

gestalt

The parts of a visual image may be considered, analyzed, and evaluated as distinct components.

The whole of a visual image is different from and greater than the sum of its parts.



figure/ground

The fundamental law of perception which allows us to “read” imagery, made possible by **contrast**.

photo by Helena Price, 2009



equilibrium

Explains our search for balance in everything we see.





A peacock is shown from the back, with its tail feathers fanned out. The feathers are dark with a repeating pattern of colorful 'eyes' in shades of blue, green, and brown. The peacock's body is a deep blue color, and its head is turned slightly to the right. The background is a soft-focus green field.

isomorphic correspondence

How we interpret the meaning of an image based upon our experiences.



The best coffee
For the best **YOU.**

Taste of Inspiration.

closure

Our minds have a natural tendency to close the gaps and complete an unfinished form.



IBM



Unilever

USATM

continuation

Organization in perception leads the eye to continue along and beyond a straight line or curve.





Henri Cartier-Bresson

Georgy and Vladimir Stenberg





Paula Scher



I N F I N I T I .



DELTA

A dense field of peonies in various shades of pink and white, filling the entire frame. The flowers are in various stages of bloom, with some showing deep pink centers and others being more uniformly white or light pink. The background is dark, making the colors of the flowers stand out.

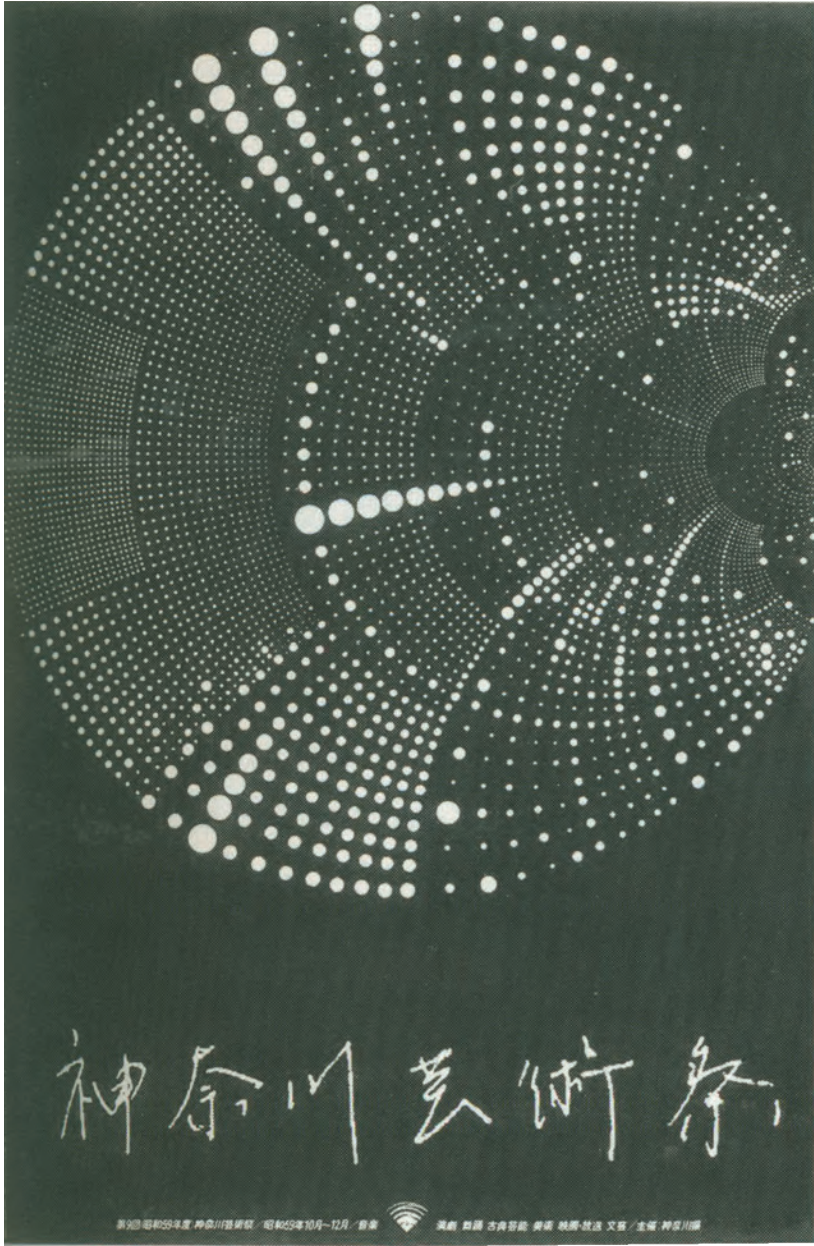
similarity

Identical visual units will be seen as a group.

proximity

Objects placed close together are often perceived as a group.

