

intro to graphic design



# **GESTALT Principles**

**Law of Pragnanz:** good figure,  
**“law of simplicity”**

**gestalt “sum of the parts”**

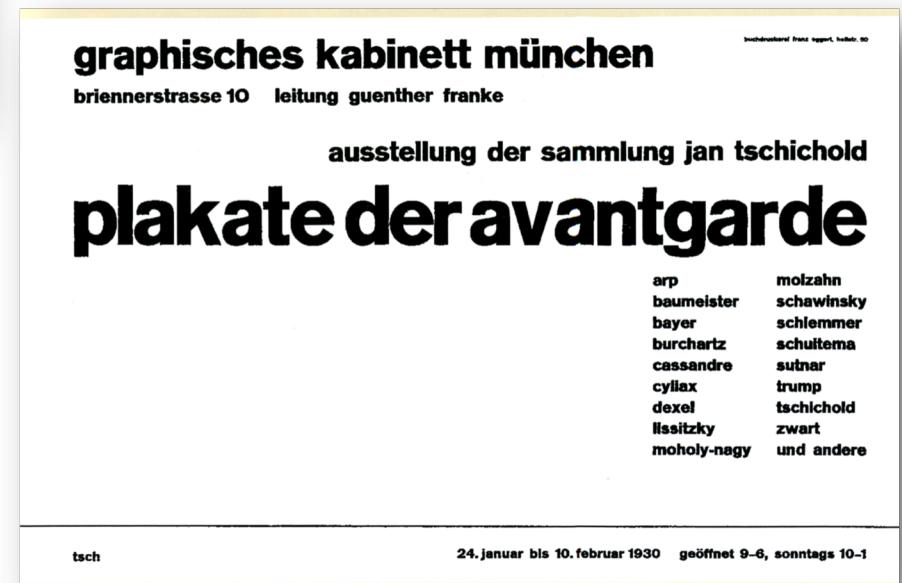
<https://video.search.yahoo.com/search/video?fr=yfp-t-s&p=gestalt+principles#id=3&vid=d32beb4a071f0af1ff9a59ea3db9f095&action=click>

## intro to graphic design

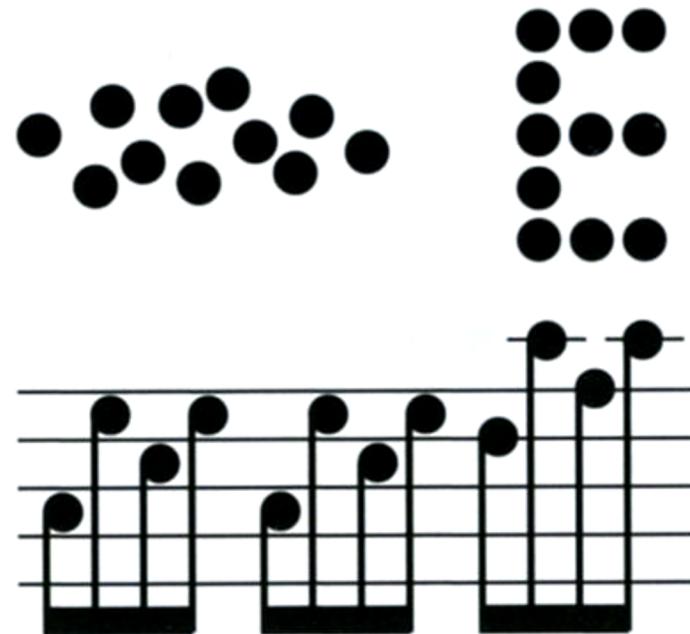


fills the space...  
no real sense of organization

reads from left to right,  
top to bottom...  
has a **sense of hierarchy**



## intro to graphic design



**gestalt** “sum of the parts”

<https://video.search.yahoo.com/search/video?fr=yfp-t-s&p=gestalt+principles#id=2&vid=4d6ff2a7deec075bae66412d2a7afcf6&action=click>



