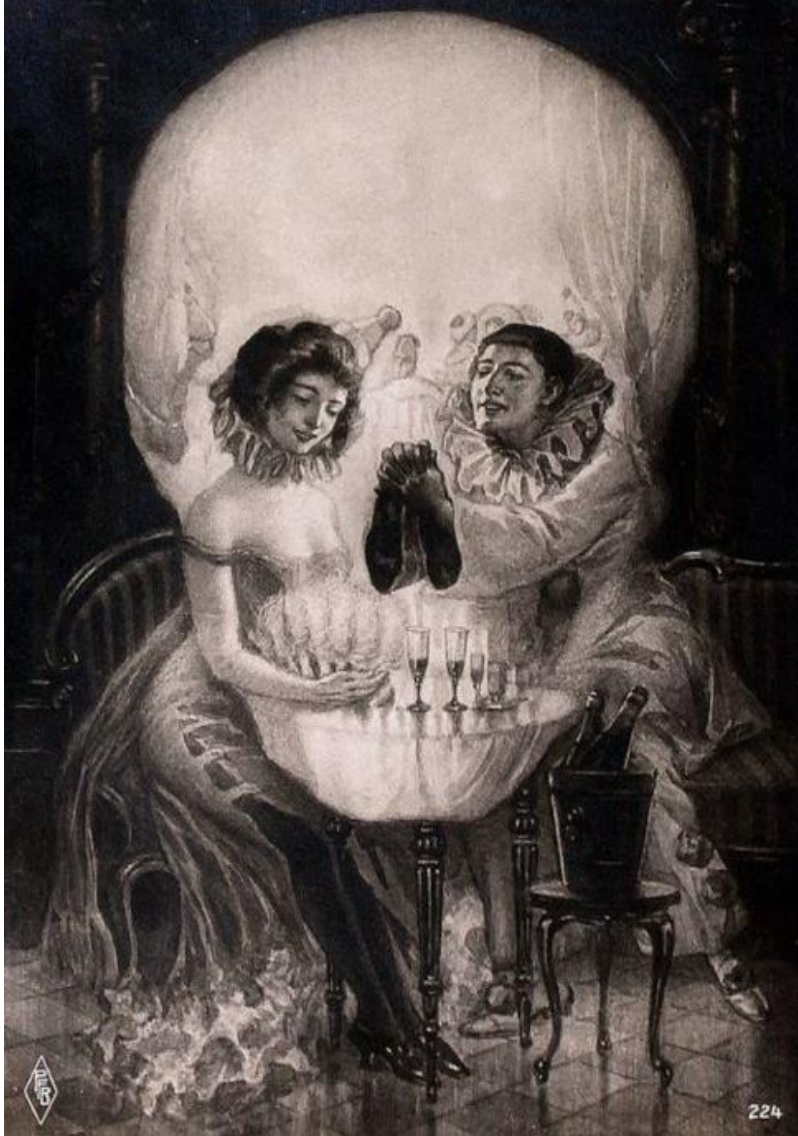
What do you see in this picture?



What do you see now?



“The whole is greater than the sum of the parts”

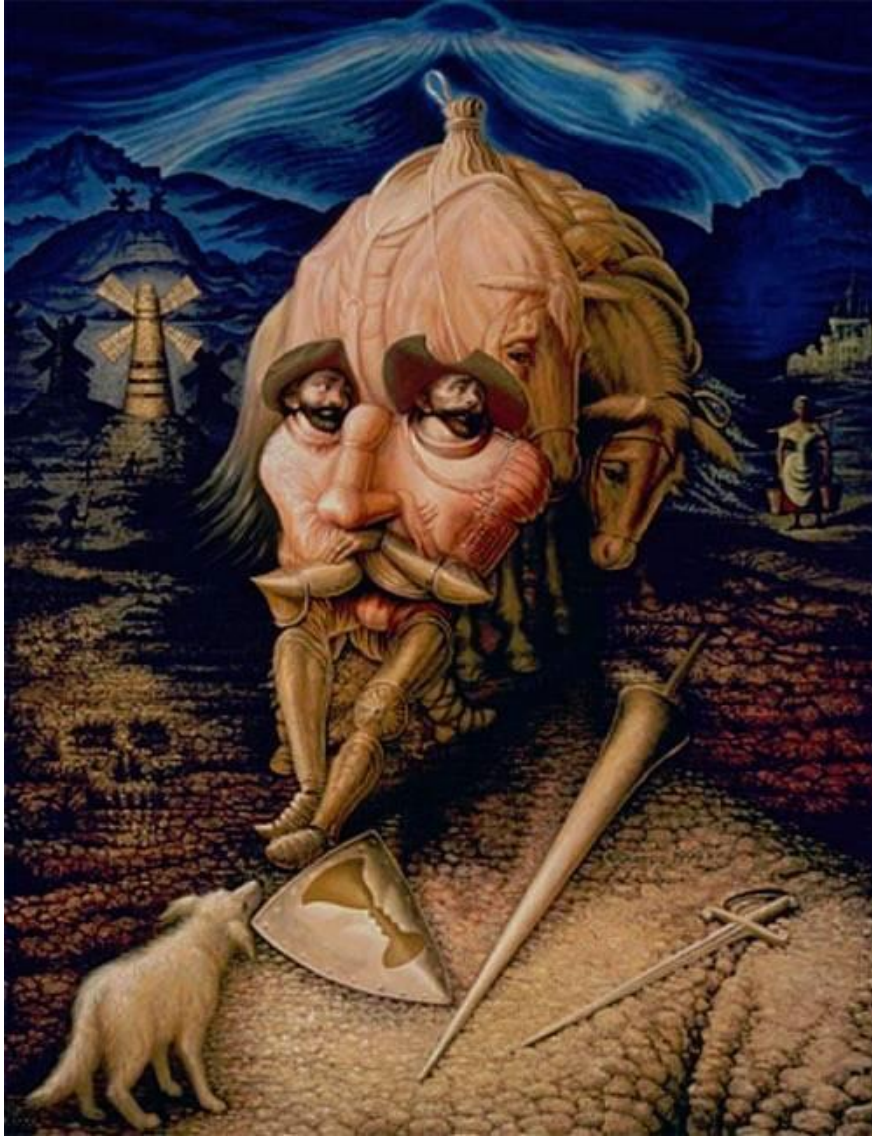


**What do you perceive
in this picture?**

“L'Amour de Peirrot” - Salvador Dalí.

**That's how we can
define the Gestalt
Principles, they are
a matter of
perception.**

"Galatea of the Spheres" - Bernard Pras.



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

"La amistad de don Quijote", Octavio Ocampo.



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 our brain tends to see shapes as simply 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 visual content in an effective way.

The main Gestalt Laws are:

