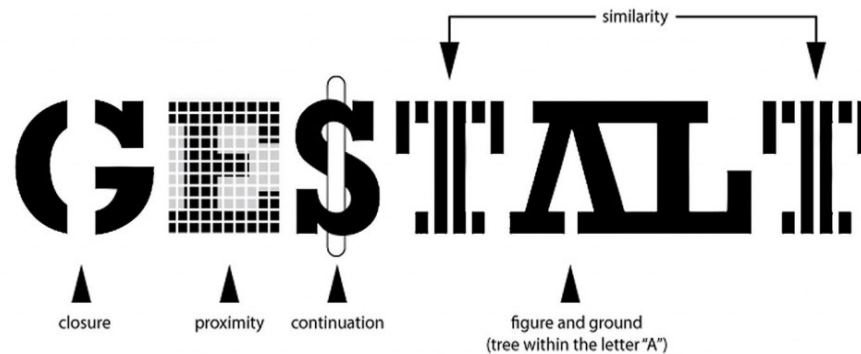# GESTALTS LAWS OR PRINCIPLES

- **Gestalt**" is German for "unified whole"

- 20th-century German psychologists Max Wertheimer, Kurt Koffka and Wolfgang Kohler

- set of laws addressing this natural compulsion to seek order amid disorder, where the mind "informs" what the eye sees by making sense of a series of elements as an image, or illusion

- advertising, encapsulating company values within iconic logos

- **The whole is other than the sum of the parts.**

- natural- "tricks" of perspective / best practice design standards by grouping similar elements, recognizing patterns & simplifying complex images
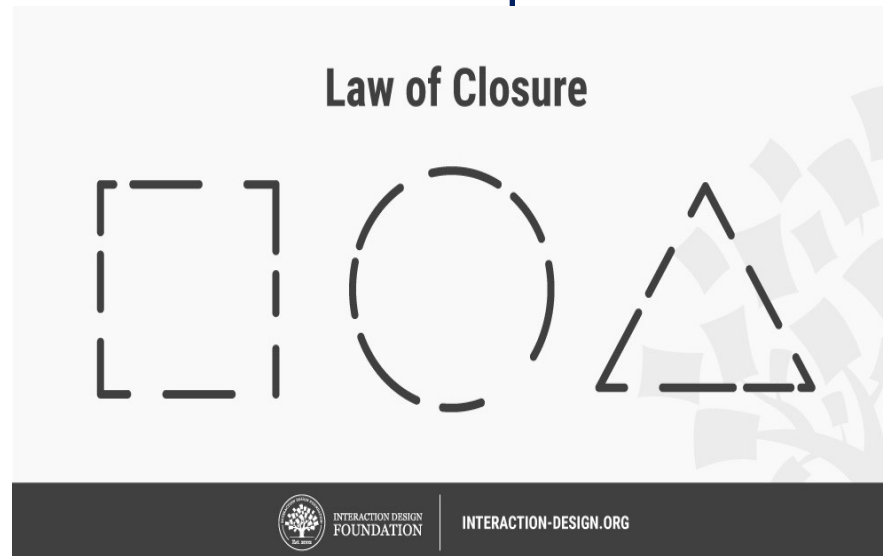
GESTALTS LAWS OR PRINCIPLES

- Brain processes information in a fascinating way

- perception manipulated by how we see objects & relate them to each other based on spacing. Gaps, incongruities or disturbances are overlooked by our brain based on the laws of organization.

- Viewers subconsciously group together separated objects to perceive them as a whole. Gestalt theory are organized into six categories

closure   proximity   continuation   figure and ground
(tree within the letter "A")

- **Closure (Reification**): Preferring complete shapes, we automatically fill in gaps between elements to perceive a complete image; so, we see the whole first

- An incomplete object is perceived by the brain as a whole by mentally filling in missing information.

- What better example than the IBM Logo

GESTALTS LAWS OR PRINCIPLES

- **Common Region**: We group elements that are in the same closed region.

- By adding borders around an element (or a group of items), you separate it from surrounding elements.

- Subtle shadow and clearly visible borders create an impression of individual objects.


