

A complex network graph with numerous nodes (dots) of varying sizes and colors (white, light orange, pink, purple) connected by a web of thin white lines. The background transitions from a warm orange and yellow hue on the left to a cool red and purple hue on the right.

The Gestalt principles of visual perception

By: Rhichard Koh



Agenda

Law of Proximity

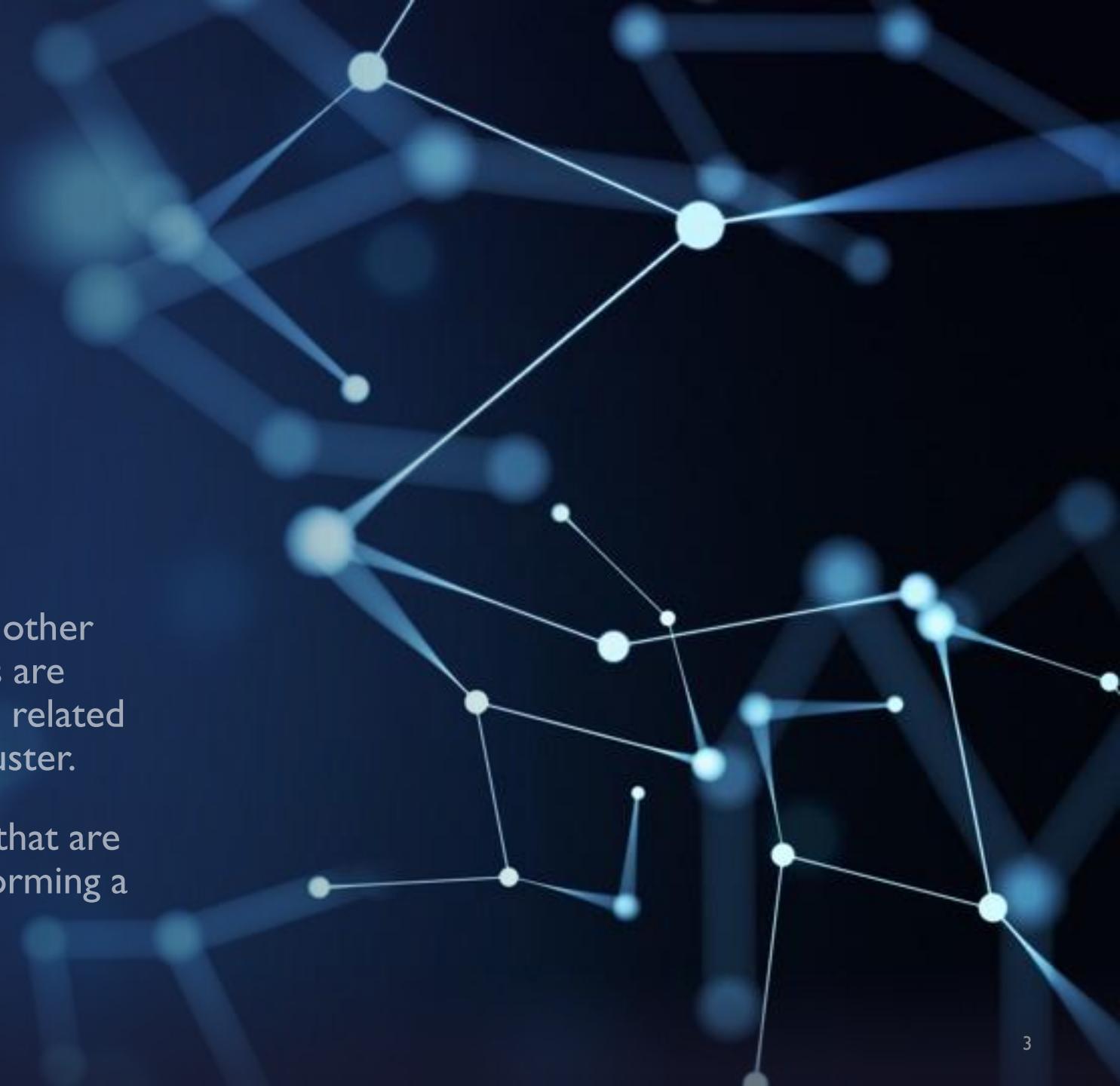
Law of Simplicity



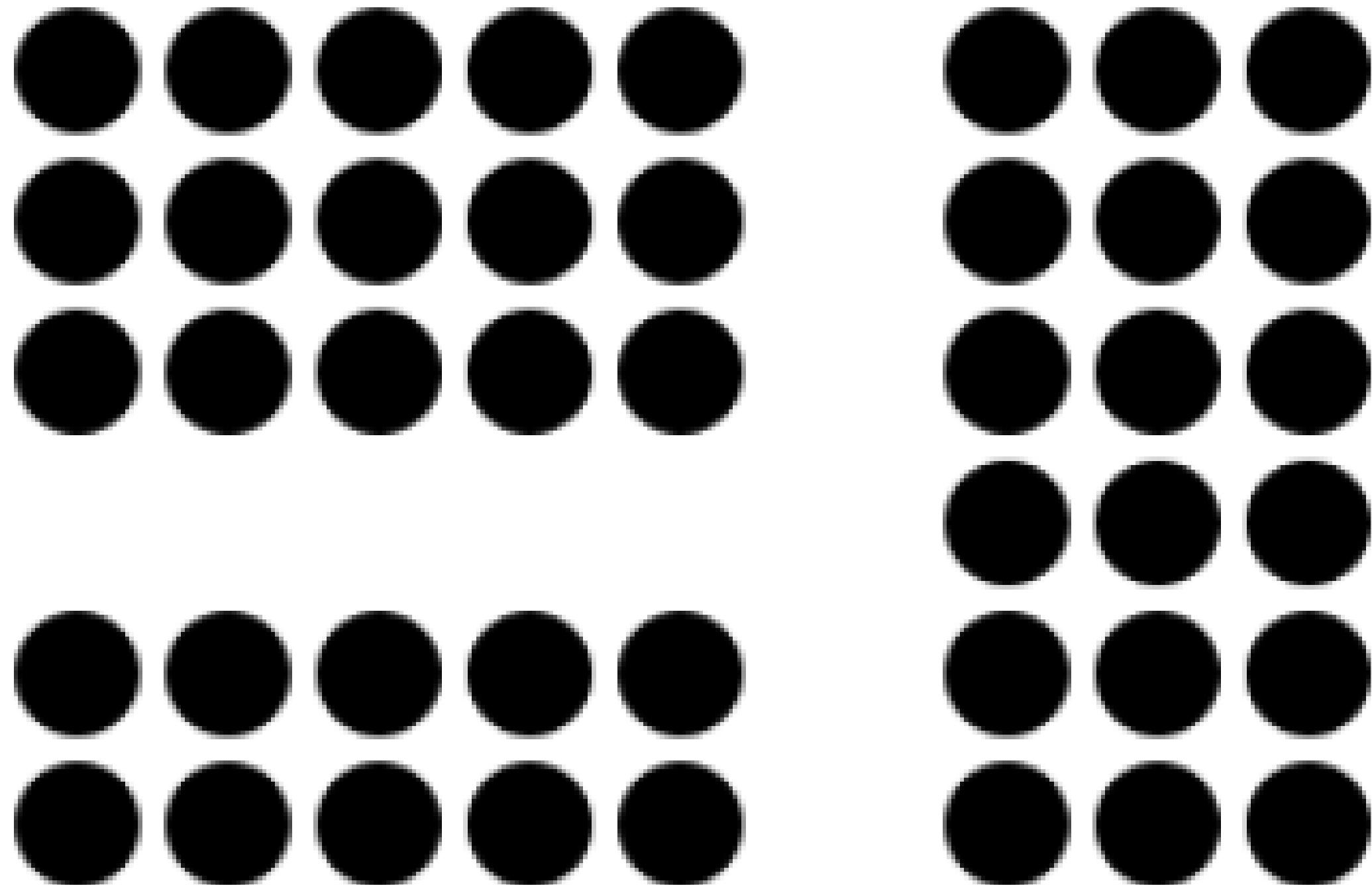
Law of Proximity

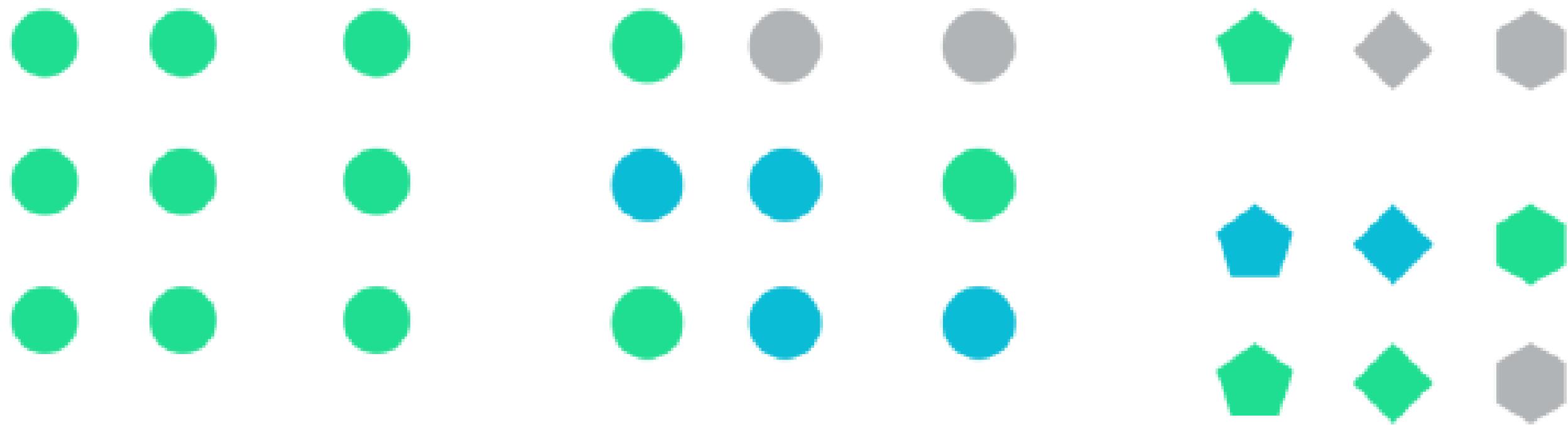
Explanation: Elements that are close to each other tend to be perceived as a group. When items are near each other, our brains perceive them as related or belonging together, forming a group or cluster.

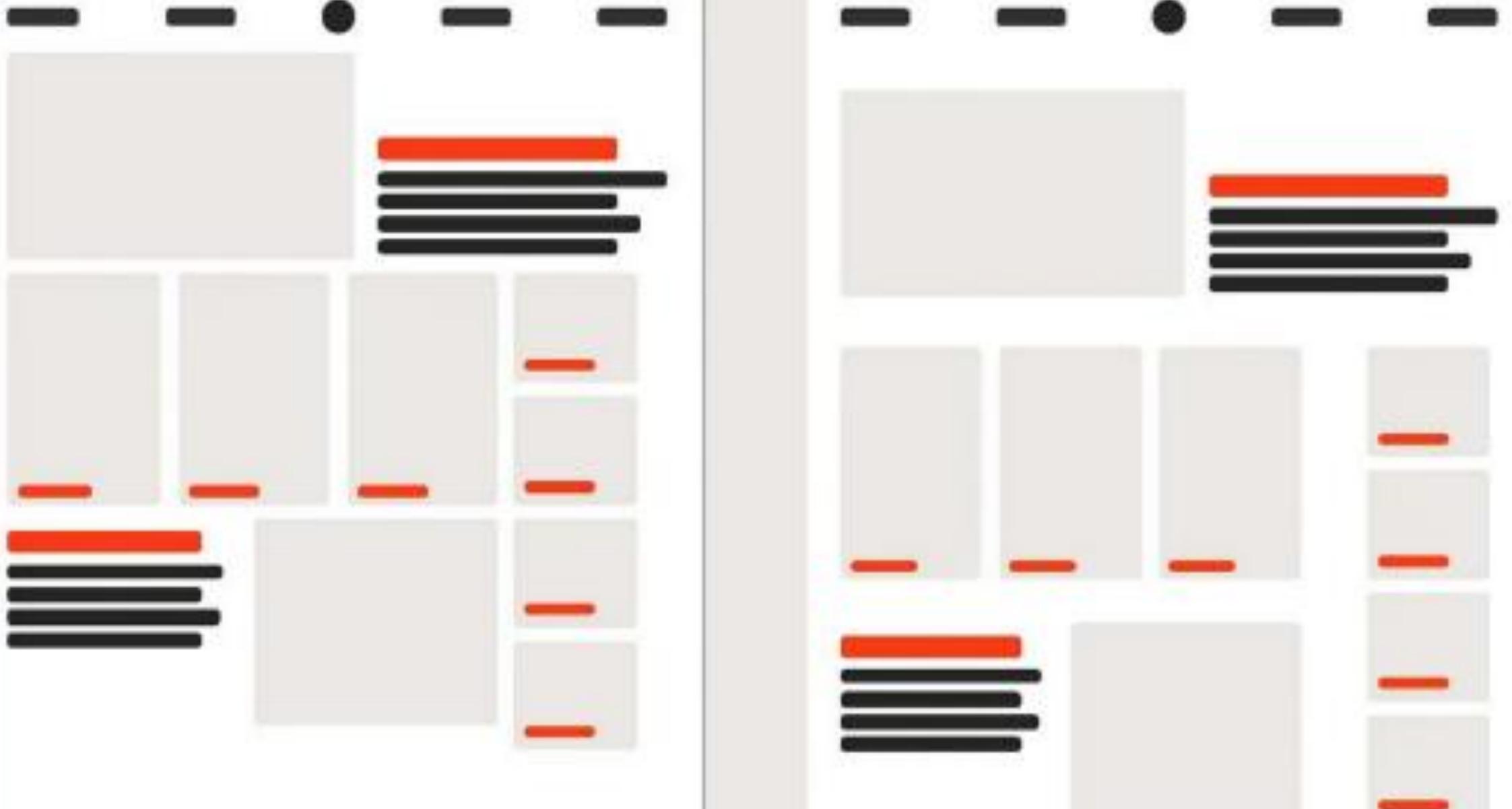
Example: In a row of dots, we perceive dots that are close to each other as being connected or forming a line



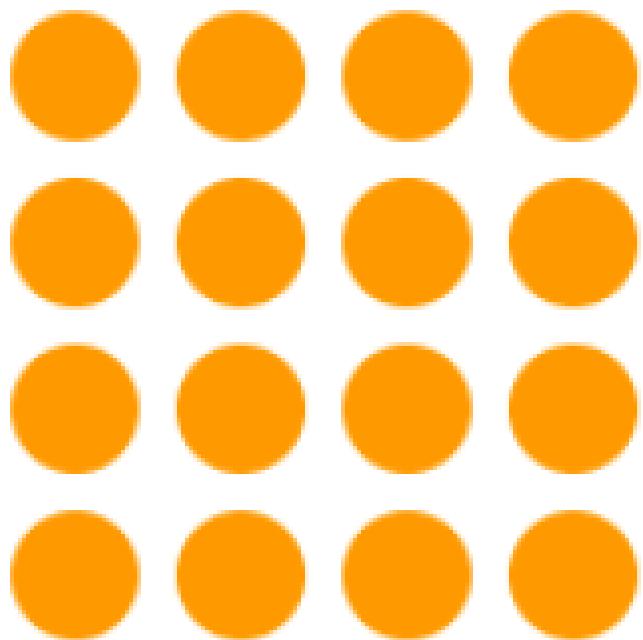




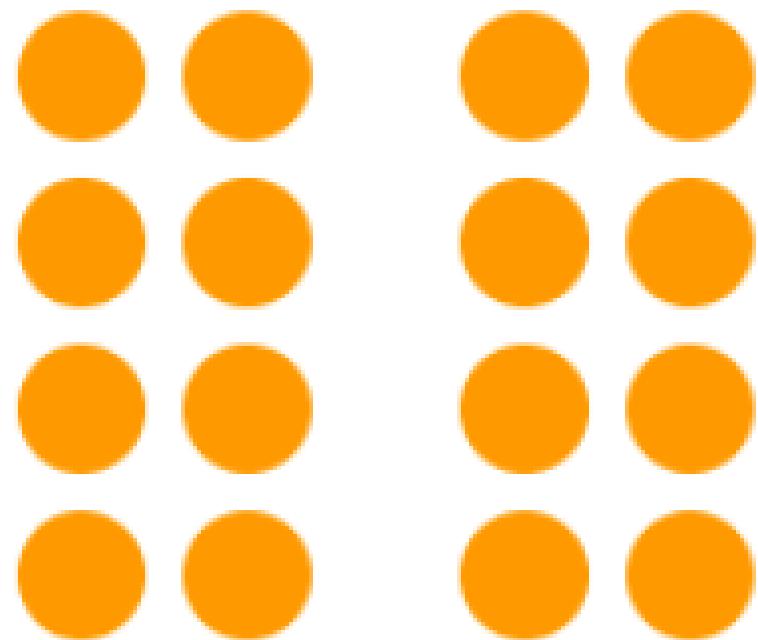


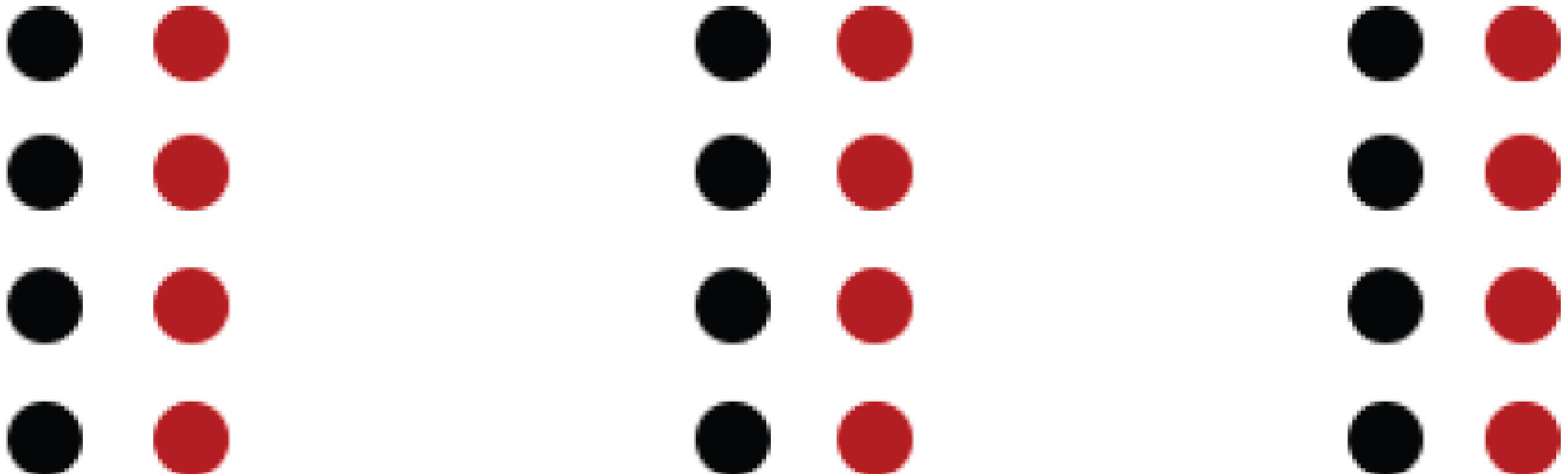


This is perceived to be one group and the components somehow related to each other.