Law of Proximity

Law of Similarity

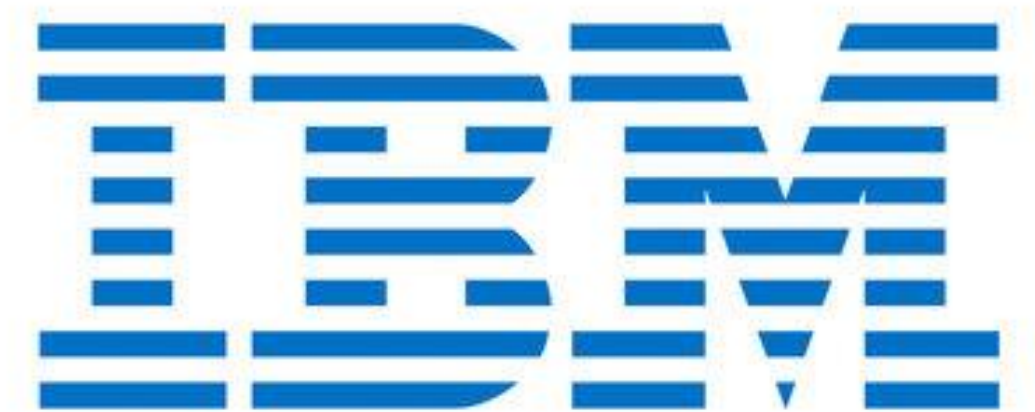
Law of Figure and Ground

Law of Continuity

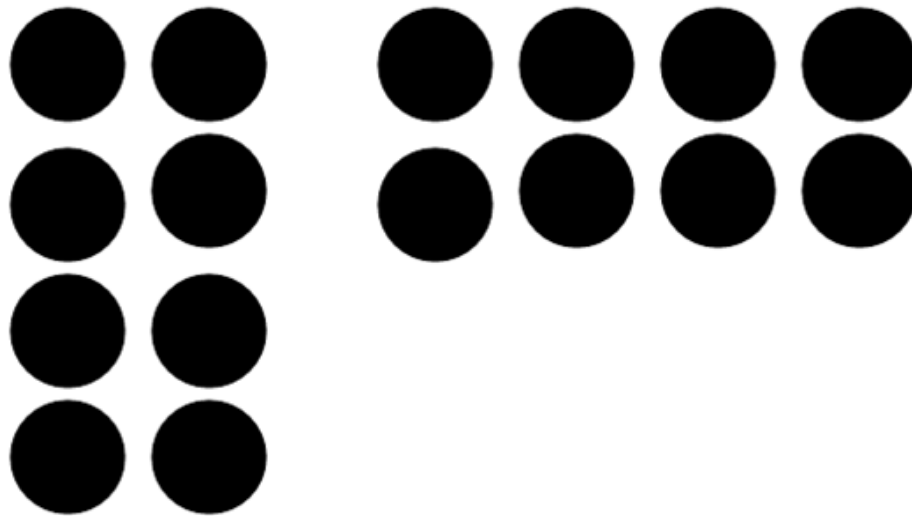
Law of Closure

Law of Simplicity

The Law of Proximity



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



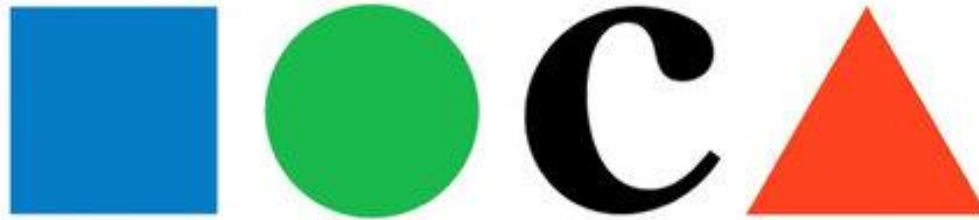
The circles on the left appear to be grouped in vertical columns while those on the right appear to be in horizontal rows.

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

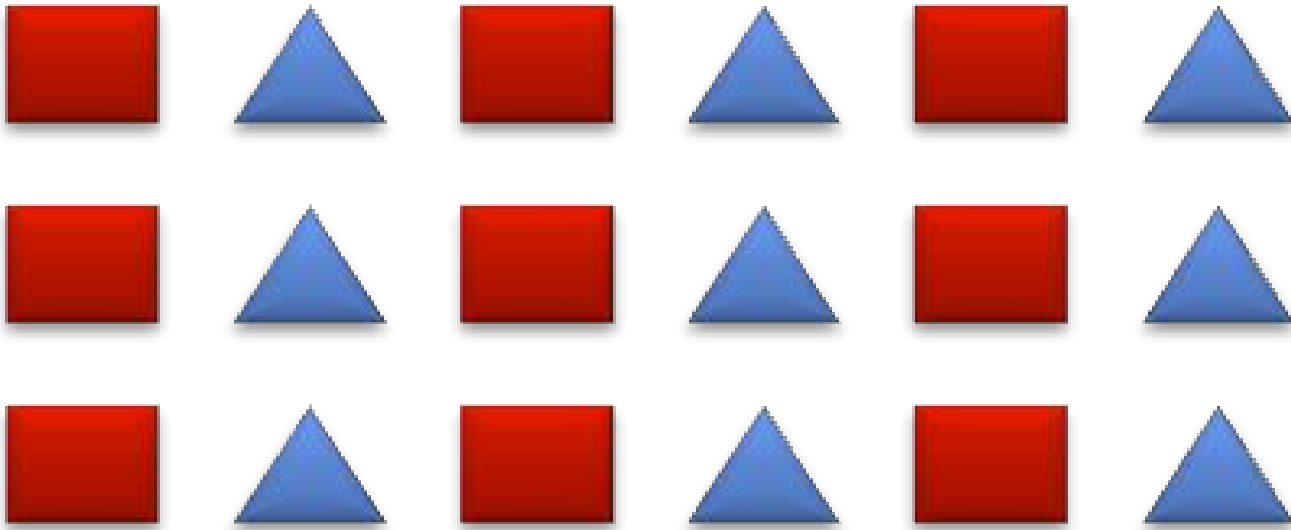




The Law of Similarity



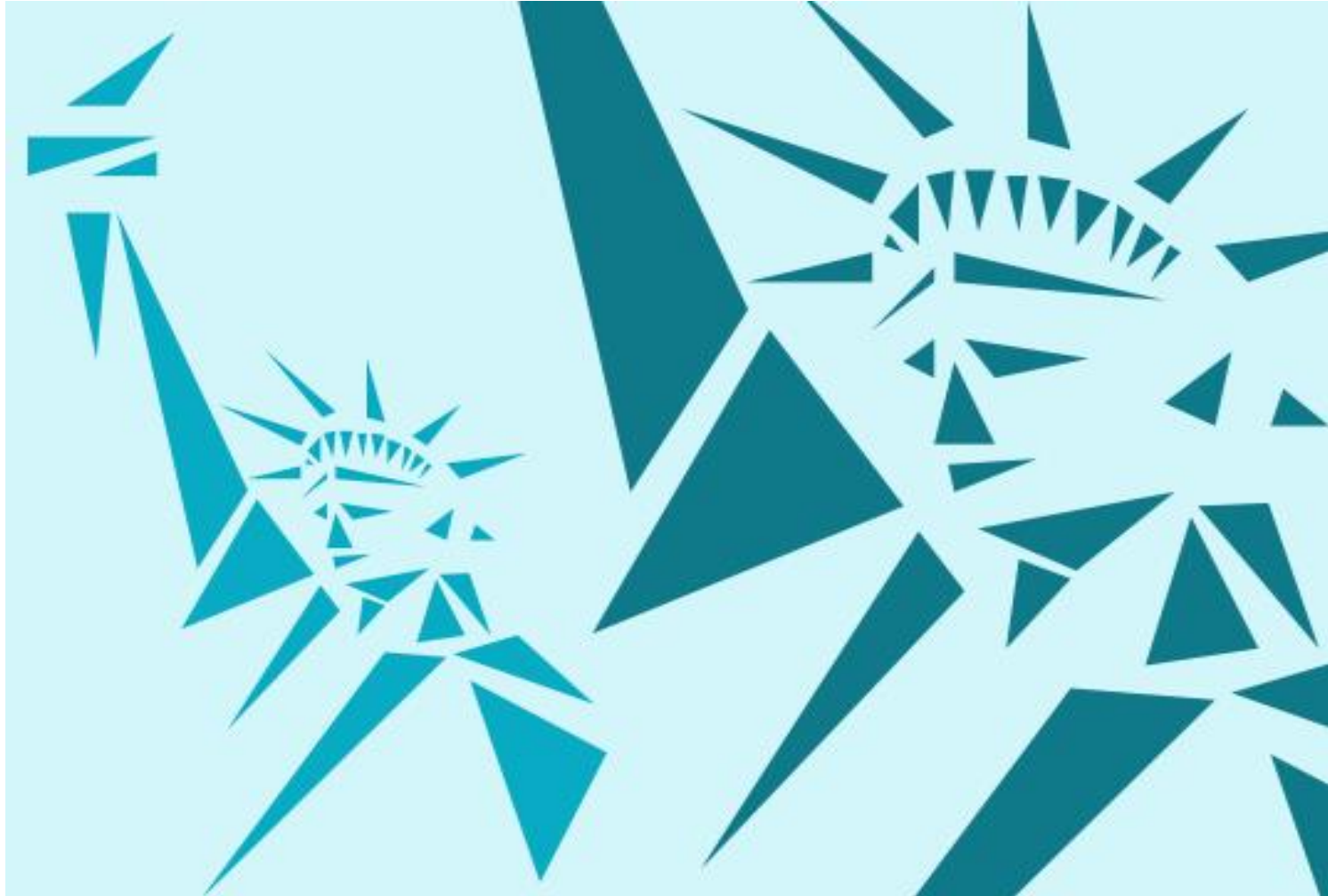
Objects that look alike, with similar components or attributes, are more likely to be organised together.



