

Lecture 7: Gestalt Principles

DS 4200
FALL 2022

Prof. Ab Mosca (they/them)
NORTHEASTERN UNIVERSITY

Slides and inspiration from Cody Dunne, Michelle Borkin, Krzysztof Gajos, Hanspeter Pfister, Miriah Meyer, Jonathan Schwabish, and David Sprague

Last Class

We:

- Reviewed color
- Practiced JavaScript (ic-05)

Any Questions?

Reminder

- **Project Pitches are Friday! (09/30/2022)**

Today

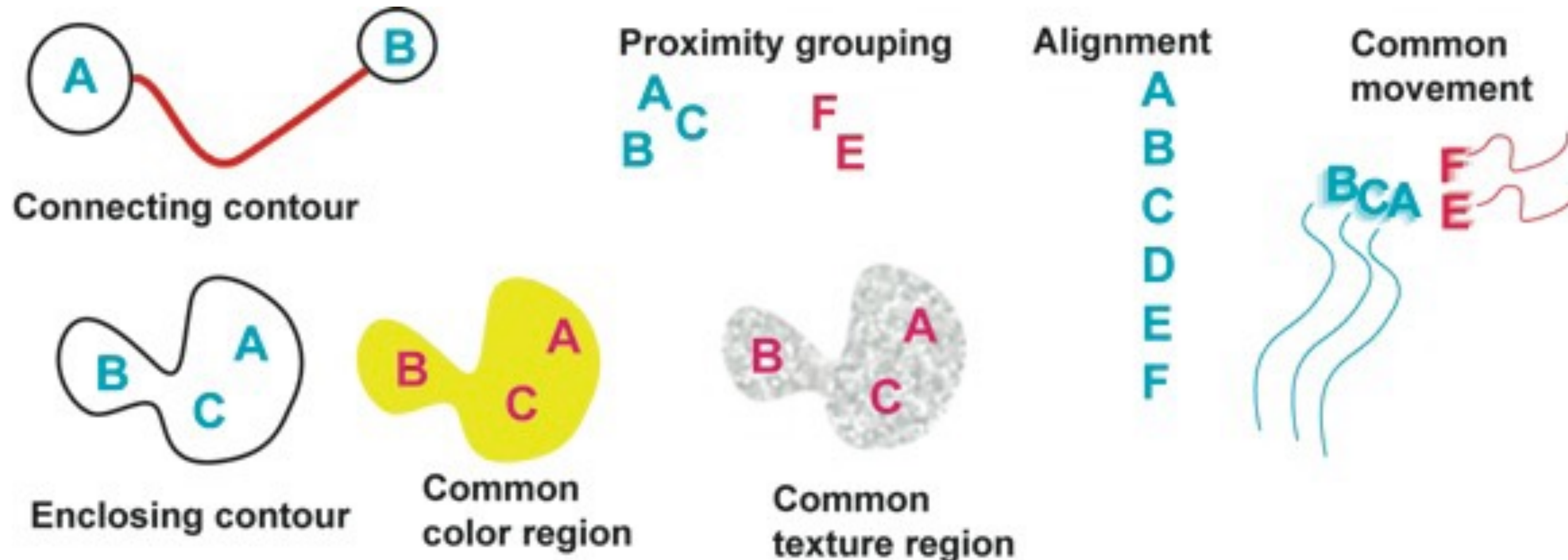
- Review Gestalt Principles
- More JavaScript (ic-06)

GESTALT PRINCIPLES

Gestalt Principles

German "*Gestalt*" = form

Patterns transcend the visual stimuli that produced them



Gestalt Principles

- **Figure-ground**
- **Similarity**
- **Proximity**
- **Common region**
- **Continuity**
- **Closure**
- **Focal point**