Law of Common Region
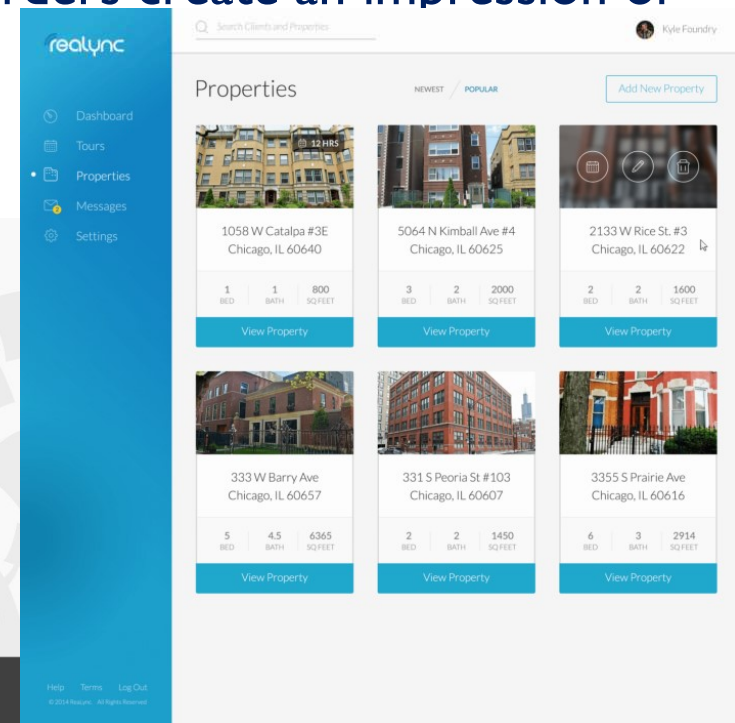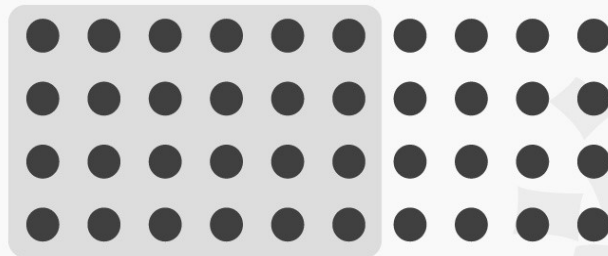
GESTALTS LAWS OR PRINCIPLES

Law of **Proximity (Emergence)**:

- We group closer-together elements, separating them from those farther apart.
- When elements are placed close together they are perceived as a group.
- When the three lines in are placed at random, further away from each other, they are not perceived as one unit.
- The close proximity of the slanted lines is what unifies them to be seen as one image.
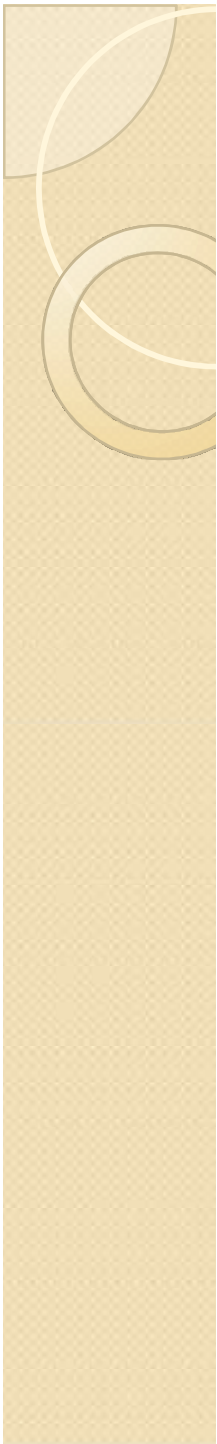
| Product #1 | Edit | Product #2 | Edit | Product #3 | Edit | | Product #1 | Edit | Product #2 | Edit | Product #3 | Edit |