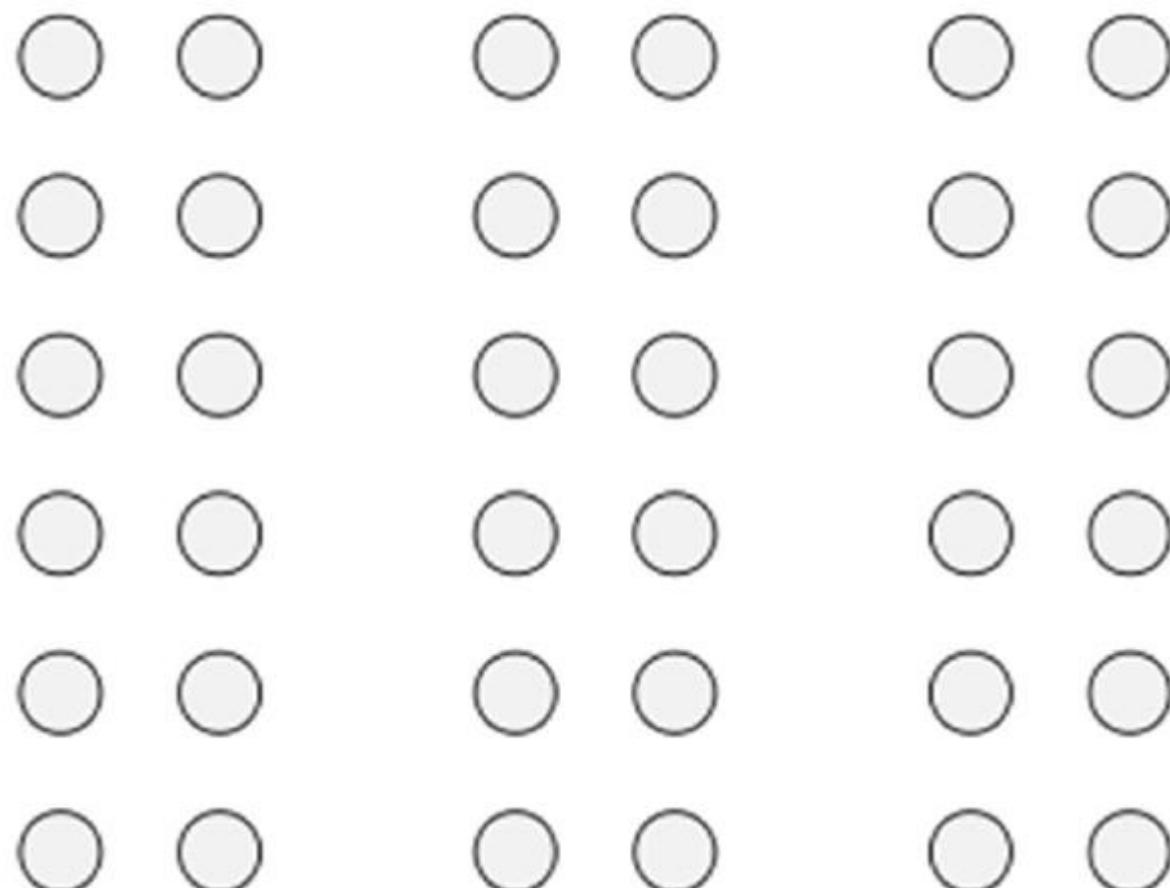
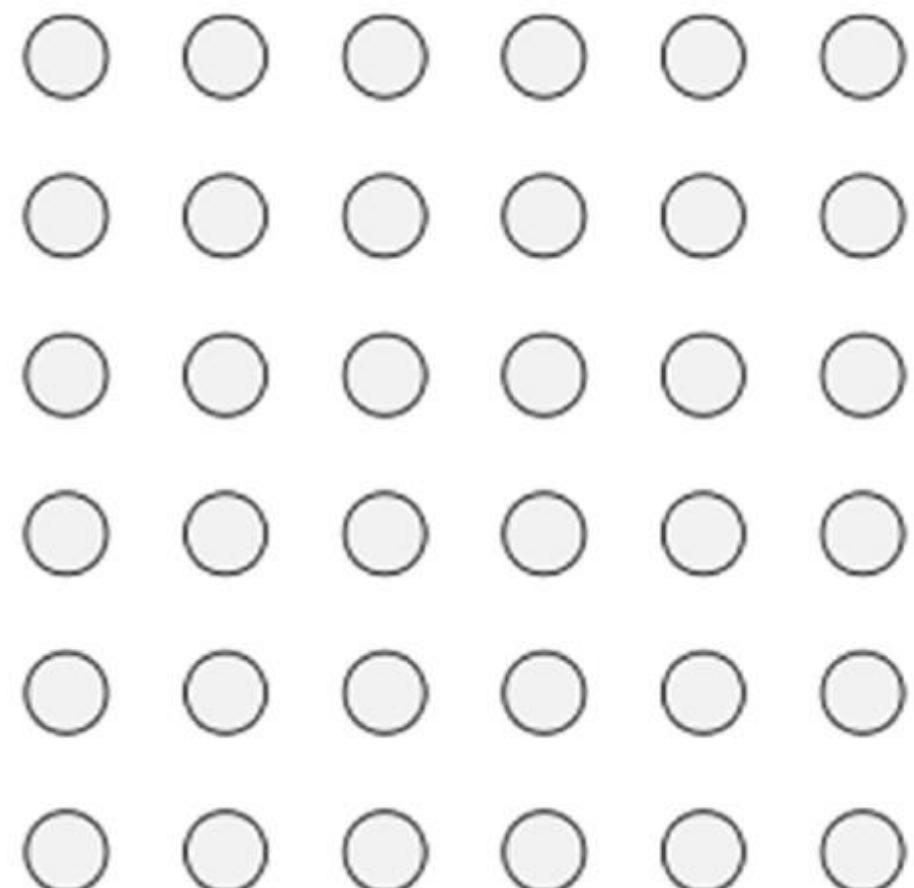


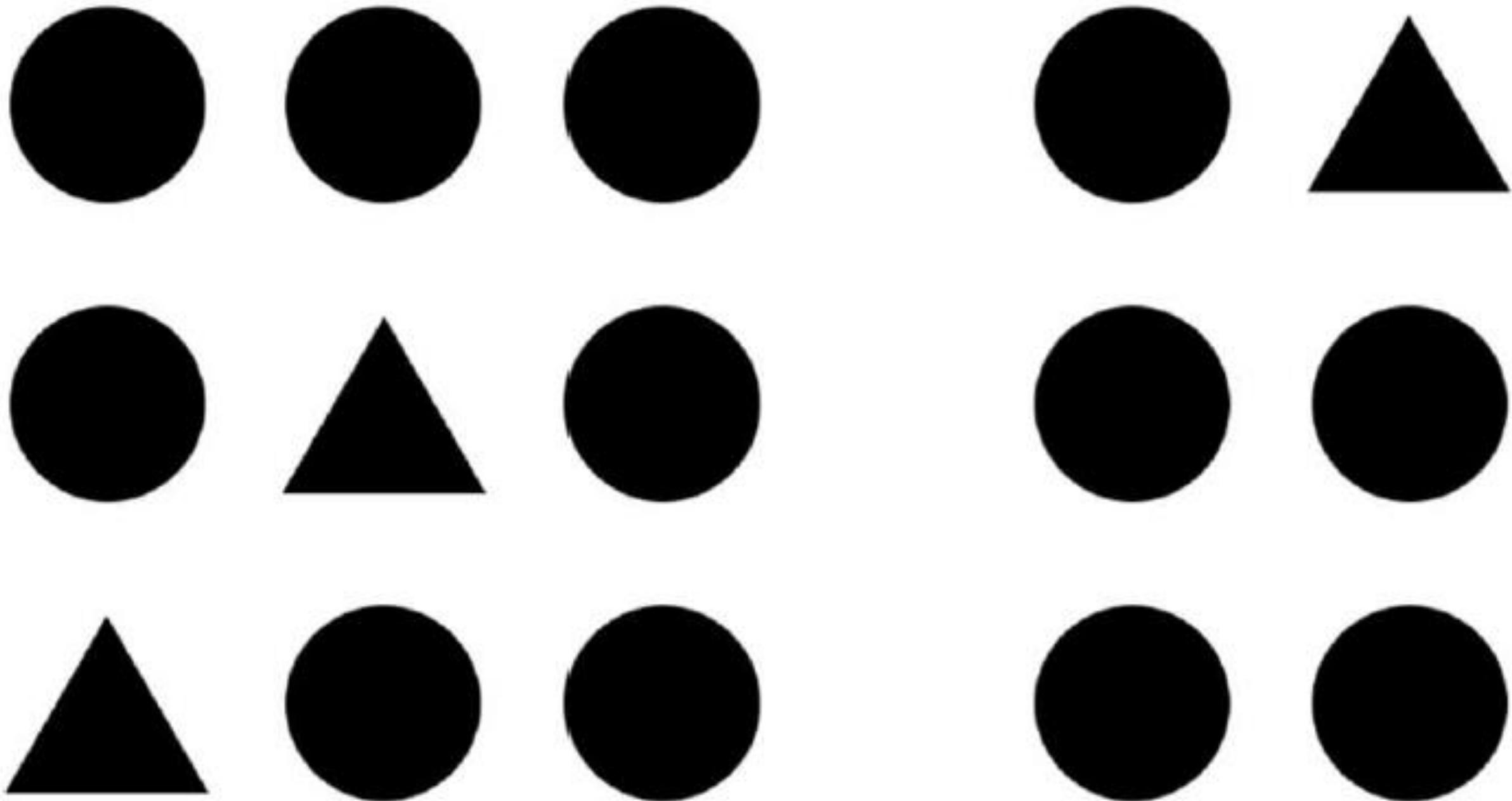
We perceive two groups here, and understand that there are differences between them.

