Lecture 7: Gestalt Principles

DS 4200

SPRING 2023

Prof. Ab Mosca (they/them)

NORTHEASTERN UNIVERSITY

Last Class

We:

- Reviewed color
- Practiced JavaScript (ic-05)

Any Questions?

Reminder
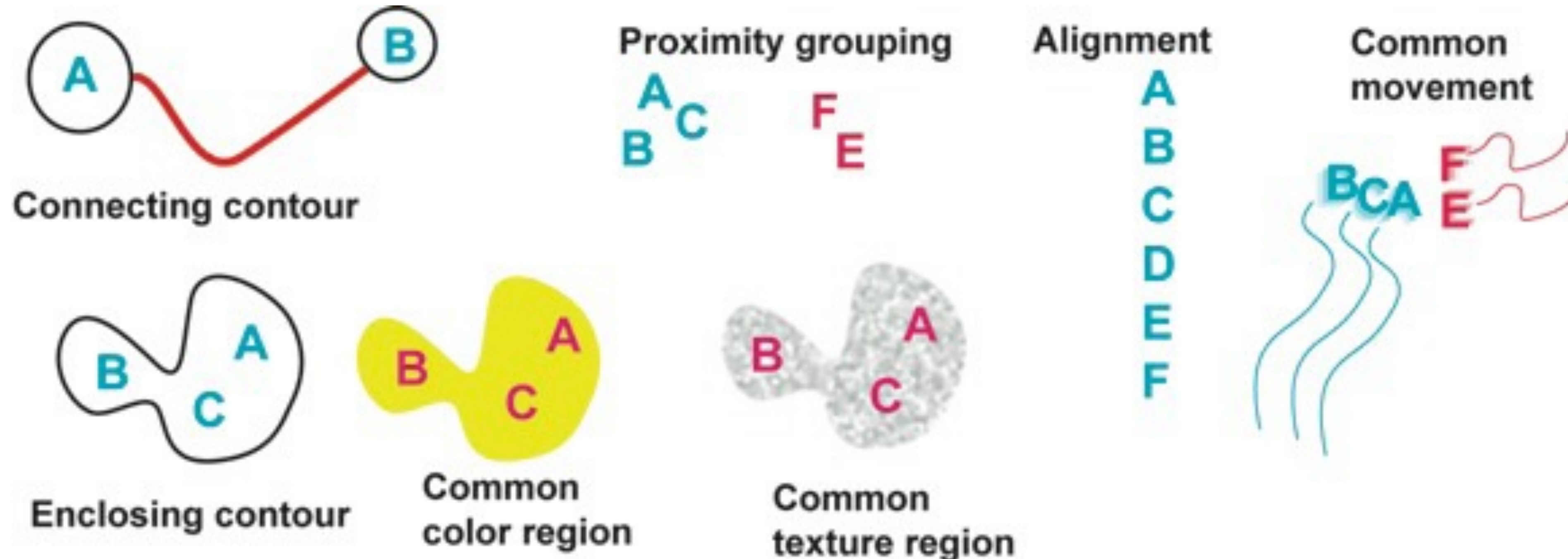
- **Make sure you have a project group!**

Today

- Review Gestalt Principles

- More JavaScript (ic-06)

GESTALT PRINCIPLES

Gestalt Principles

German *"Gestalt"* = form
Patterns transcend the visual stimuli that produced them

