



# Gestalt Theory

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**How can you be a  
design student**

**When you don't know  
what Gestalt theory is?**

# Gestalt Theory - The Gestalt Principles

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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”)

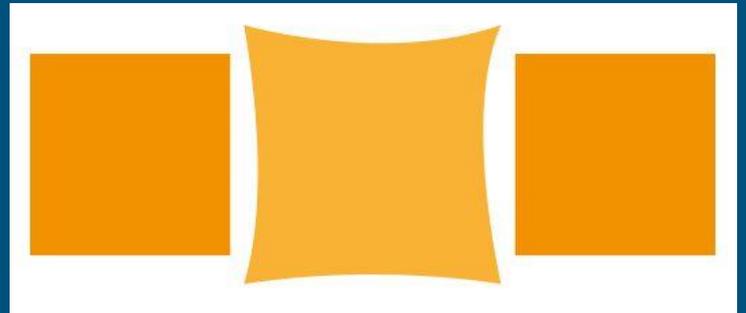
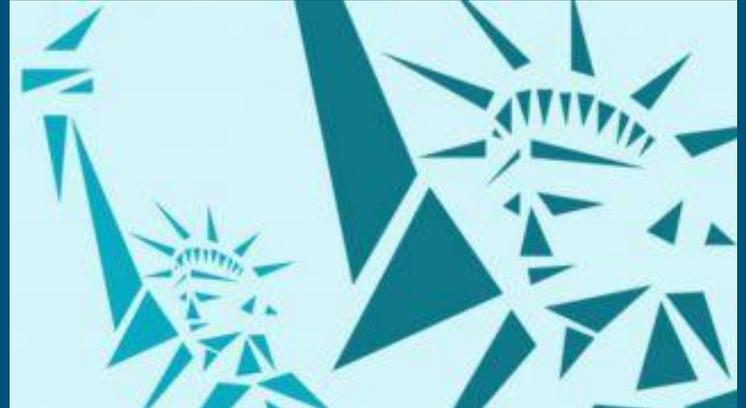
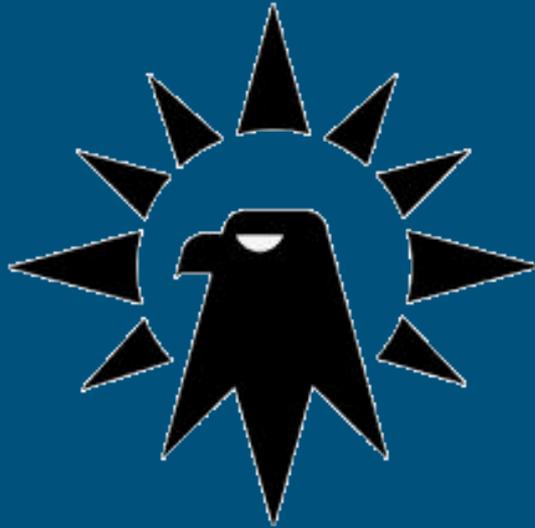
- Similarity
- Continuation
- Simplicity
- Closure
- Proximity
- Figure and Ground