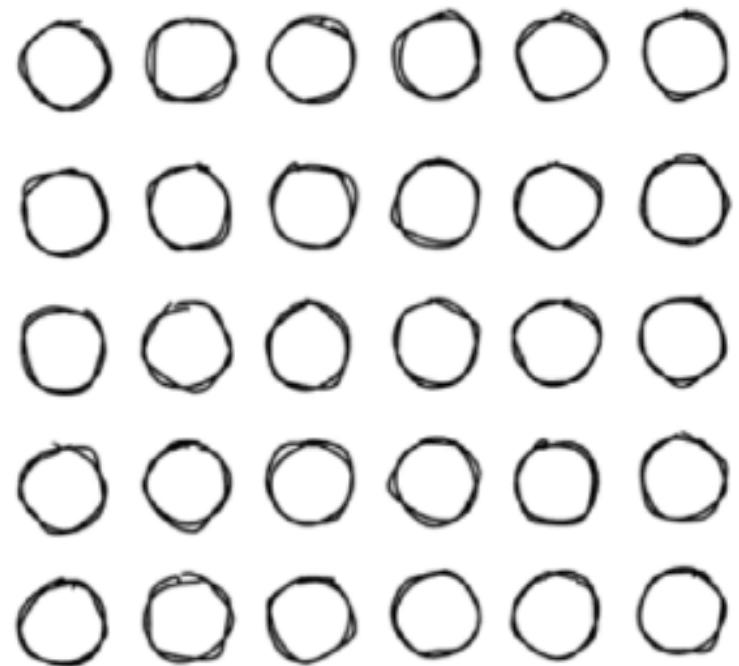




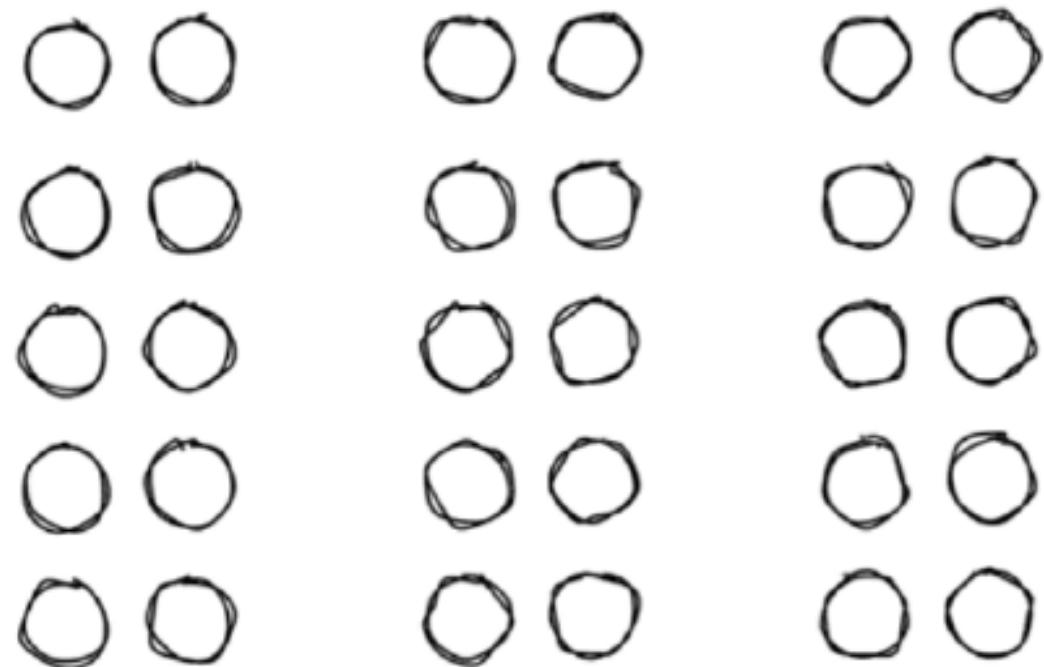








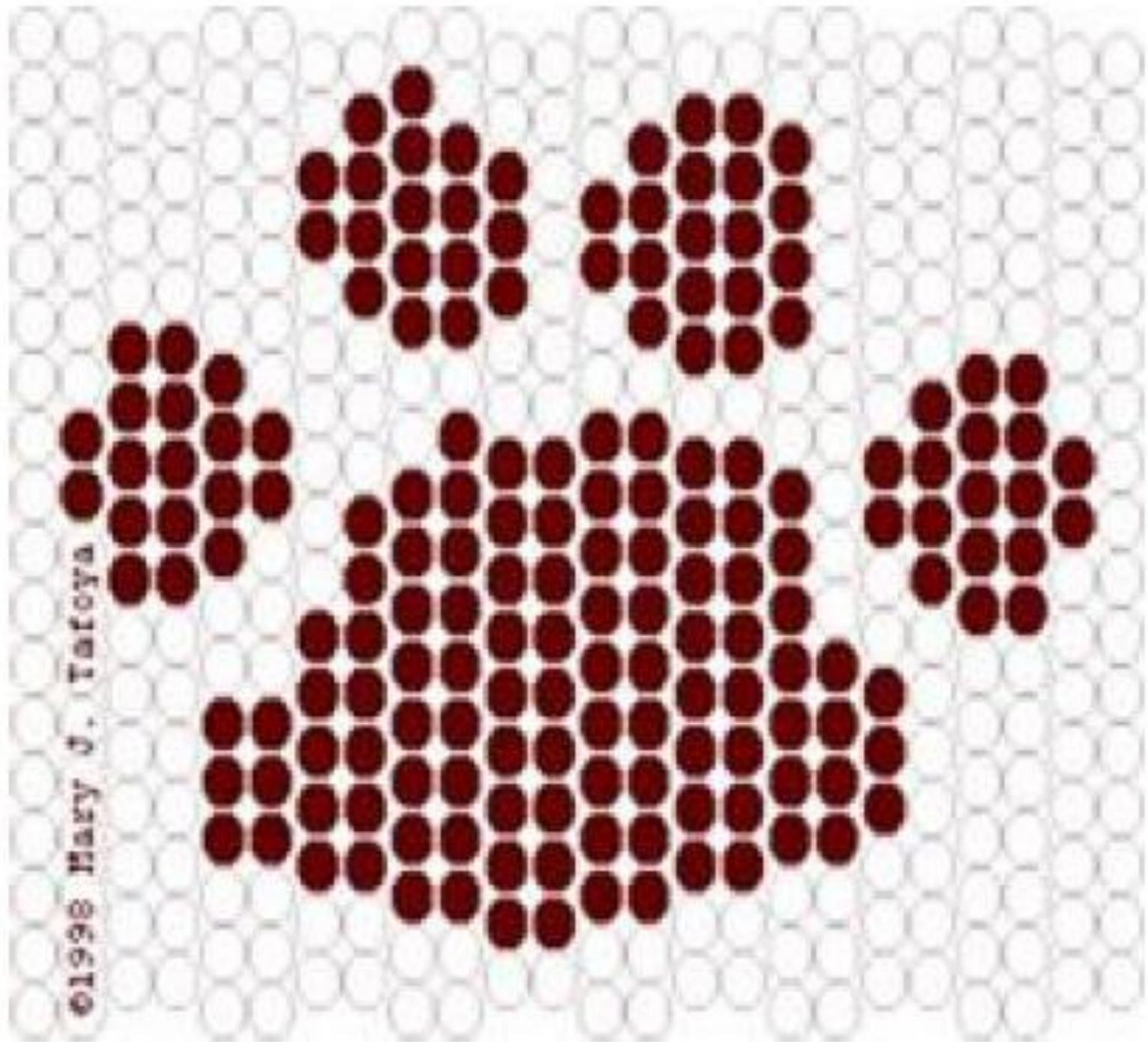
One group



Three groups



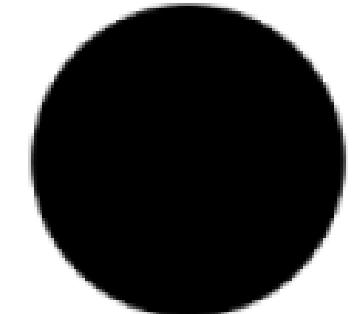
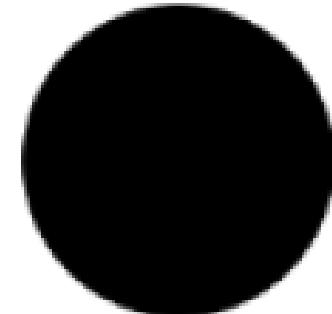
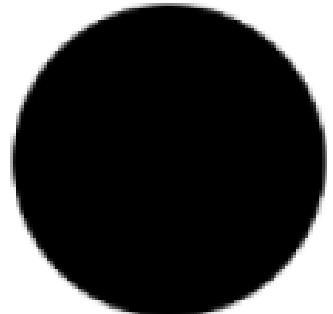
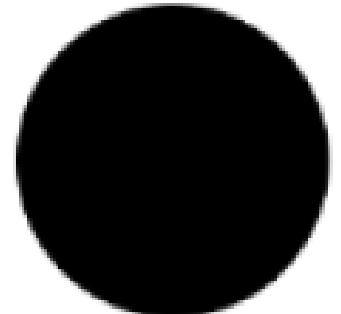
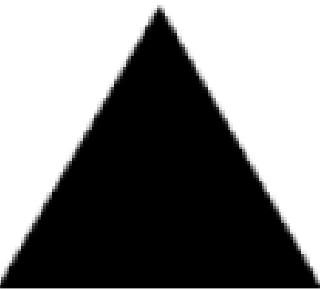
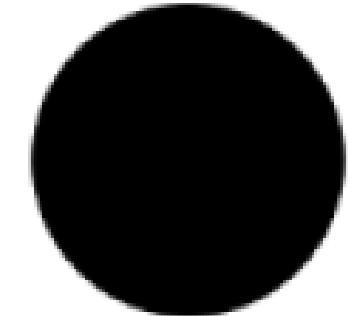
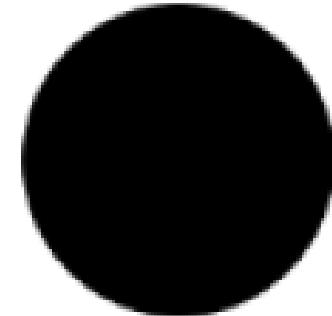
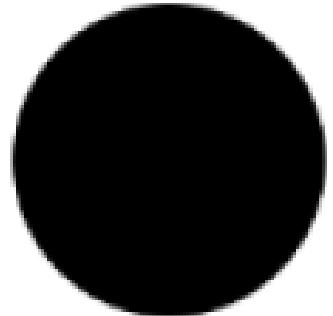
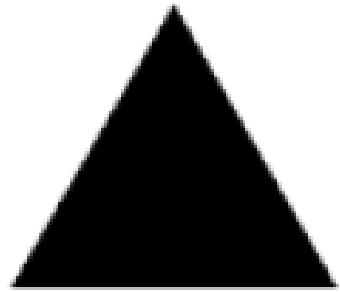
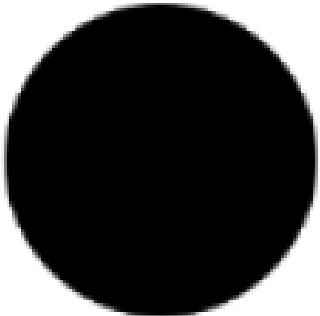
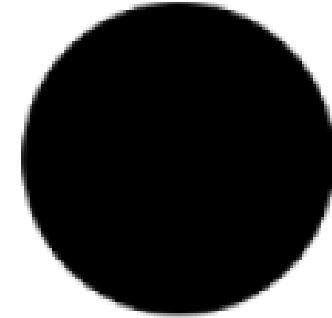
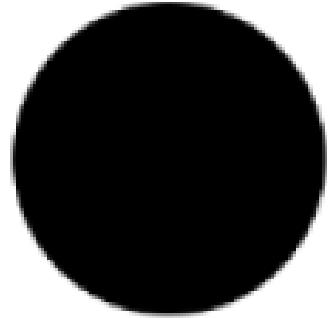
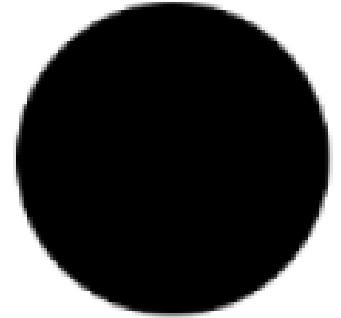
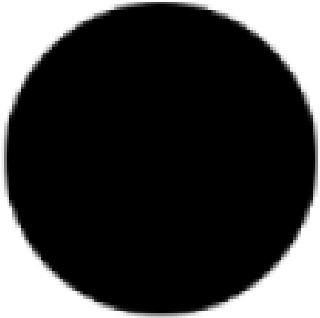
©1998 May 6, Tatoya



Law of Proximity





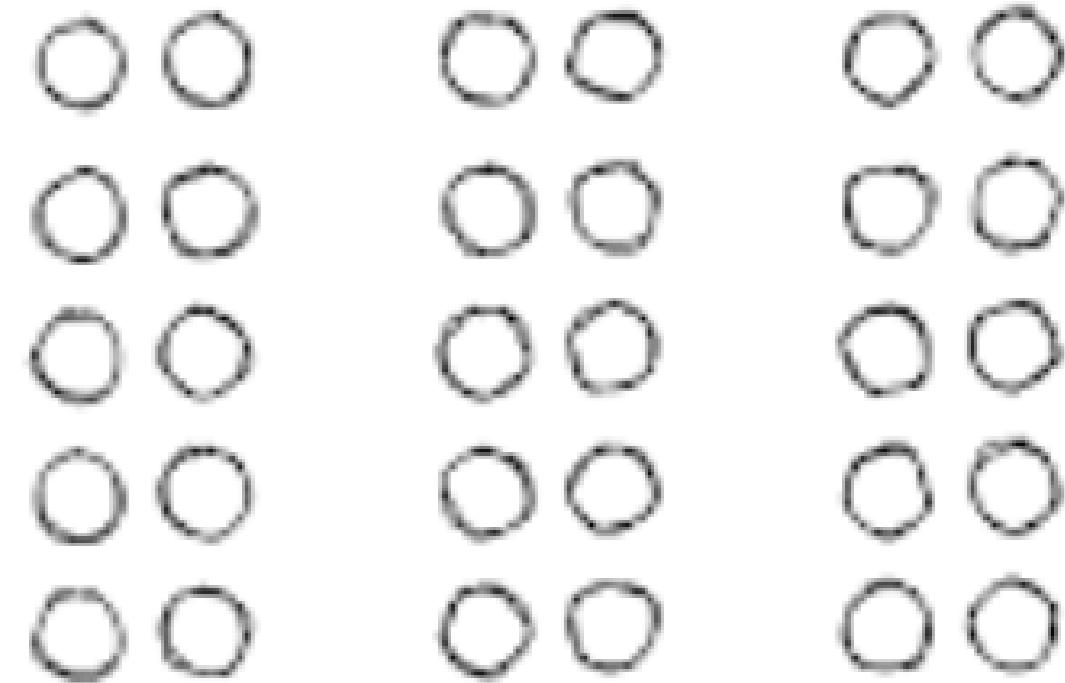


Law of Proximity





One group



Three groups

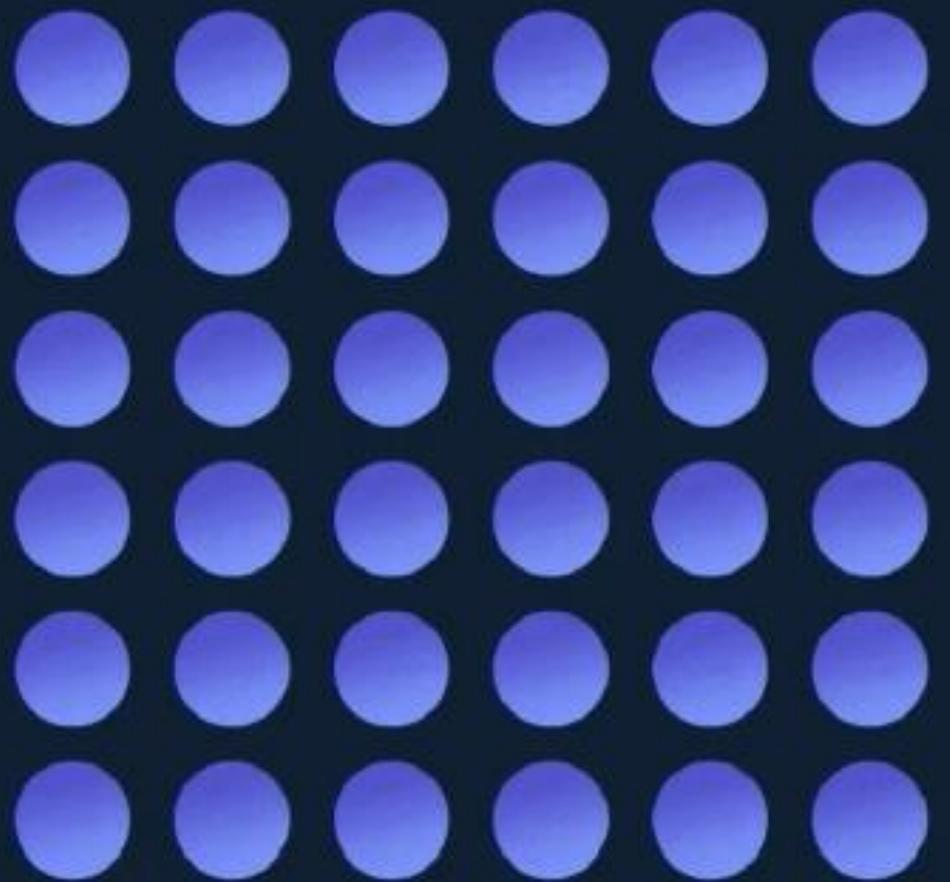


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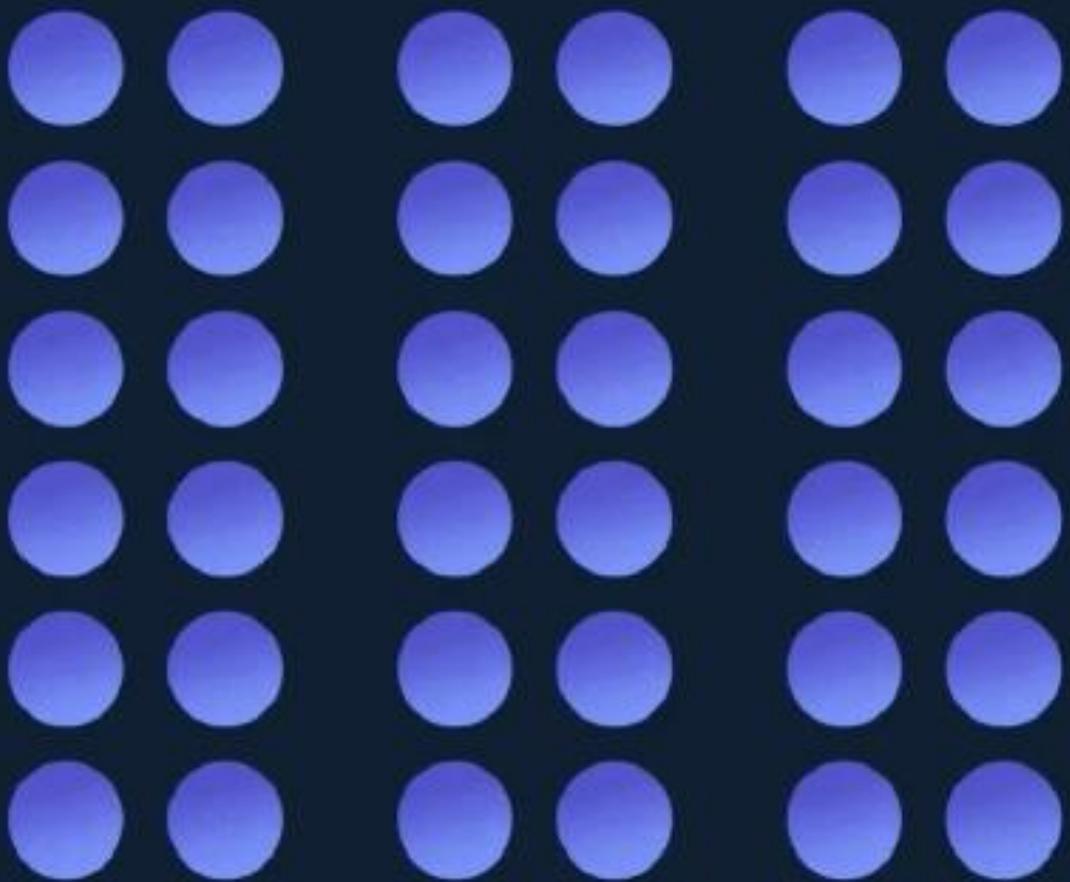


Image (B)



Law of proximity

(Our brain see objects near each other as groups)

