Gestalt Theory
How can you be a design student

When you don’t know what Gestalt theory is?
Gestalt Theory - The Gestalt Principles

A psychological term referring to theories of visual perception that were developed by German psychologists.

The theories attempt to describe how people tend to organize visual elements into groups ("unified wholes")

- Similarity
- Continuation
- Simplicity
- Closure
- Proximity
- Figure and Ground
Similarity

Having a resemblance in appearance without being identical

- Shape
- Colour
- Size
- Texture
- Value
Anamoly

The emphasis of an object made possible because of similarity
Continuation

The principle through which the eye is drawn along a path, line, or curve -- the eye is compelled to move from one element to the next.
What do you see
Why do we not see this instead?
What do you see
Did you see this instead?
Simplicity - In shapes
Closure

Occurs when a space is **not completely enclosed**. Our eyes perceived these spaces as closed.
Proximity

objects or shapes that are close to one another appear to form groups
Francisco De Goya
3rd of May

Proximity is used to suggest a group of people, however at a closer look

Anomaly is used to separate a single person from the crowd. Based on the use of contrasting colour

Proximity is then further used to show a clear distinction between a group of innocents and a group of soldiers.

More than 1 gestalt theory

Interplay of gestalt theories.
WHAT DO YOU SEE?
Figure & Ground

Viewers will perceive an object (figure) and a surface (ground) even in shapes that are grouped together.
Human condition

A closer look at the use of figure and ground.

The illusion of time and space, perception on how we see.
To Summarise...

What are the 6 principles of Gestalt theory that we've learned today?
Gestalt Theory - A Summary

A theory on visual perception

Its principles attempt to describe how people tend to organize visual elements into groups (“unified wholes”)

- Similarity
- Continuation
- Simplicity
- Closure
- Proximity
- Figure and Ground
QUIZ TIME

Can you guess what Gestalt principles are applied in these photos?

(Clue: some have more than 1 principle)
Simplicity, closure, continuation, similarity, proximity

Similarity, closure, proximity
Similarity, closure, proximity, figure and ground
Similarity, proximity

Similarity, proximity, closure
And remember kids,
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