

FIVE GESTALT PRINCIPLES

THE GESTALT THEORY OF PERCEPTION ATTEMPTS TO EXPLAIN THE WAY THE HUMAN BRAIN INTERPRETS INFORMATION ABOUT RELATIONSHIPS AND HIERARCHY IN A DESIGN OR IMAGE BASED ON VISUAL CUES LIKE PROXIMITY, SIMILARITY, CLOSURE, CONTINUITY, AND FIGURE/GROUND.

PROXIMITY

1

Elements that are close together are related.



SIMILARITY

2

Elements that are similar are perceived to be more related than elements that are dissimilar.



CLOSURE

3

Your brain will fill in the missing parts of a design or image to create a whole.



CONTINUITY

4

Elements that are arranged on a line or curve are perceived to be more related than elements not on the line or curve.



FIGURE AND GROUND

5

Your brain will interpret the larger area of an image as the ground and the smaller as the figure.