**Figure/Ground**



Figure/Ground

## intro to graphic design



**Figure/Ground**

## intro to graphic design



**Figure/Ground**

intro to graphic design

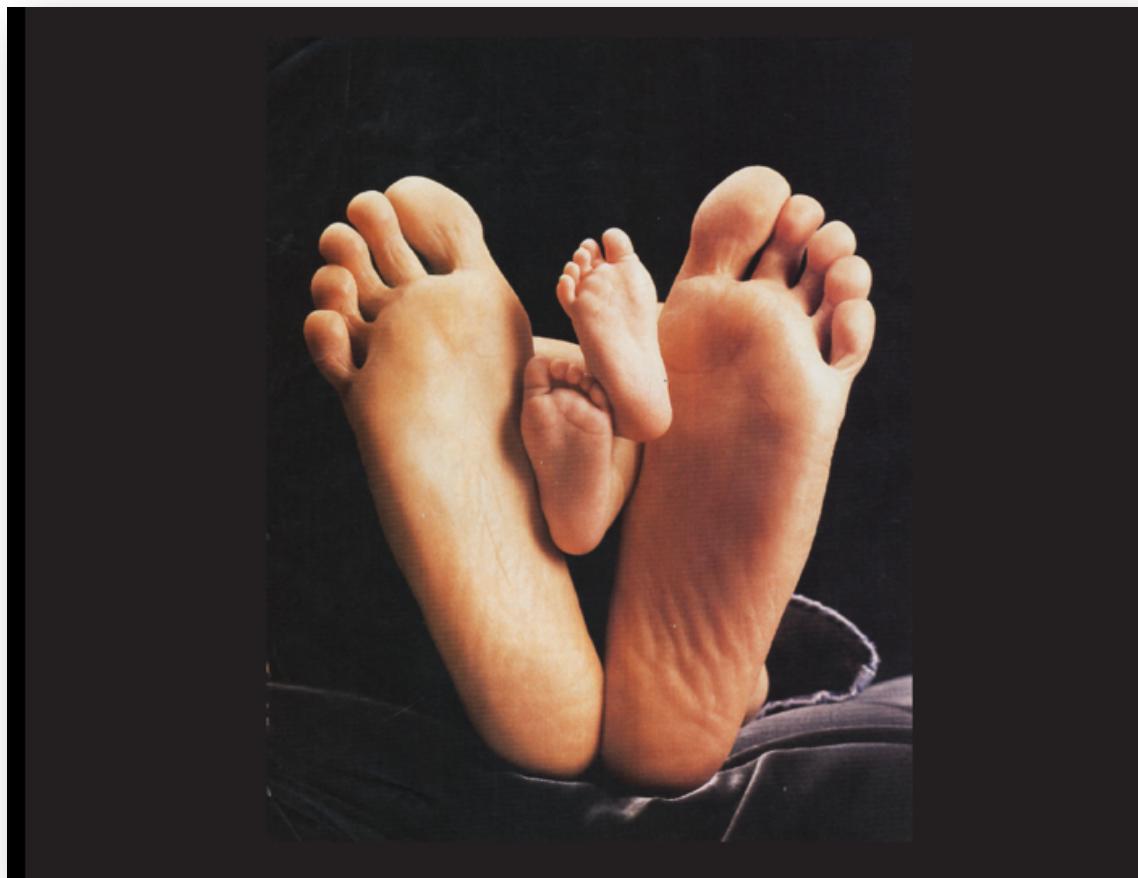


**Figure/Ground**

## intro to graphic design



**Figure/Ground**



**Equilibrium**

# intro to graphic design



**Equilibrium**



Equilibrium

## intro to graphic design

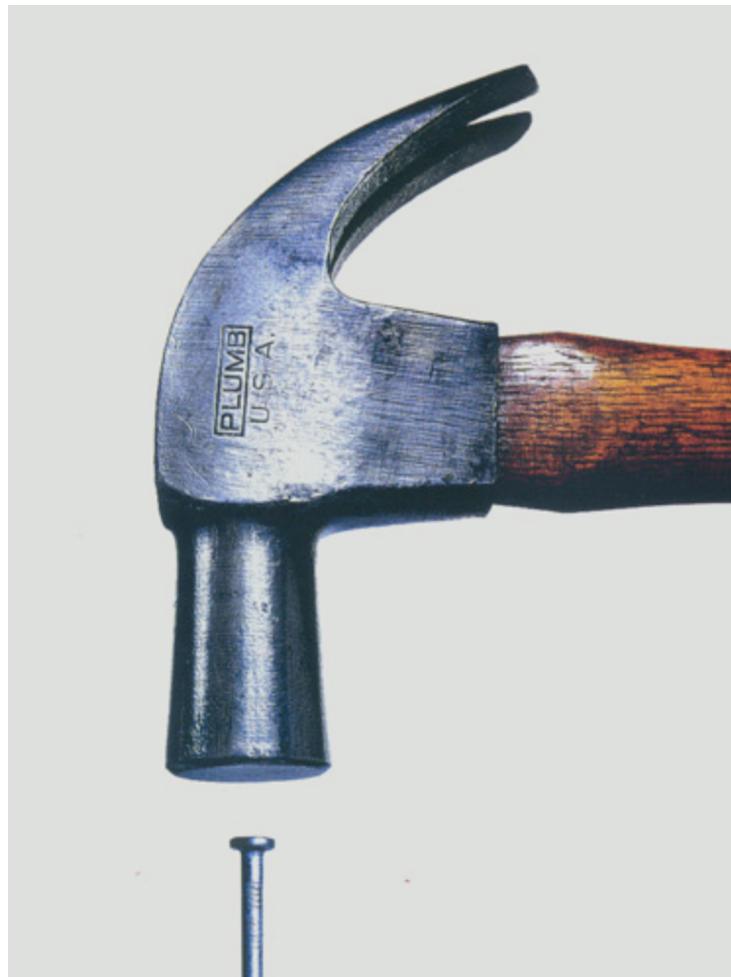


