

Gestalt

Monique Harris Schramme

Graphic Design



SIMILARITY



CONTINUATION



CLOSURE



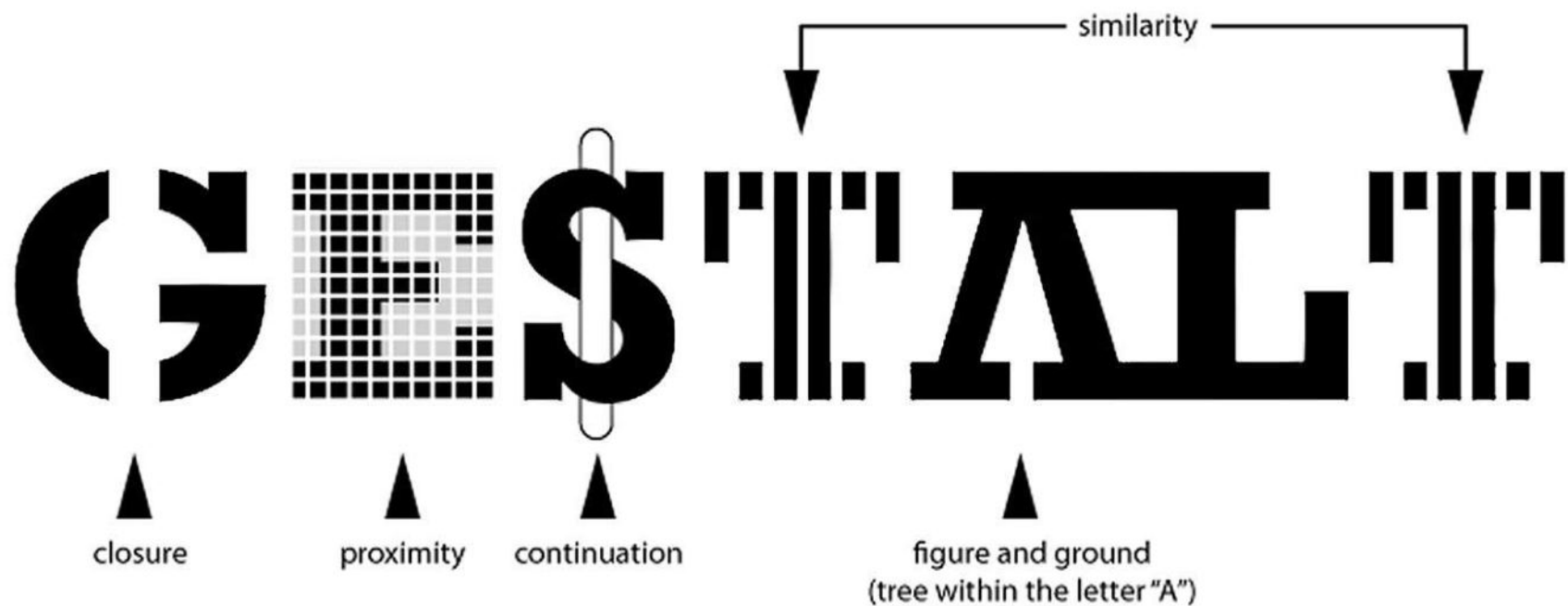
PROXIMITY



FIGURE/GROUND



SYMMETRY





PROXIMITY

When objects placed together, the eye perceives them as a group.



SIMILARITY

When objects look similar to one another, the eye perceives them as a group or pattern.



CONTINUANCE

The eye is compelled to move from one object through another.



CLOSURE

When an object is incomplete or not completely enclosed.



FIGURE & GROUND

When the eye differentiates an object from its surrounding area.



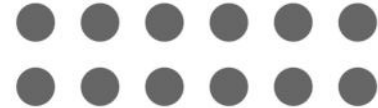
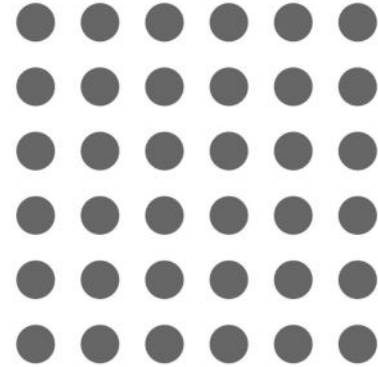
“The whole is other than the sum of the parts.”