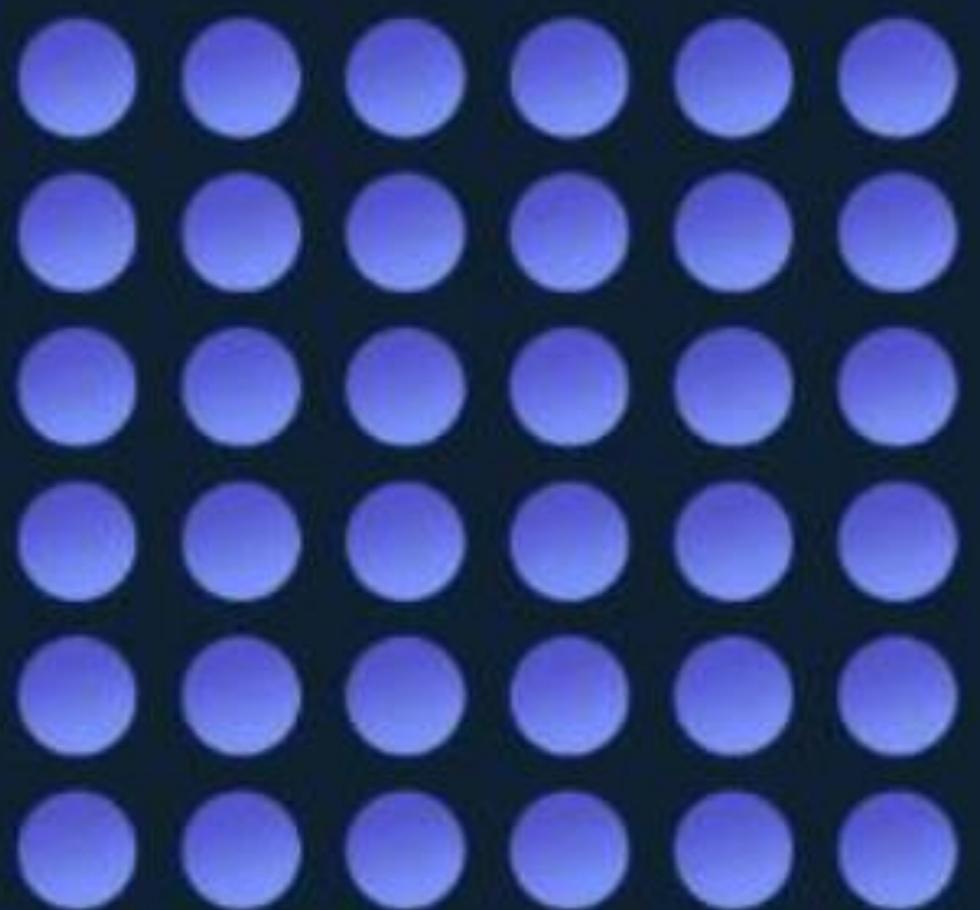


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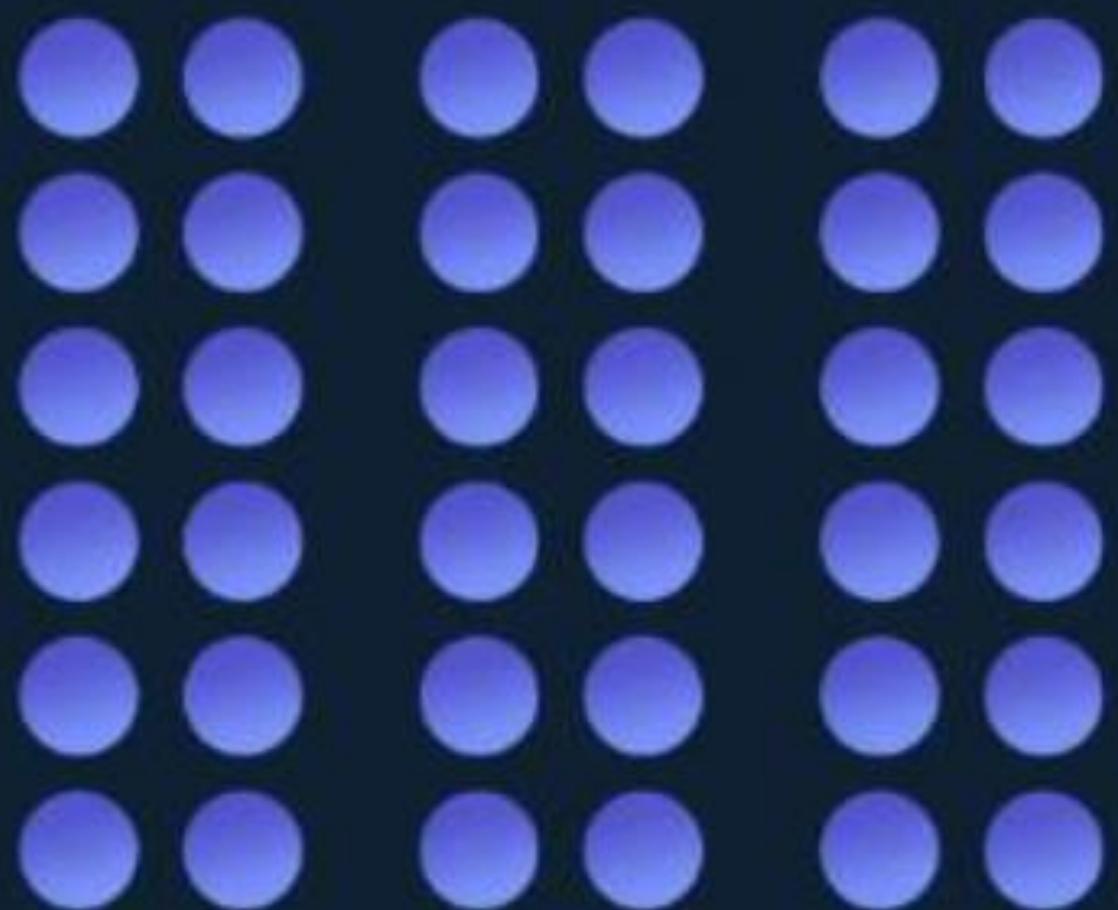
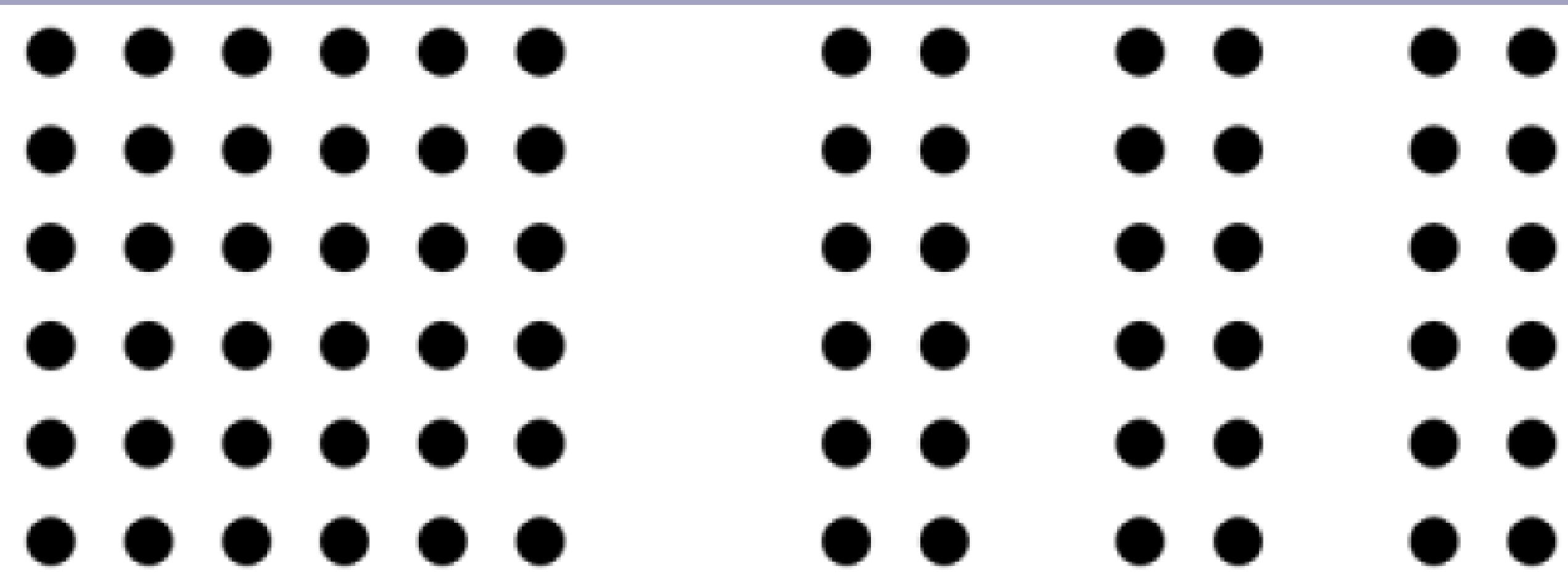
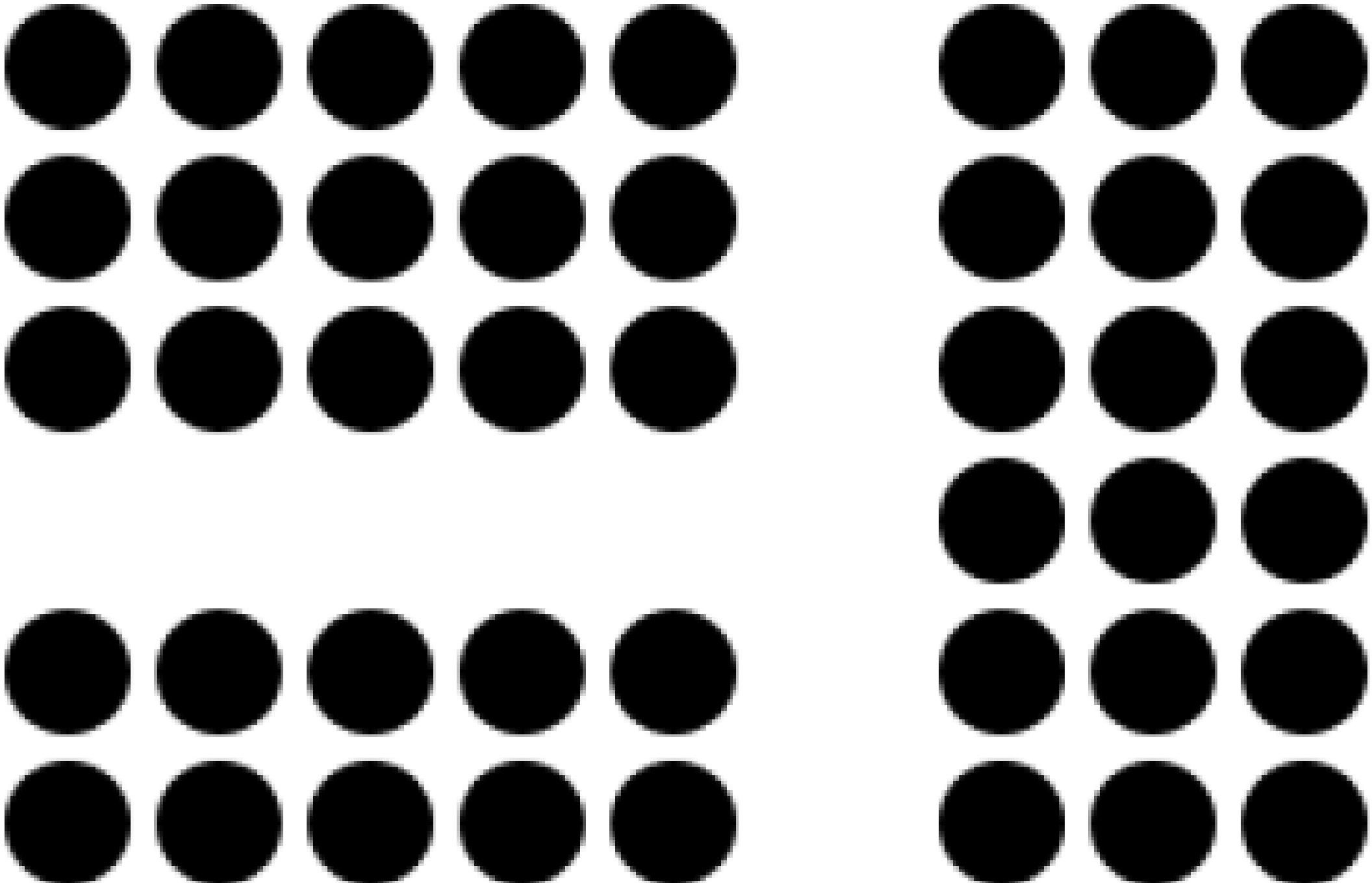


Image (B)









Unilever

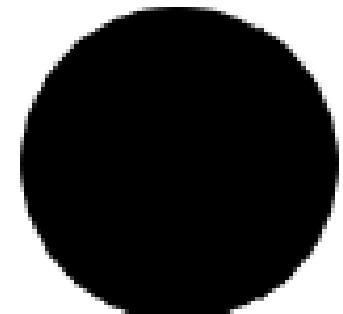
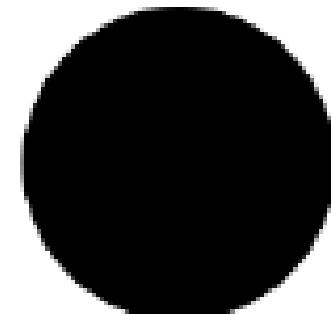
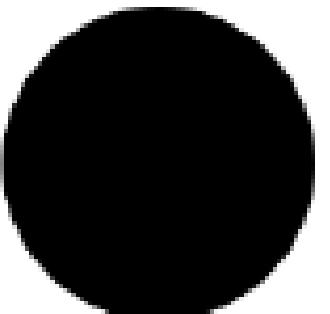
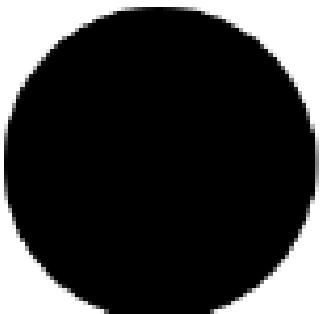
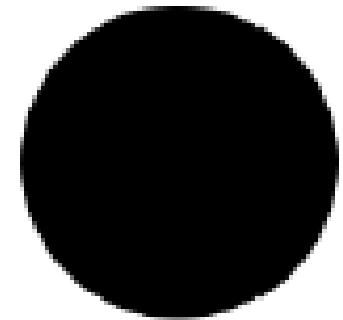
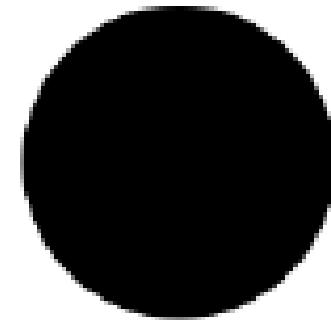
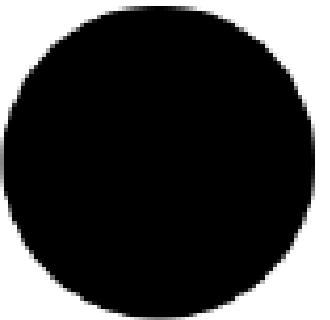
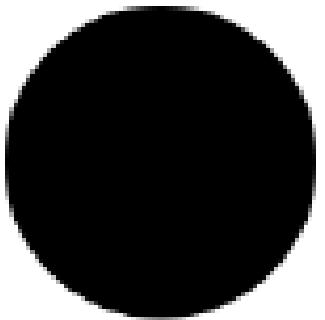
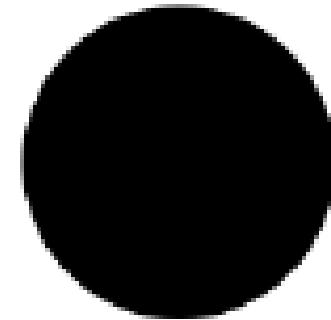
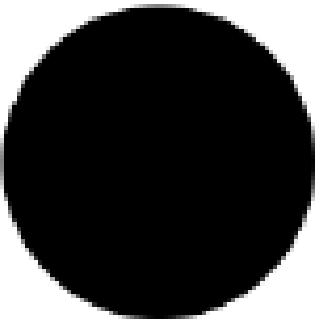
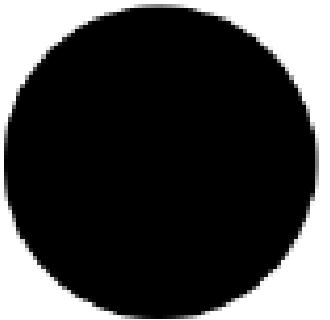
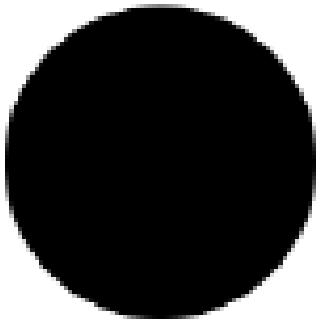
Law of Proximity