**Equilibrium**



**Equilibrium**

## intro to graphic design

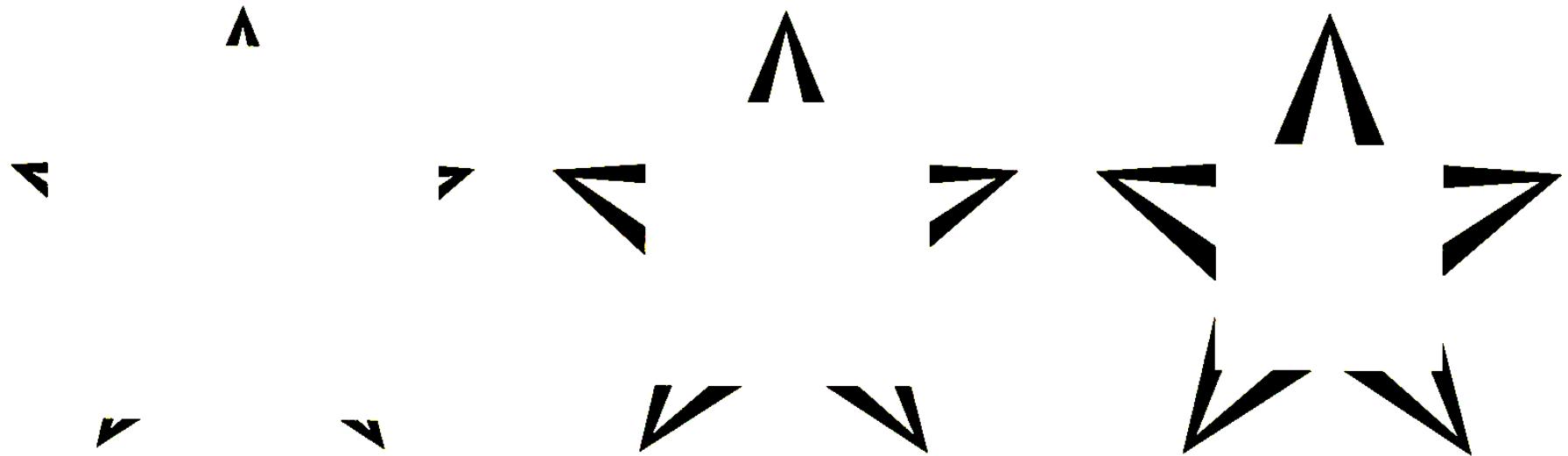


**Closure**

## intro to graphic design



Closure

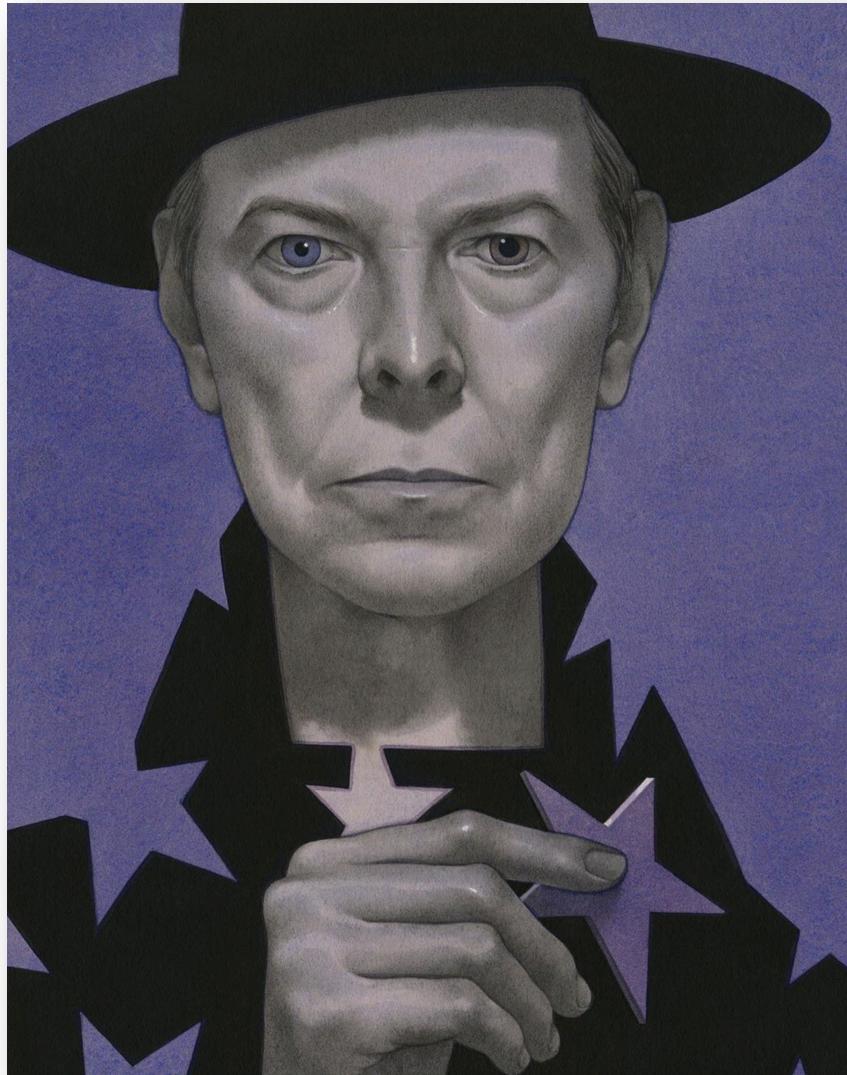


Closure

## intro to graphic design



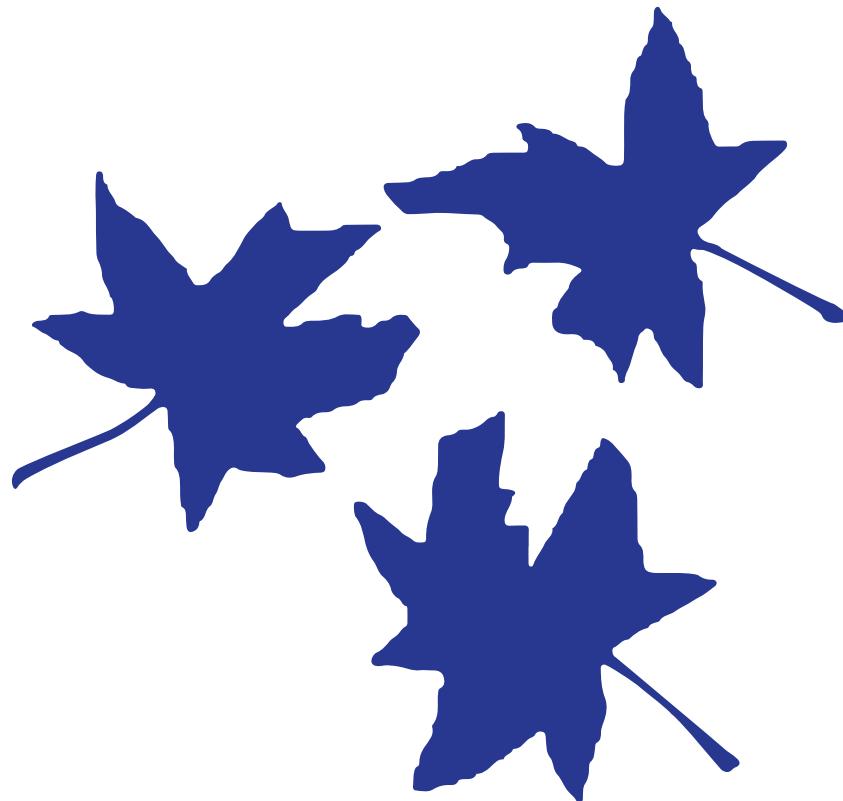
Closure



**Closure**



**Closure**



**Closure**



Closure

# intro to graphic design



**Closure**



**Closure**

## intro to graphic design



To which photo does this caption belong?  
