

Digital Visual Design

Semester 1 | Level 4

Lecture 8

Subhan Ali



Gestalt Principles

Two sides of our perception of the world.

What is ***visible***?

What we ***perceive***?

Aoccdrnig to rscheearch, it deosn't mtttaer in waht oredr the litteers in a wrod are, the olny iprmoetnt tihng is taht the frist and lsat ltteer be at the rghit pclae. The rset can be a ttoal mses and you can sitll raed it wouthit a porbelm. Tihs is besauae ocne we laren how to raed we bgien to aargnre the lteerts in our mnid to see waht we epxcet to see. The huamn mnid deos not raed ervey lteter by istlef, but preecsievs the wrod as a wlohe. We do tihs ucnsoniuscoly wuithot tuhoght.

Emergence

Emergence

Perception of the world without thinking too much about understanding every small thing around us.



The Law of Pragnanze

It is also known as the *Law of Simplicity and it* states that when we perceive complex scenes, our minds tend to organize them in the simplest and most stable forms possible.

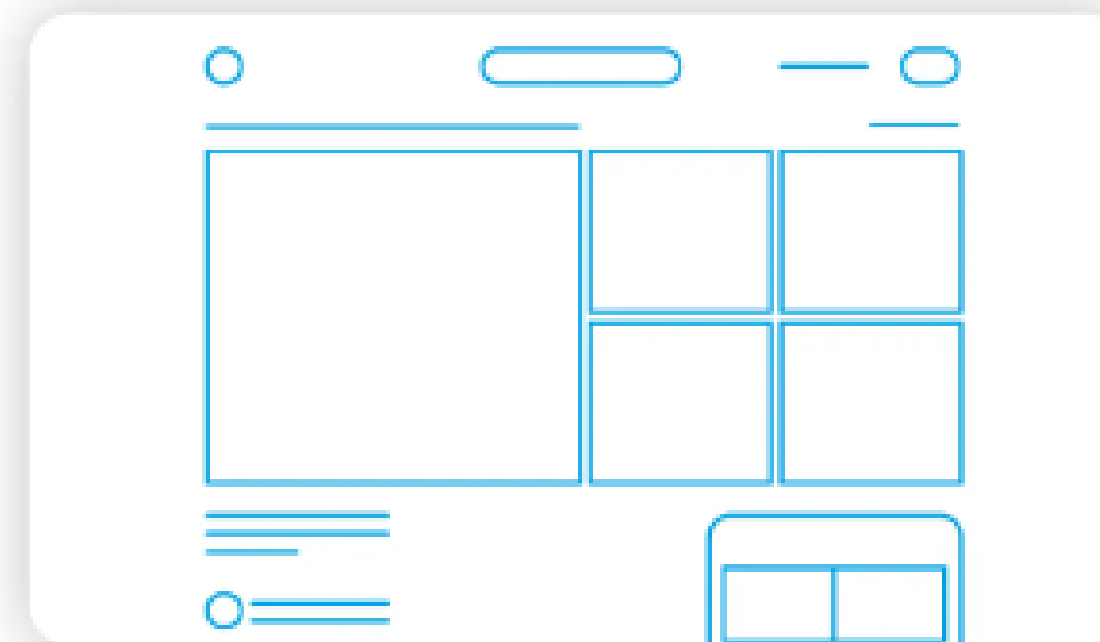
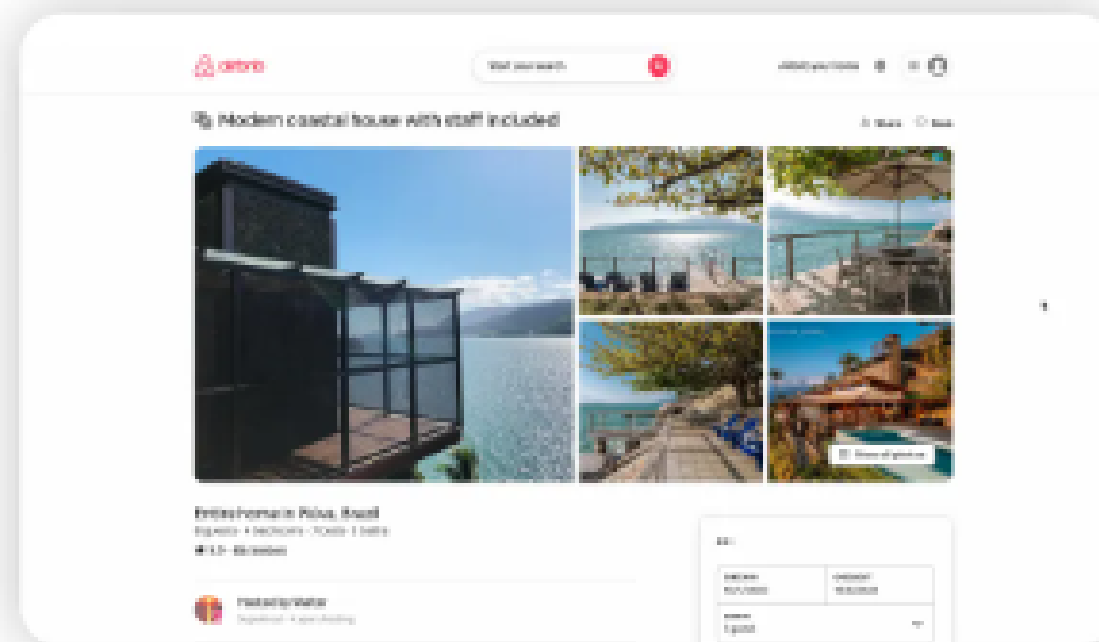