# Similarity

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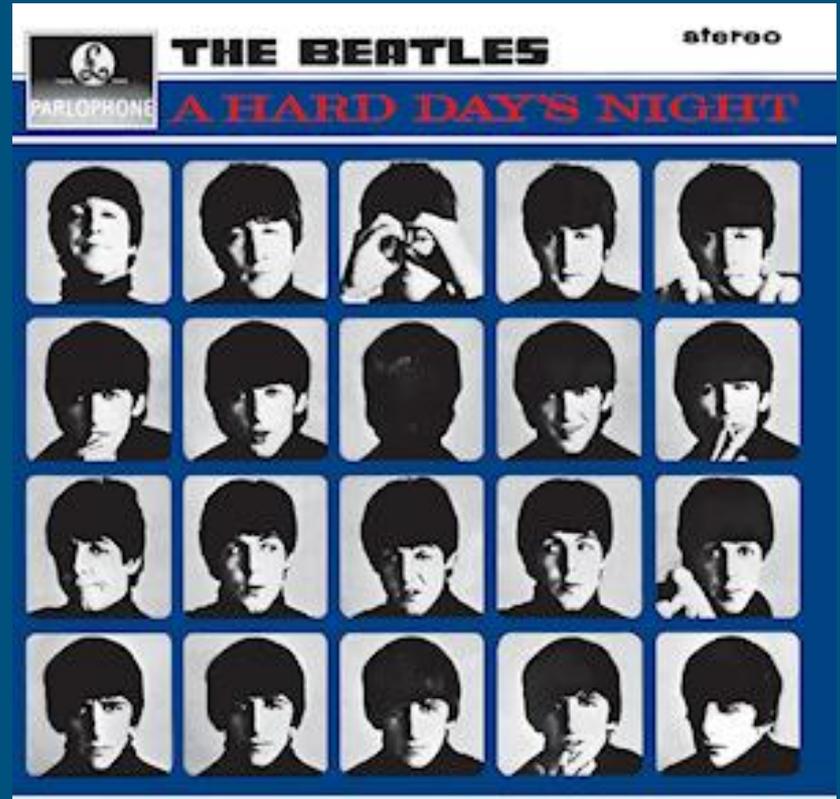
Having a resemblance in appearance without being identical