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



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

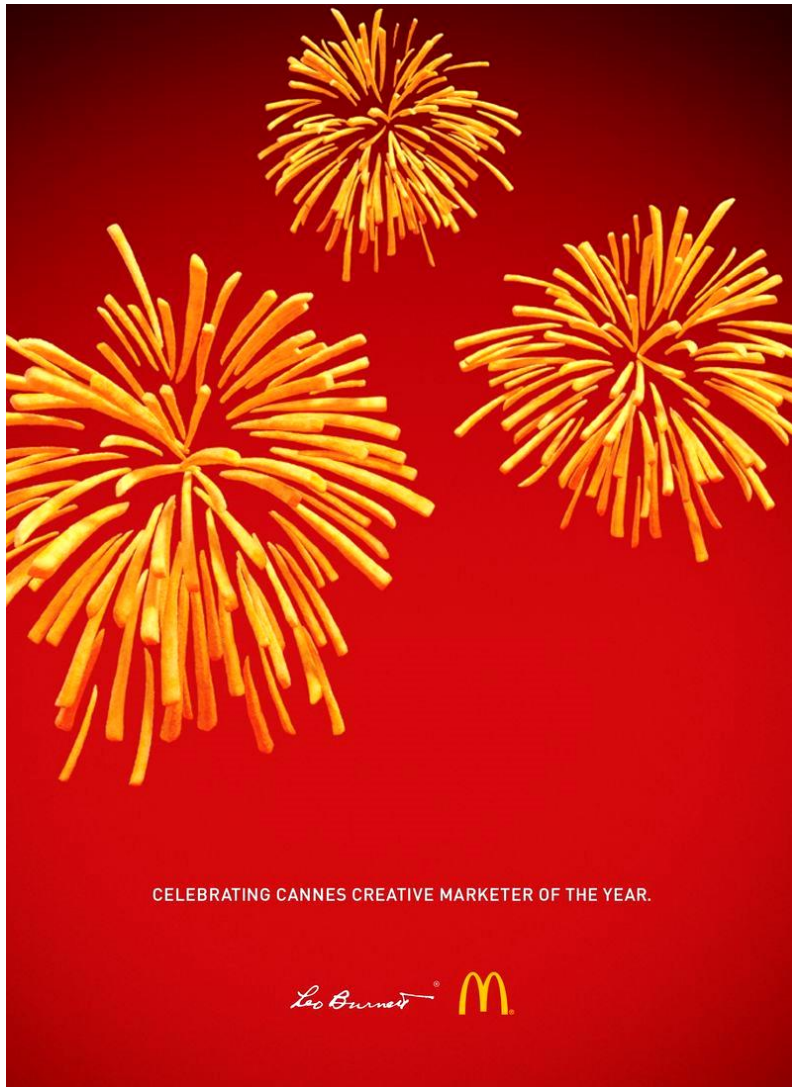


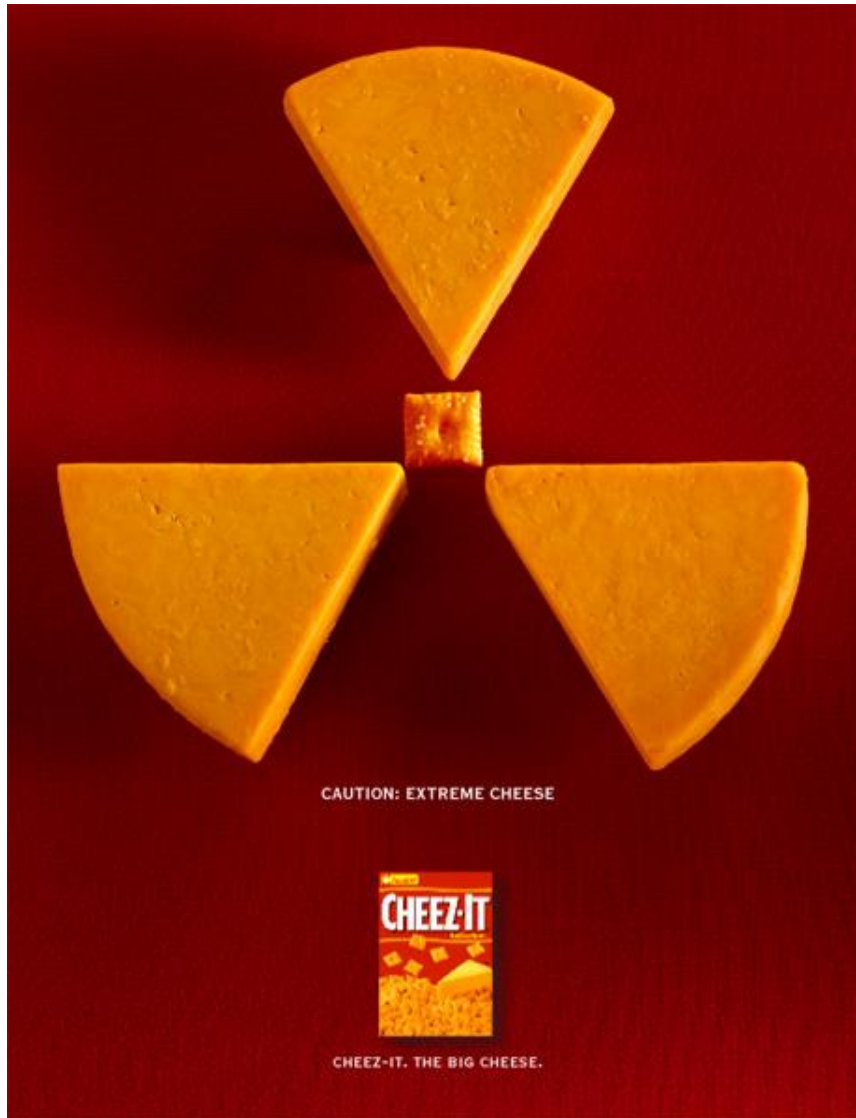
What do you see here?

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 is called an anomaly.





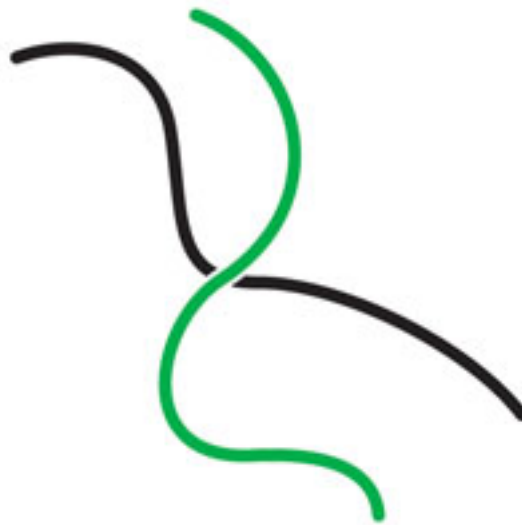
The Law of Continuity

The image shows the classic Coca-Cola logo in its signature red script. The logo is centered on the page and is a vibrant red color. It is a classic example of the Law of Continuity in Gestalt psychology, where the brain perceives the continuous lines of the script as a single, unified form despite the complex, overlapping curves.

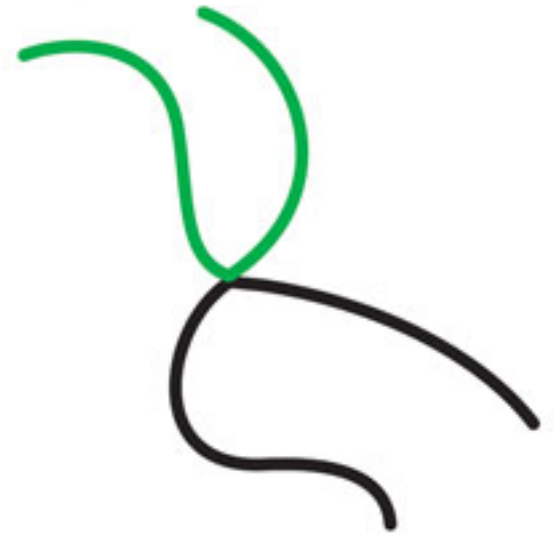
Objects will be grouped as a whole if they are co-linear, or follow a direction.