This lack of organization is poor craftsmanship.



Arbitrary or uneven spacing makes the reader guess about relationships that should be clear



Centered captions are less clearly attached to their photos than flush left captions



Spacing between captions and photos is not equal in this example



Flush left captions align with their respective photos.

Captions may run as deep as necessary because they have enough relating attributes.

Equalize spacing between photos and captions.

Captions should never run the same width as their photos. It is too obvious a relationship!

## Proximity

## intro to graphic design

1

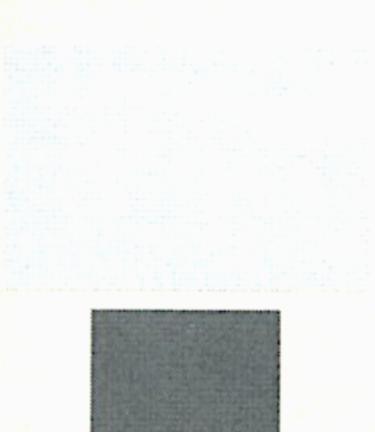
*This caption is set flush left, but you can't tell to which photo it belongs.*



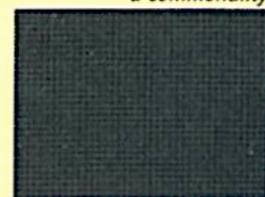
*A caption set flush left might give it and its photo beneath a commonality.*