- Shape
- Colour
- Size
- Texture
- Value



# Anamoly

The emphasis of an object made possible because of similarity

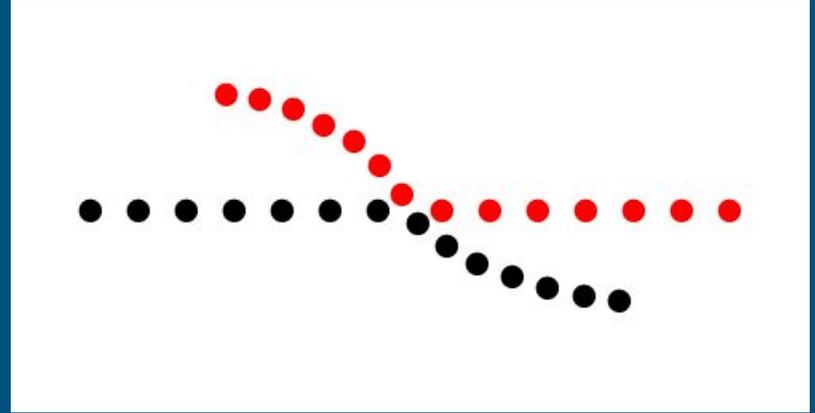




# Continuation

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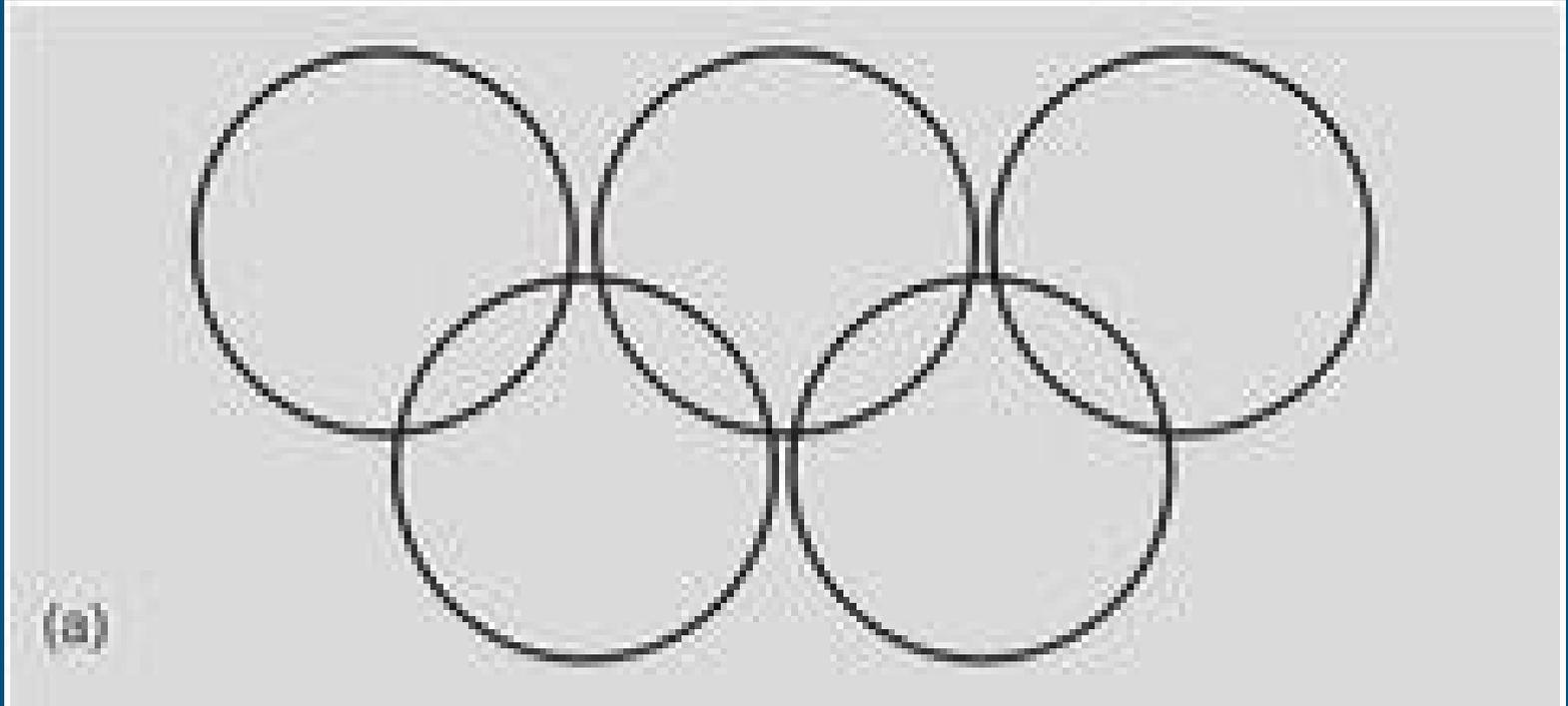
The principle through which the eye is drawn along a path, line, or curve -- the eye is compelled to move from one element to the next.