—Kurt Koffka

Proximity

Elements arranged close to each other are perceived as more related than those placed further apart.

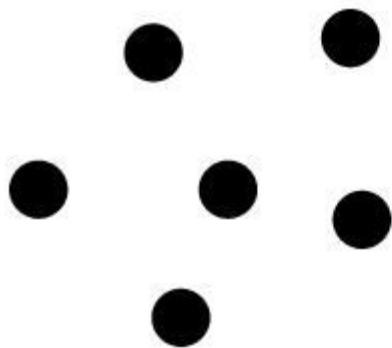
This way different elements are viewed mainly as a group rather than as individual elements.





Proximity



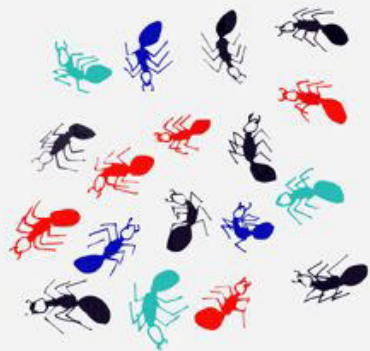


RUN FOR YOUR LIFE

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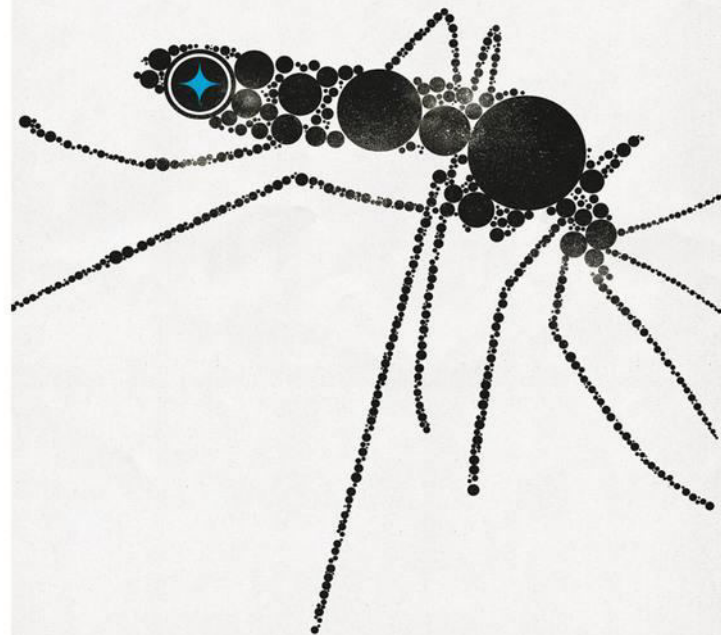
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Proximity

Proximity occurs when elements are placed close together.
They tend to be perceived as a group.