Gestalt Principles

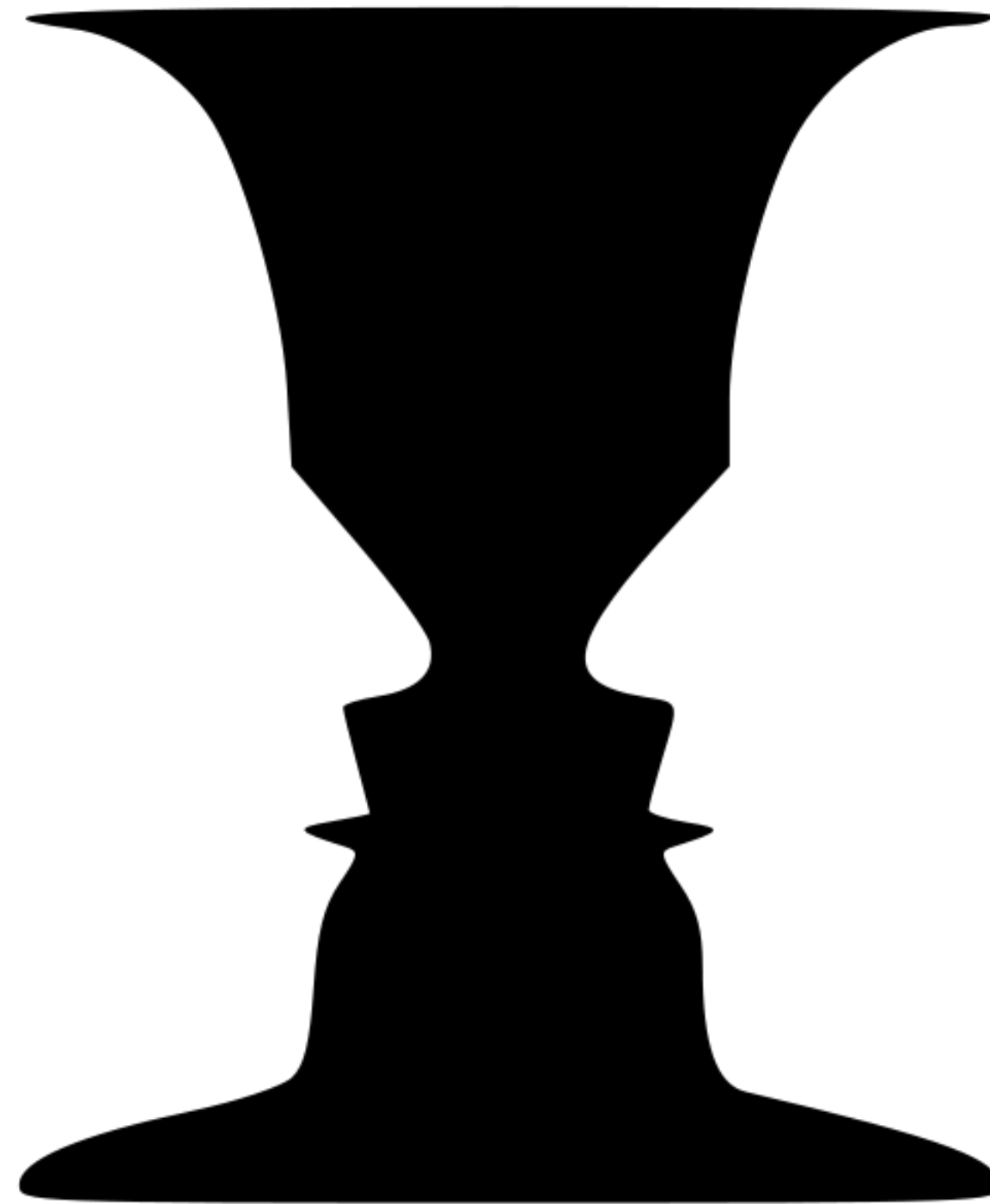
Figure-ground → elements are perceived as either figures or background