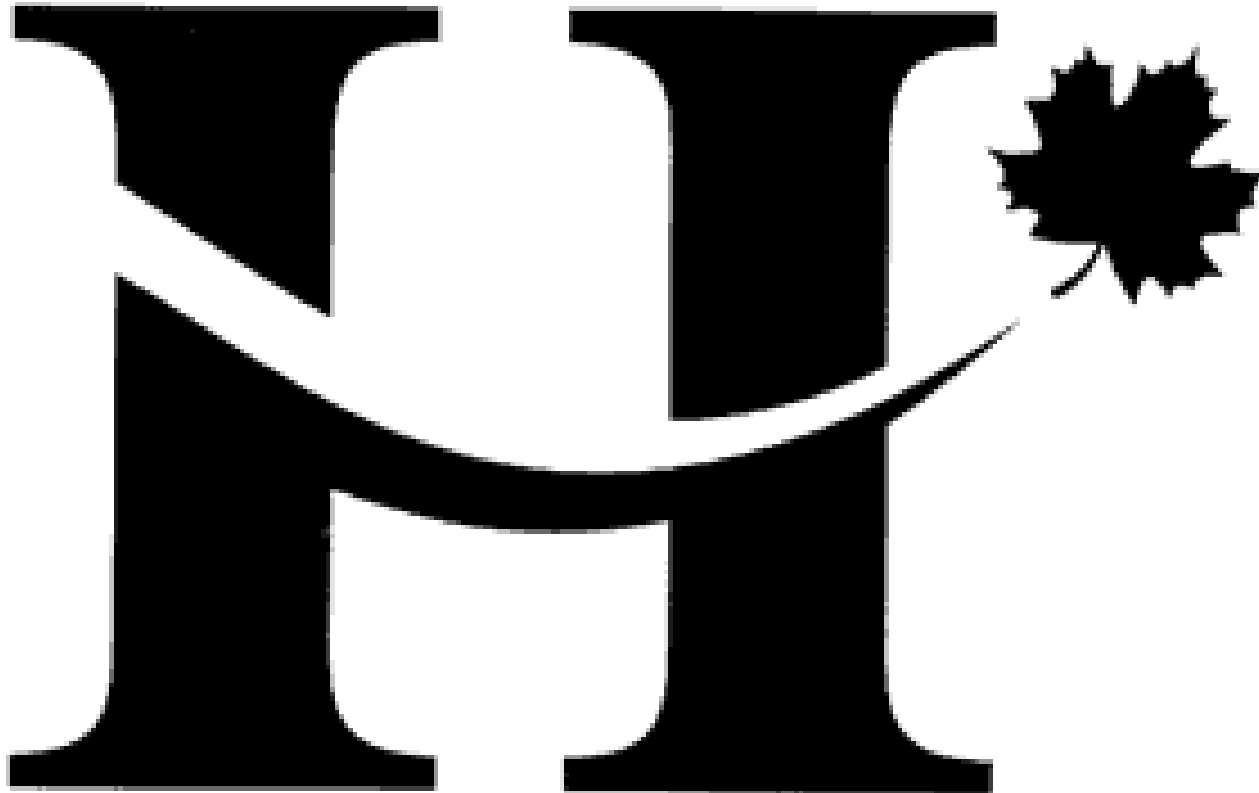
This...

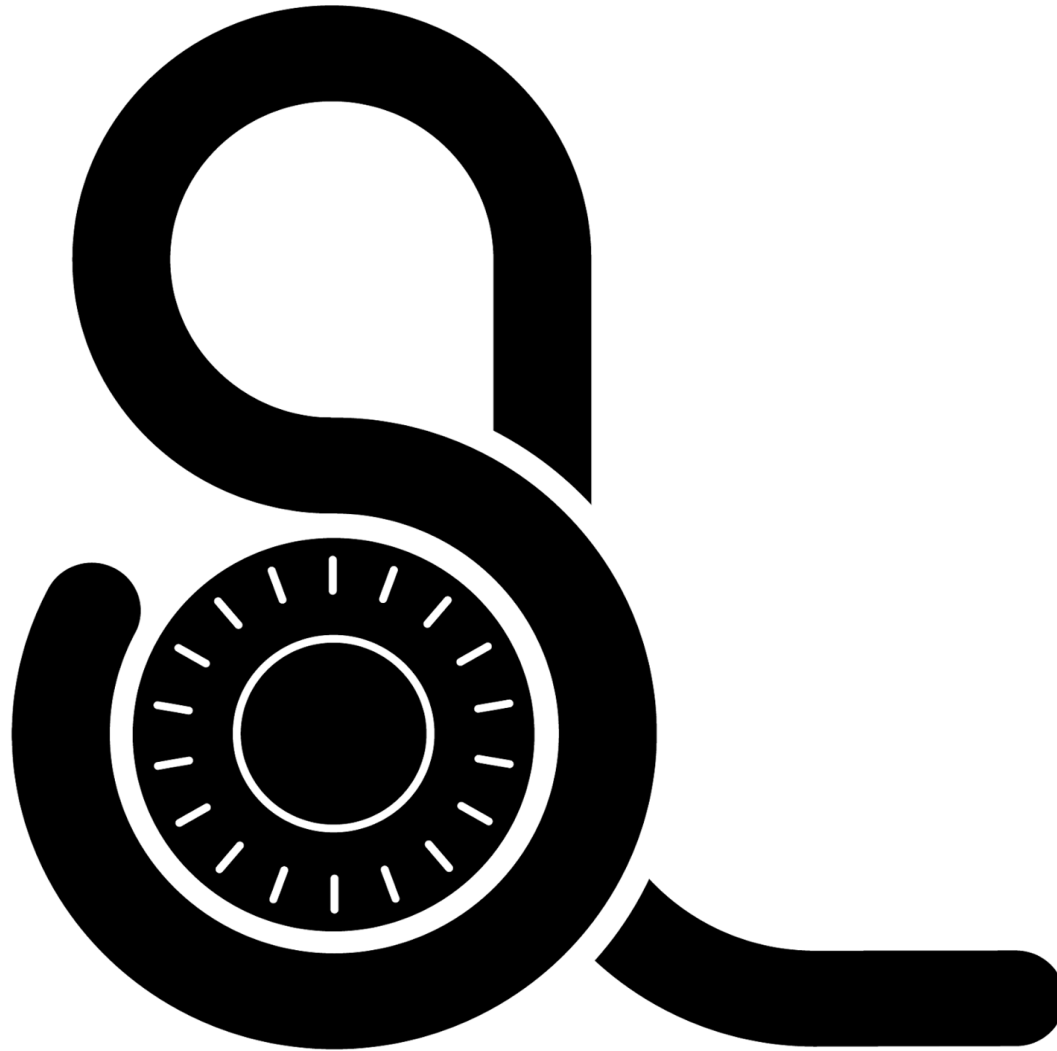


looks like this...



not this.