Jack Smith

New York

Adam Jones

Miami

Eric Richards

San Francisco

Bill Brown

Los Angeles

Jack Smith
New York
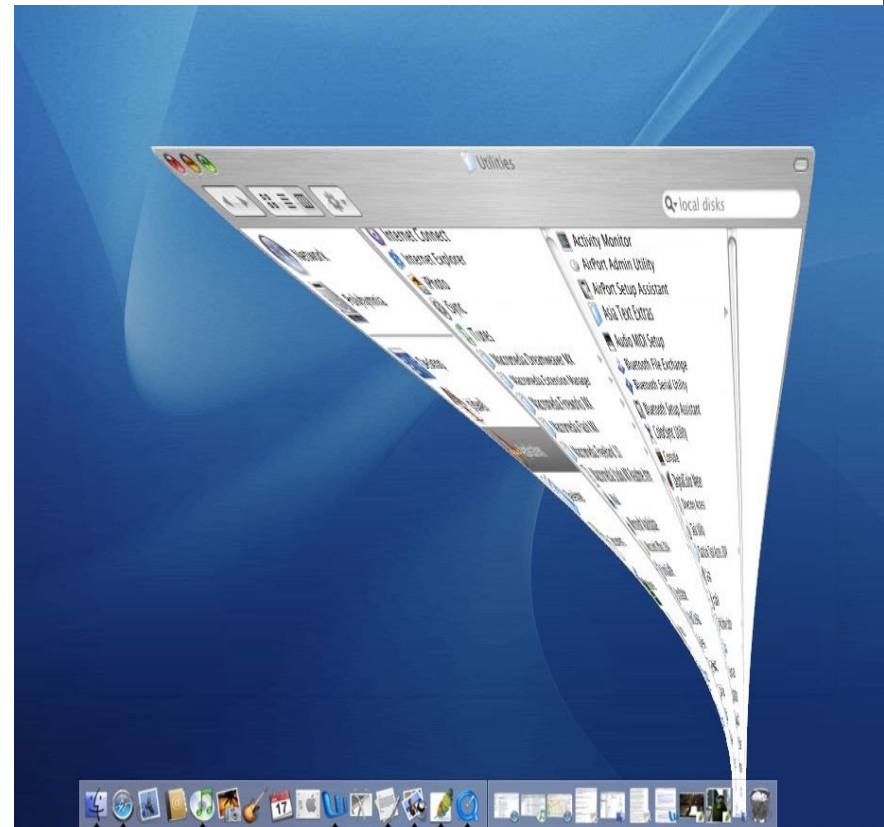
Adam Jones
Miami

Eric Richards
San Francisco

Bill Brown
Los Angeles

- **Common Fate**: We group elements that move in the same direction.

- When elements move in the same direction, our brain perceives them as part of the same group.

- ***Law of Symmetry:***

- Humans naturally find symmetry aesthetically pleasing when we look at certain objects, we see them as symmetrical shapes that form around their centers.

- Starbucks and McDonald's logos are great examples of how symmetry is applied in design

- Symmetrical v/s Assymetrical Menu Design.

| Home | ⚡ | Product | Clients | Contacts |

| Home | Product | ⚡ | Clients | Contacts |

- **Law of Similarity**

- Elements that have similar visual appearance seems to be more related.

- In the image below, you probably see the groupings of colored circles as rows rather than just a collection of individual circles.
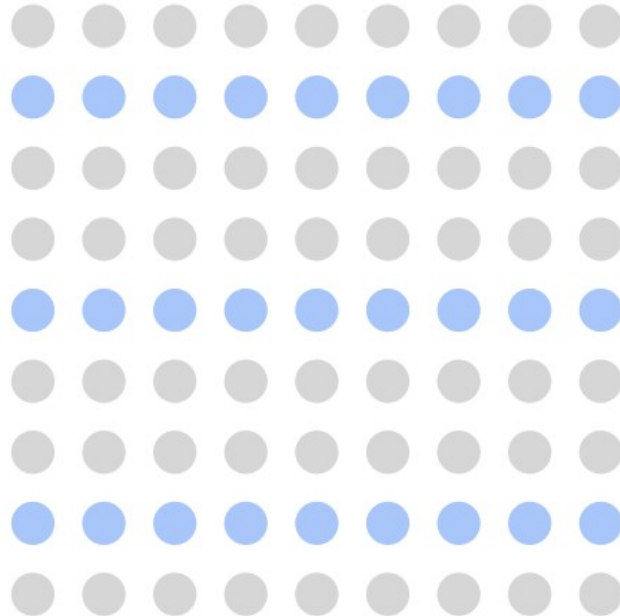
Jack Smith ☑
New York

Adam Jones
Miami

Eric Richards ☑
San Francisco

Bill Brown
Los Angeles

Rick James
Las Vegas

Law of Figure and Ground:

- Users differentiate between an object (figure), its surrounding area (ground) - switch between them to view different images.

- Hope for African Children Initiative Logo – whitespace -- as the African map -- image of a child and an adult with the surrounding orange shades.

- human's ability to visually separate objects on different layers of focus.

- We know which elements are placed

in the foreground &

ones are in the background intuitively.


Hope for African Children Initiative

- semi-transparent overlay, shadows or blur the elements
in the background.