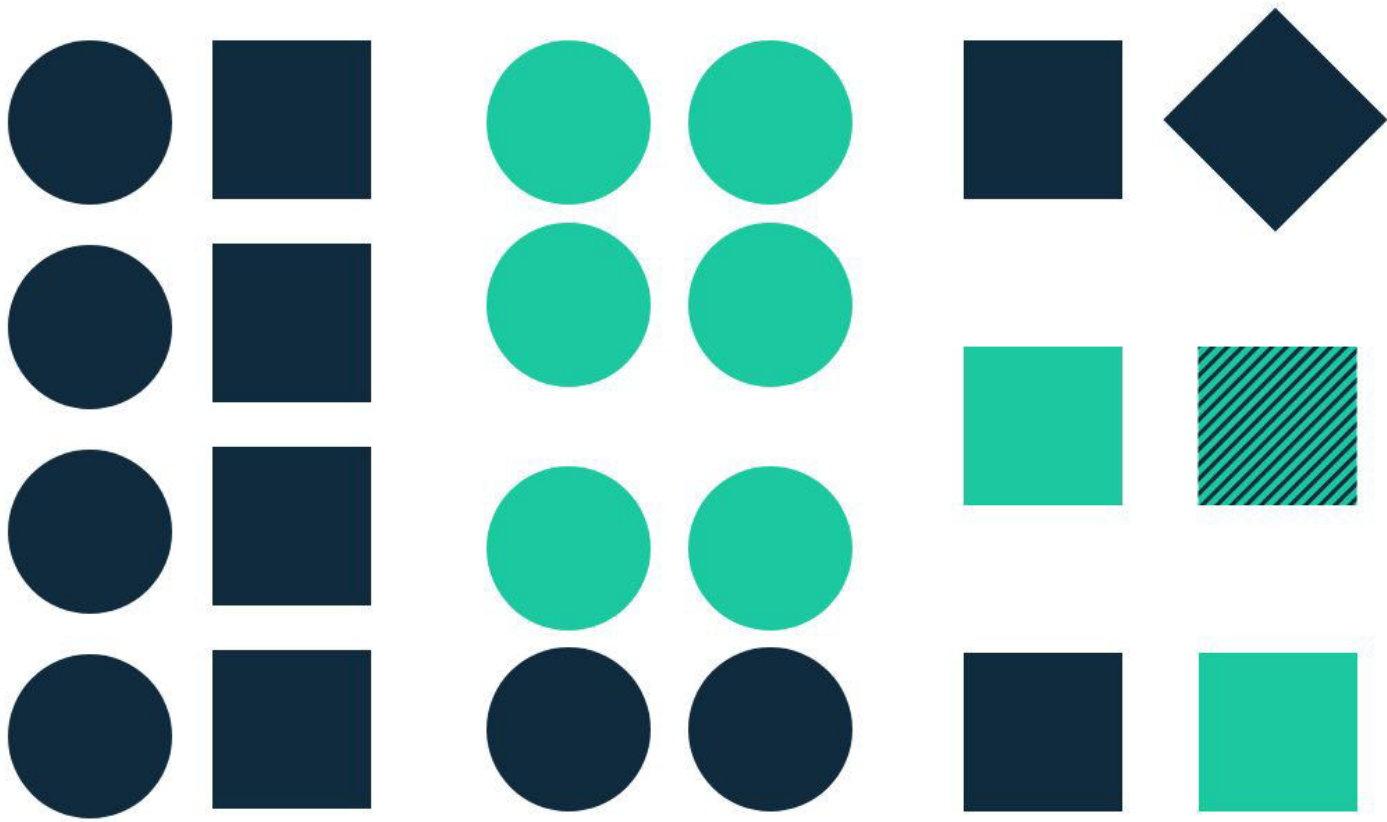


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Similarity



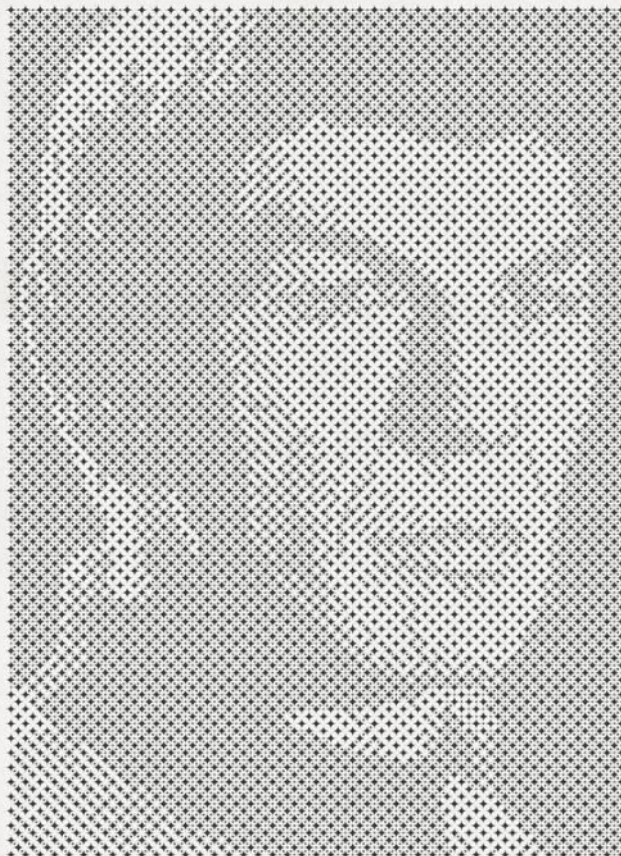


There are different ways of making elements perceived as being similar, and therefore, related. These include similarity of