Connecting contour

Enclosing contour

Common color region

Proximity grouping

Common texture region

Alignment

Common movement

Gestalt Principles

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

Gestalt Principles

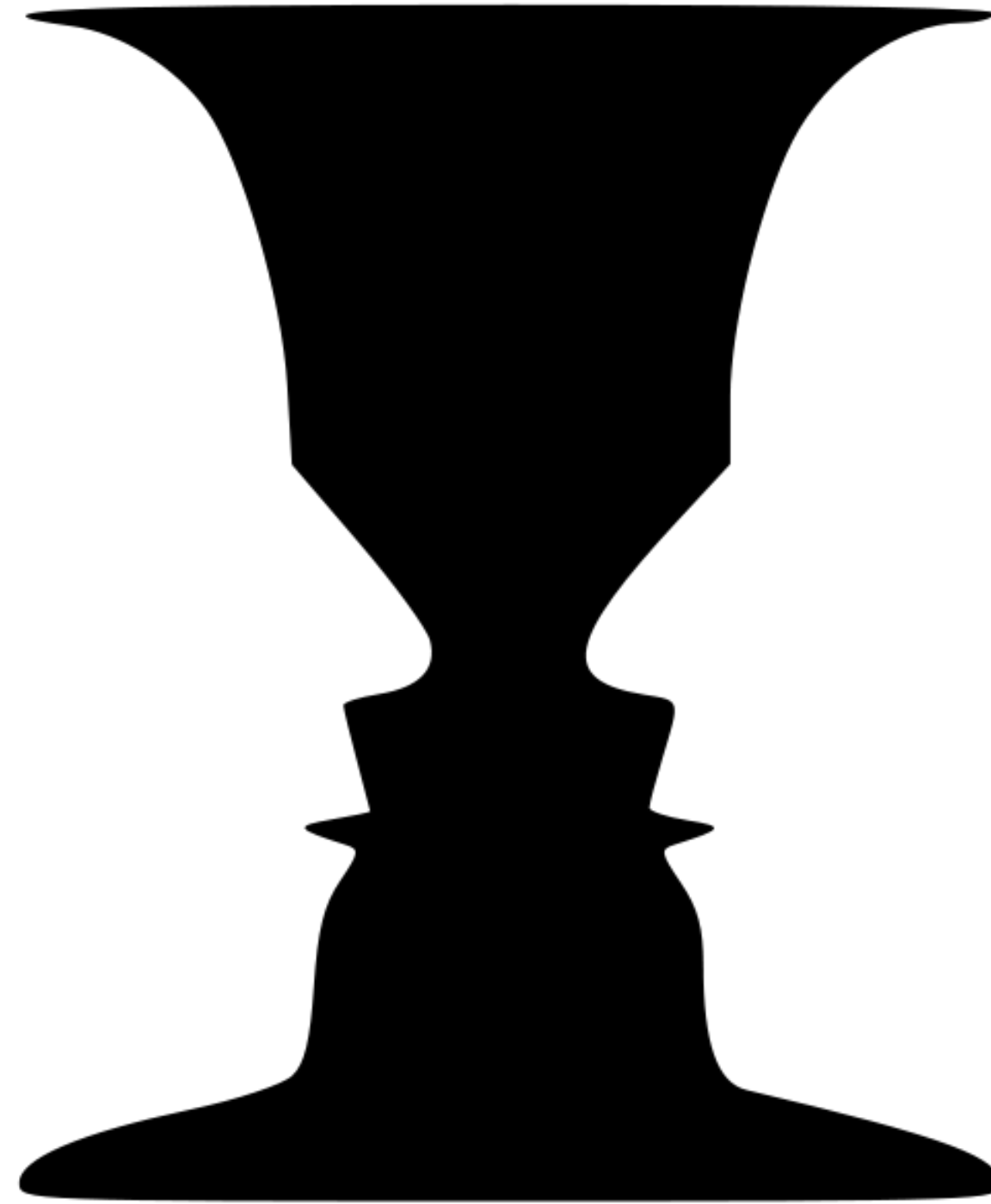**Figure-ground** → elements are perceived as either figures or background
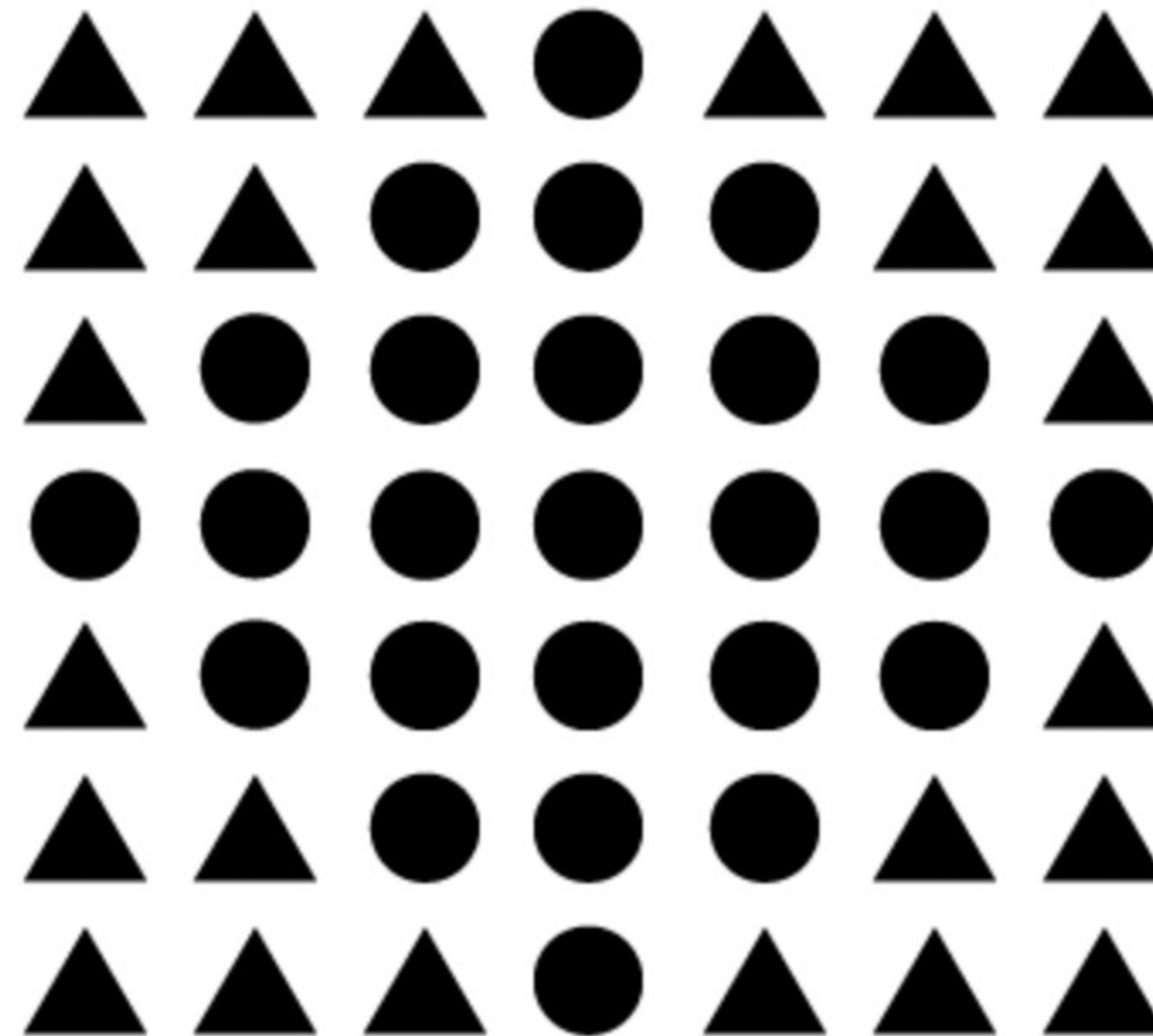
Source: A Dwarf Named Warren