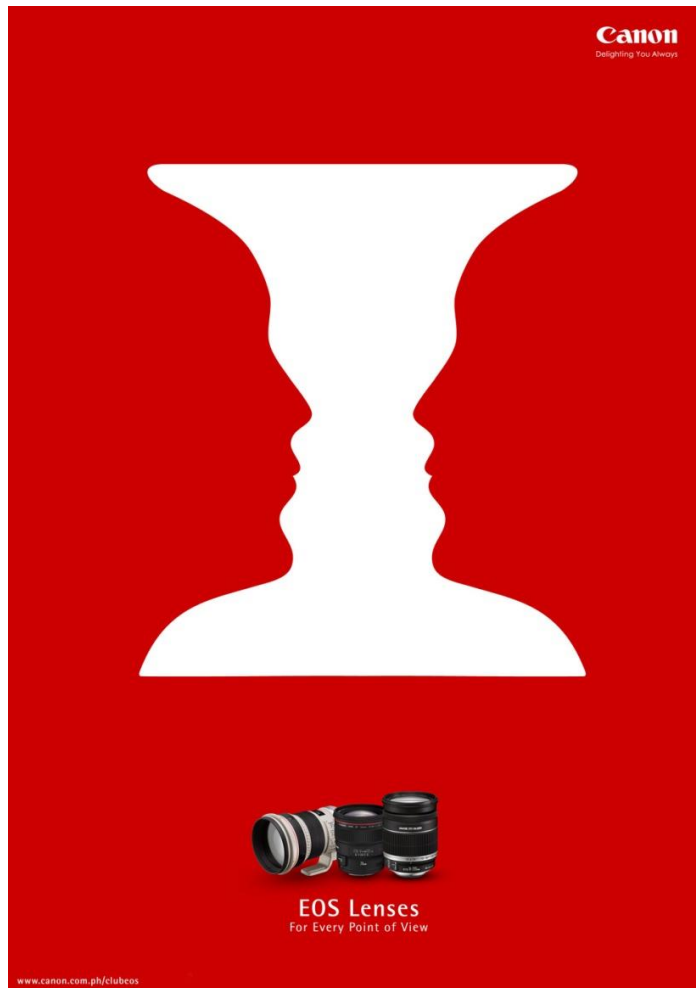




The Law of Figure and Ground



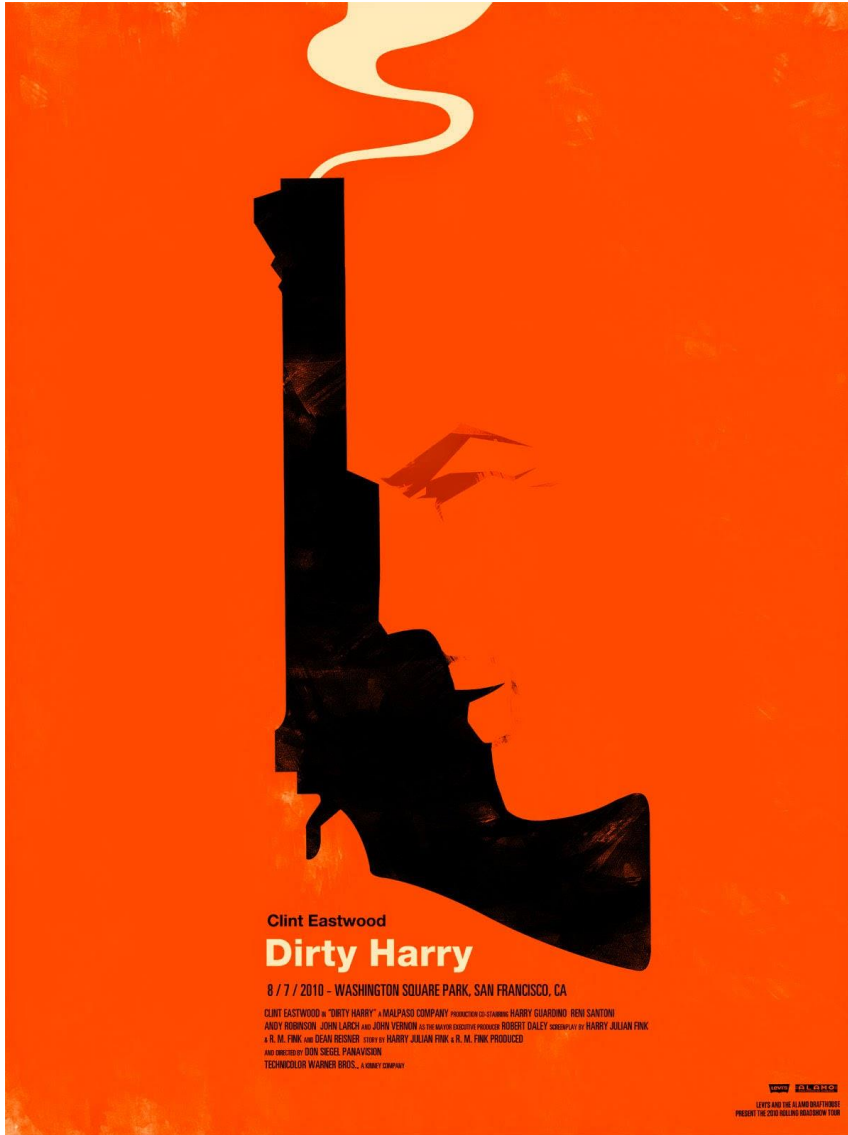
Viewers will perceive an object (figure) and a surface (ground).