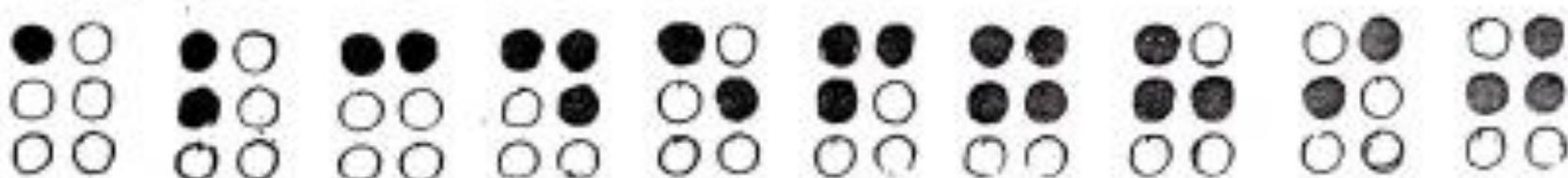
Proximity





Braille Alphabet

A B C D E F G H I J

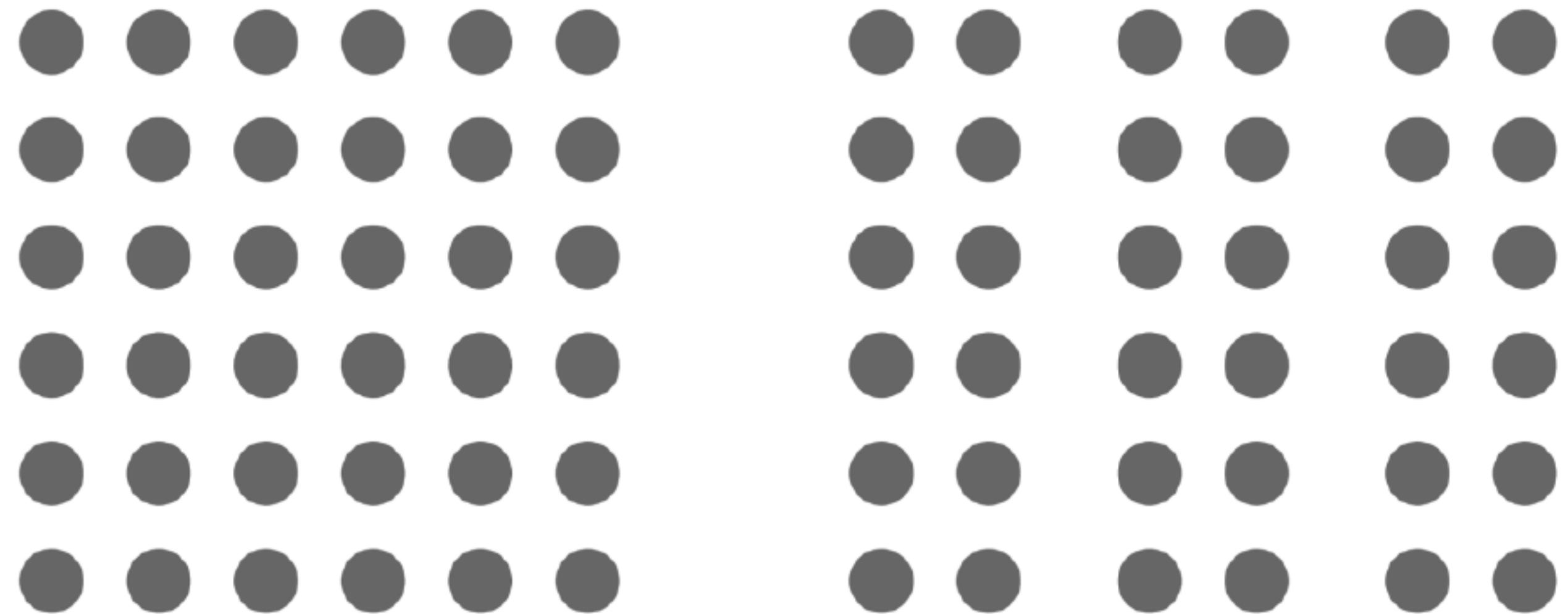


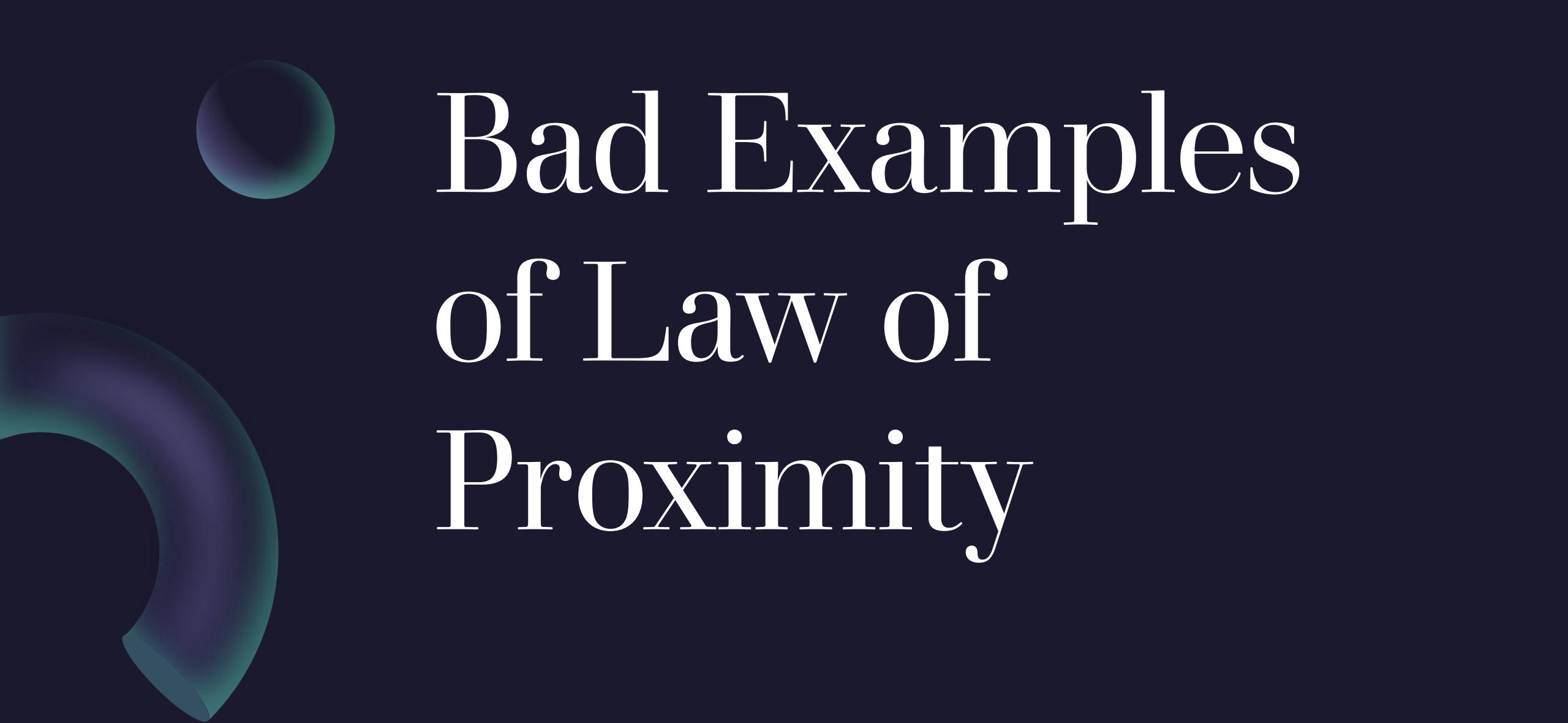
K L M N O P Q R S T



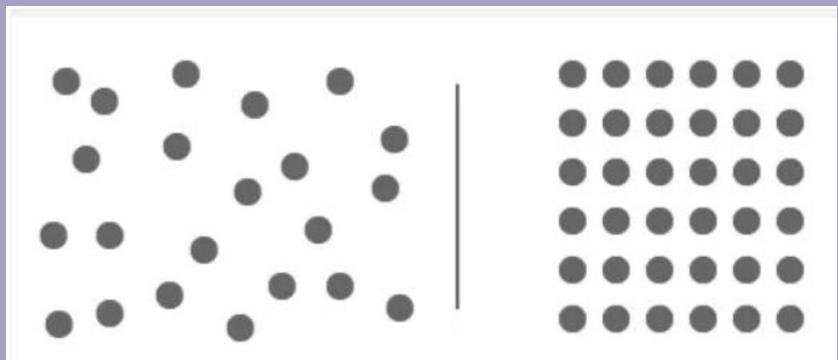
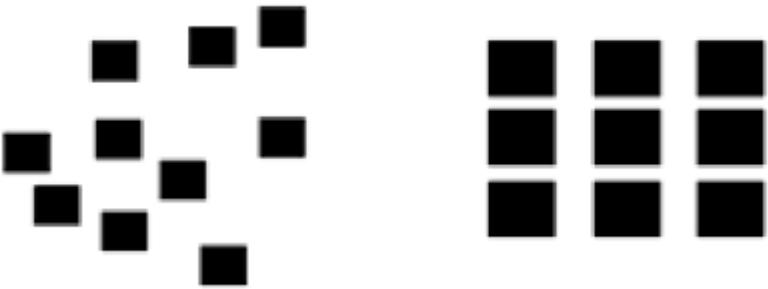
U V W X Y Z







Bad Examples of Law of Proximity



IKEA

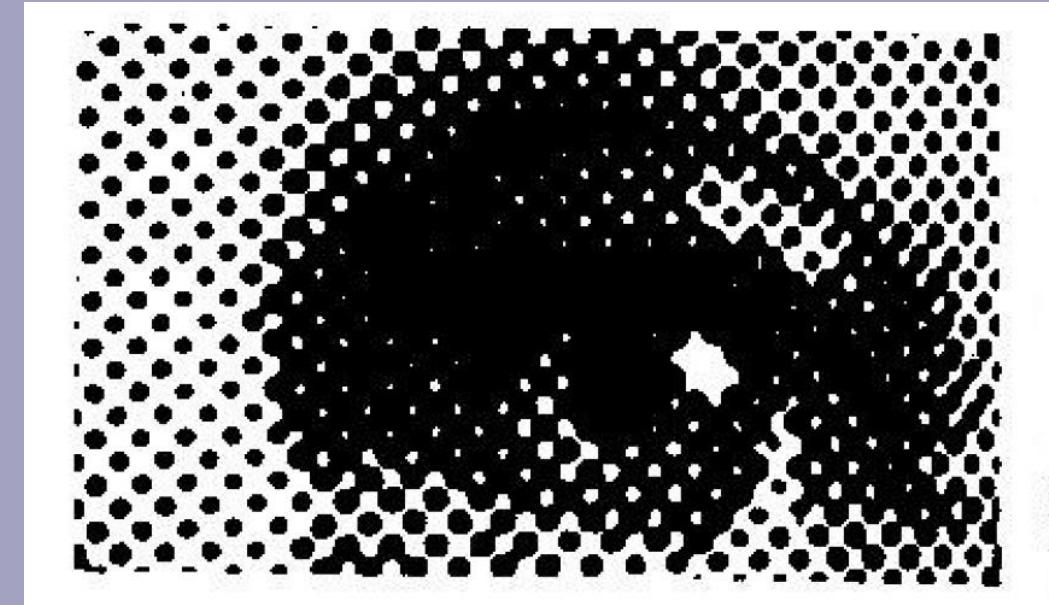
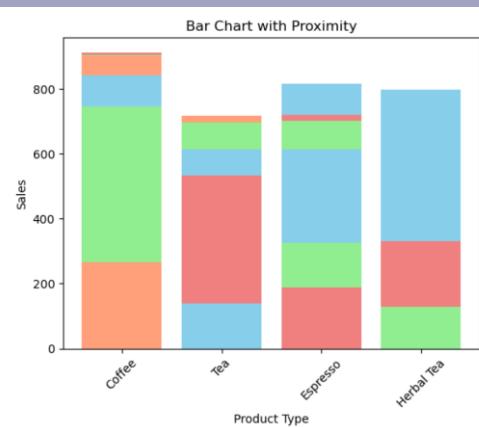
Products

- New products
- Offers & promotions
- Everyday essentials under P100
- IKEA Collections
- IKEA Series
- Sustainable living
- IKEA for Children
- Picnic & on-the-go
- Furniture
- Kitchen & appliances
- Kitchenware & tableware
- Storage & organization
- Textiles
- Bathroom products
- Beds & mattresses
- Outdoor products
- Lighting
- Decoration

Textiles

- Shop all
- Bedding
- Curtains & blinds
- Cushions & cushion covers
- Children's textiles
- Outdoor cushions
- Blankets & throws
- Table linen
- Bath textiles
- Fabrics & sewing
- Kitchen textiles
- Baby textiles
- Clothing & accessories
- Chair pads
- Rugs

[a.com/phyen/cat/textiles-11001/* in a new tab](#)



Law of Proximity: Dots Close to Each Other are Perceived as Forming a Line



Save big in every department



Electronics



Home



Exercise & Fitness



Health



Clothing & Jewelry



Furniture



Cold Weather Prep



Tax Preparation



Auto & Tires



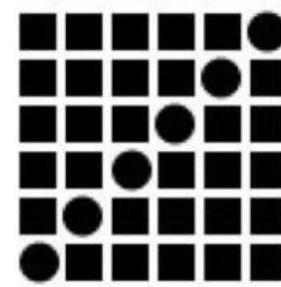
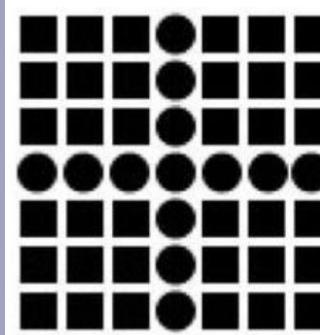
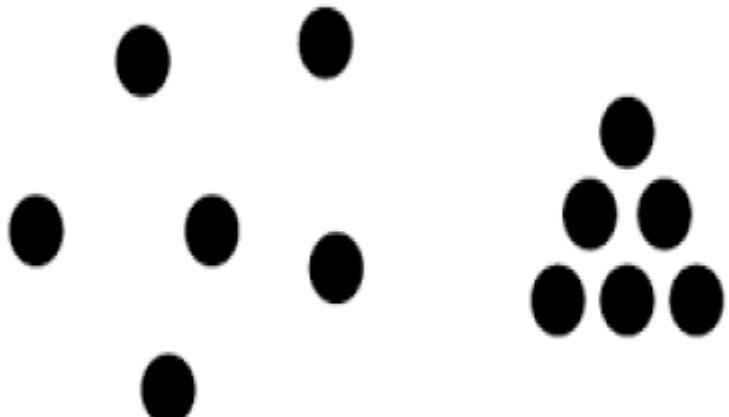
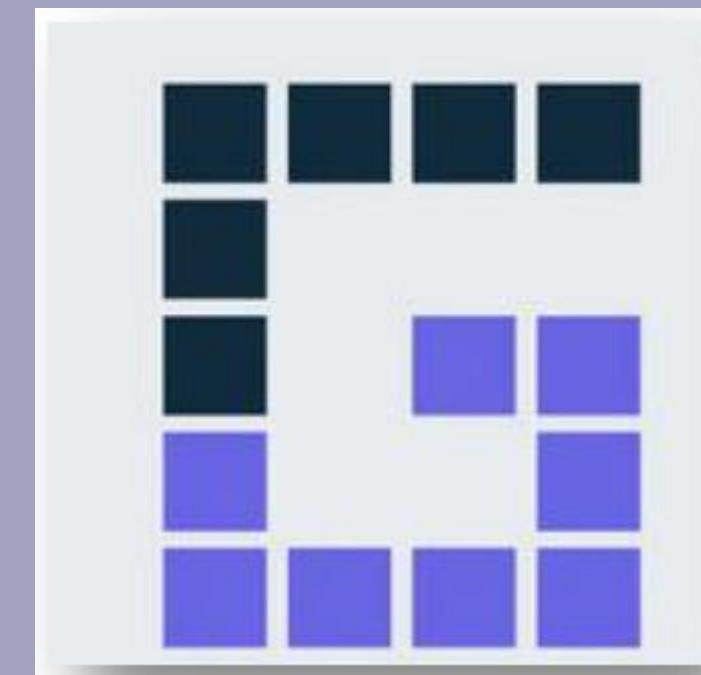
Office Supplies