*This caption is set flush left. A common edge is not yet shared.*

*Photo and caption align at the tops. They also share a common edge.*



*A caption set flush right gives it and its photo beneath a commonality.*



*This caption is set flush right, giving it and its photo a common edge.*



*This photo and caption share an edge and align at the tops.*

*This caption is set flush left. A common edge is shared by it and its photo above.*

## Proximity



Proximity

## intro to graphic design



**Proximity**

## intro to graphic design



**Proximity**



**Continuation**



**Continuation**



**Continuation**



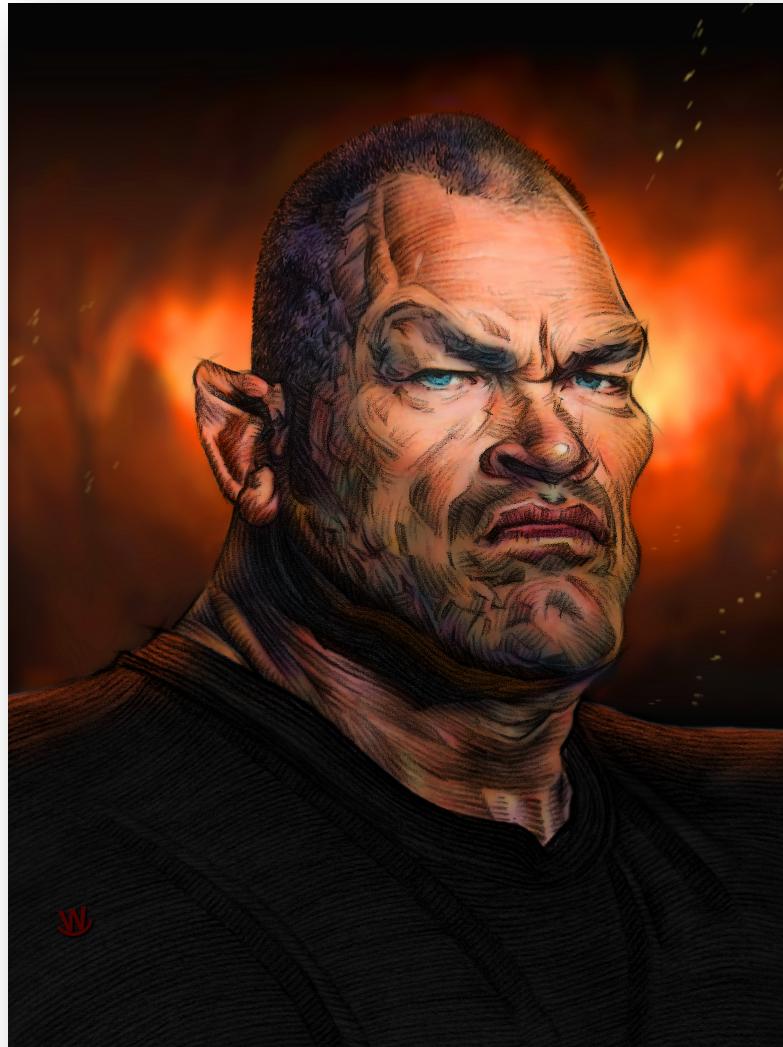
**Continuation**



**Continuation**



**Continuation**



**Continuation**



**Similarity**



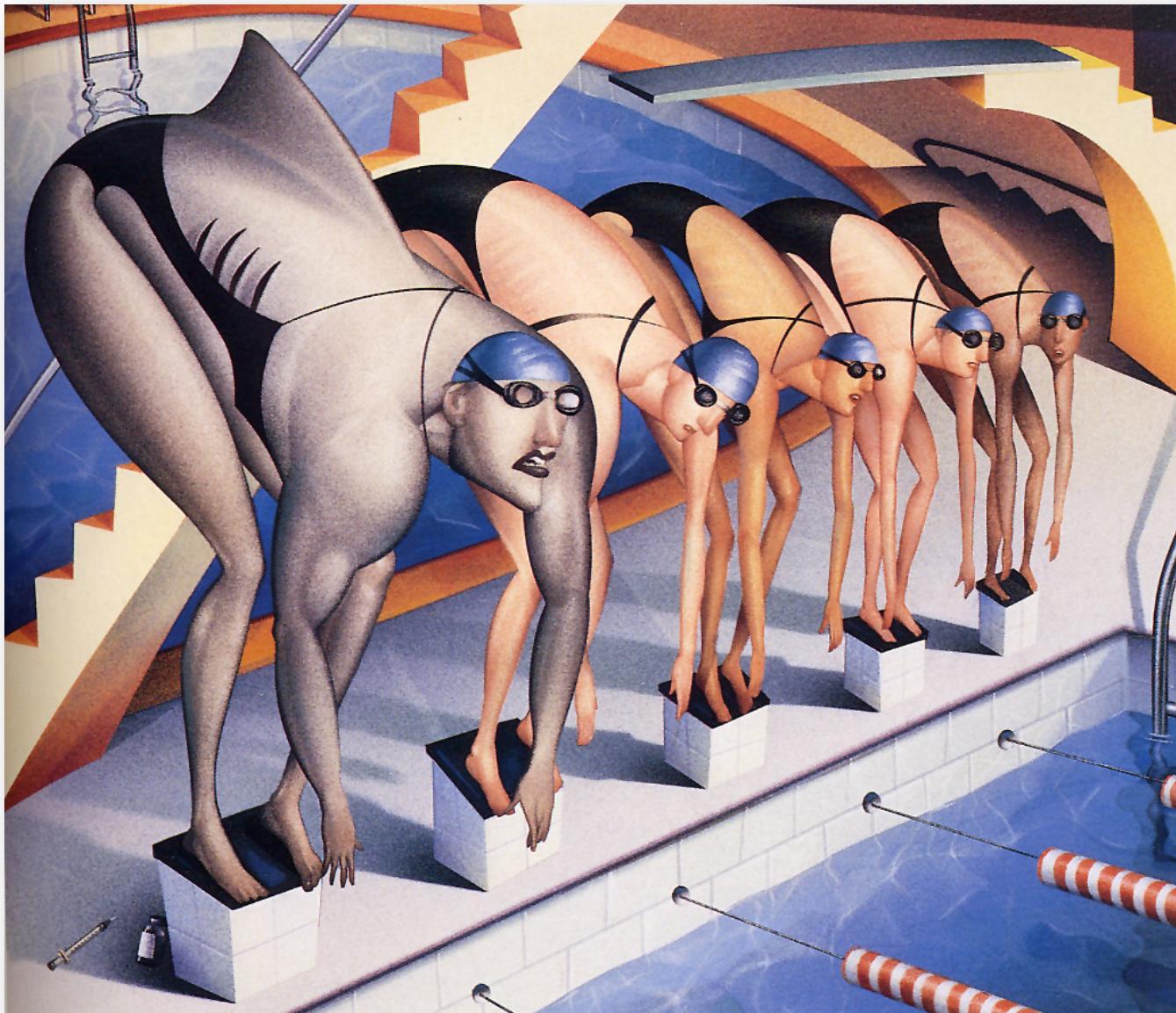
**Similarity**

**Similarity**





**Similarity**



**Similarity**



**Similarity**



**Isomorphic Correspondence**



**Isomorphic Correspondence**

## intro to