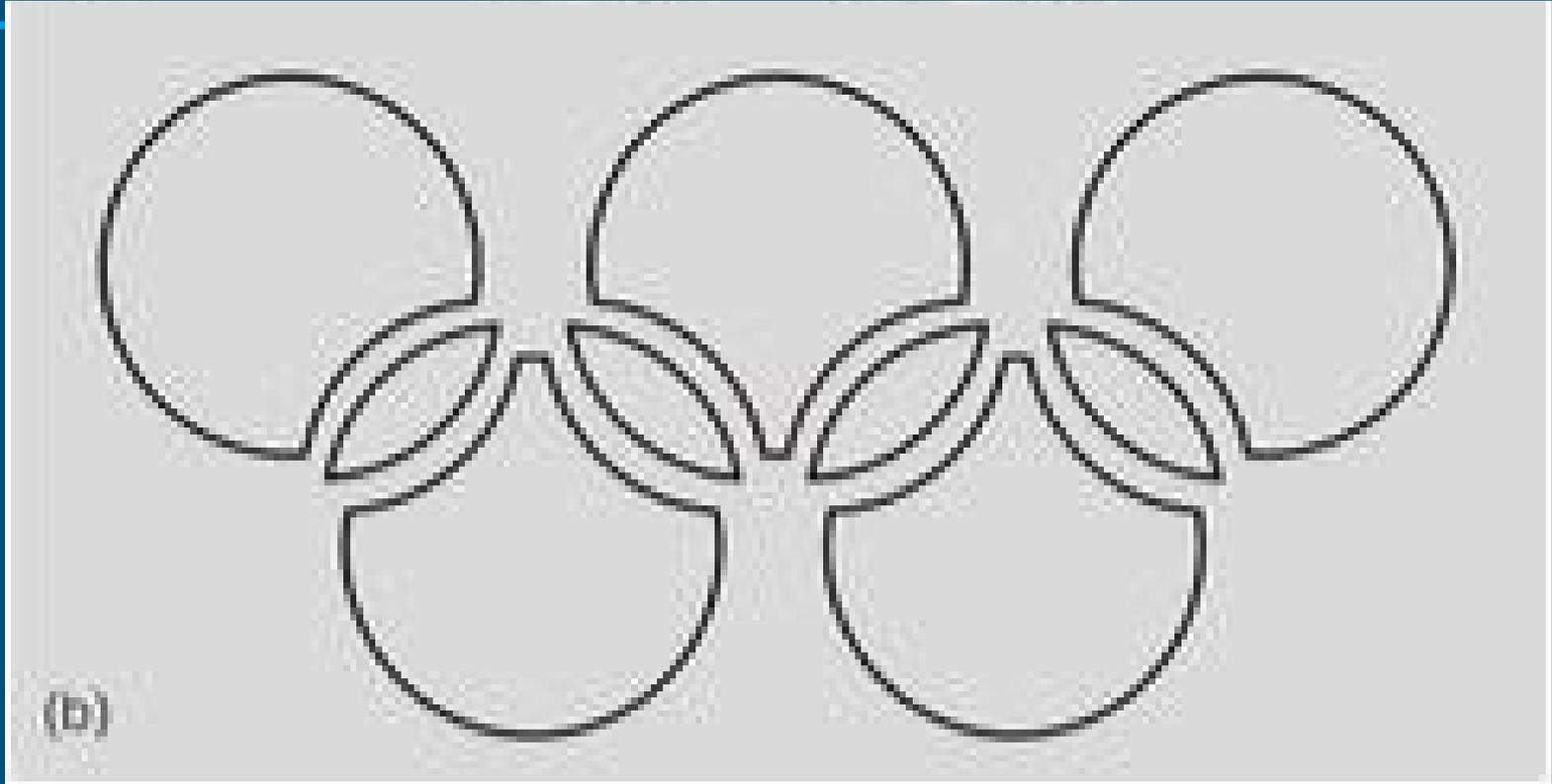


# What do you see