Source: A Dwarf Named Warren

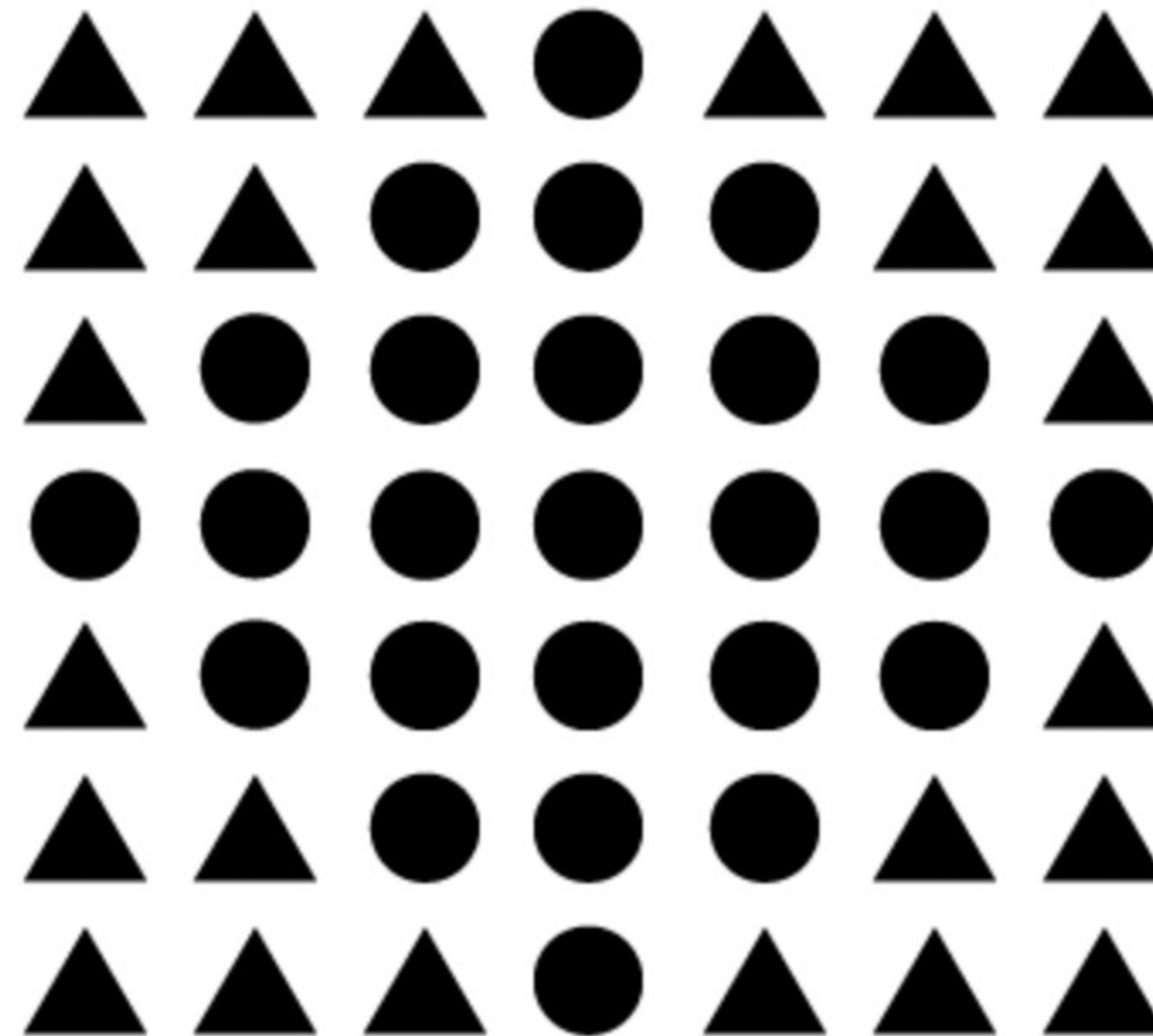
Gestalt Principles

Figure-ground → elements are perceived as either figures or background



Gestalt Principles

Similarity → we perceive things that look like each other (size, color, shape) as related



Source: Creative Beacon

Gestalt Principles

Similarity → we perceive things that look like each other (size, color, shape) as related