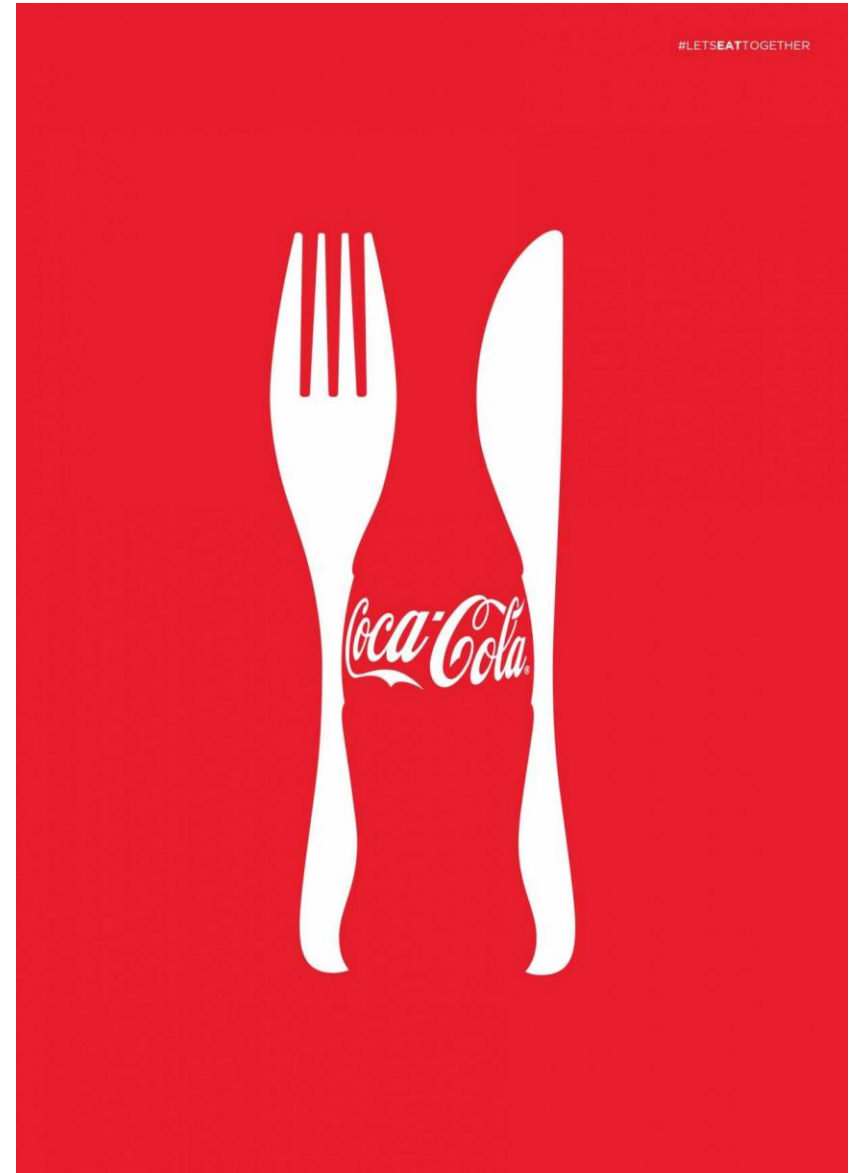
Law of Figure and Ground



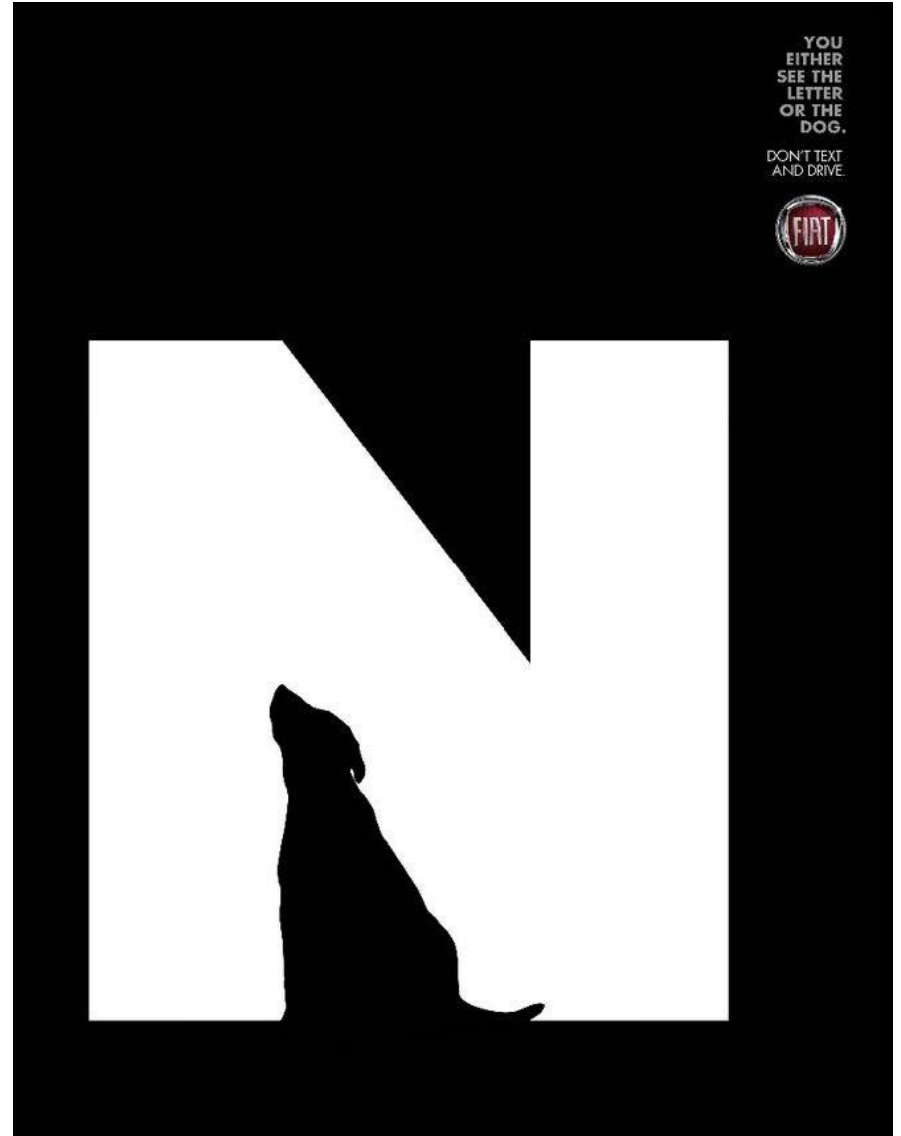
Law of Figure and Ground



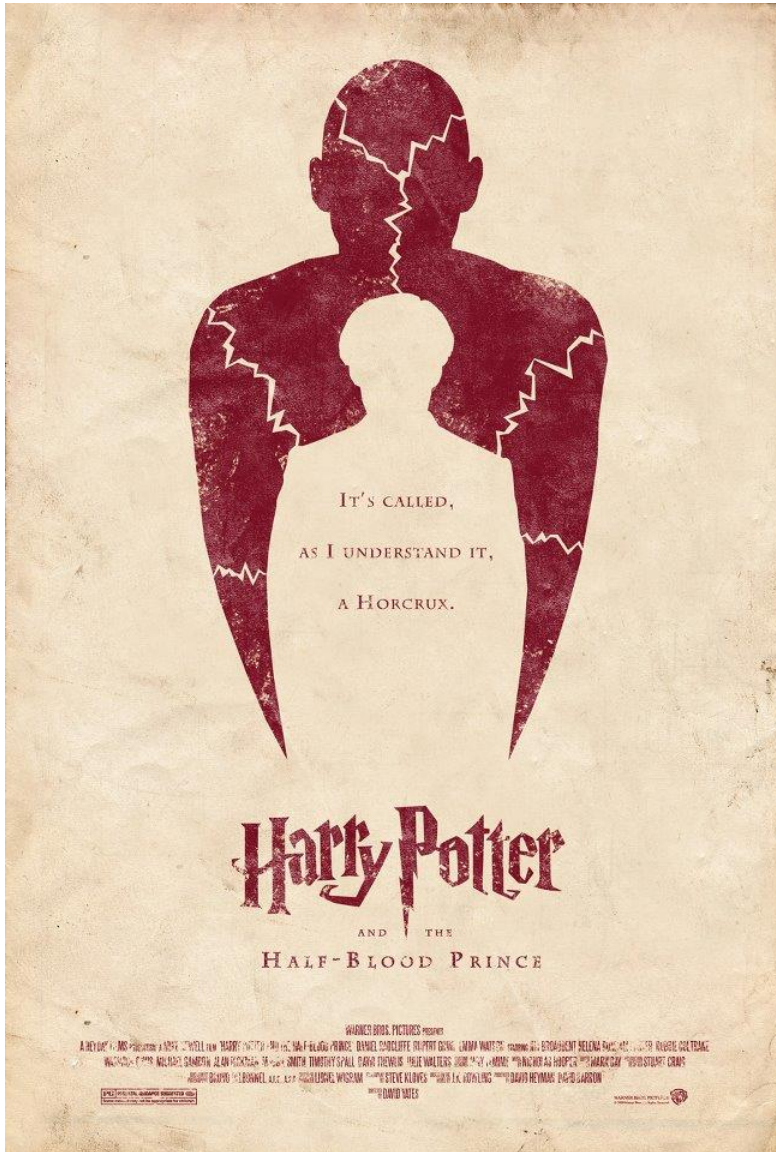
Law of Figure and Ground

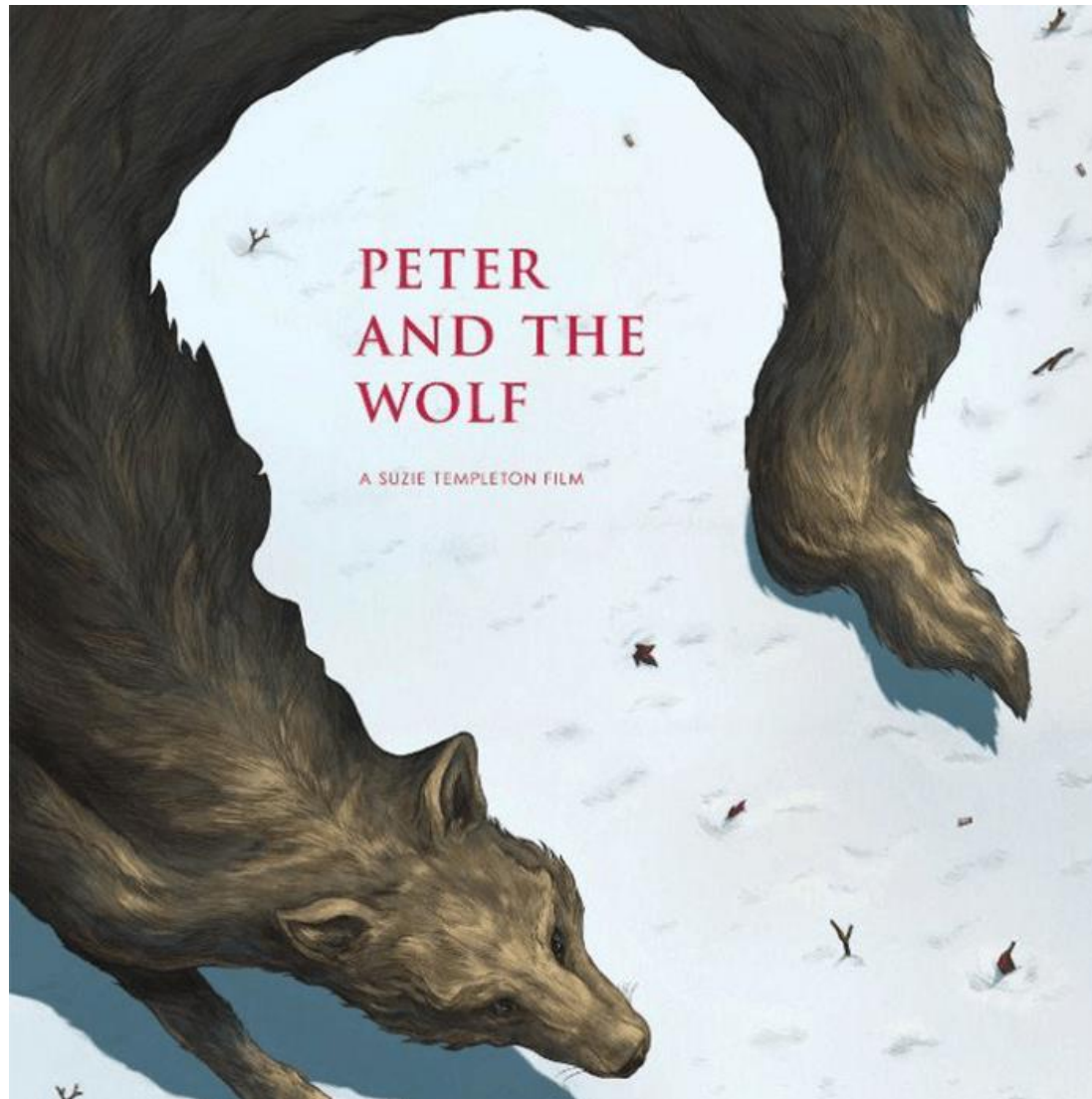


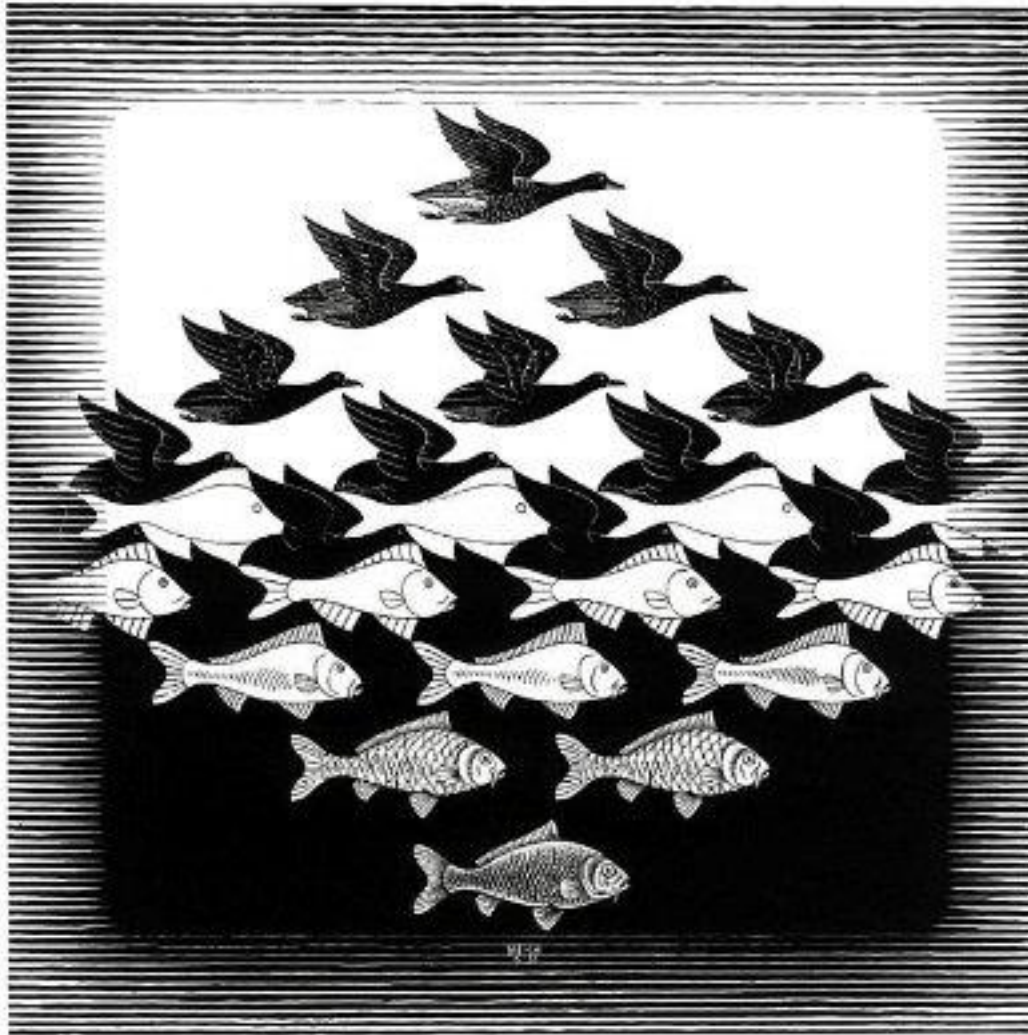
Law of Figure and Ground



Law of Figure and Ground