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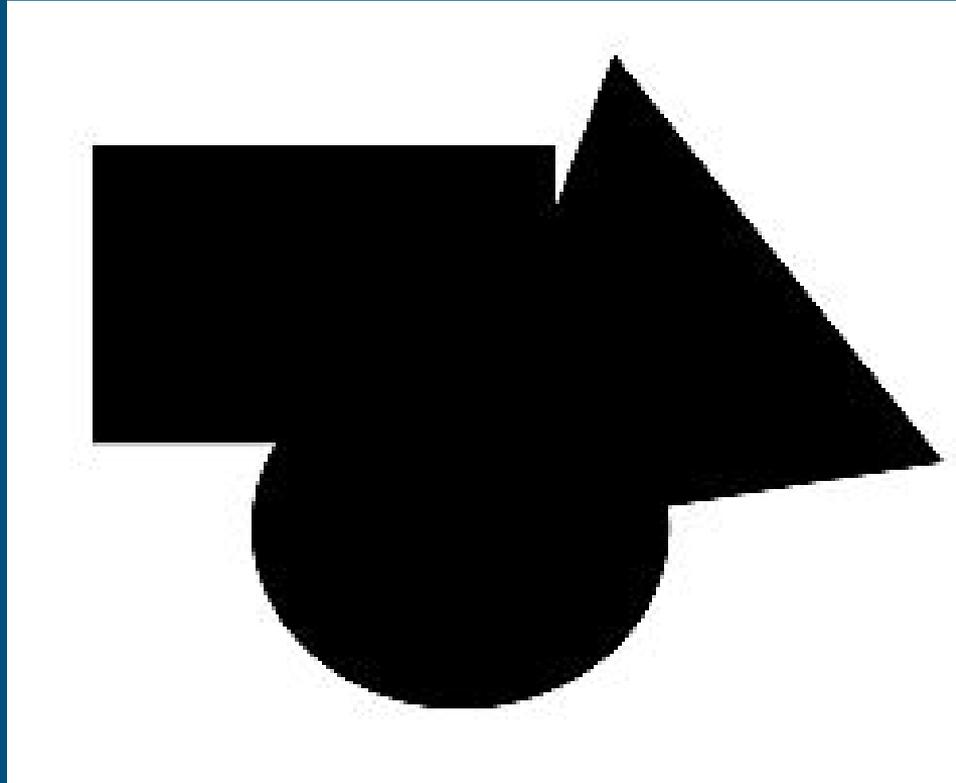