Gestalt Principles

Proximity → we perceive things that are visually close to each other as related



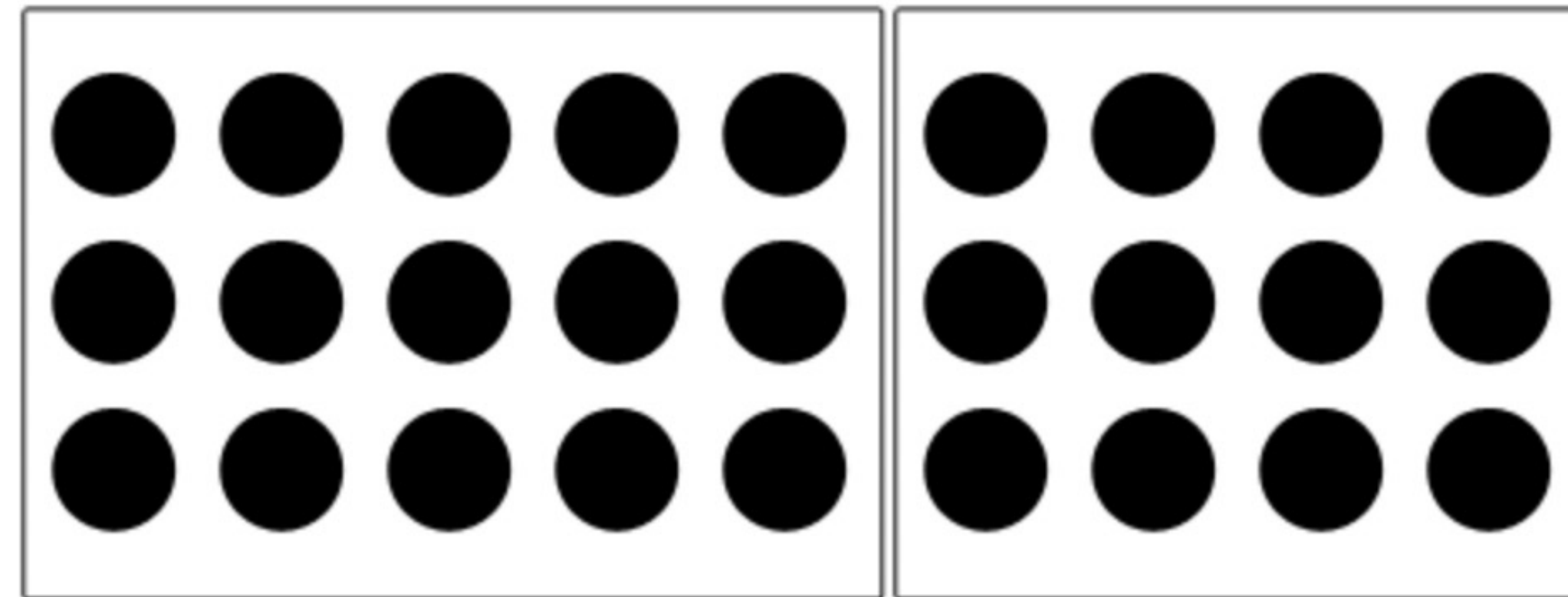
Gestalt Principles

Proximity → we perceive things that are visually close to each other as related



Gestalt Principles