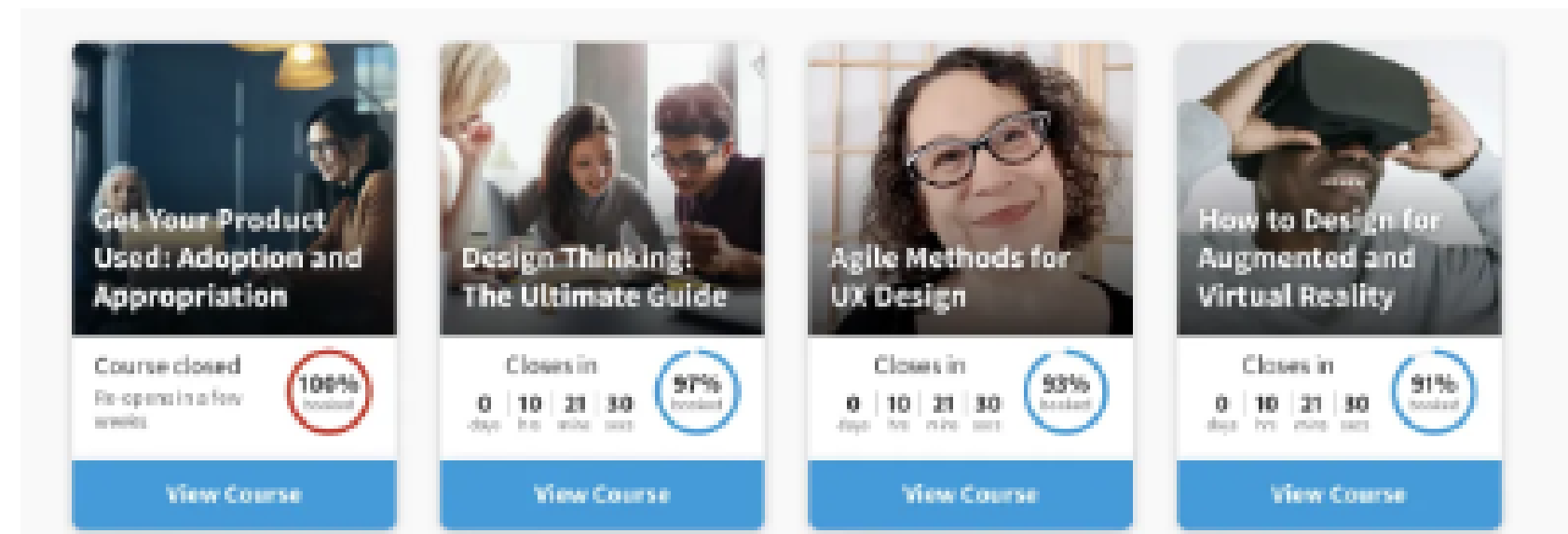
Figure & Ground

Multistability



Law of Similarity

When elements share characteristics, we perceive them as grouped.



Law of Proximity

We perceive elements that are in the same closed region as one group.



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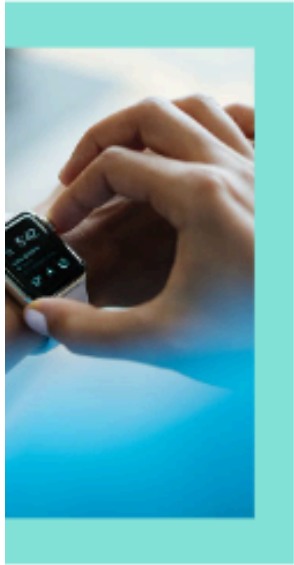


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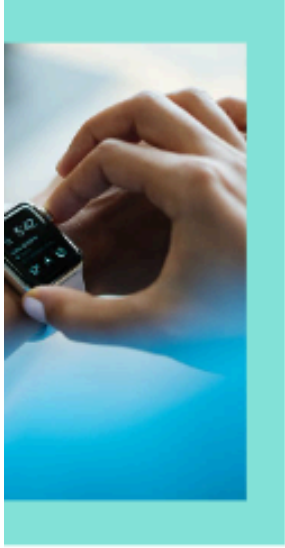


