# 12. Gestalt Principles

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# What do you see in this picture?

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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"

# Gestalt Principles

- Gestalt Principles are about perception and reality.

- Gestalt principles help us understand the way we see.

- Principles of Gestalt can be helpful to find out how visual perceiving works and why some images work better than others.

- So we are going to see what the Gestalt Laws are, which are its rules and why they are so important for designers.

# 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

- Law of Proximity

- Law of Similarity.

- Law of Figure and Ground.

- Law of Continuity

- Law of Closure

# Law of 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**.

# Law of Proximity

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



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

# Law of Proximity

# Law of Proximity applied to real design

- Designer uses the proximity law to create a shape of an island and its reflection on the sea.

- This is the perfect combination of the brand name and the customer activity, dance music producer.

- we can see a group of single objects, representing types of food (bread, fish, vegetables are clearly recognizable) which, grouped for proximity, create a car shape.

MYSTERY ISLANDS

Foodmobile

# Law of Similarity

- *Similarity* occurs when **objects look similar** to one another. People often perceive them as a group or pattern.
- The example below (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.

# Law of Similarity



Objects are viewed in vertical rows because of their similar attributes.
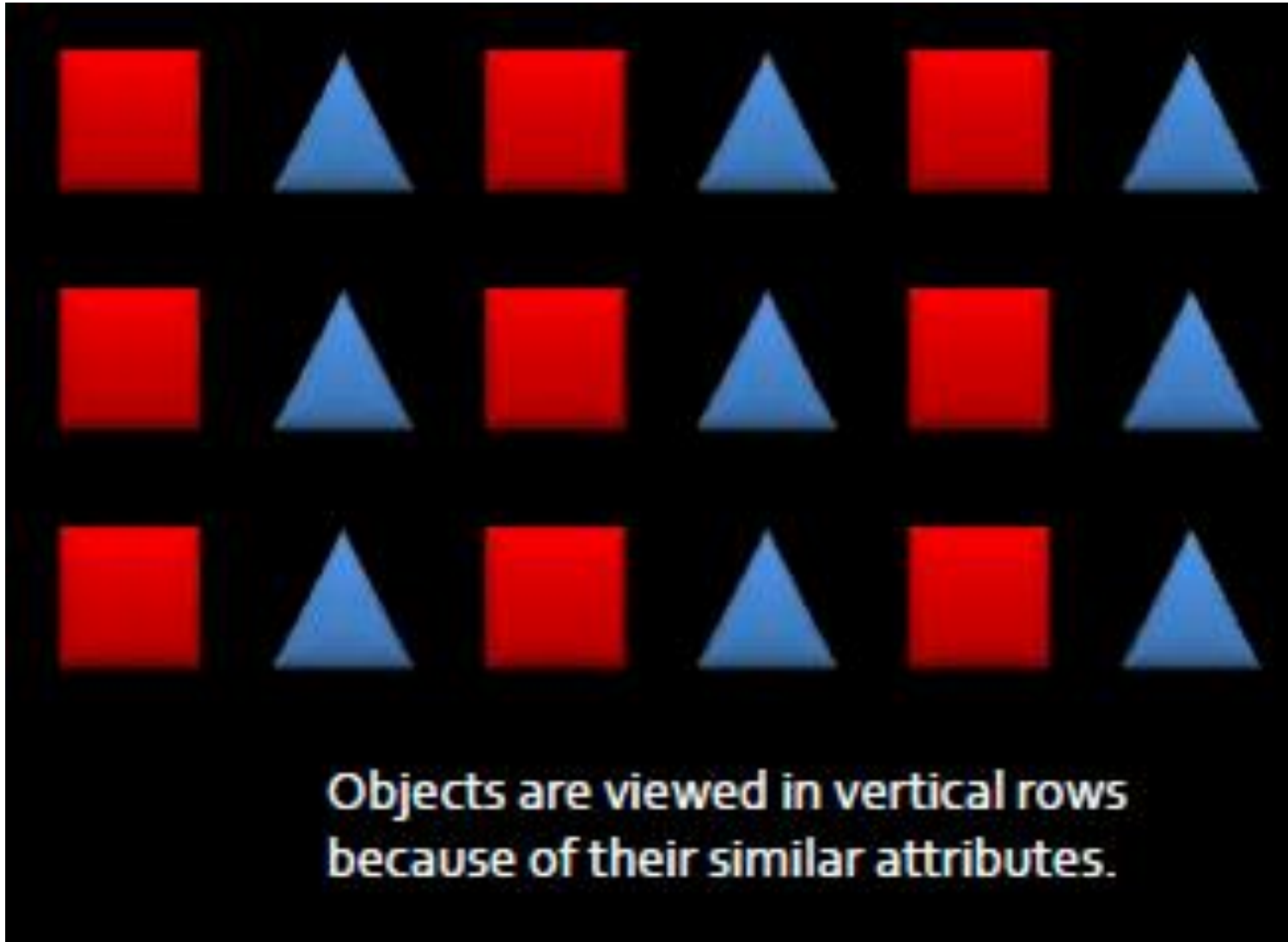
# Law of Similarity