Home Improvement



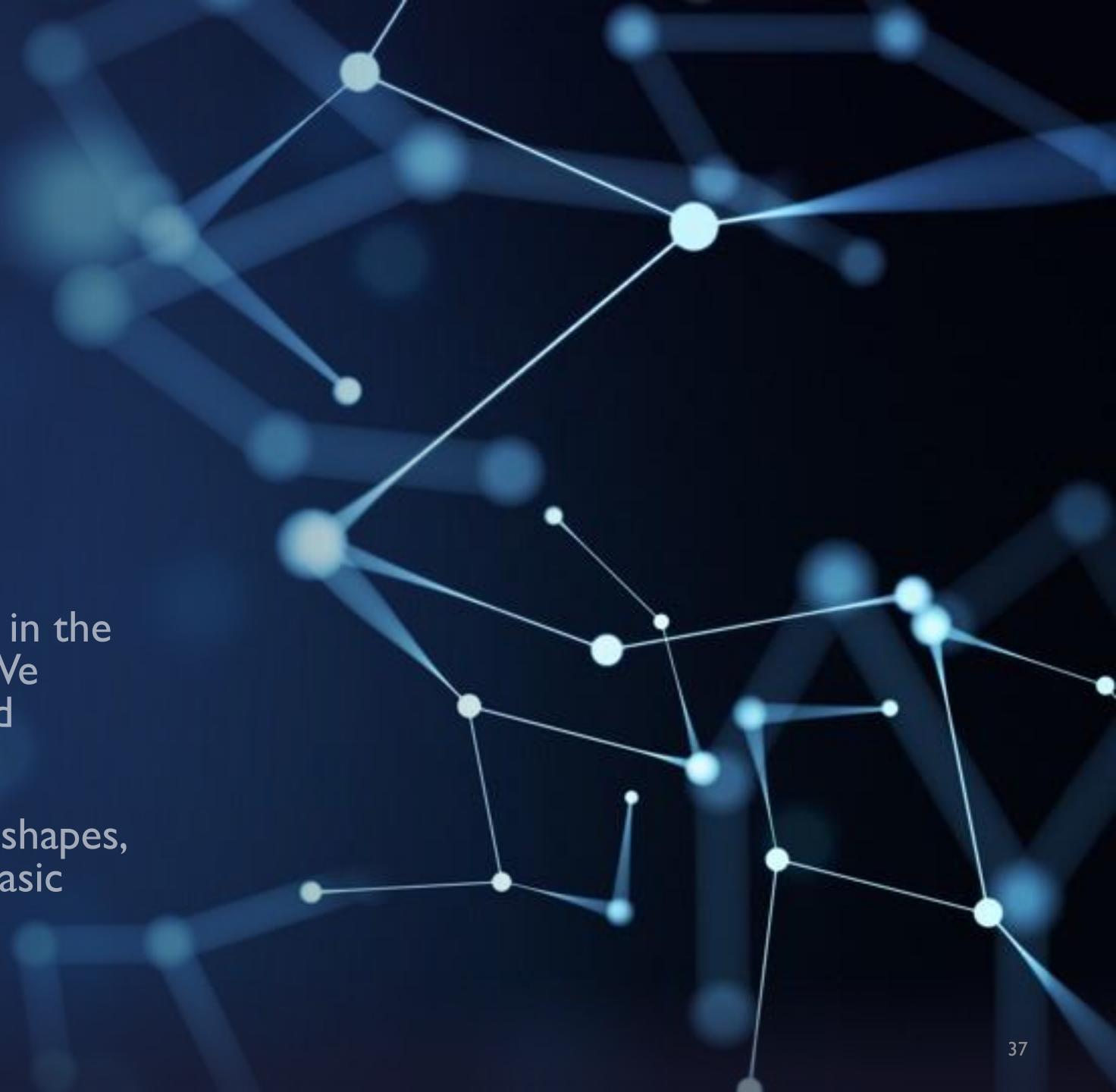
Outdoor Sports

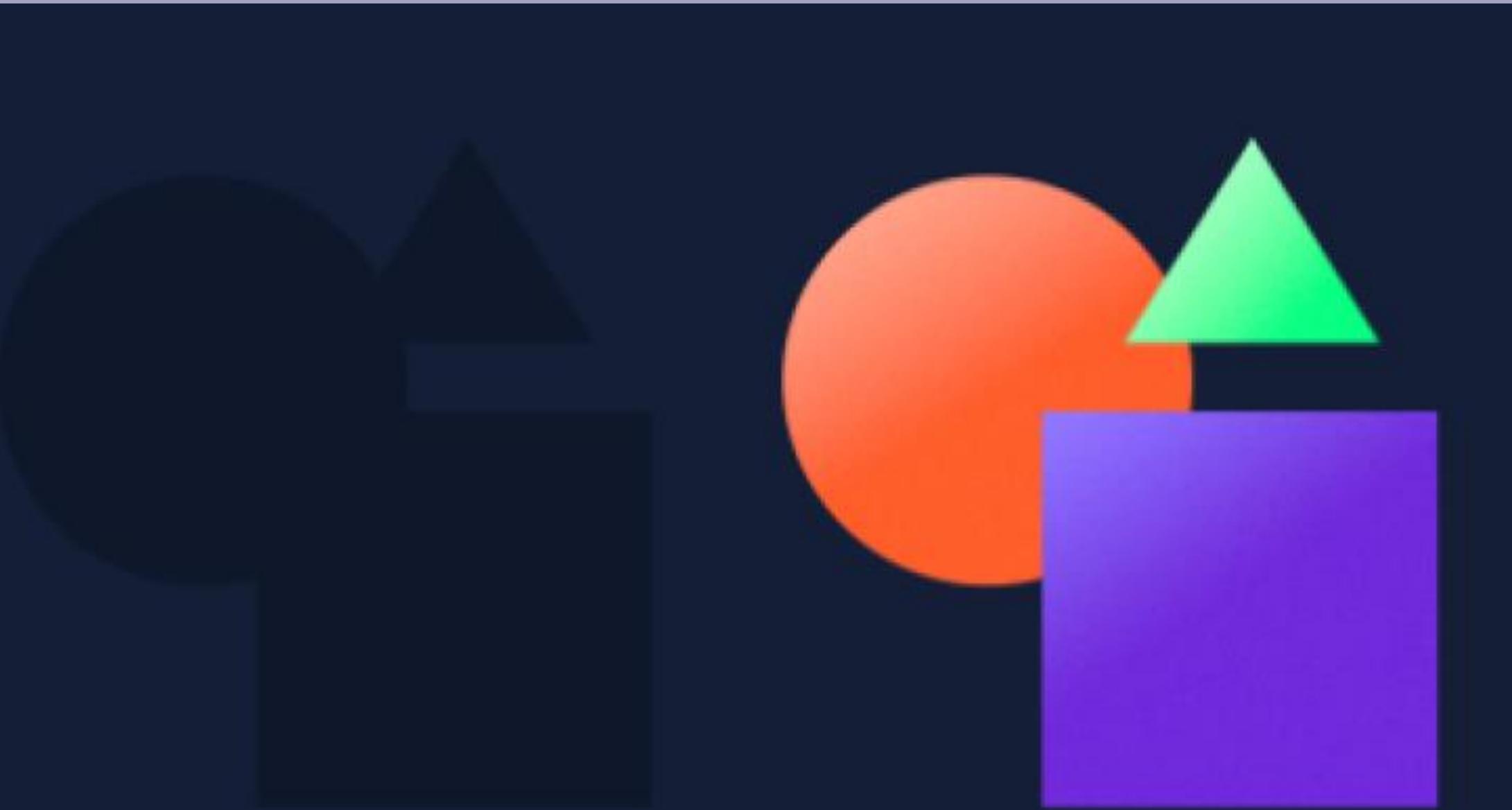


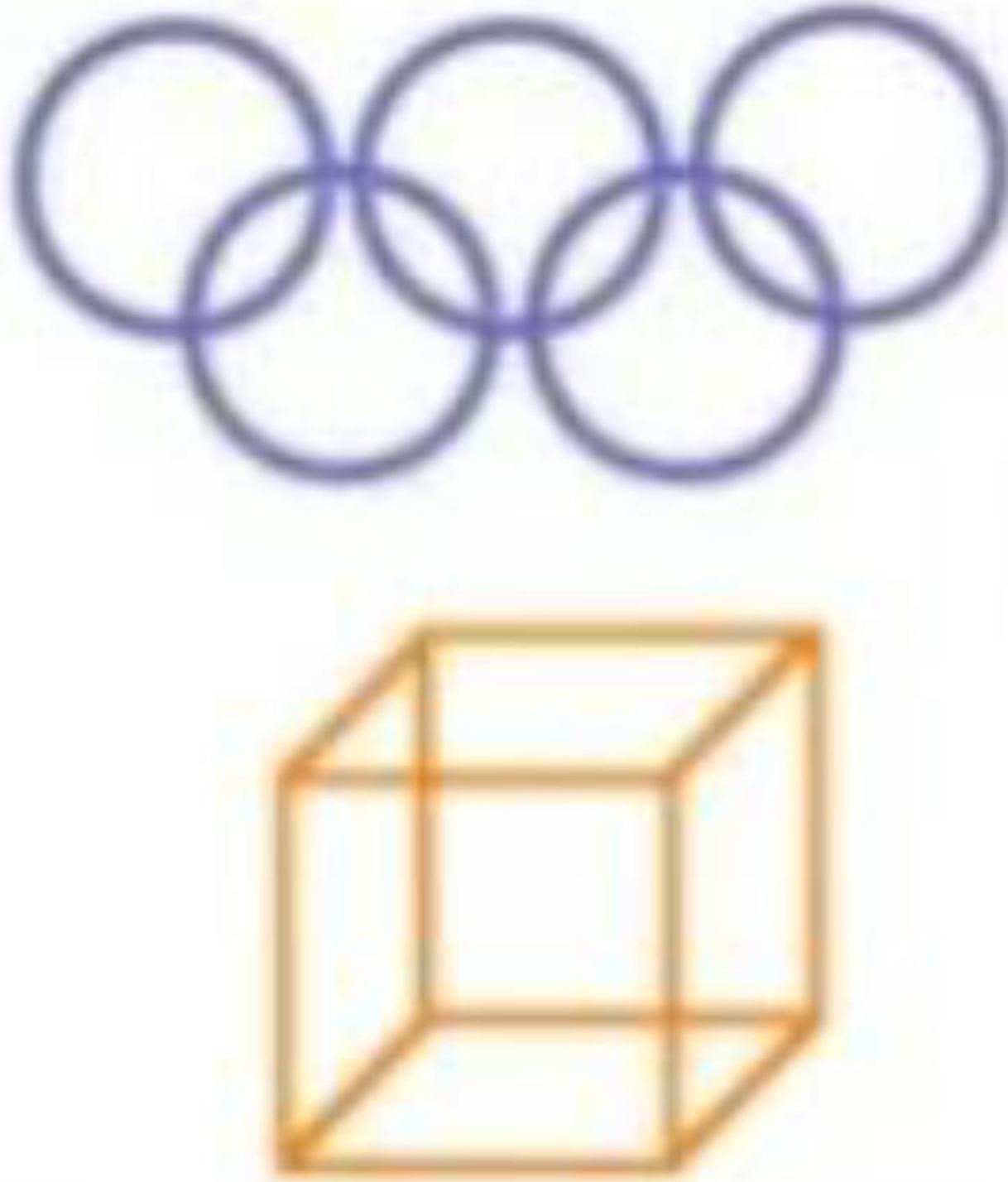
Law of Simplicity

Explanation: We tend to perceive objects in the simplest, most organized form possible. We prefer straightforward and uncomplicated perceptions.

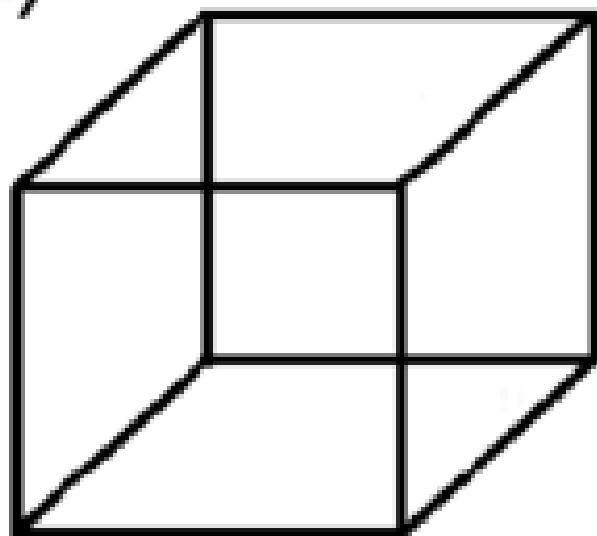
Example: When presented with complex shapes, we simplify and perceive them as more basic shapes or patterns.



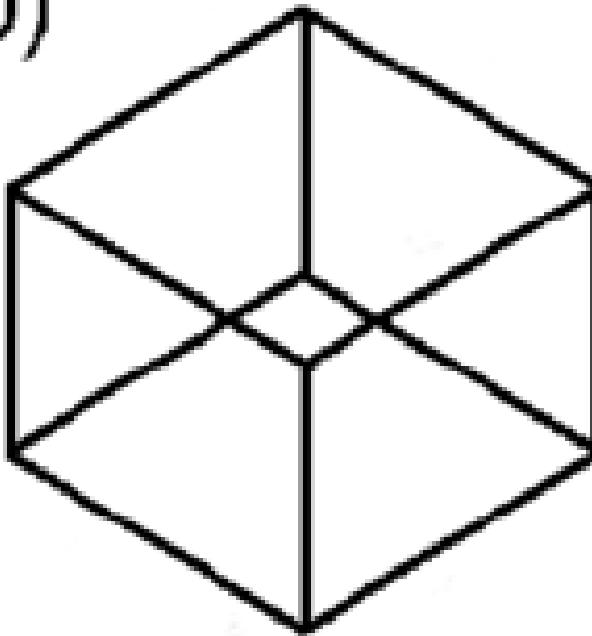




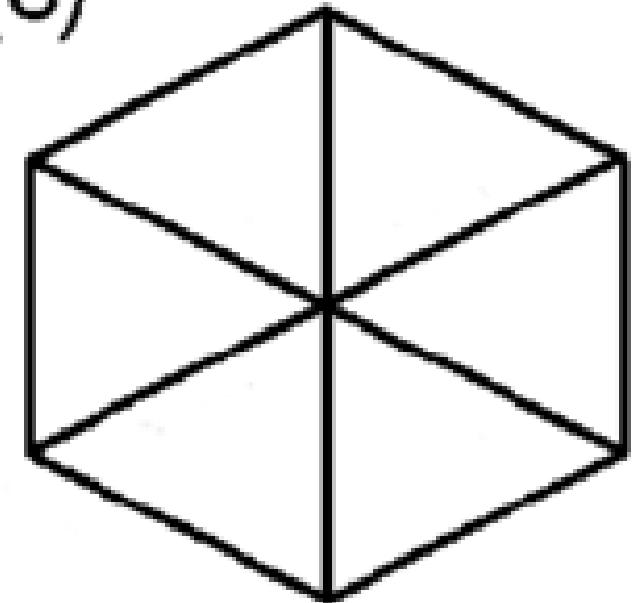
(a)



(b)