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

https://www.usertesting.com/blog/gestalt-principles

Gestalt Principles

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

Based on Slide by M. Meyer

Gestalt Principles

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

Based on Slide by M. Meyer

Gestalt Principles

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

Based on Slide by M. Meyer

Gestalt Principles

Common region → we perceive items within the same closed region as being grouped
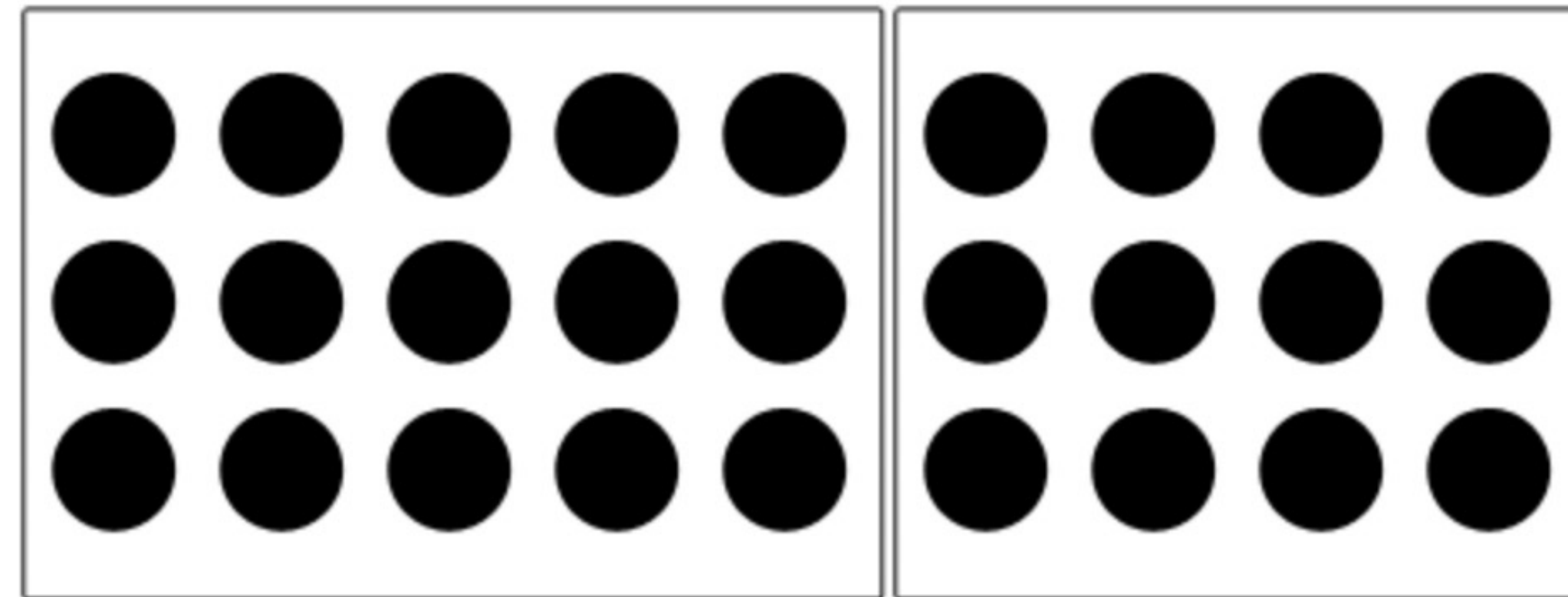
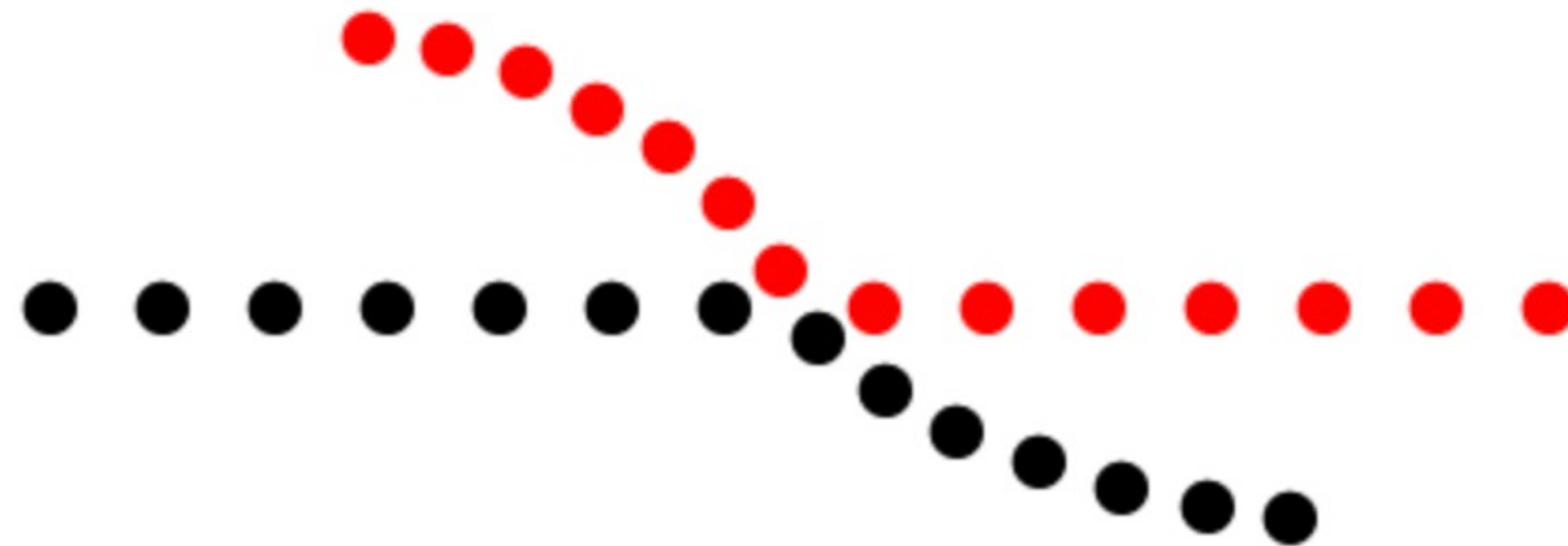*Source: Smashing Magazine*