Material design classifies Z-axis of elevation,

created using overlays and drops shadows.

iOS app designers often rely on

blur to distinguish plans of focus.
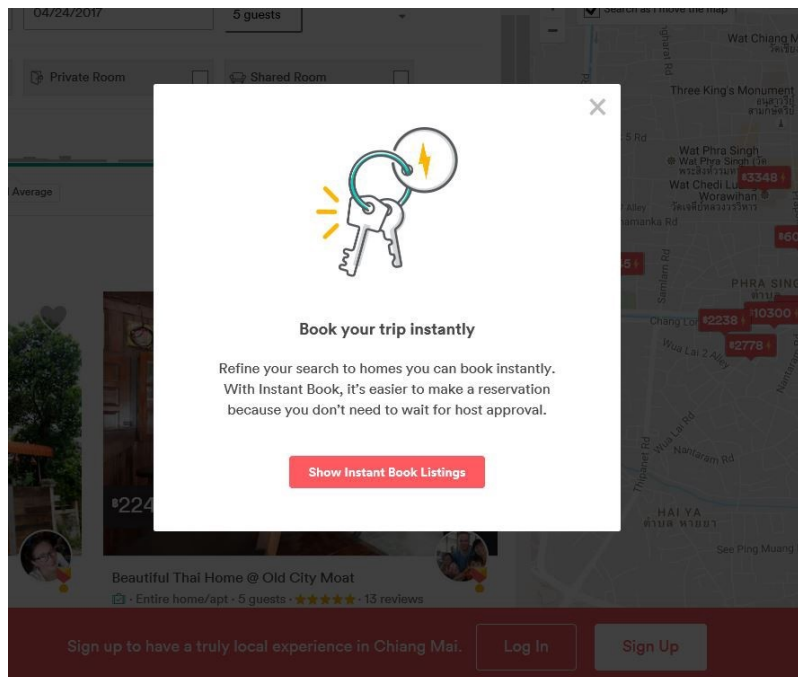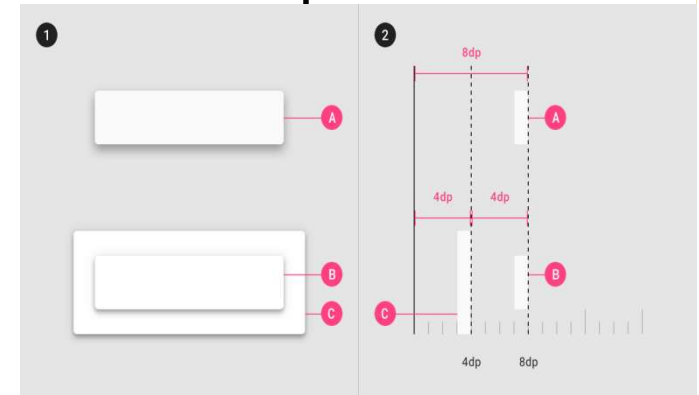
- **Law of Continuity**

- Perception tends to see object arranged in lines or curves as related or grouped.

- Objects connected by straight or curving lines are seen in a way that follows the smoothest path.

- On the image below, lines created from circles are seen as belonging together.
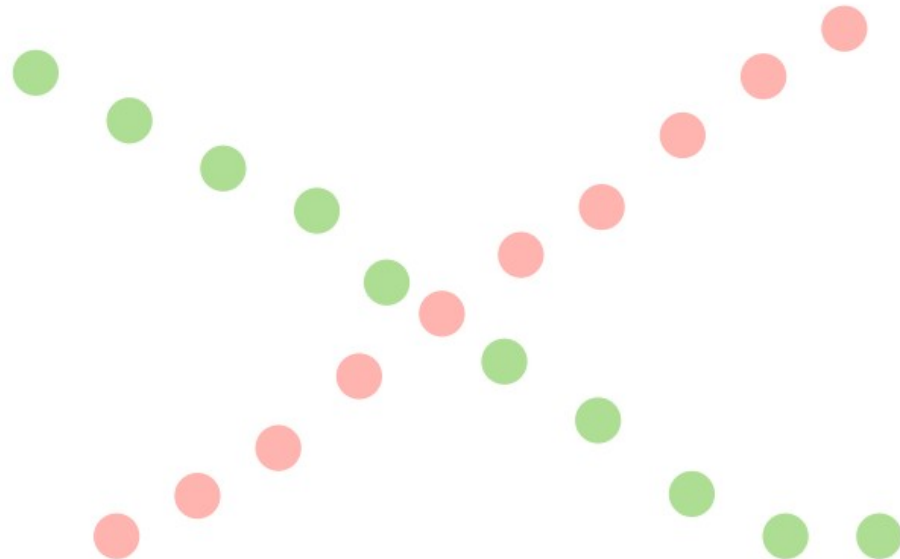
- We follow and "flow with" lines.

- Guide the user's eye by creating a visual connection between items. Use this principle when you design a menu.

- *left and right examples of menus, it will be apparent that the menu on the right is more comfortable to scan and comprehend*