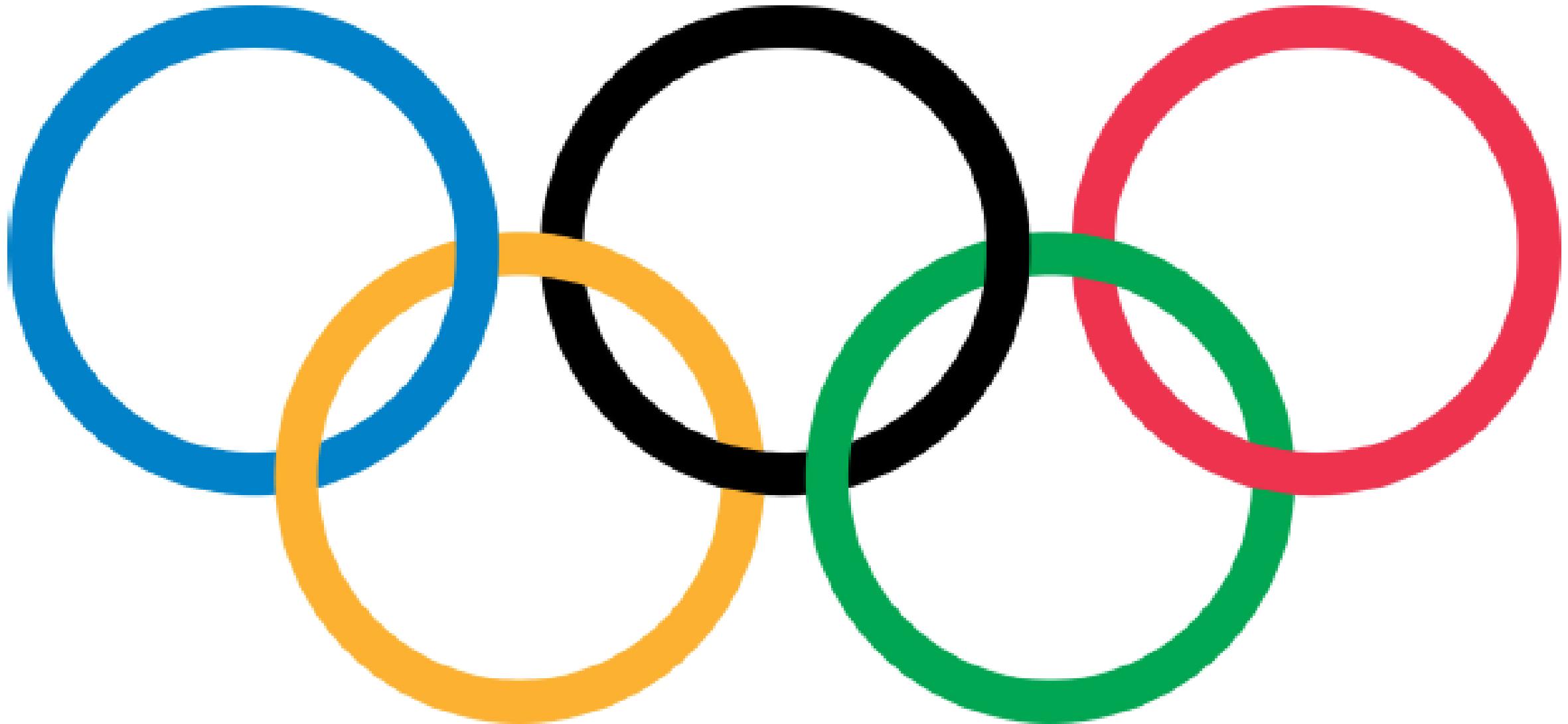


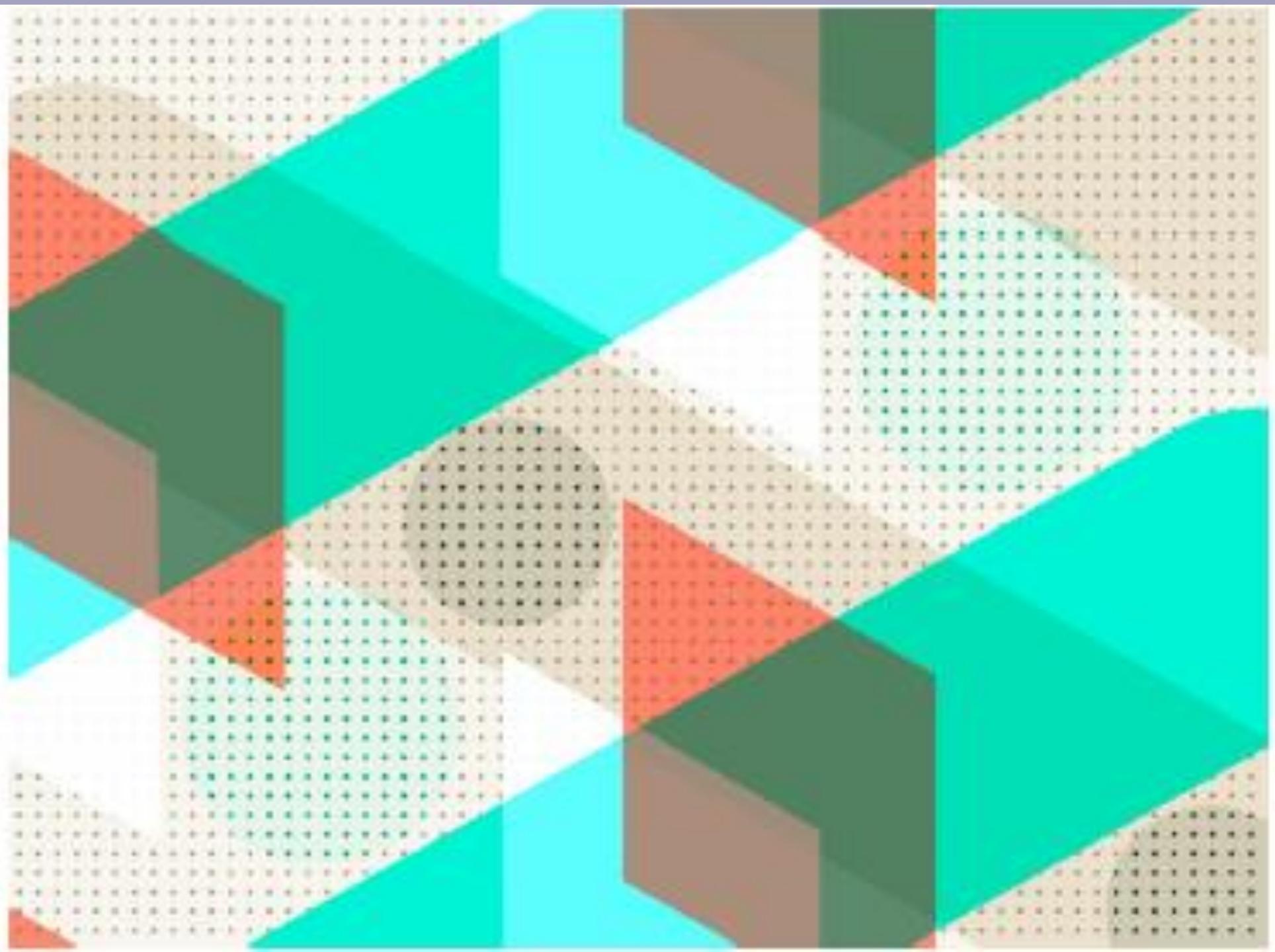
(c)



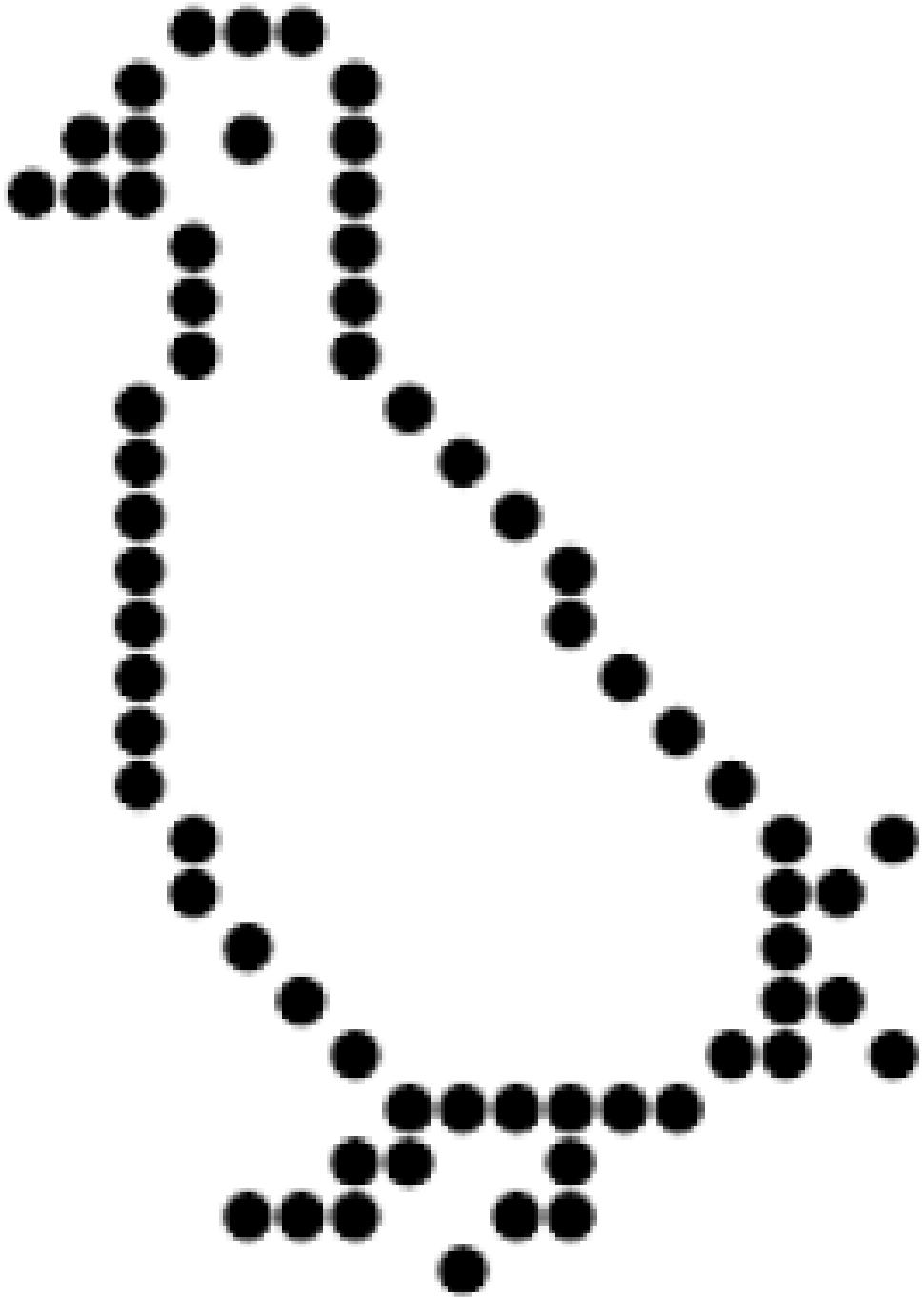












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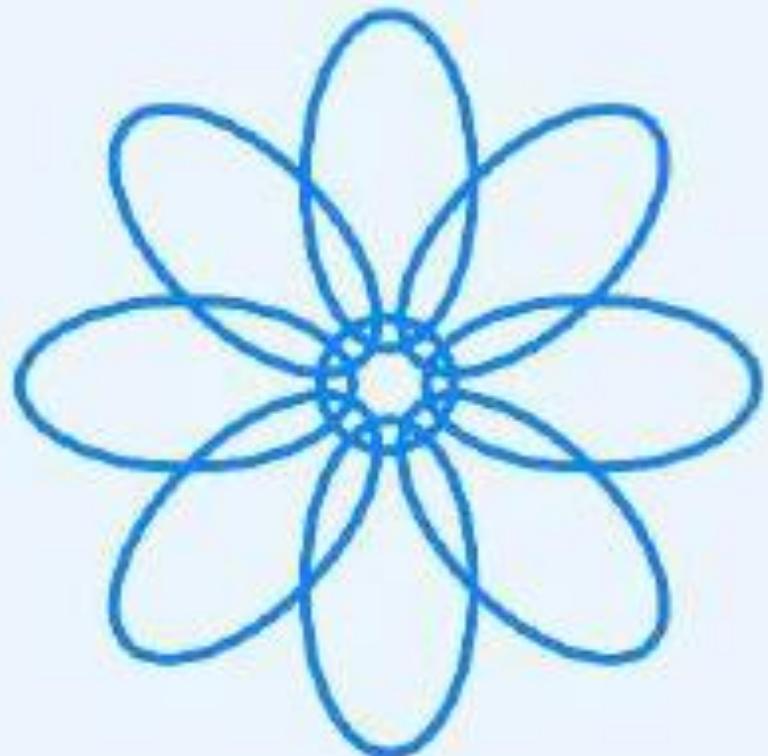
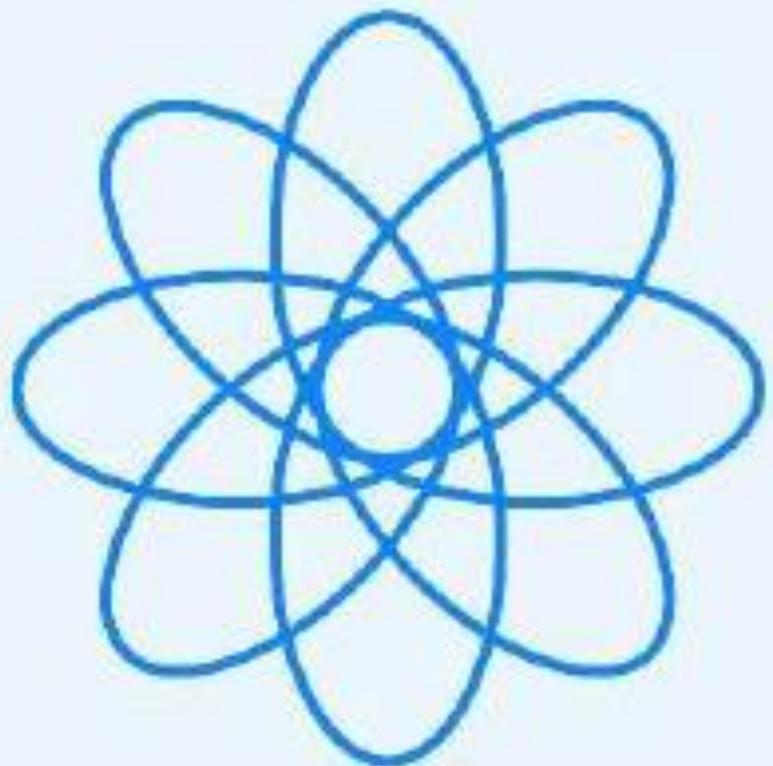
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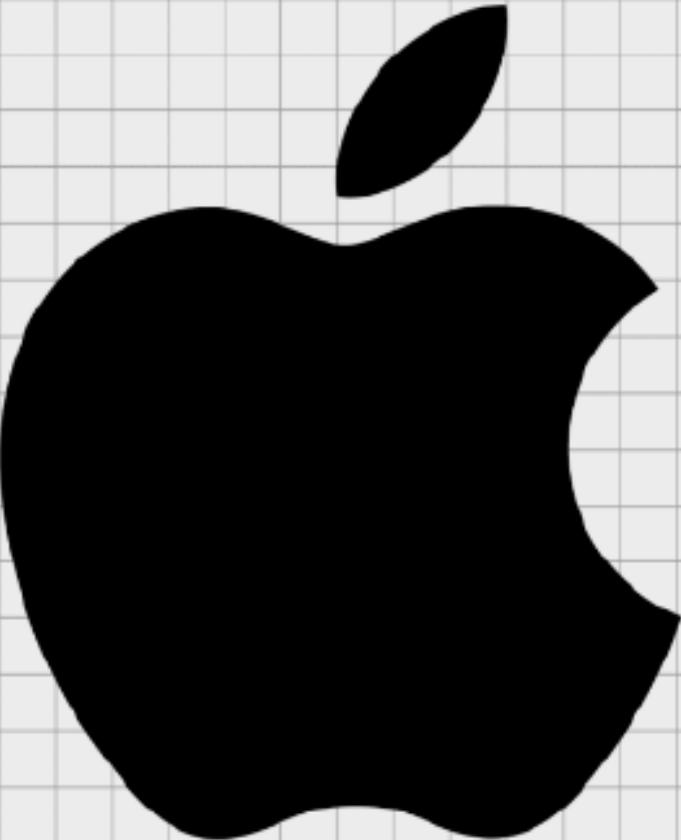
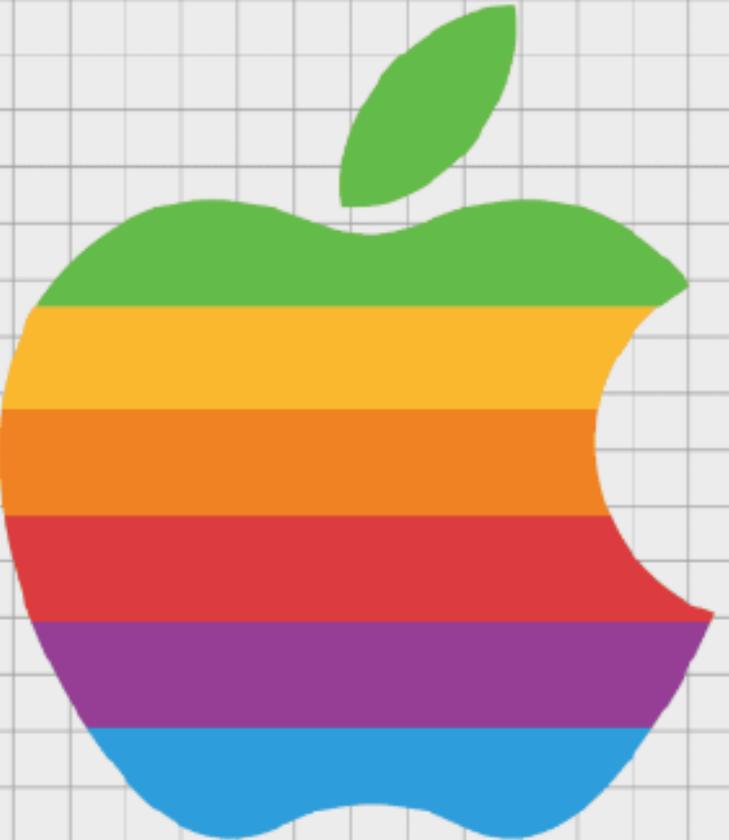
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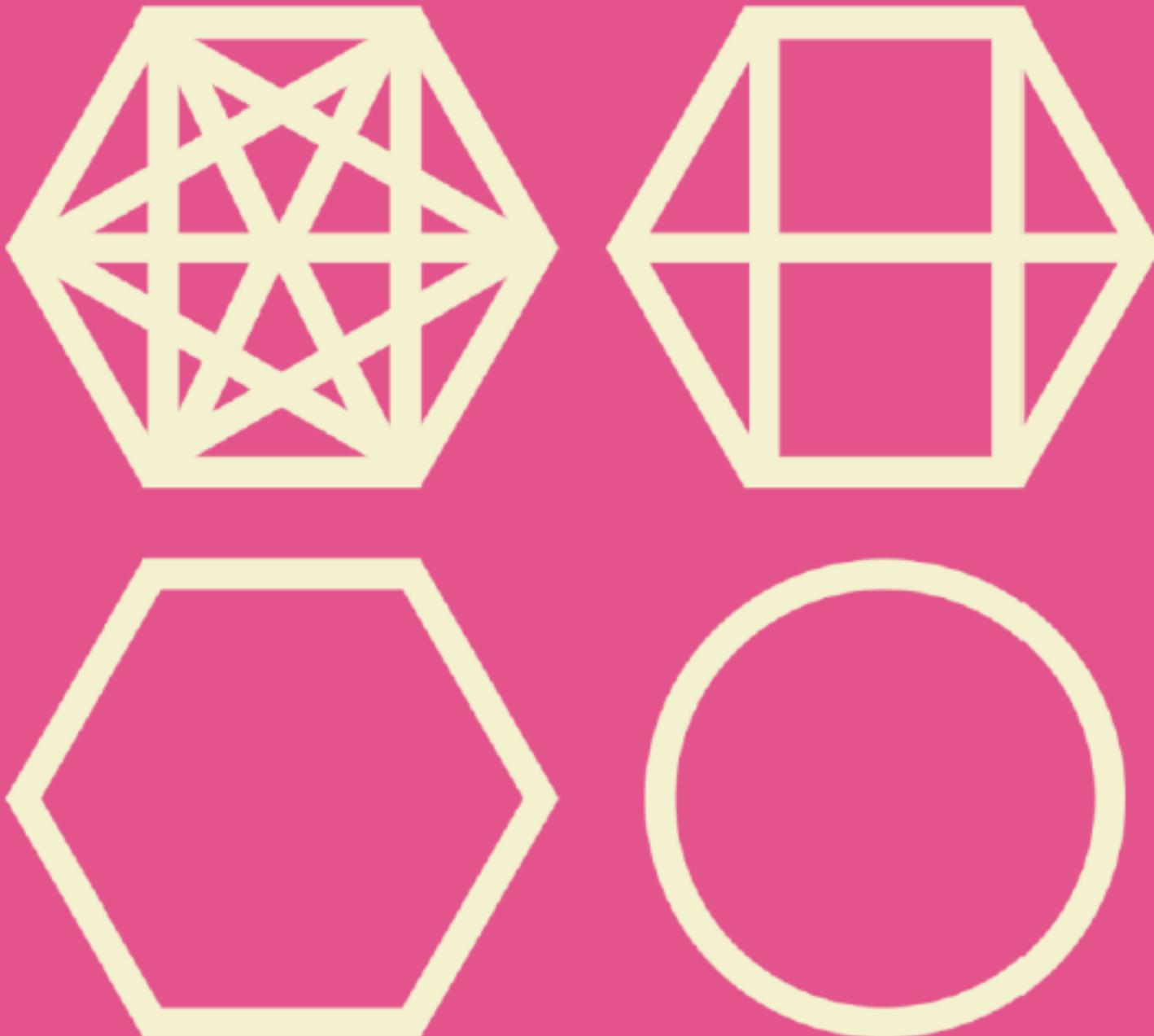


