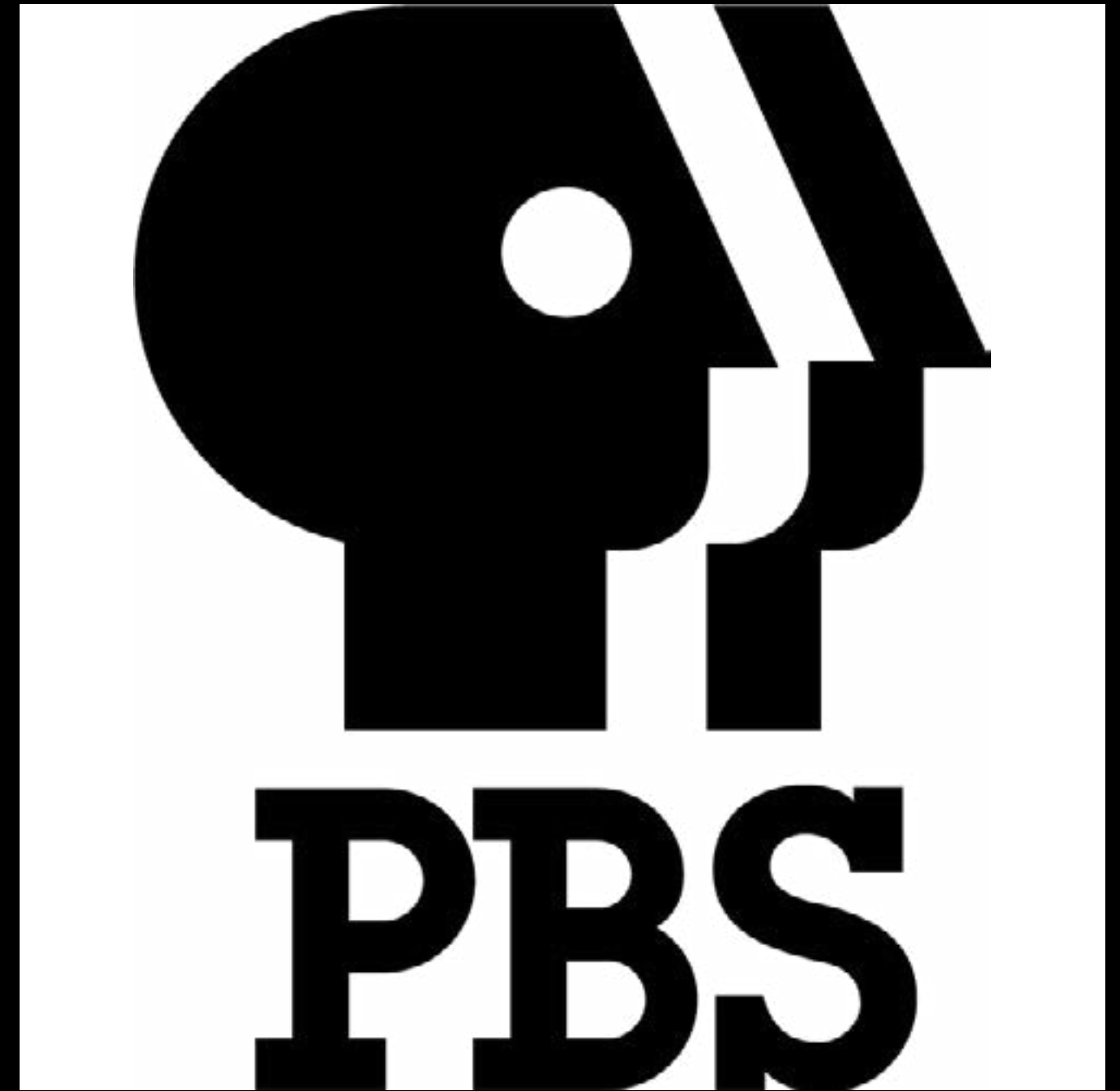


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Closure

achieves wholeness, even when part of the information is missing.



Similarity

states that things that share visual characteristics such as shape, size, color, texture, value or orientation will be seen as belonging together.



Proximity

states that things that are closer together will be seen as belonging together.