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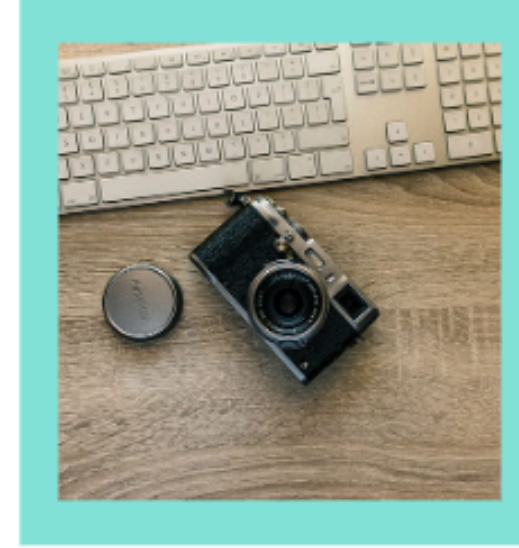
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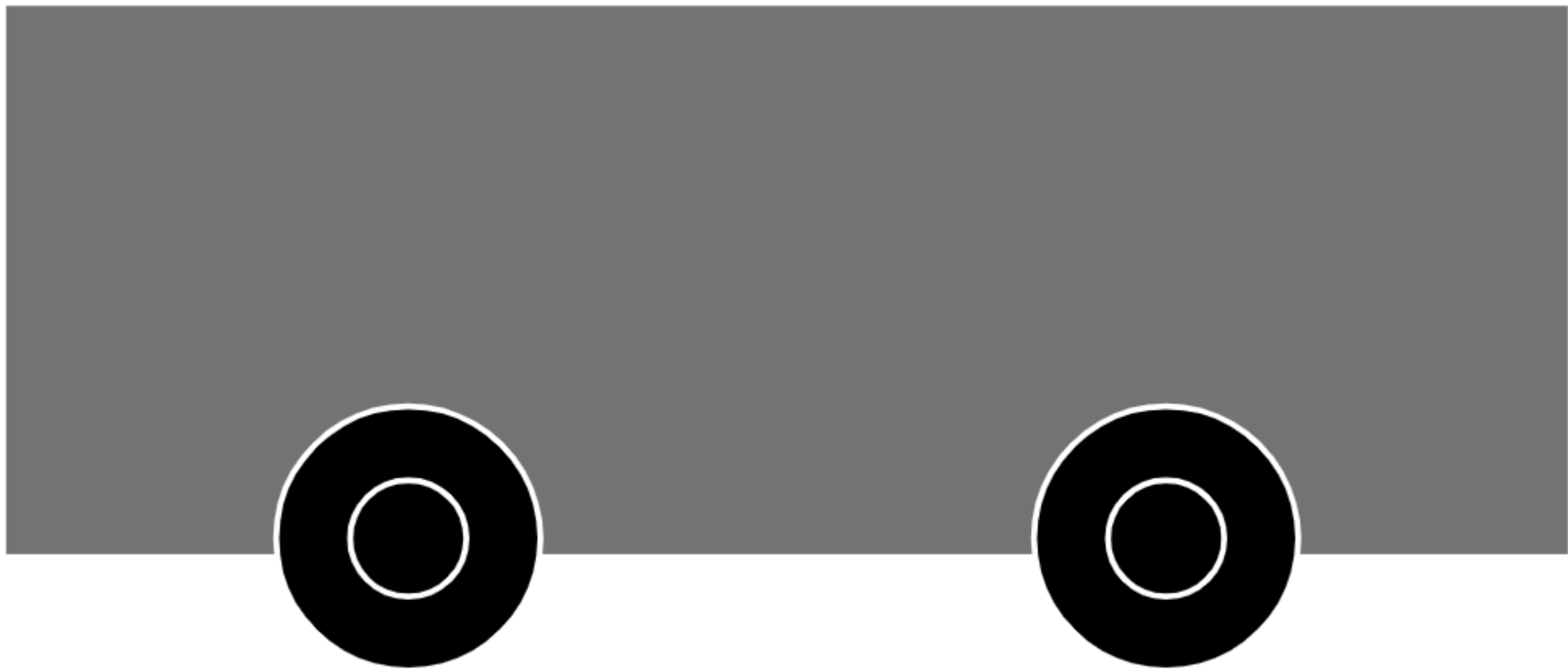
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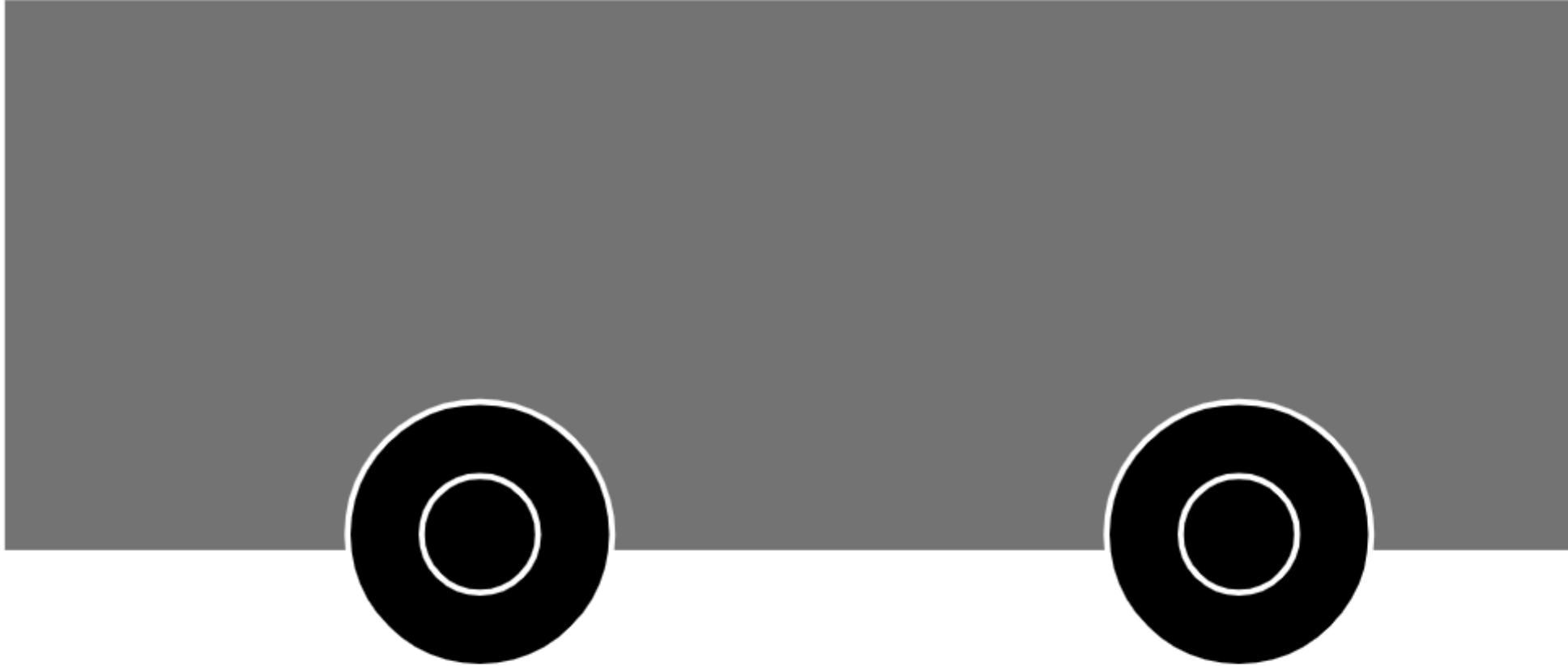
Law of Proximity