graphic design



**Isomorphic Correspondence**

intro to graphic design



**Isomorphic Correspondence**



**Isomorphic Correspondence**

## intro to graphic design

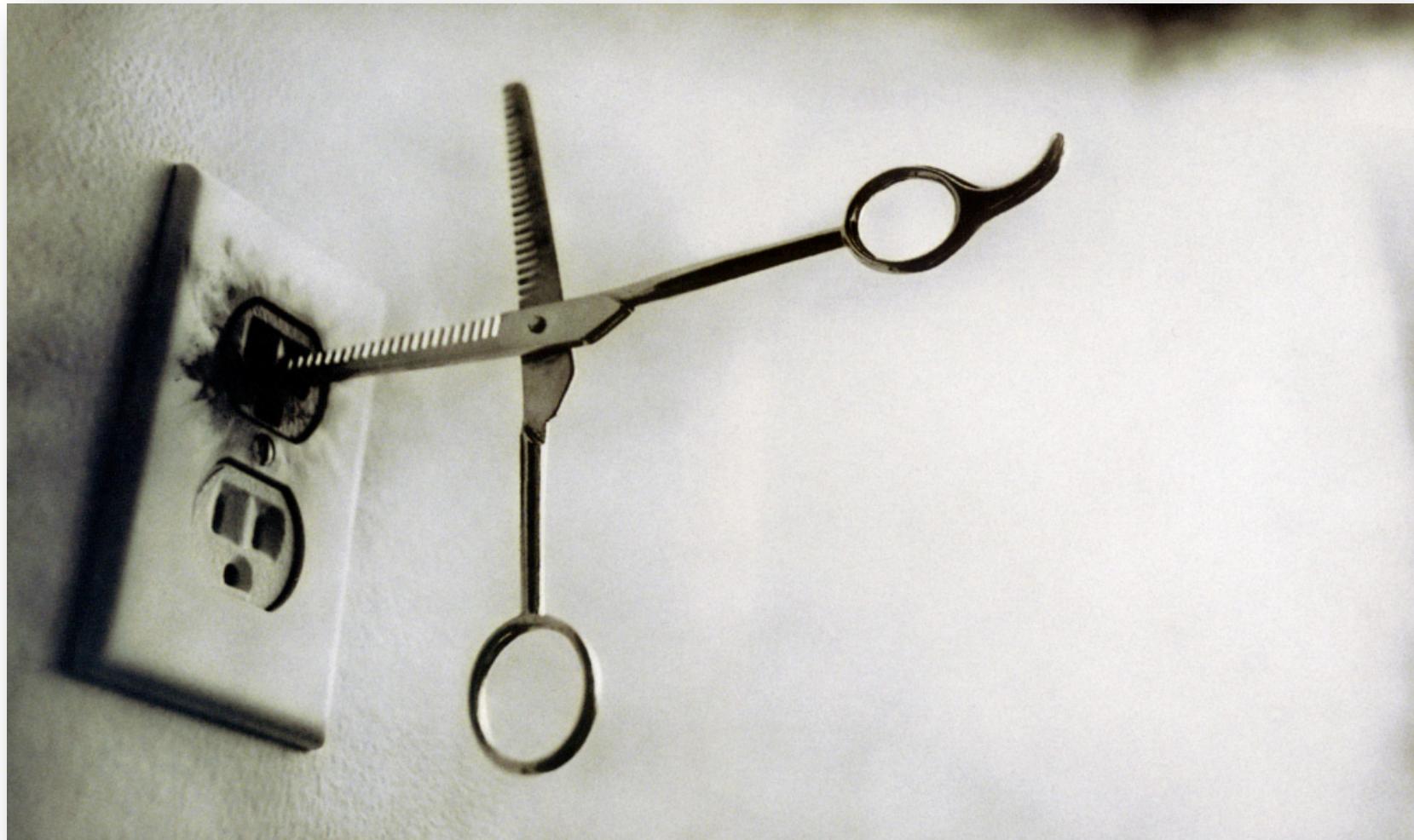


**Isomorphic Correspondence**

## intro to graphic design



**Isomorphic Correspondence**



**Isomorphic Correspondence**

**intro to graphic design**



**your homework is to  
study for a quiz on  
the gestalt principles**

**which we will have on wednesday, April 22nd**