colour, size, shape, texture, dimension, and orientation.



IT'S NOT TRUE I HAD NOTHING ON, I HAD THE RADIO ON.

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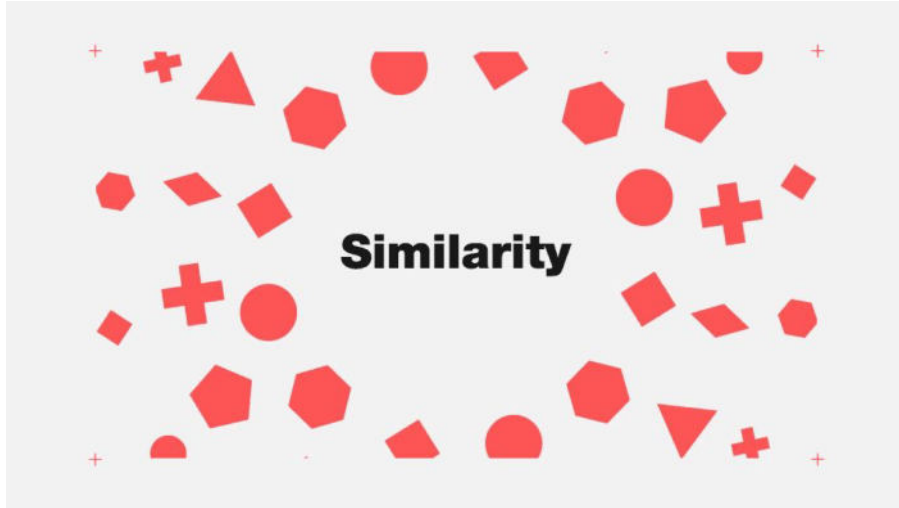
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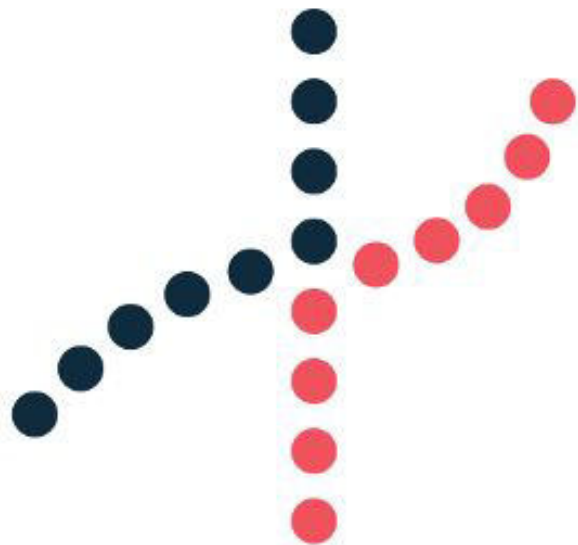