Why do we not see this instead?

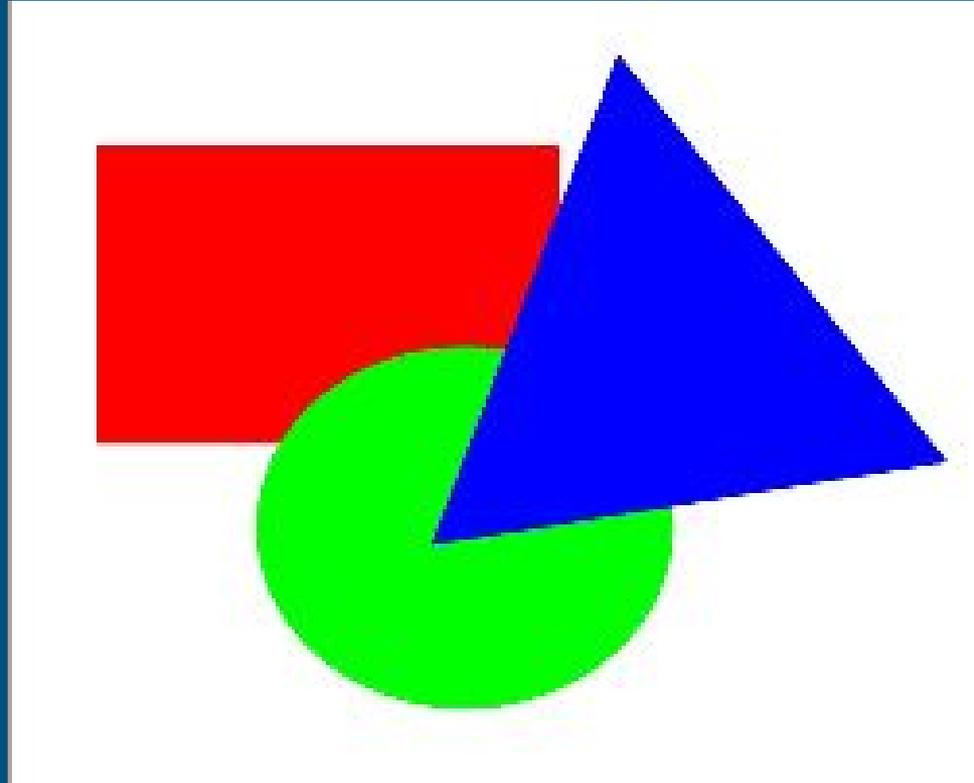


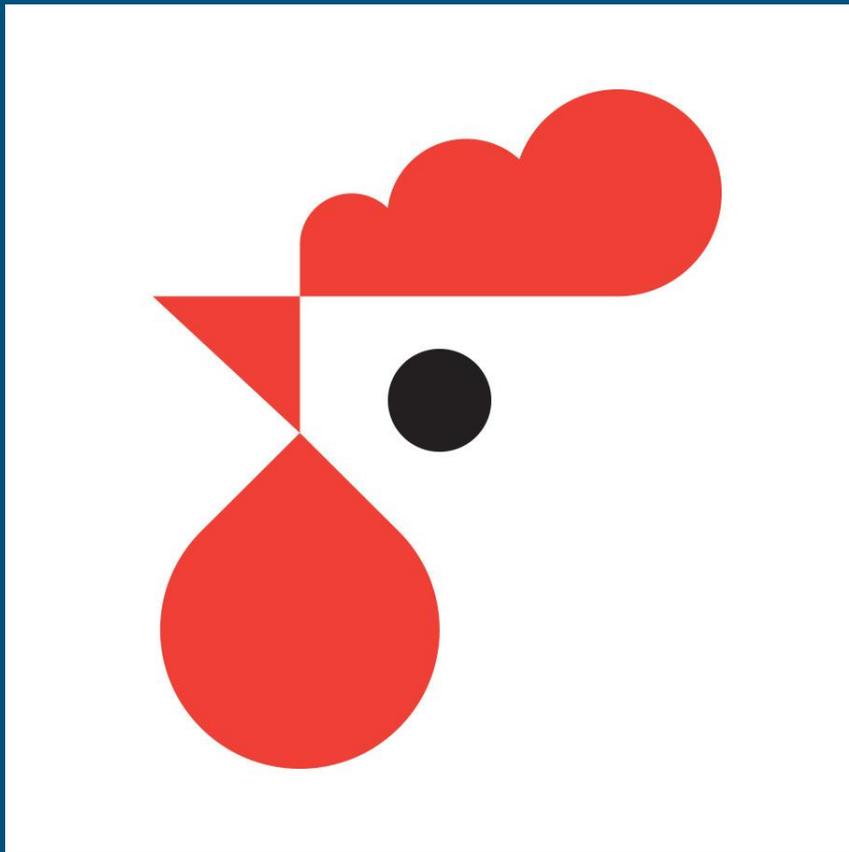
# What do you see

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Did you see this instead?





Simplicity - In shapes



RUN FOR YOUR LIFE

Wells, a pet food business that we sold to Thrift, announced that it was going to close down in 2010. We have been trying to find what's the way forward in the pet food market for us.