The visual part of the Capture logo shares with the textual part a kind of viewfinder which is the same of the C and E letters.
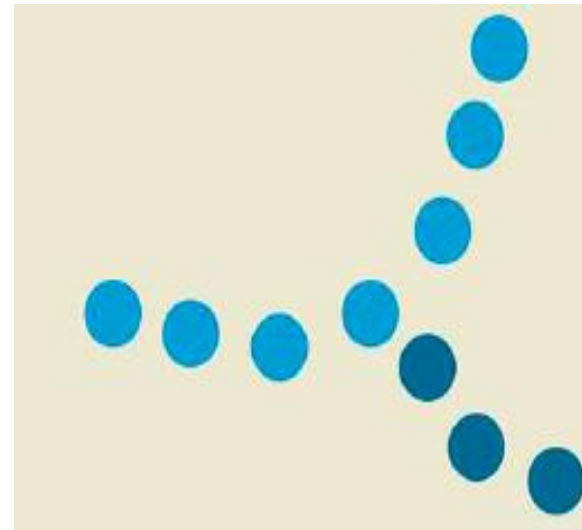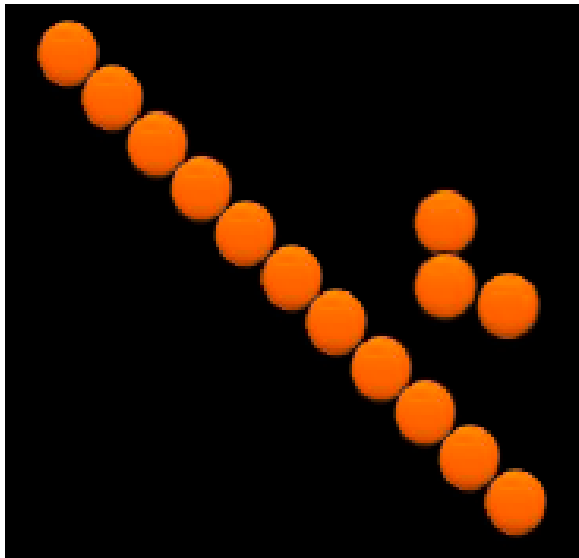
# Law of Similarity

- 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

# Law of Continuity

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

# Law of Continuity

# Law of Continuity

- Continuation occurs in the example below, 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.

# Law of Figure and Ground

- The eye differentiates an object form its surrounding area.

- A shape is naturally perceived as figure, while the surrounding area is perceived as ground (background).

- Balancing figure and ground can make the perceived image more clear.

- Using unusual figure/ground relationships can add interest and subtlety to an image.