Gestalt Principles

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

Based on Slide by M. Meyer 15

Gestalt Principles

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

Source: Smashing Magazine

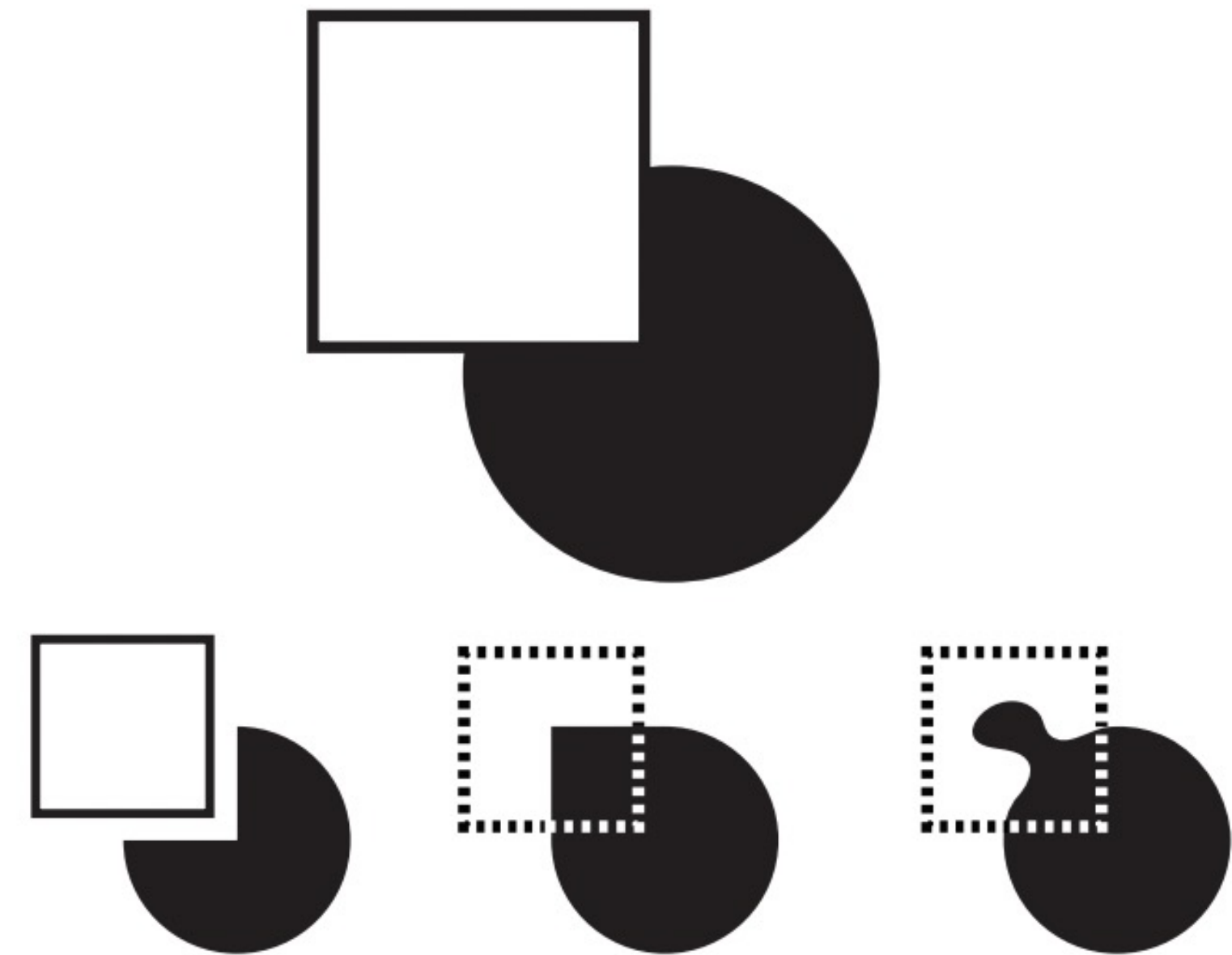https://www.usertesting.com/blog/gestalt-principles