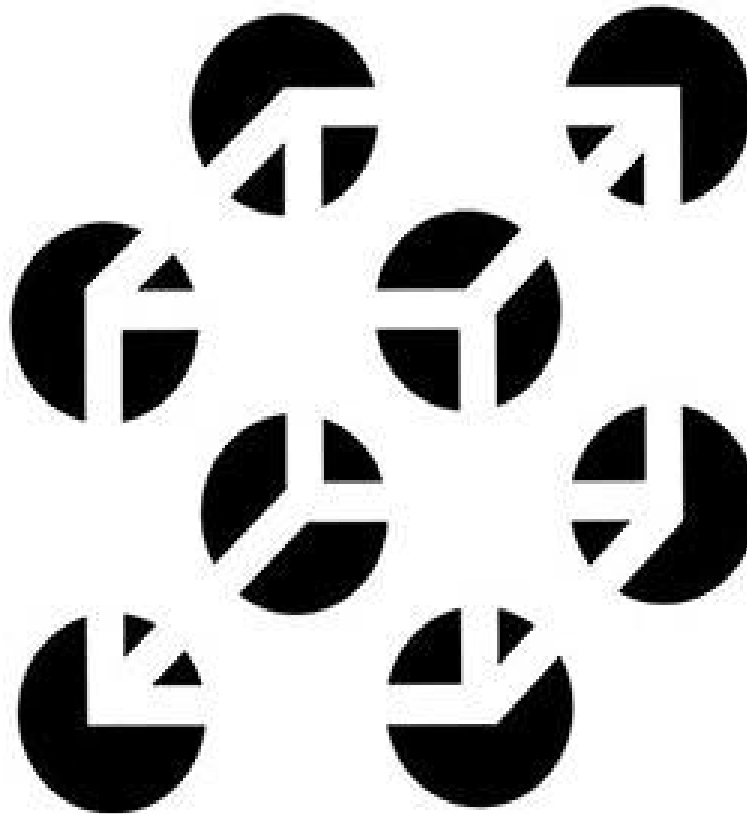


“Sky and Water” - MC Escher, 1938

The Law of Closure



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







WWF

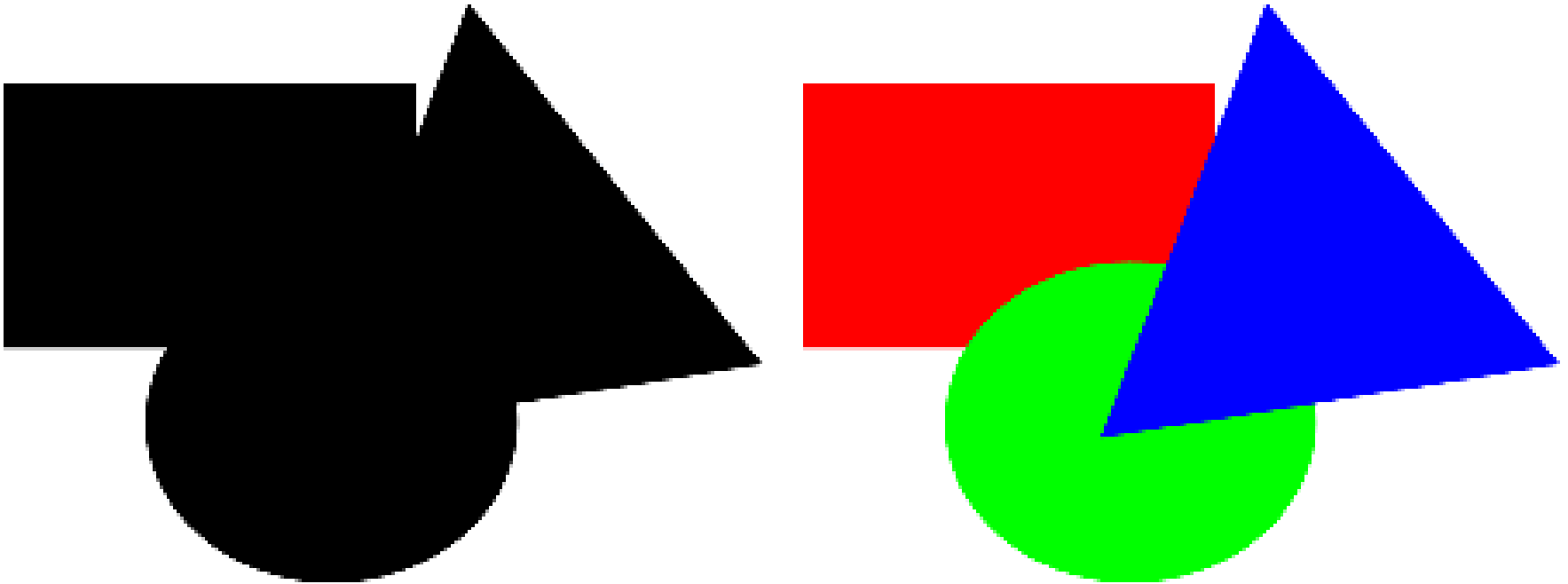


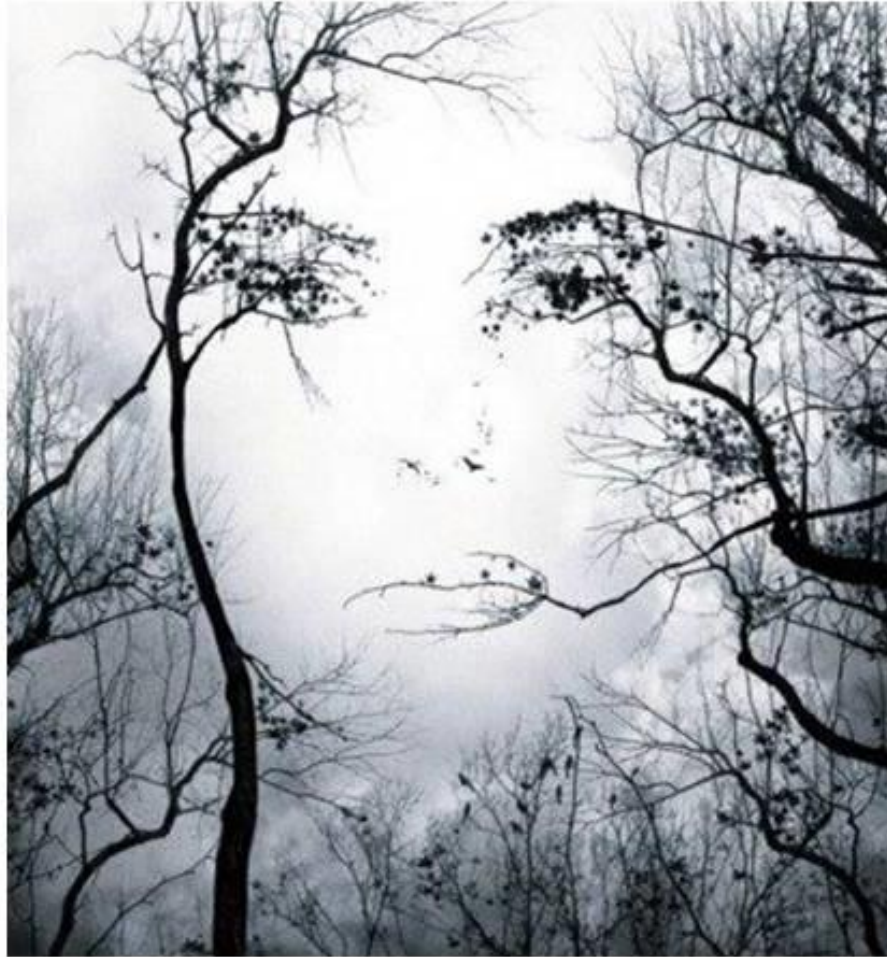


The Law of Prägnanz or Simplicity



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





Reality is organised or reduced to the simplest form possible.