Common region → we perceive items within the same closed region as being grouped



Source: Smashing Magazine

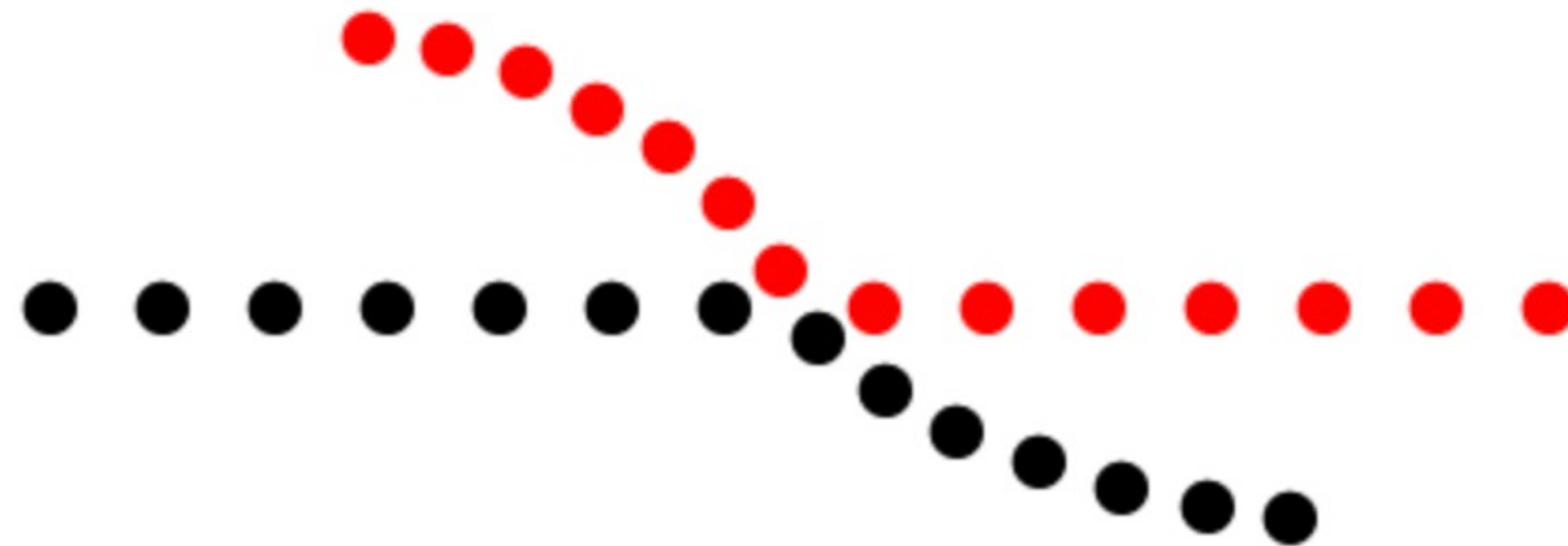
Gestalt Principles

Common region → we perceive items within the same closed region as being grouped



Gestalt Principles

Continuity → items on a line or curve are perceived as more related



