

Graphic Design Masterclass Intermediate: The NEXT Level

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[Course link](#)

▼ Gestalt Theory

Our brains is used to make assumptions, and organize information. As designers, we can use this to our advantage in making interesting and *easy to digest visual messages*.

There are 7 Gestalt Principles:

▼ 1. Similarity

- Color, Size, Shape, Texture, Position, Orientation, etc.
- Layouts
- Attention
- Clarity

▼ 2. Proximity

- Relationship

▼ 3. Simplicity

- Clean and Concise message
- Works well on small icons
- Focus

▼ 4. Figure & Ground

- E.g. : Color/Value and contrast can help discerning Background and Foreground
- Can be intriguing

▼ 5. Symmetry and Order

| "Our mind always searches for balance in things we see"

- "Belonging"

▼ 6. Closure & Continuation

| "We like to fill in the gaps"

- E.g. : **Negative Space**

The Law Of Experience

- Familiarity
- Expectations
 - We can use this to intentionally cause some kind of shock and draw attention
- Allows you to play around and break some rules

The Law Of Continuation

We tend to follow smooth (consistent) and curved paths as opposed to "rigid" ones.

- This can be used to guide the viewer's eyes
- Can help creating a "flow" in a Design

Break the Rules!!!

Breaking the rules intentionally might be an awesome approach to creating tension, which helps making interesting and intriguing designs, that draw attention and stand out from the crowd.



Assignment/Project:

Go out in the wild and find Gestalt Principles applied to packages, book covers and everything else. Take pictures and make a list of which principles are involved, and how they make the Design better.

Make it a Journal ;)