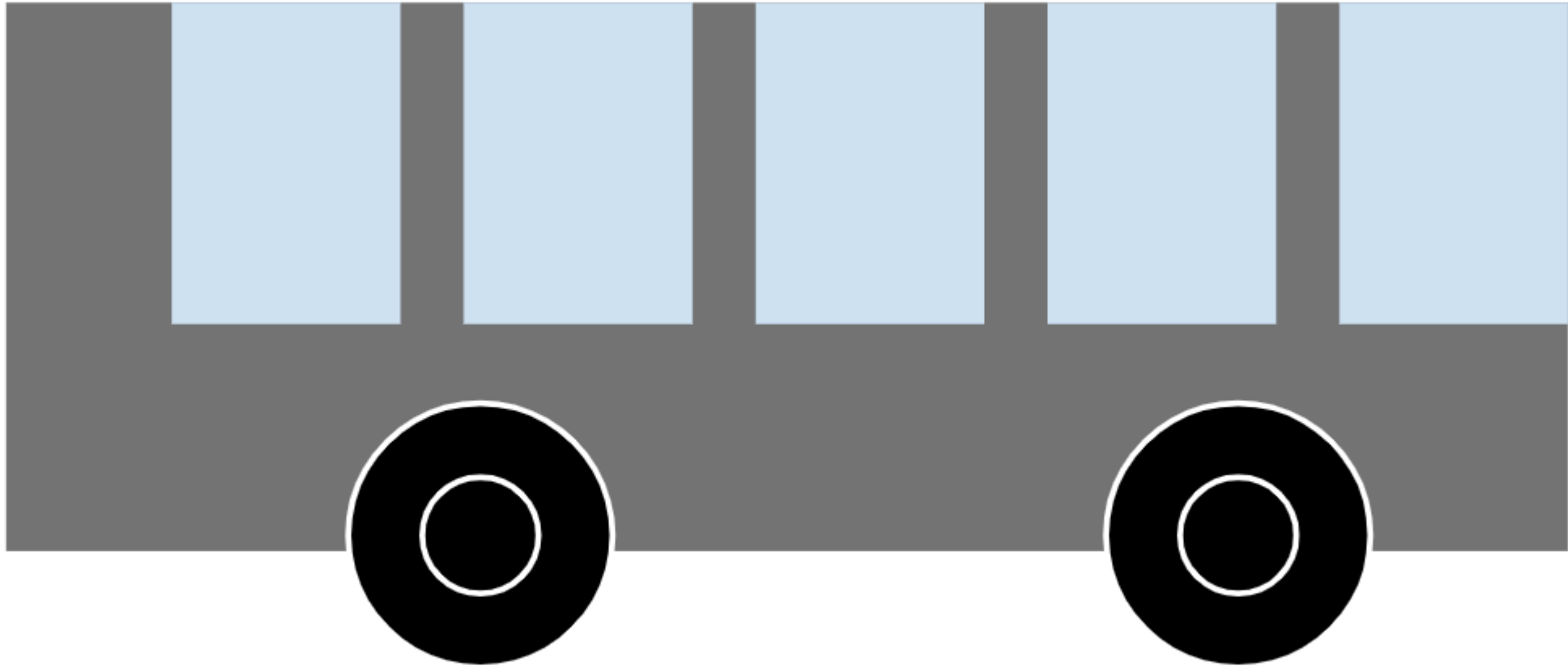
Law of Familiarity

The Law of Familiarity is a principle in Gestalt psychology that suggests we tend to perceive objects or patterns that are familiar to us more readily than those that are unfamiliar.