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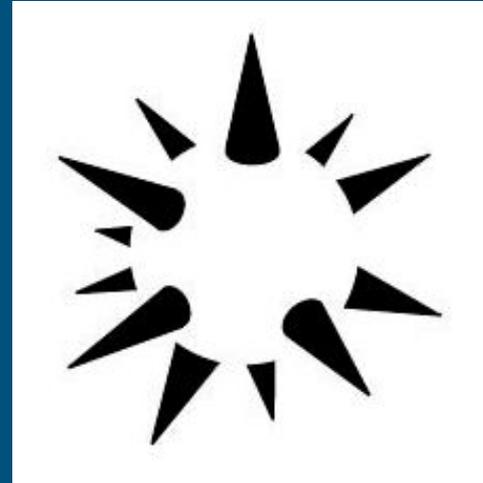
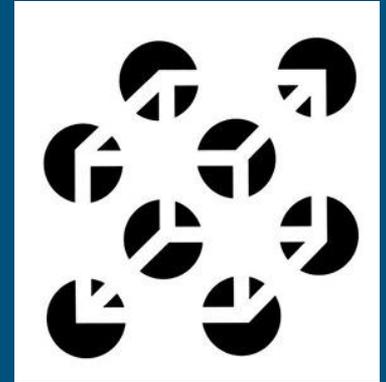
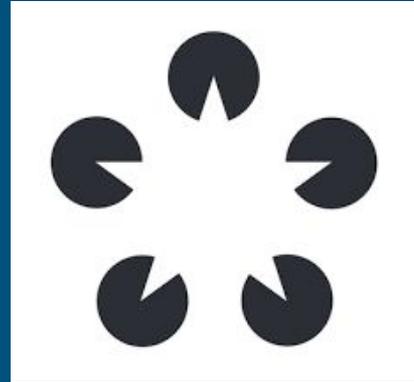
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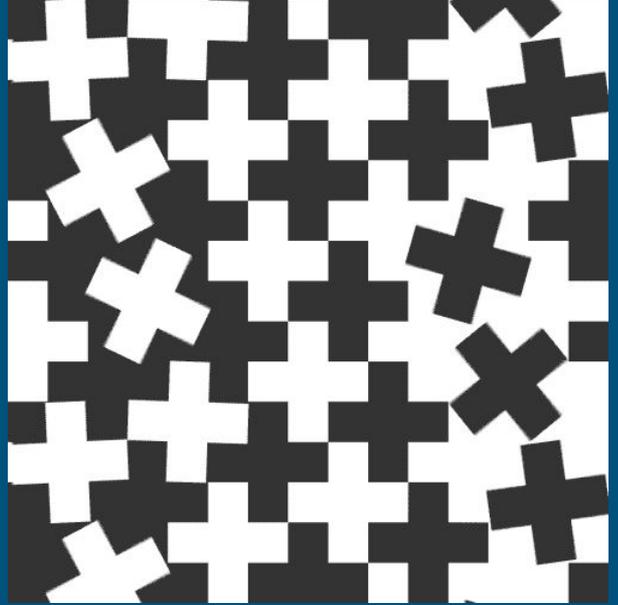


# Closure

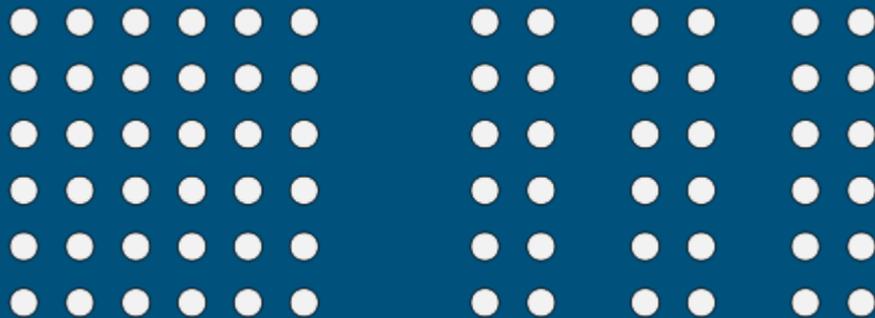
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Occurs when a space is **not completely enclosed**. Our eyes perceived these spaces as closed

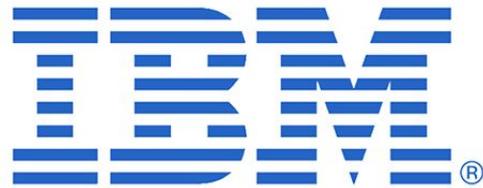
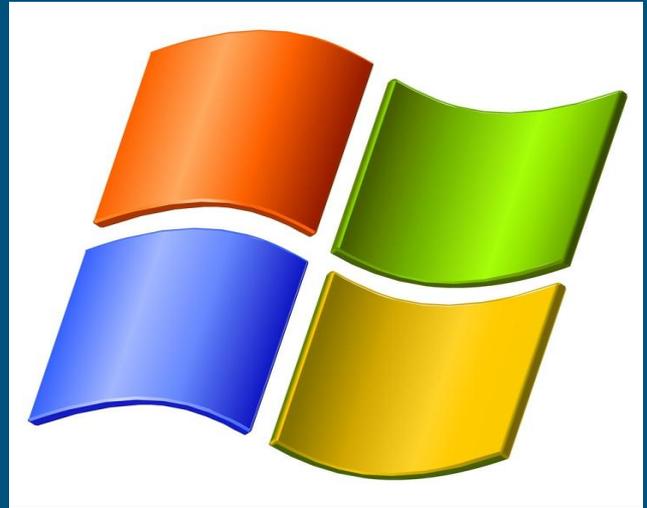