Gestalt Principles

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

Based on Slide by M. Meyer

Gestalt Principles

Closure → we see incomplete shapes as complete
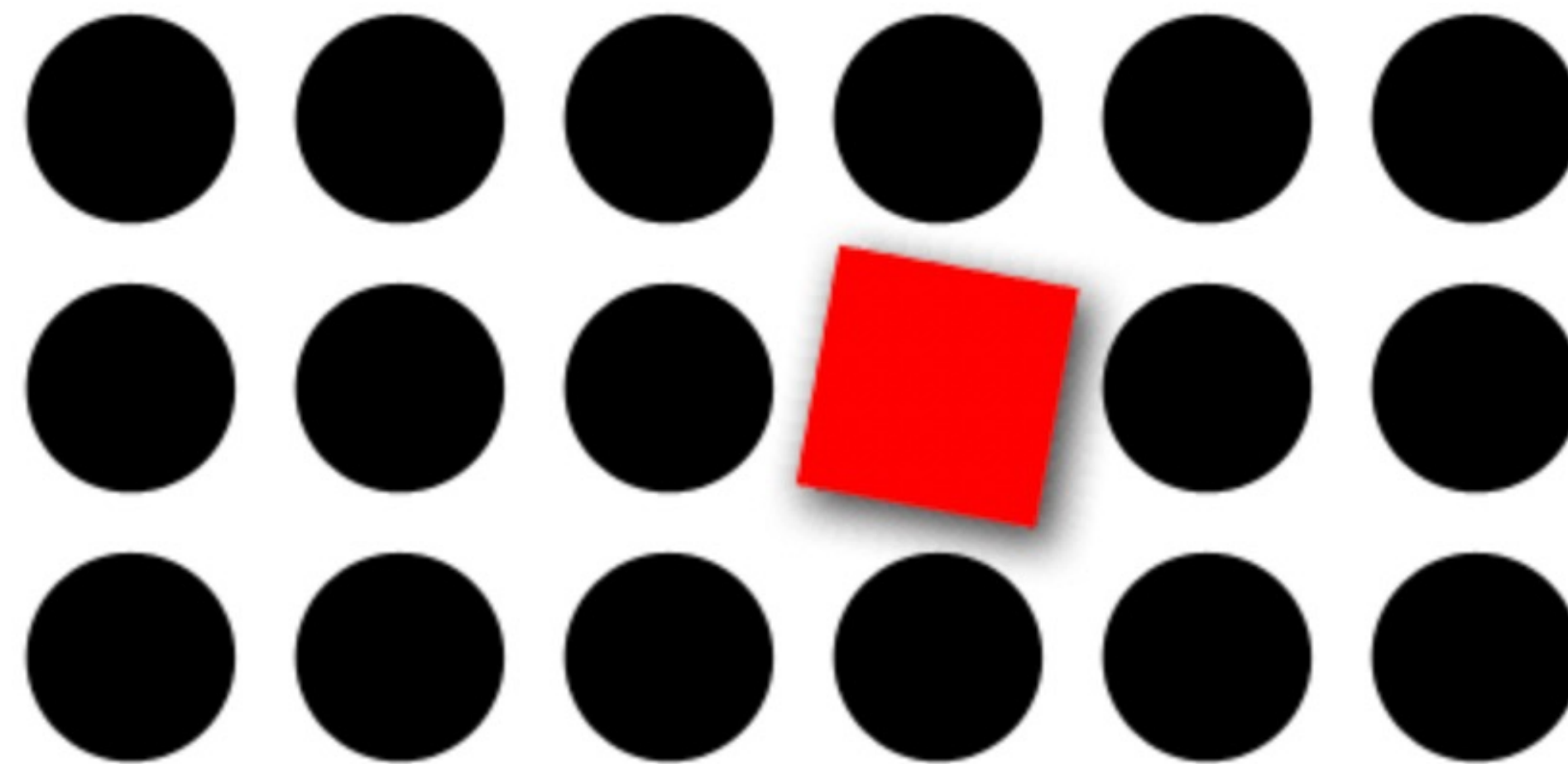
Based on Slide by M. Meyer