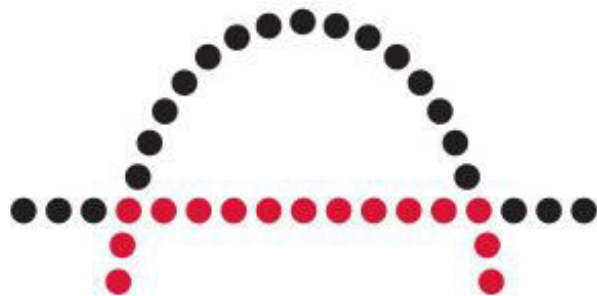
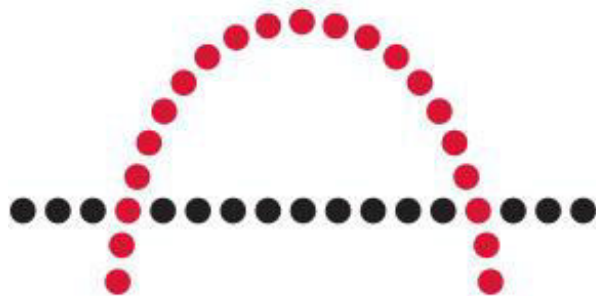
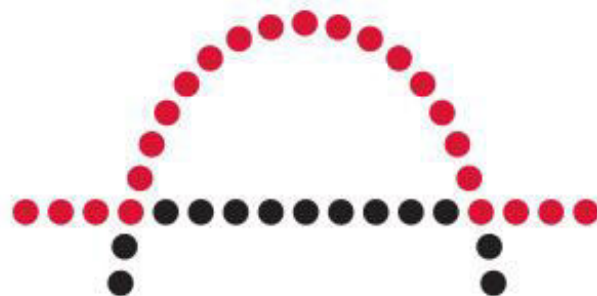
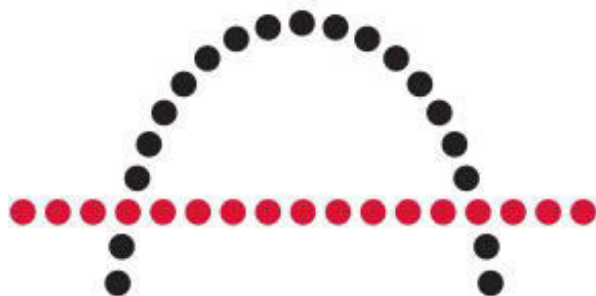
Elements sharing similar visual characteristics are perceived to be more related than those not sharing similar characteristics.

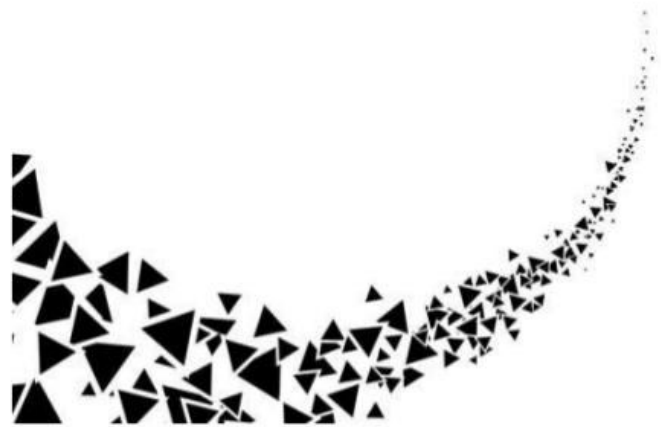
Continuity

Continuation occurs when the eye is compelled to **move through** one object and **continue** to another object.









Closure

A group of elements are often perceived to be a single recognisable form or figure.

The Closure also occurs when an object is incomplete, or parts of it are not enclosed.

If enough of the shape is indicated, people perceive the whole by filling in the missing information.