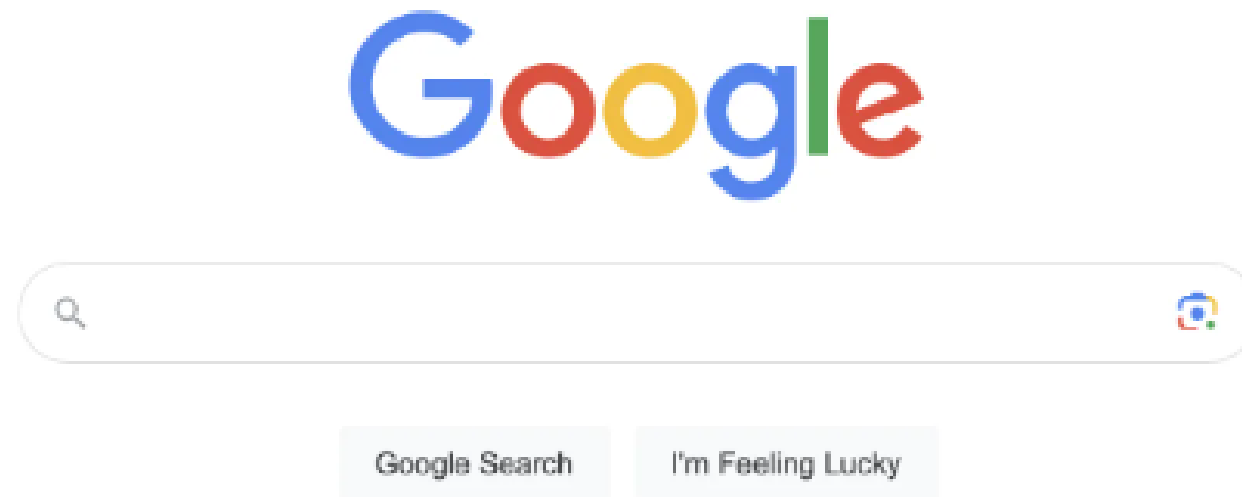






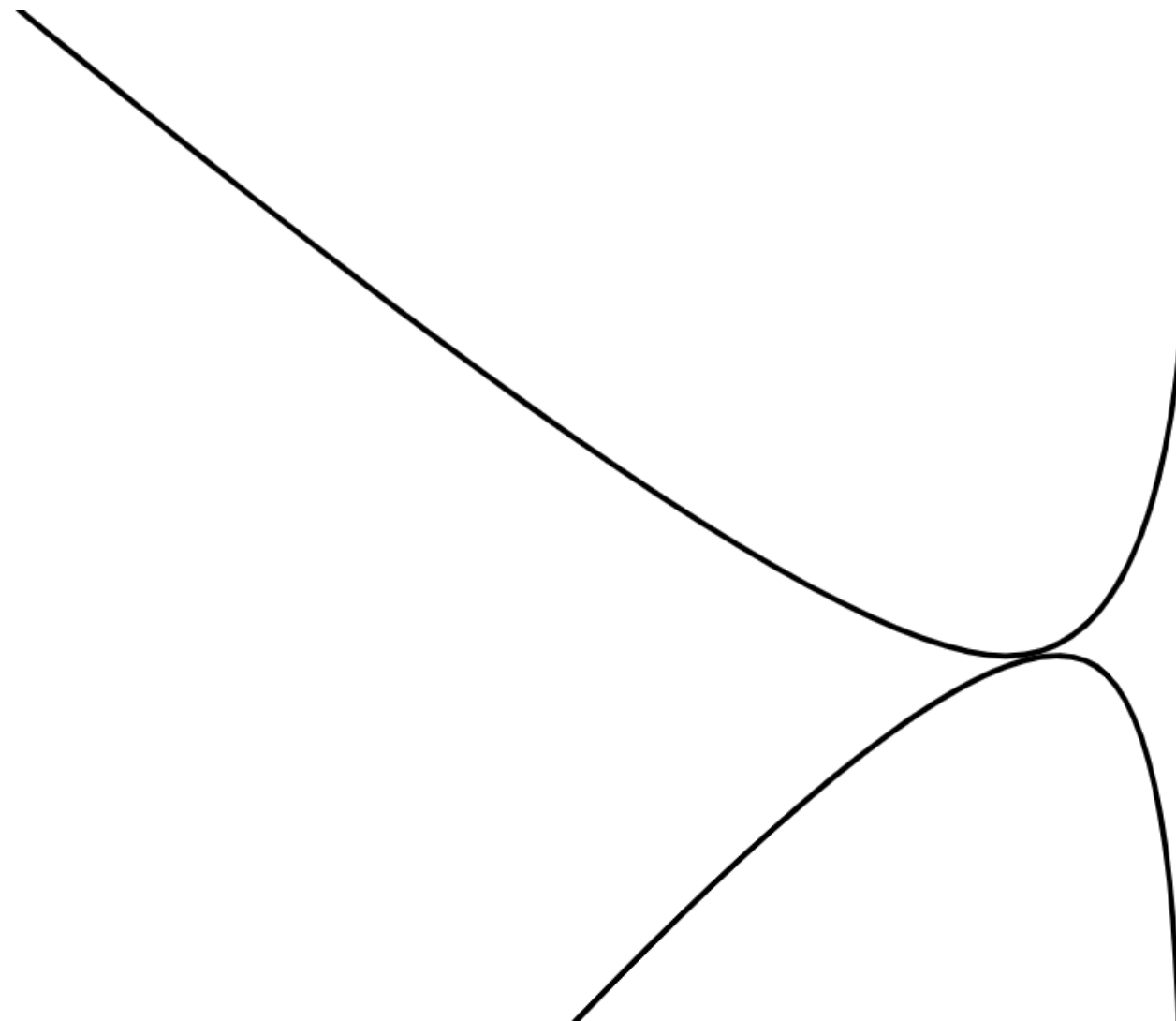
Law of Symmetry

The human tendency to perceive visual elements as grouped when they are part of a symmetrical arrangement.