Source: Smashing Magazine

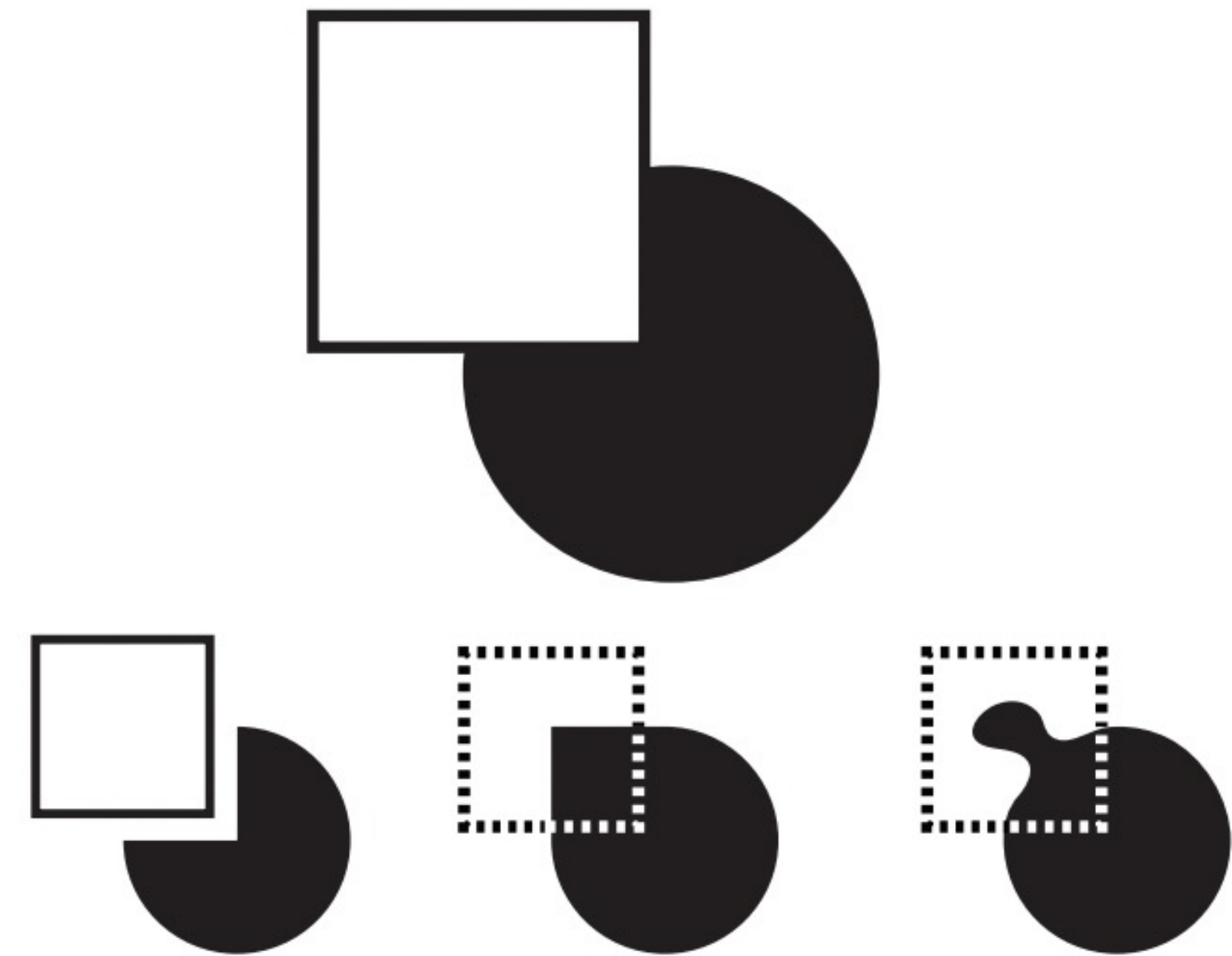
Gestalt Principles

Continuity → items on a line or curve are perceived as more related



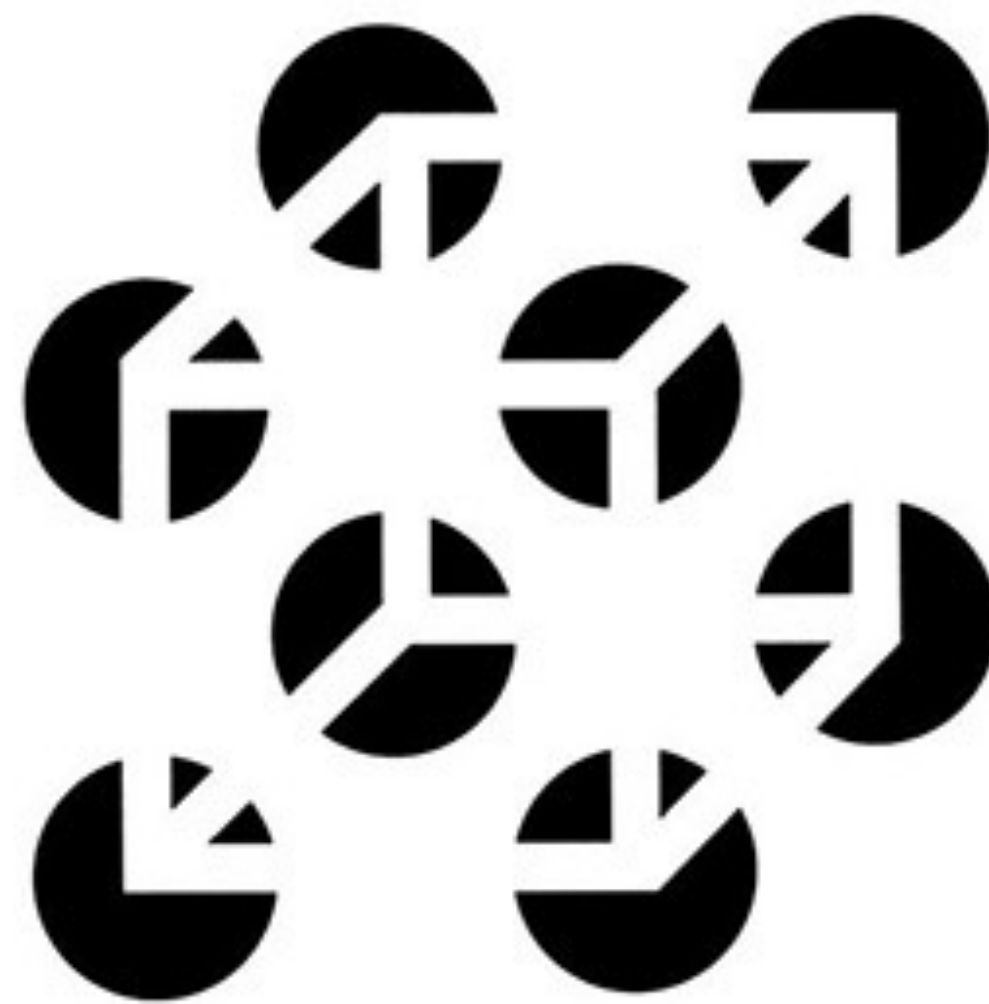
Gestalt Principles

Closure → we see incomplete shapes as complete