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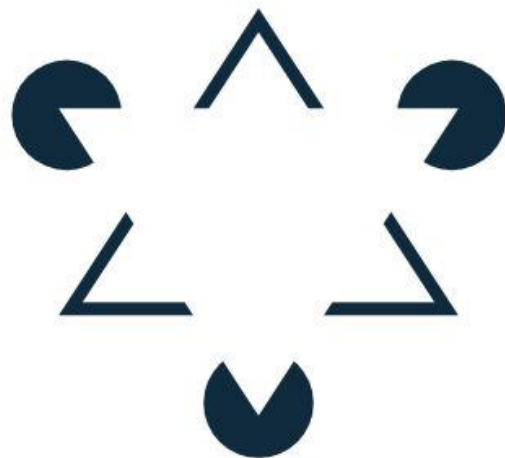
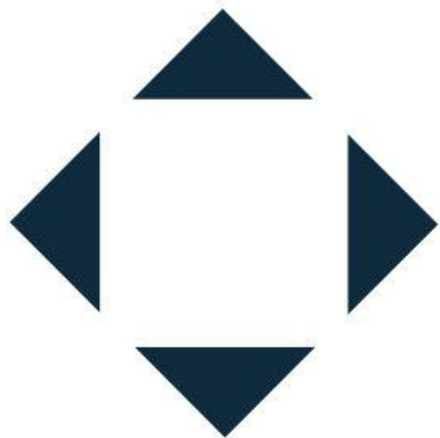


Closure



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If part of a shape's border is missing people still tend to see the shape as completely enclosed by the border and ignore the gaps.

This reaction stems from our mind's natural tendency to recognize patterns that are familiar to us and thus fill in any information that may be missing.

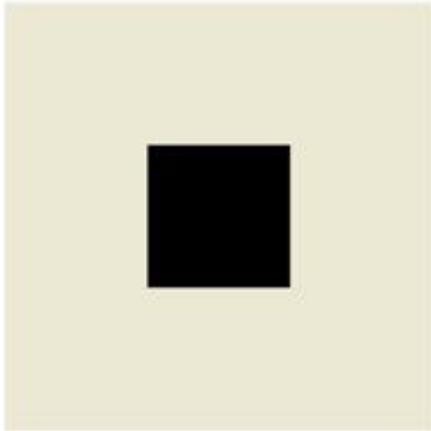


Girl Scouts®

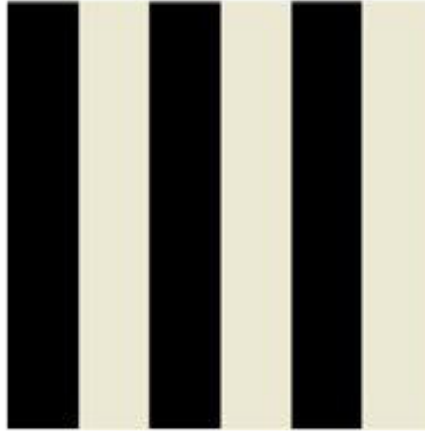
usa™
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Figure to Ground

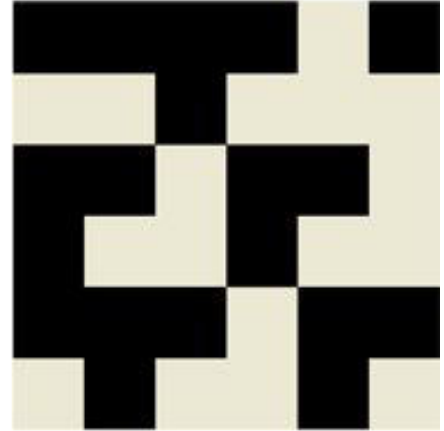
How your brain organizes what is positive space “the stuff” and negative space, thwa “the stuff is surrounded by.