Gestalt Principles

Closure → we see incomplete shapes as complete

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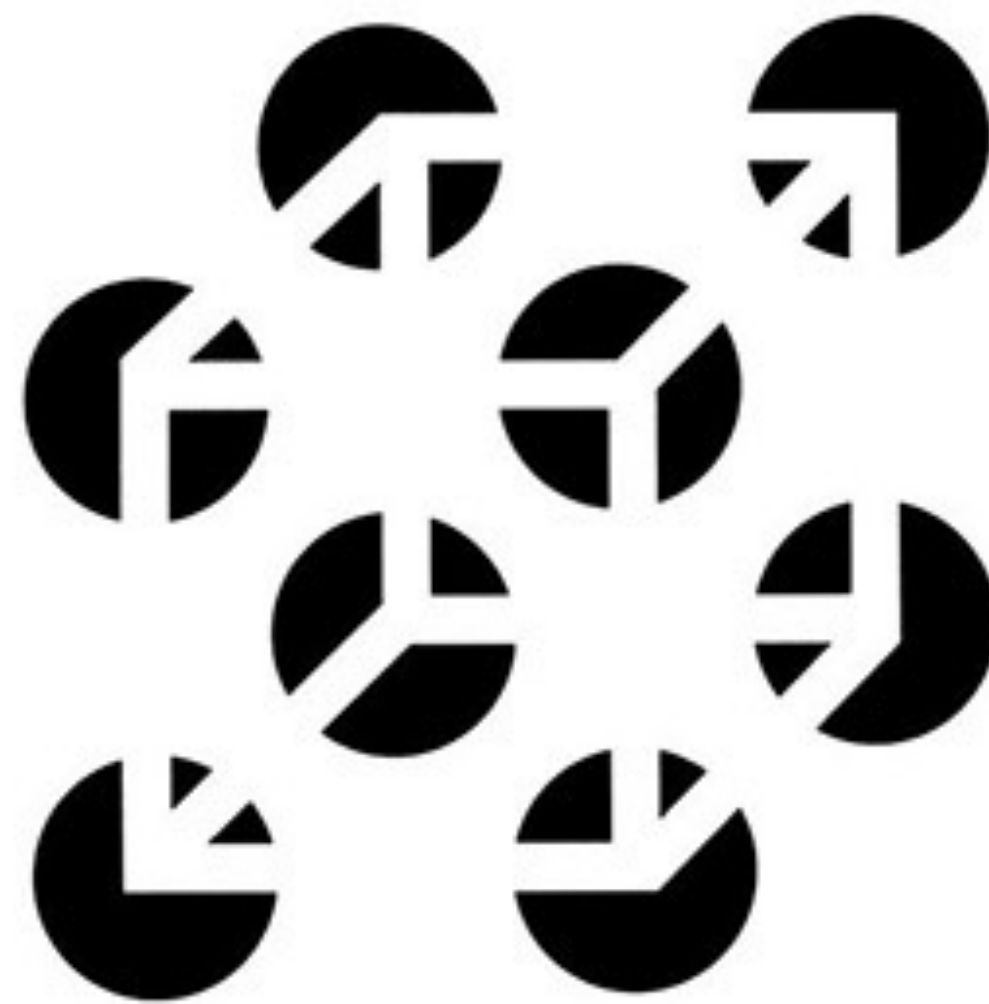
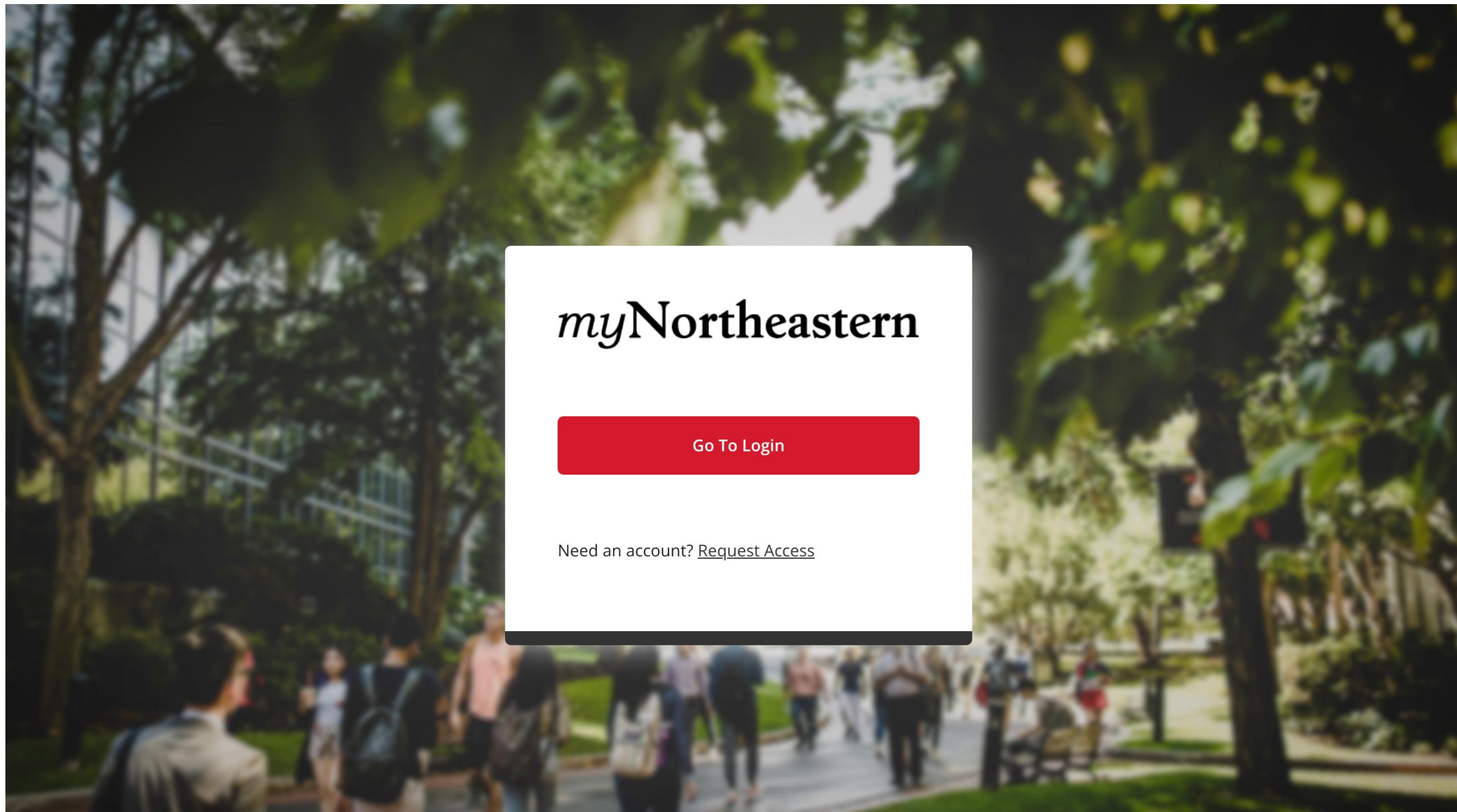**Focal point** → whatever stands out will capture the viewers attention first

Source: Smashing Magazine

https://www.usertesting.com/blog/gestalt-principles

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-04 is OUT today.
ic-06 is DUE today.