# Proximity



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

Anamoly 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

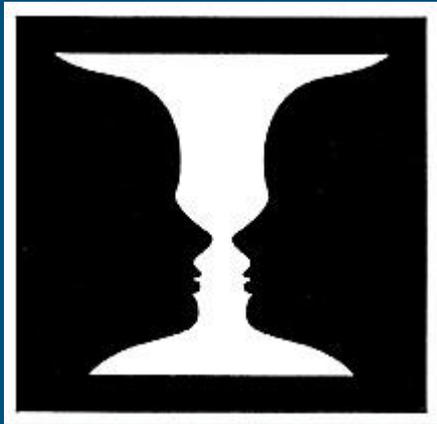
Interplay of gestalt theories.

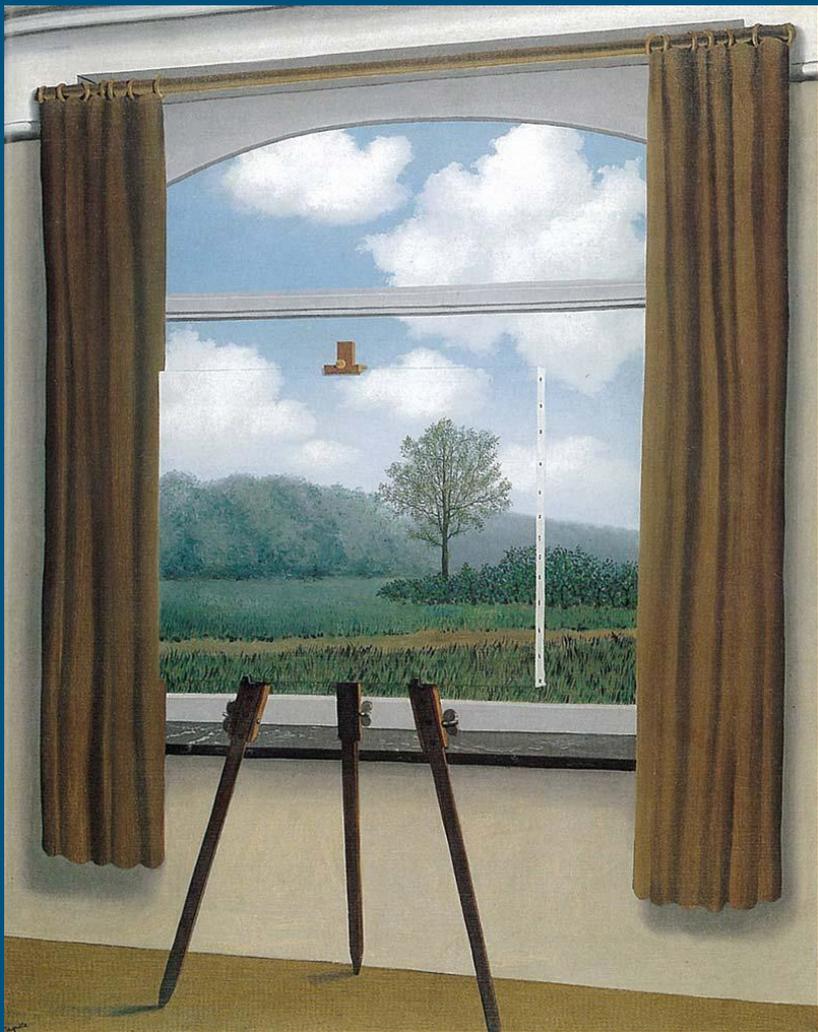
WHAT DO YOU SEE?



# 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.

Call of Peaks

To



e....

What are t

ed today?

# Gestalt Theory - A Summary

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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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