Stable



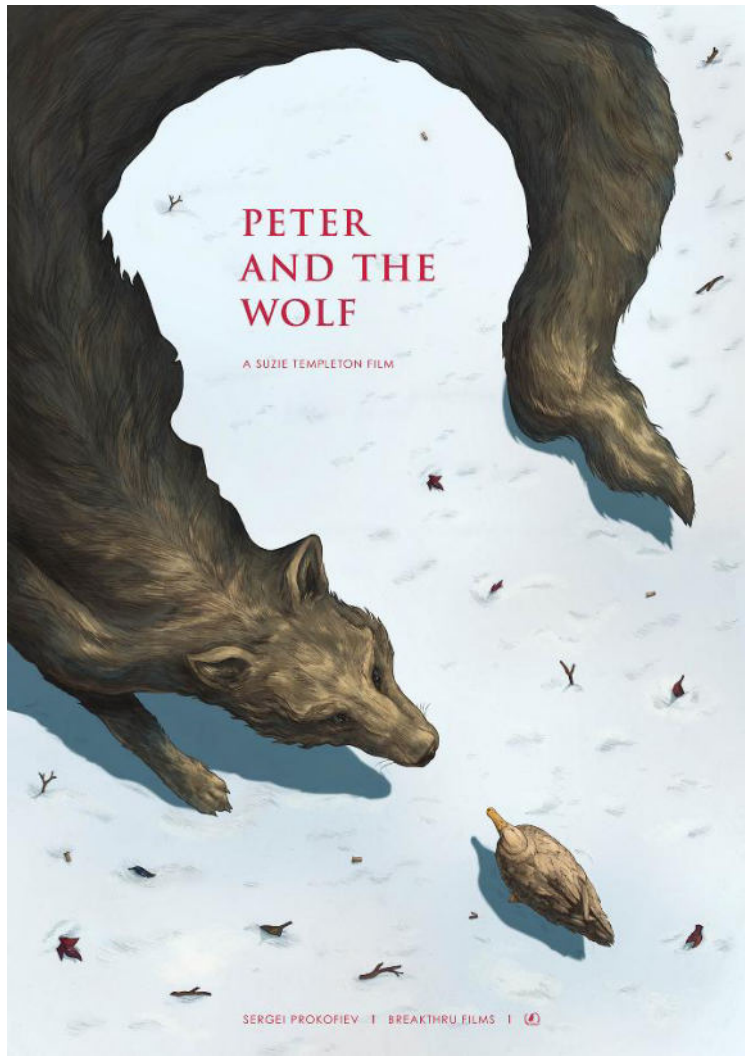
Reversible

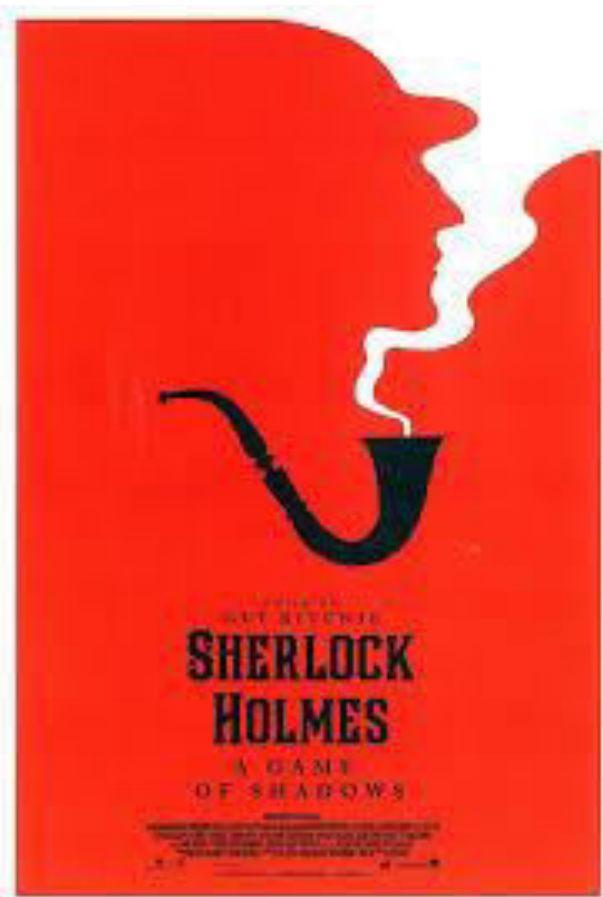


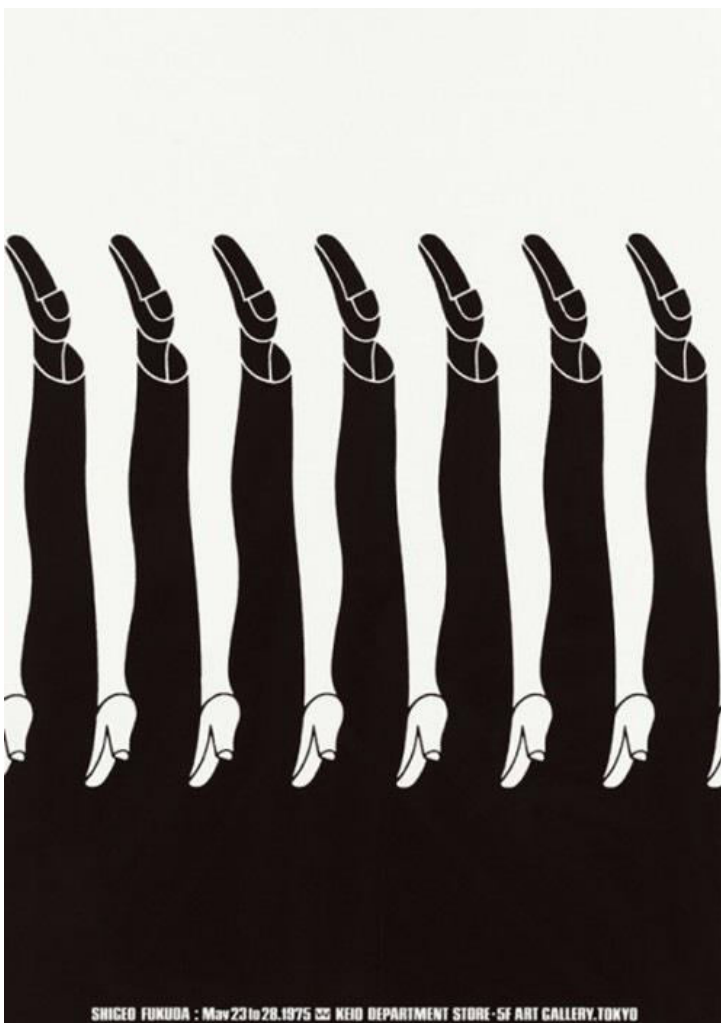
Ambiguous