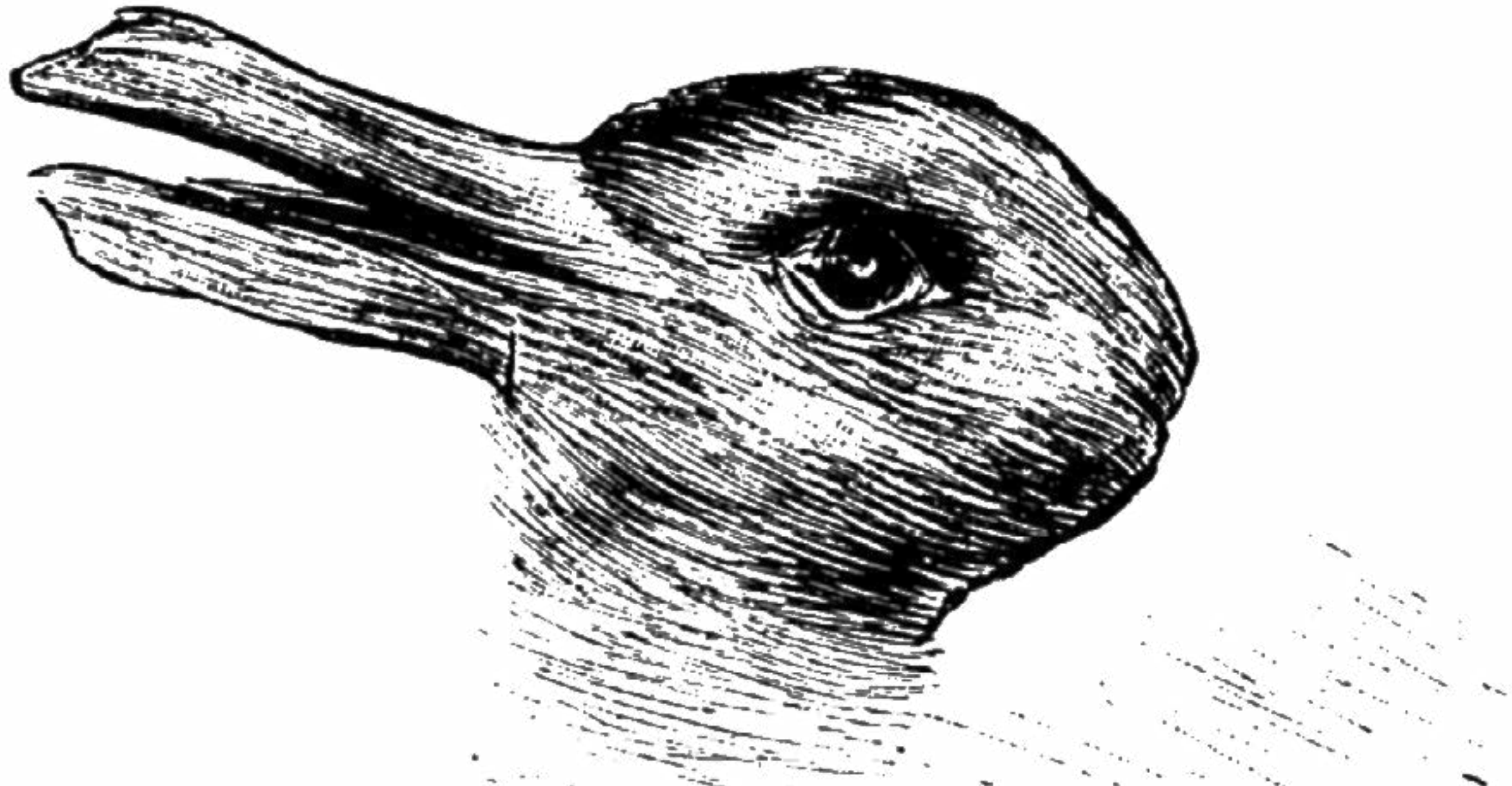
Alignment

is an extension of proximity. Its concept produces visual groupings and organizes information, creating order.

When using similarity, proximity and alignment principles together in typographic compositions, we can enhance readability, and separate individual ideas.

Orientation

relates to movement, the direction, continuance or speed of elements.



Figure/Ground

refers to our ability to separate elements based upon contrast — that is, dark and light, black and white.



In summary, the purpose of studying gestalt is to gain a better understanding of the underlying principles that structure composition and visual organization.

Gestalt concludes, “The whole is greater than the sum of its parts.”

Meaning, it's the perception of a composition as a whole. While each of the individual parts have meaning on their own, taken together, the meaning may change. Our perception of the piece is based on our understanding of all the bits and pieces working in unison.

According to research at Cambridge University, it doesn't matter in what order the letters in a word are, because the human mind does not read every letter by itself, but the word as a whole.