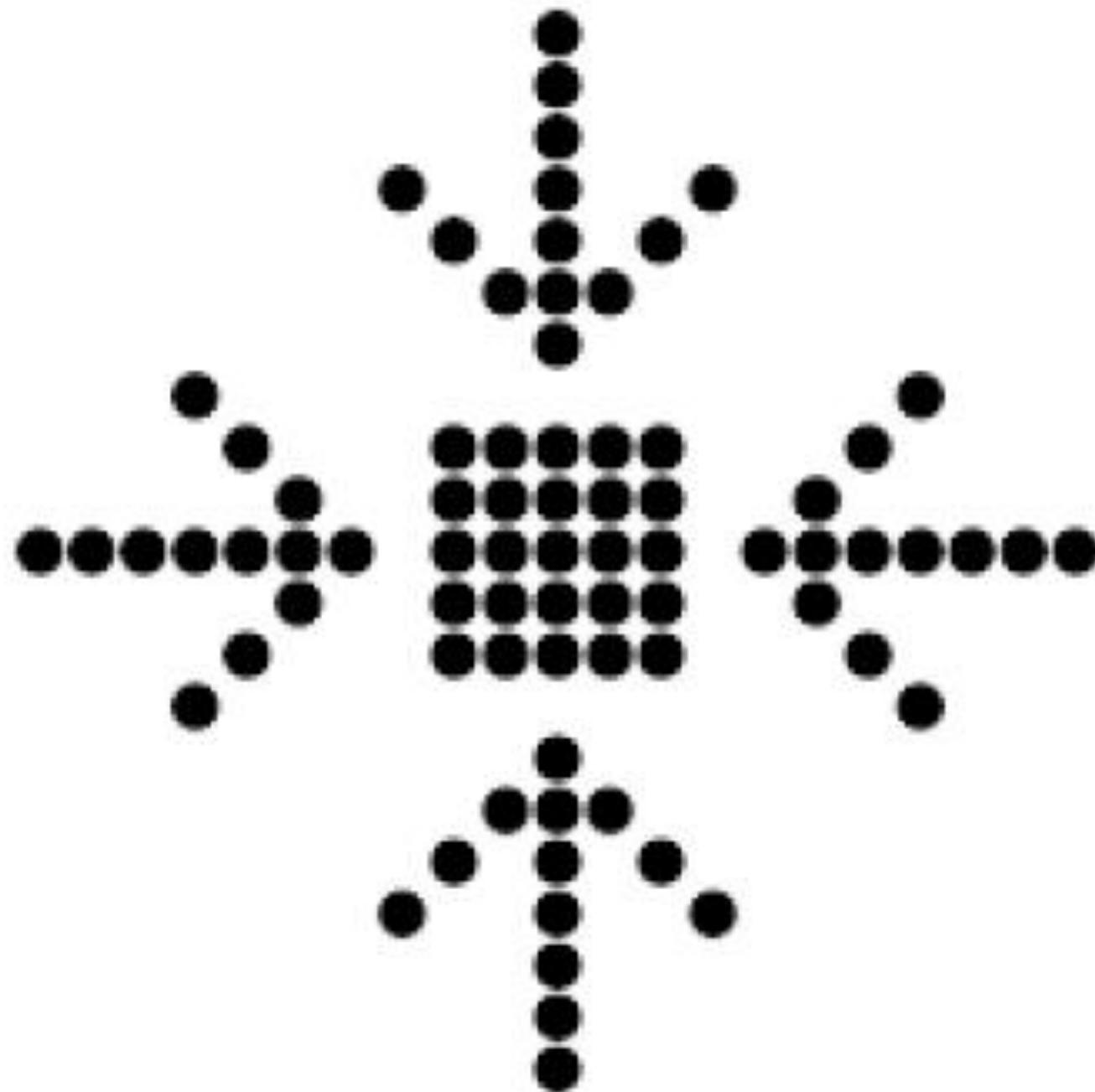




21st june, happiest day of 2013









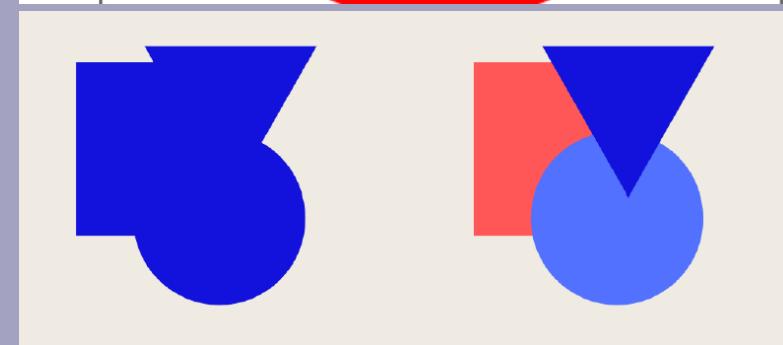
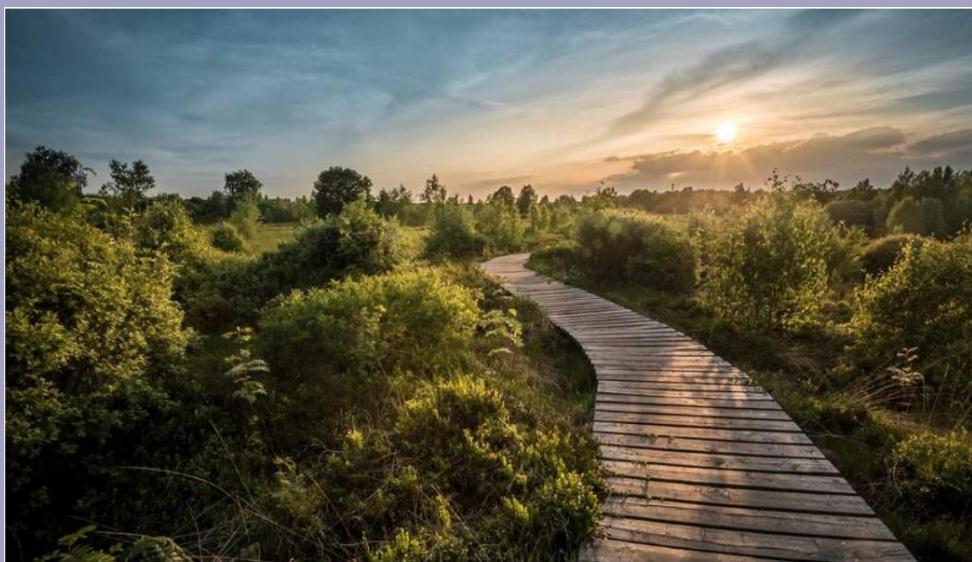
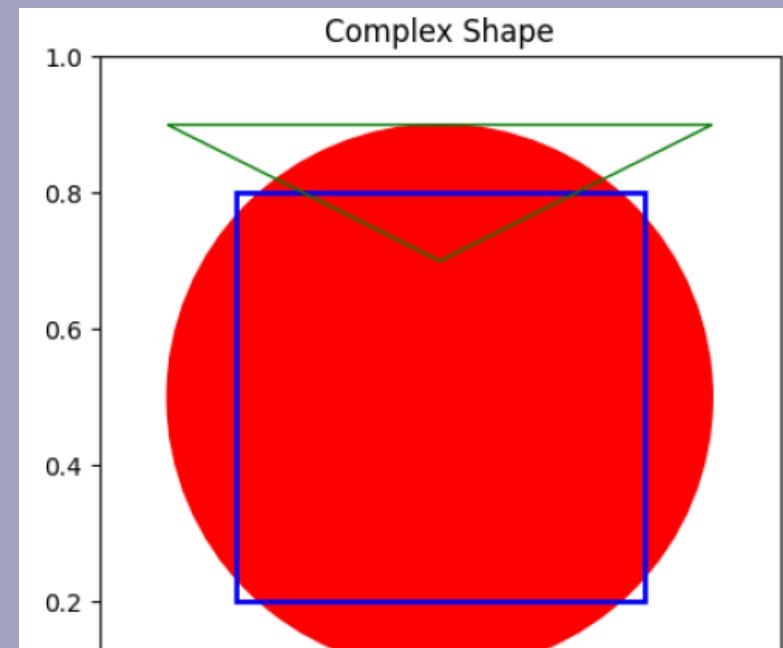
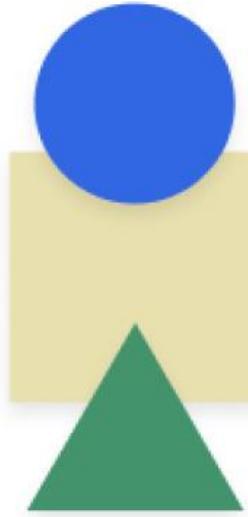
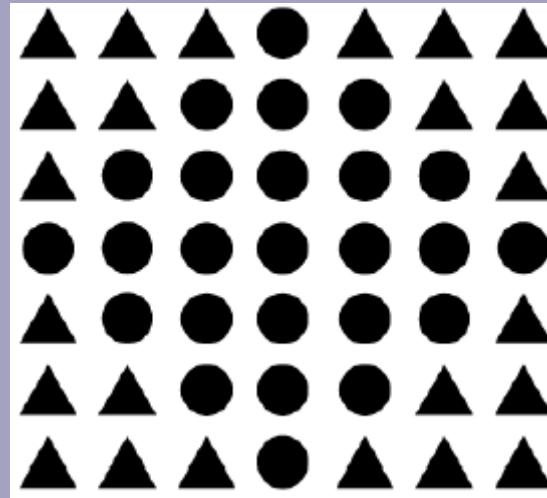
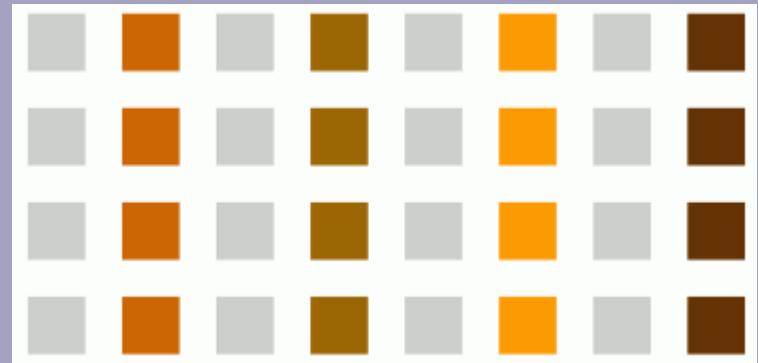


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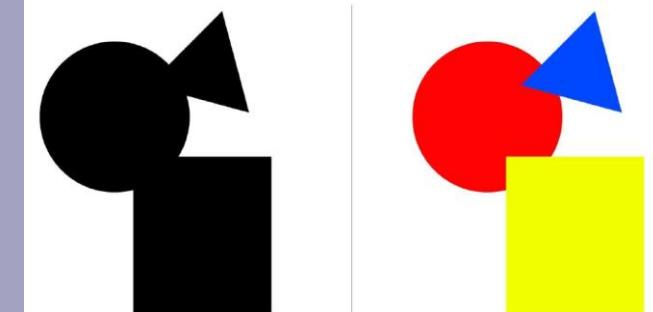
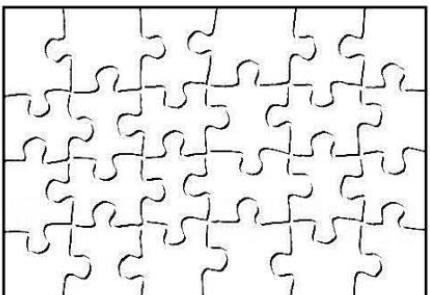
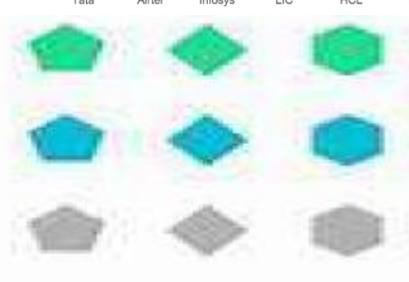
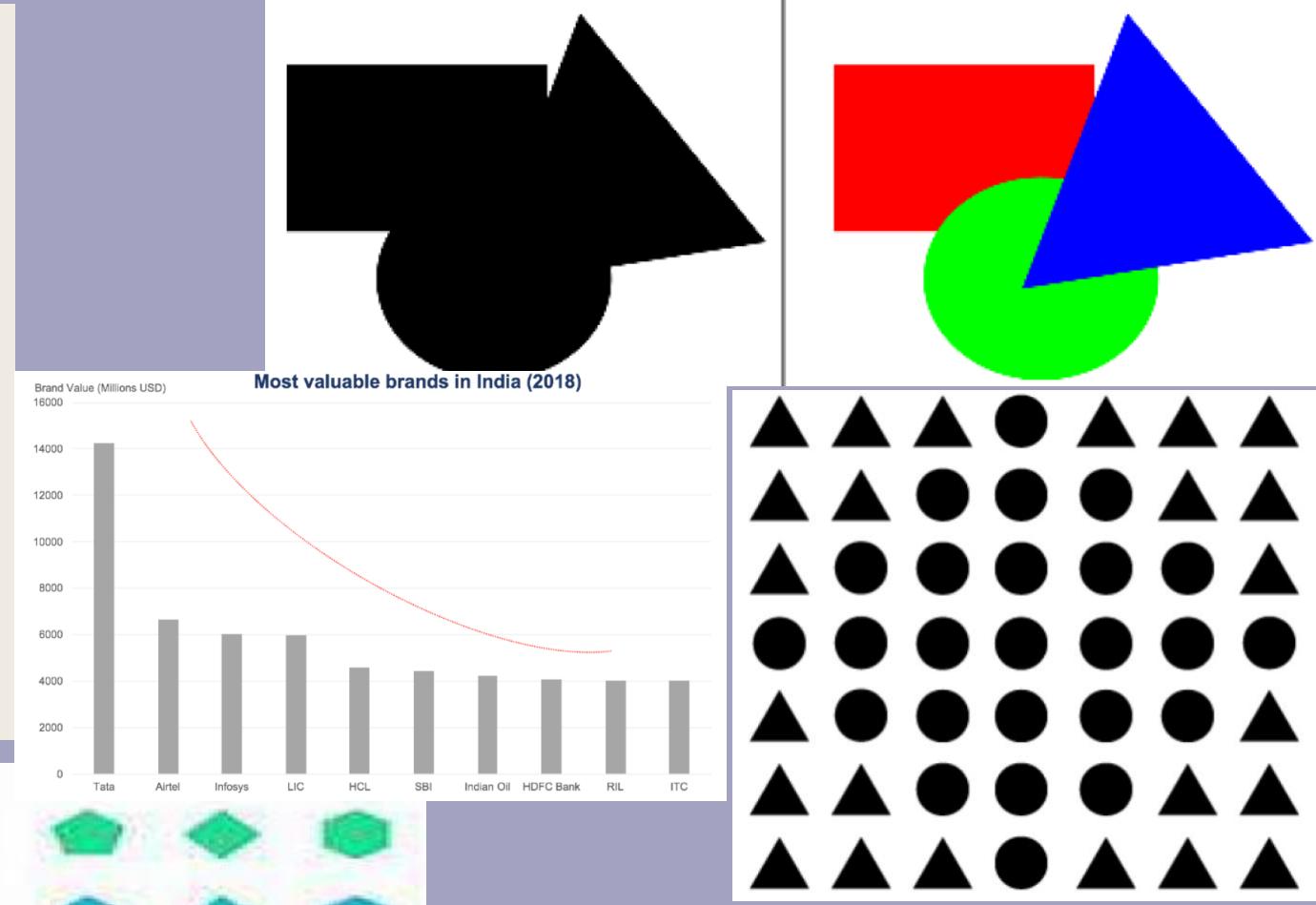
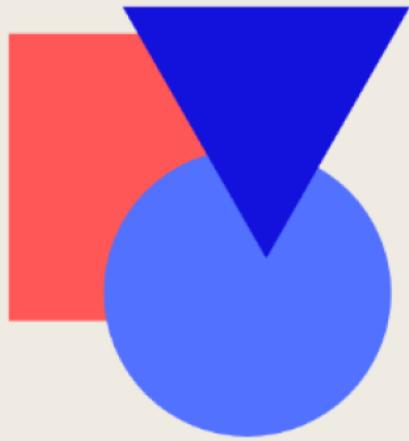


Bad Examples of Law of Simplicity



Footer Text

THE PRÄGNANZ PRINCIPLE



Thank You

The Gestalt principles of visual perception

By: Rhichard Koh