# Law of Figure and Ground
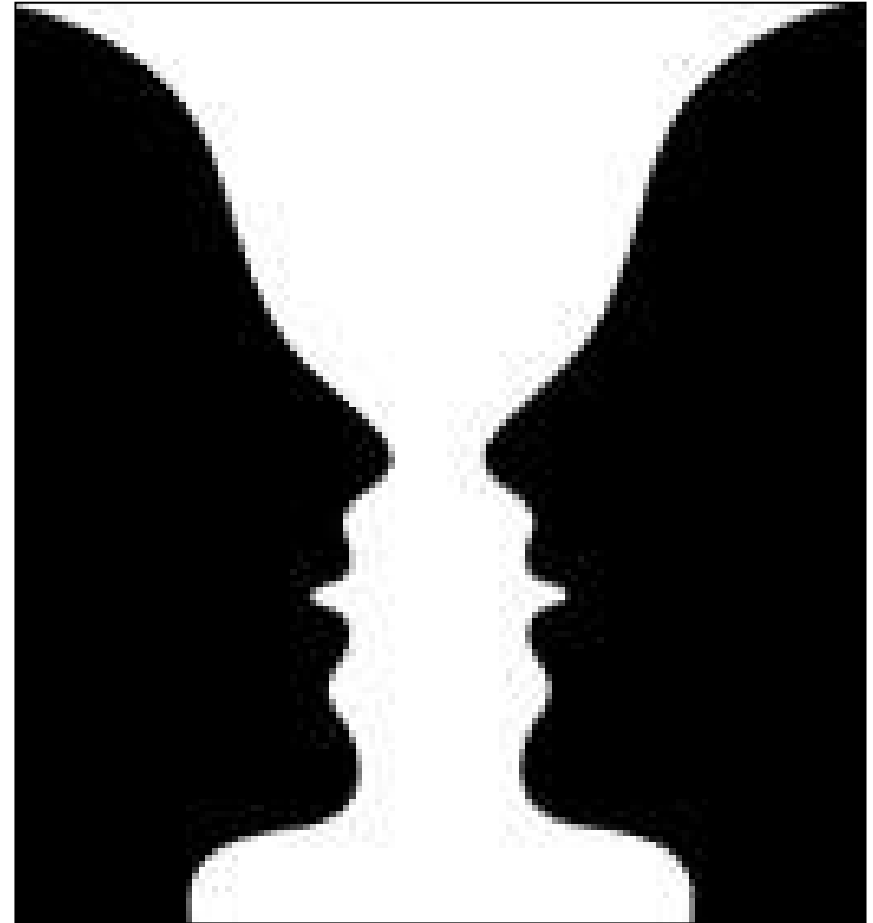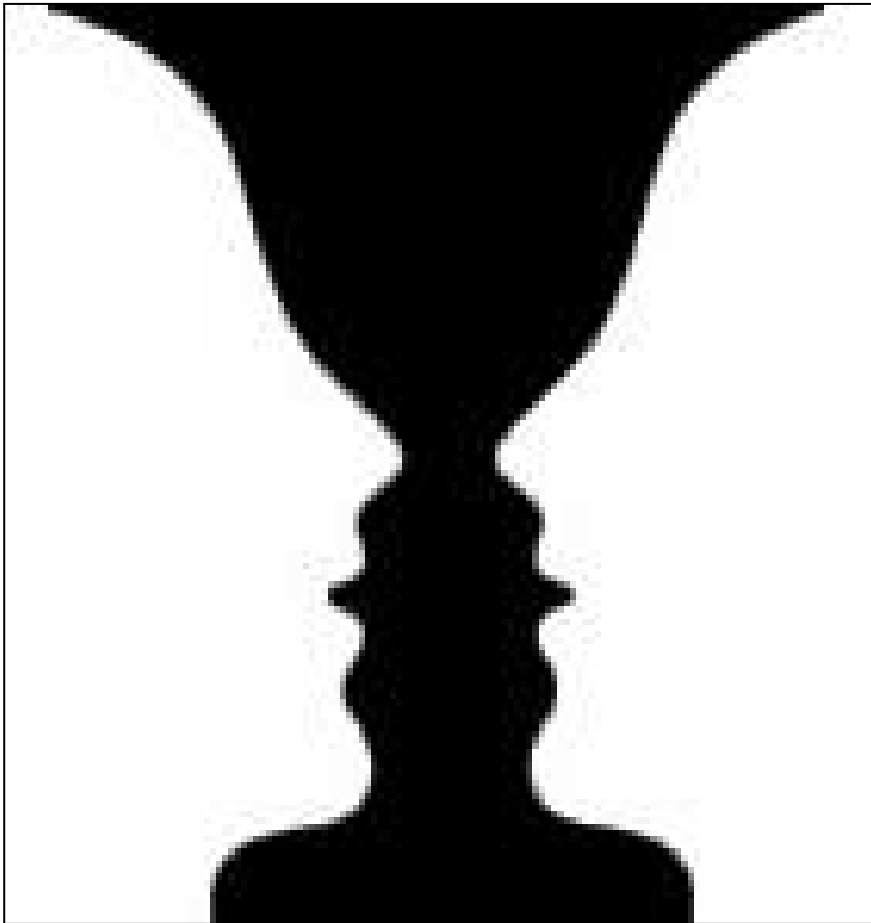
# Law of Figure and Ground

- By following the Figure-Ground, the observer can recognize a parrot and a dog's face into the mark.
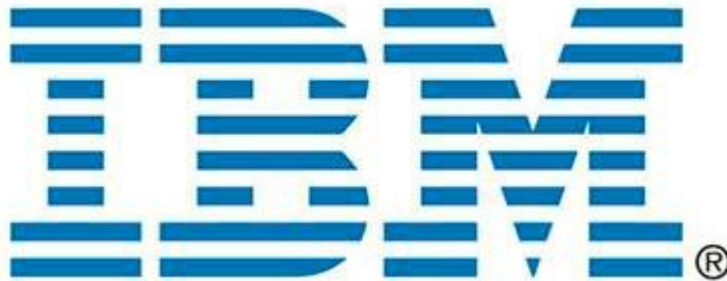


Feathers & Fur
pet store

# Law of 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

# Thank You