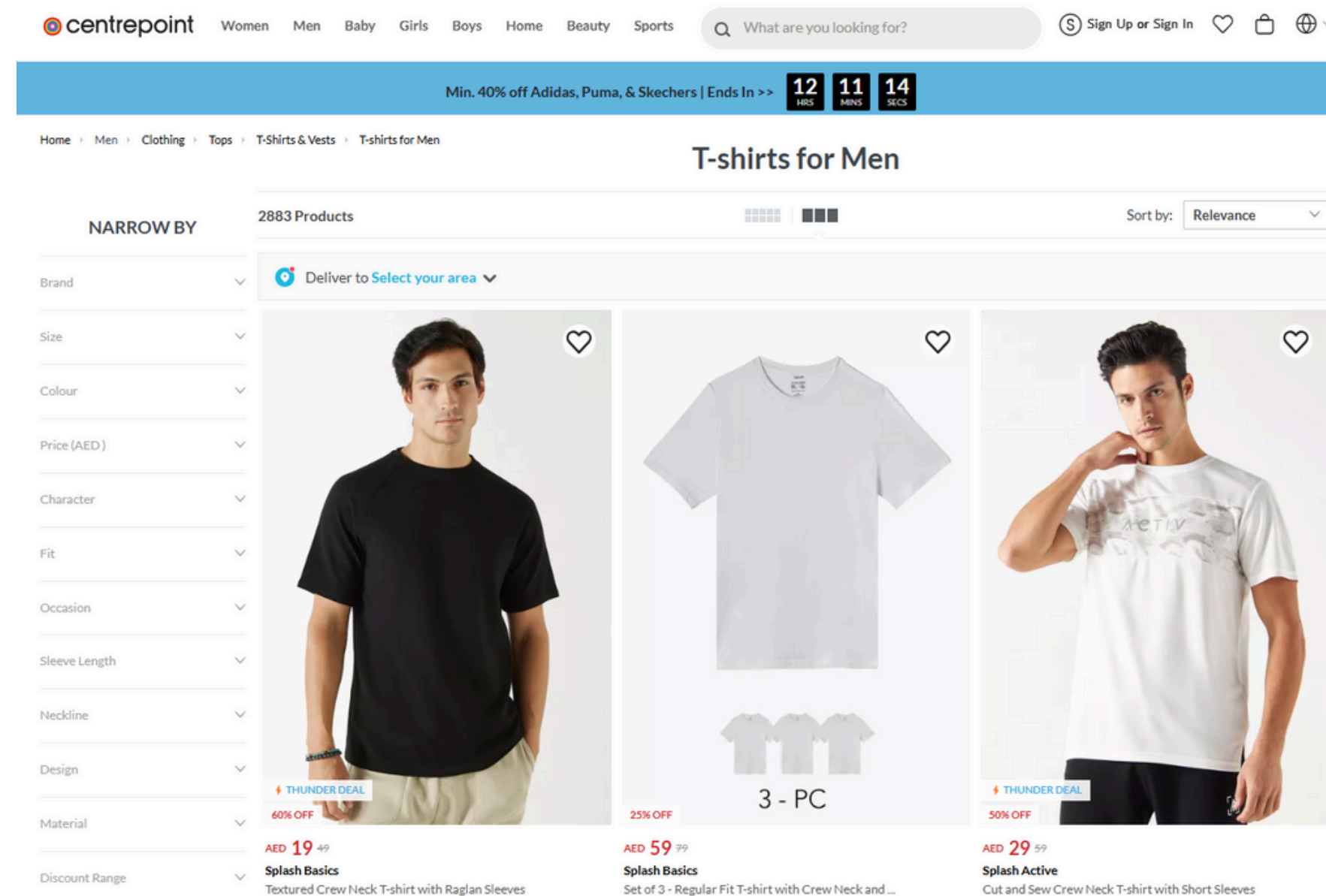
Law of Continuity

Elements present in a line or curve are perceived to be related as opposed to elements not present in a line or curve.



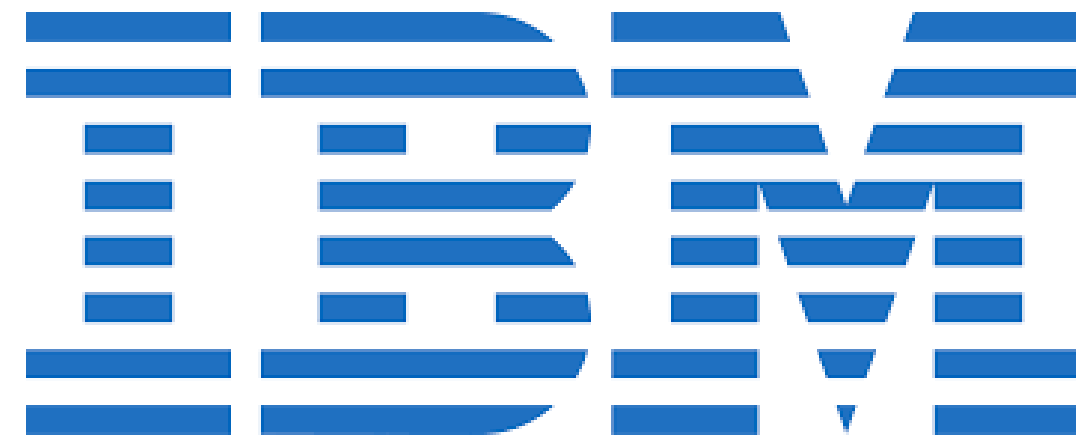
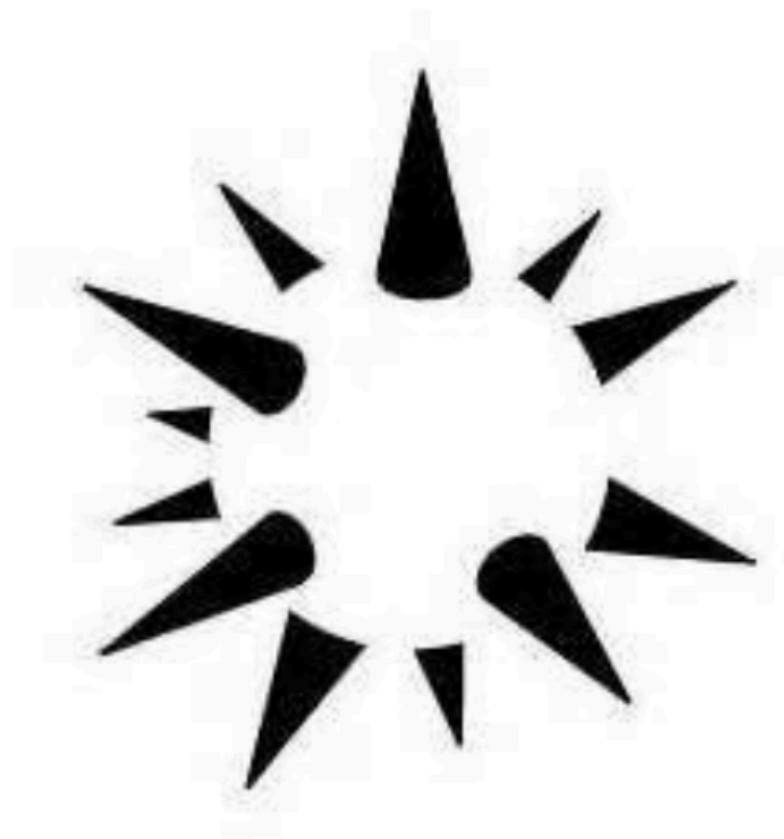
Law of Continuity