Takenobu Igarashi





Ronnie Lipton

The Practical Guide to Information Design

gestalt guidelines

Limit the content and elements in the design to what your audience needs.

Group related information; separate unrelated information.

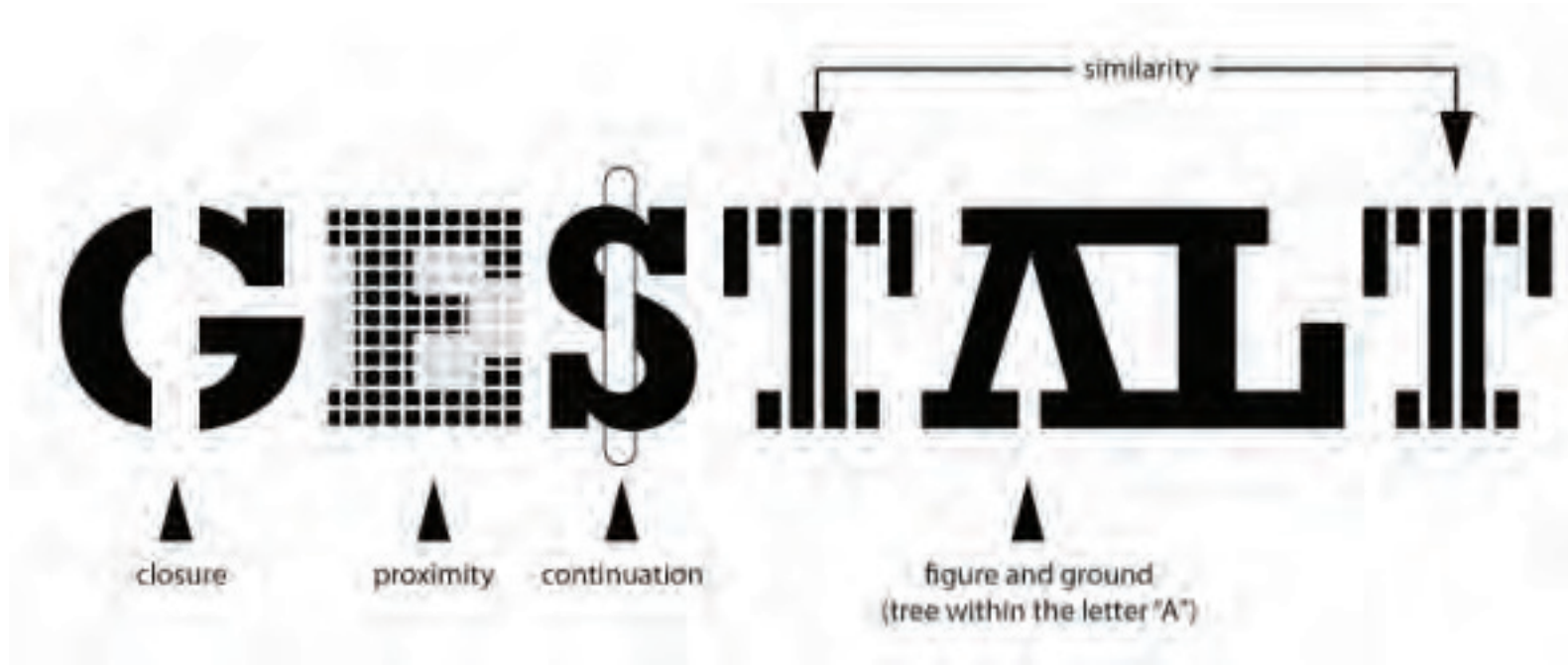
Emphasize what's most important.

Arrange information from most important to least important.

Align elements with others to help the audience navigate through them.

Make the content **stand out** clearly from the background.

Use **clear and legible** images.



<http://yusylvia.wordpress.com/2010/03/18/gestalt-definition/>

VISUALIZE

order, whimsy, love + your adjective

space | scale | value | balance

emphasis | rhythm | contrast | unity

figure/ground | equilibrium | closure

continuation | similarity/proximity