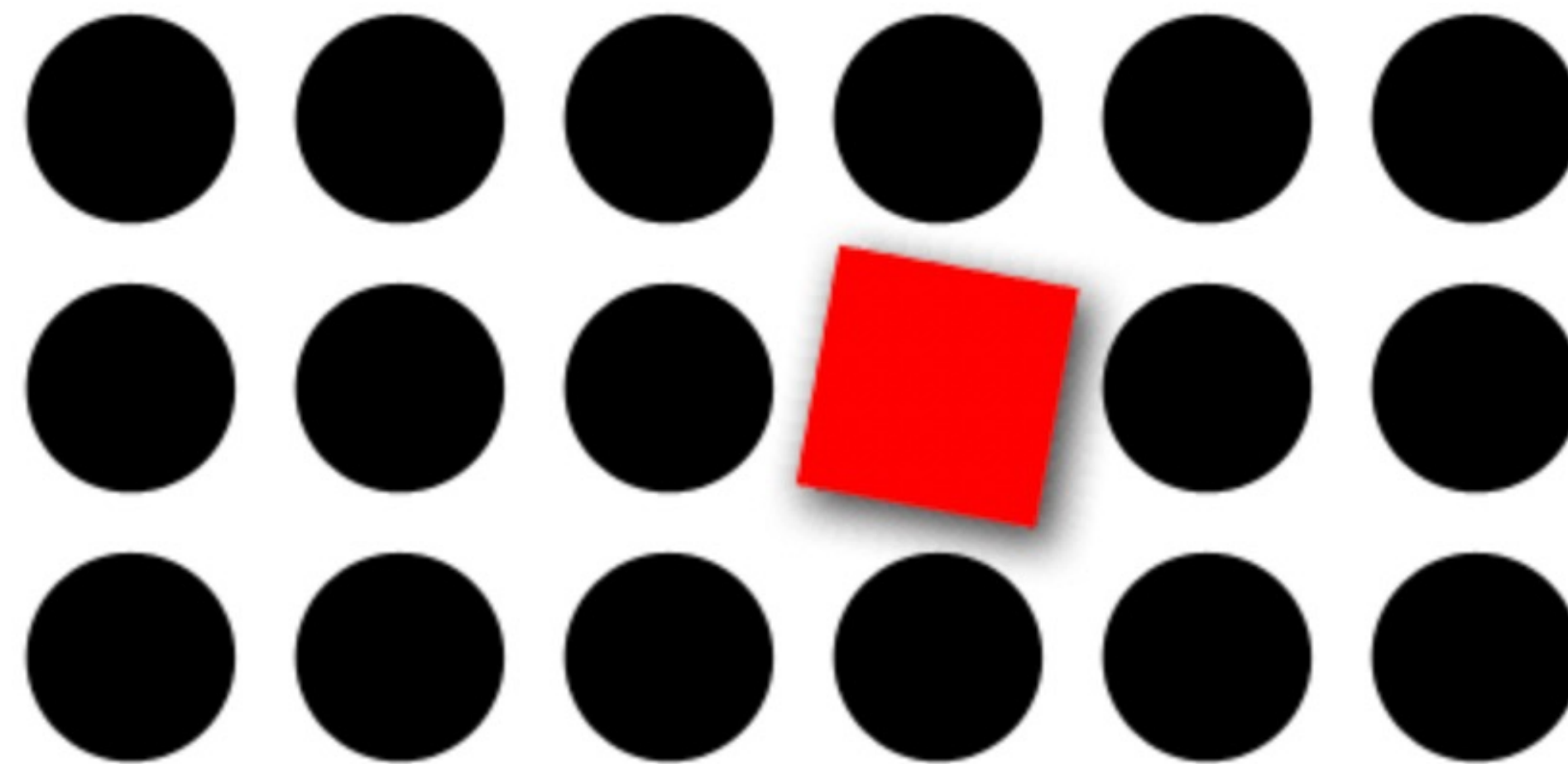
Gestalt Principles

Closure → we see incomplete shapes as complete



Gestalt Principles

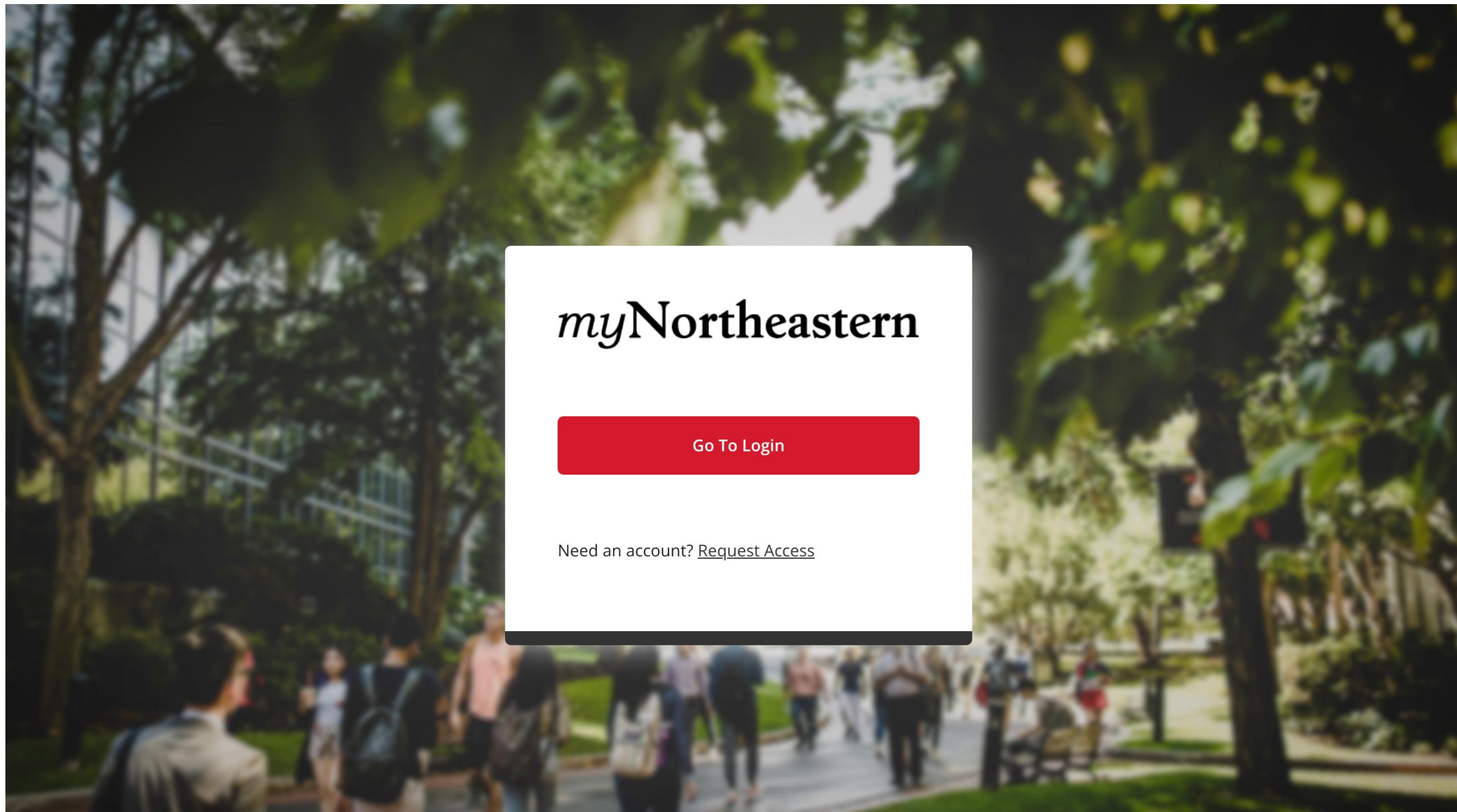
Focal point → whatever stands out will capture the viewers attention first



Source: Smashing Magazine

Gestalt Principles

Focal point → whatever stands out will capture the viewers attention first



Let's take a break! Stretch, go
for a walk, be social 😊
Be back here in 10 mins.

JAVASCRIPT Pt. 2

Summary

Today we:

- Reviewed Gestalt Principles
- More JavaScript (ic-06)

hw-03 and pm-01 are DUE before next class.

ic-06 is DUE today.