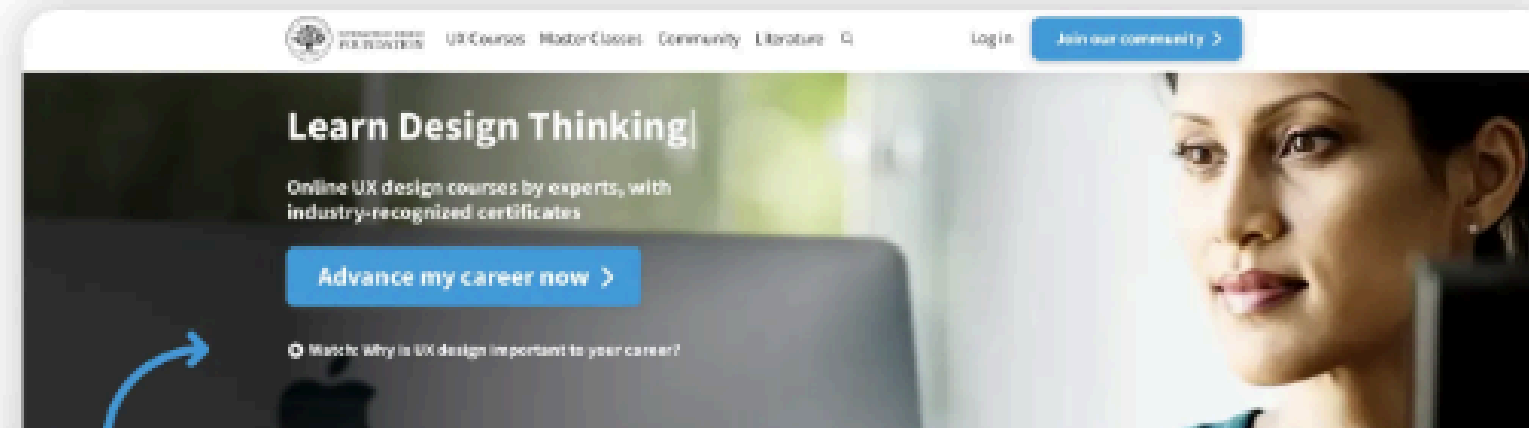
In E-commerce websites, for instance, the categories are placed horizontally across the screen. It includes home, clothes, and accessories, among others. The subcategories are vertically placed, so the user finds it easy.



Law of Closure / Reification

Mind's ability to perceive a complex image as a whole, filling in gaps and interpreting incomplete information to create a coherent understanding.





Figure/Ground

Background image and foreground text



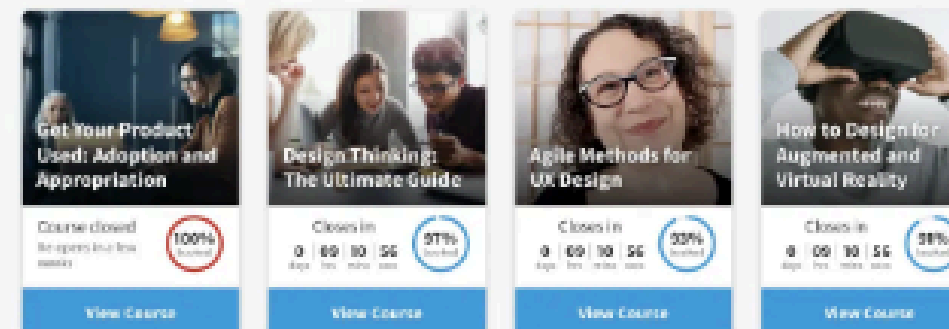
"Ivy League level education in UX, Product Design or Human-Computer Interaction"
Forbes.com



"A goldmine of information on interaction design"
Don Norman

Online UX Design Courses for Beginners and Professionals

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Common Region

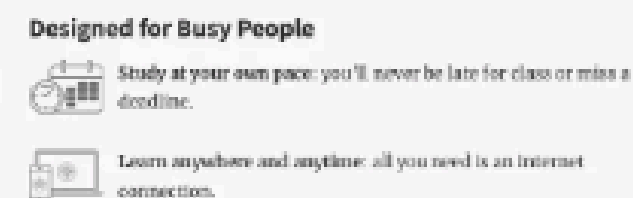
Background color separates section

Similarity

All course cards have a similar structure, so we know they are part of a group

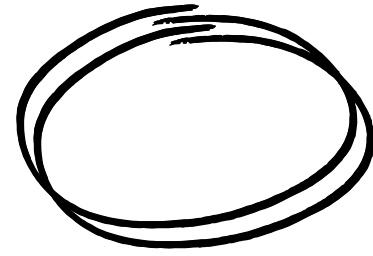
Proximity

Icons and descriptions form one unit



Figma Activity

1. Reverse Wireframe one website
2. Find another website which has same wireframe
3. Repeat this process for five websites of your choice.
4. Awwwards - Design Inspiration



Thank you