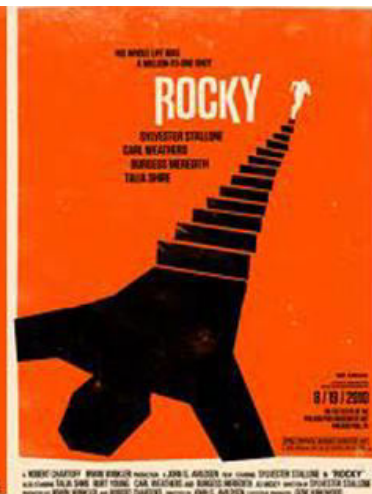
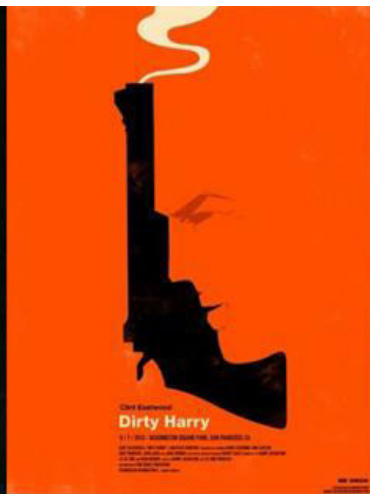
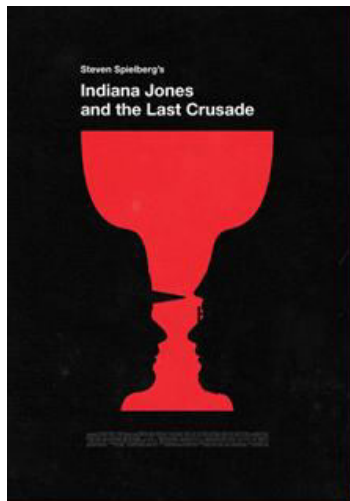


Lisa Rienermann









Olly Moss