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HEINEKEN - OFFICIAL SPONSOR OF THE UEFA CHAMPIONS LEAGUE FINAL.

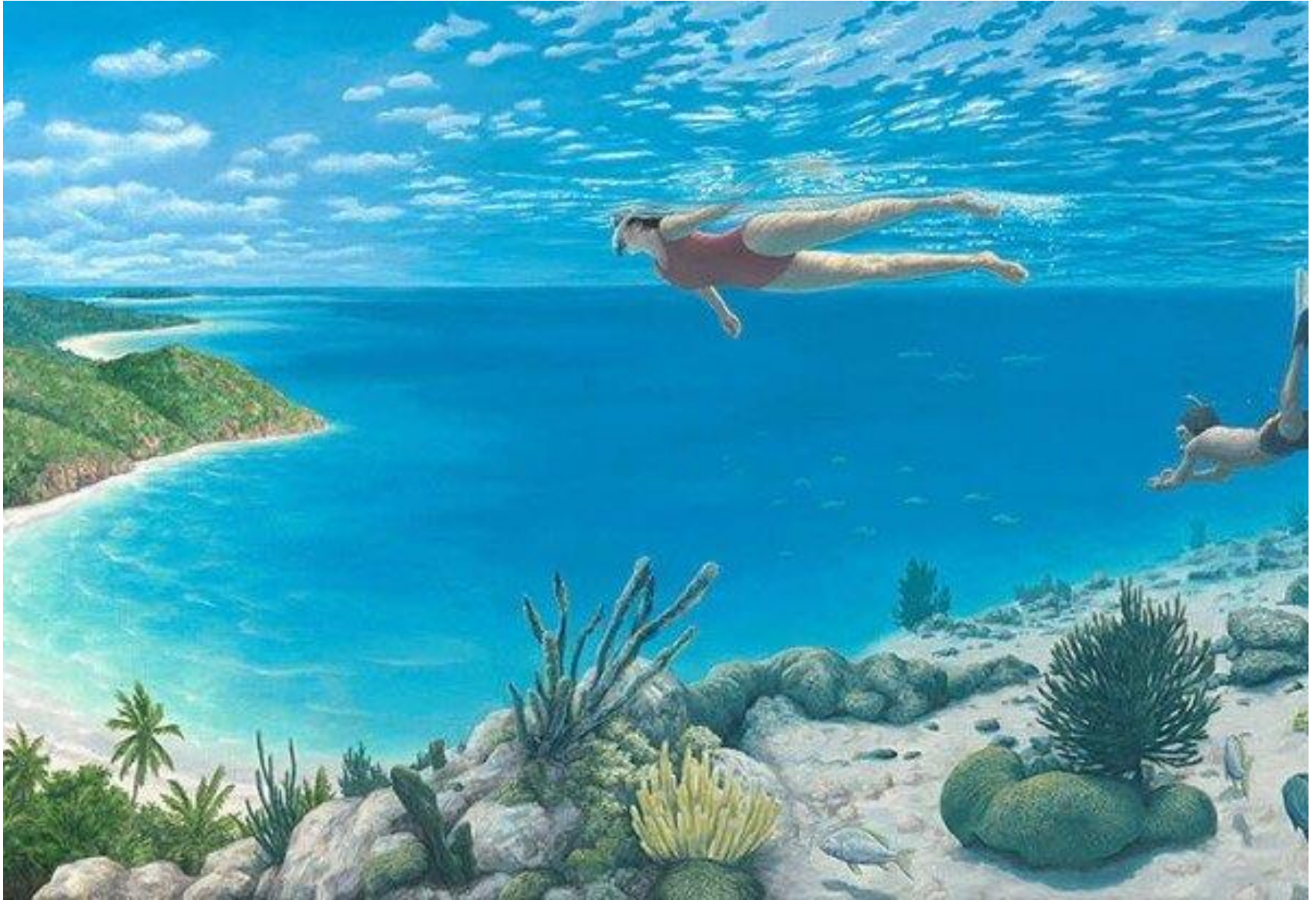




“The Sun Sets Sail” - Rob Gonsalves, 2001



“The Dancing Wind” - Rob Gonsalves, 2007



“Beyond the Reef” - Rob Gonsalves, 2014

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