

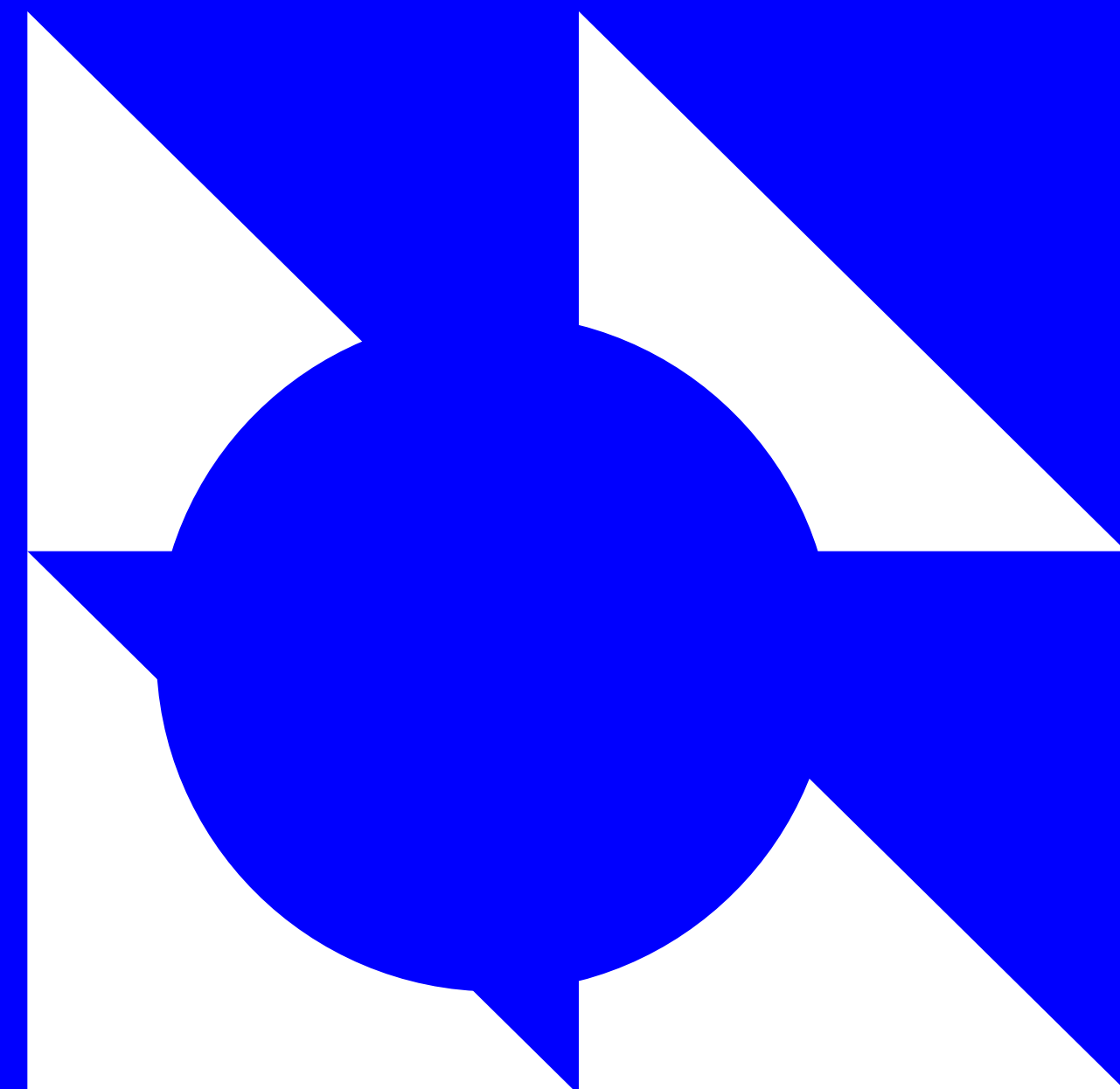
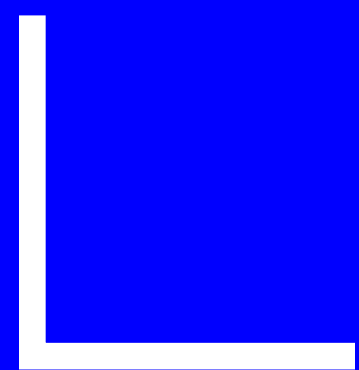
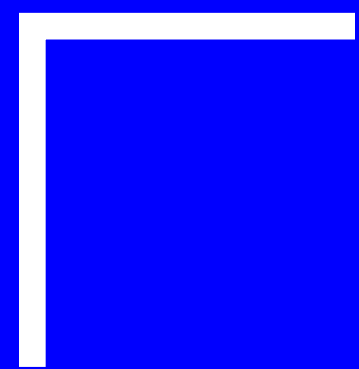
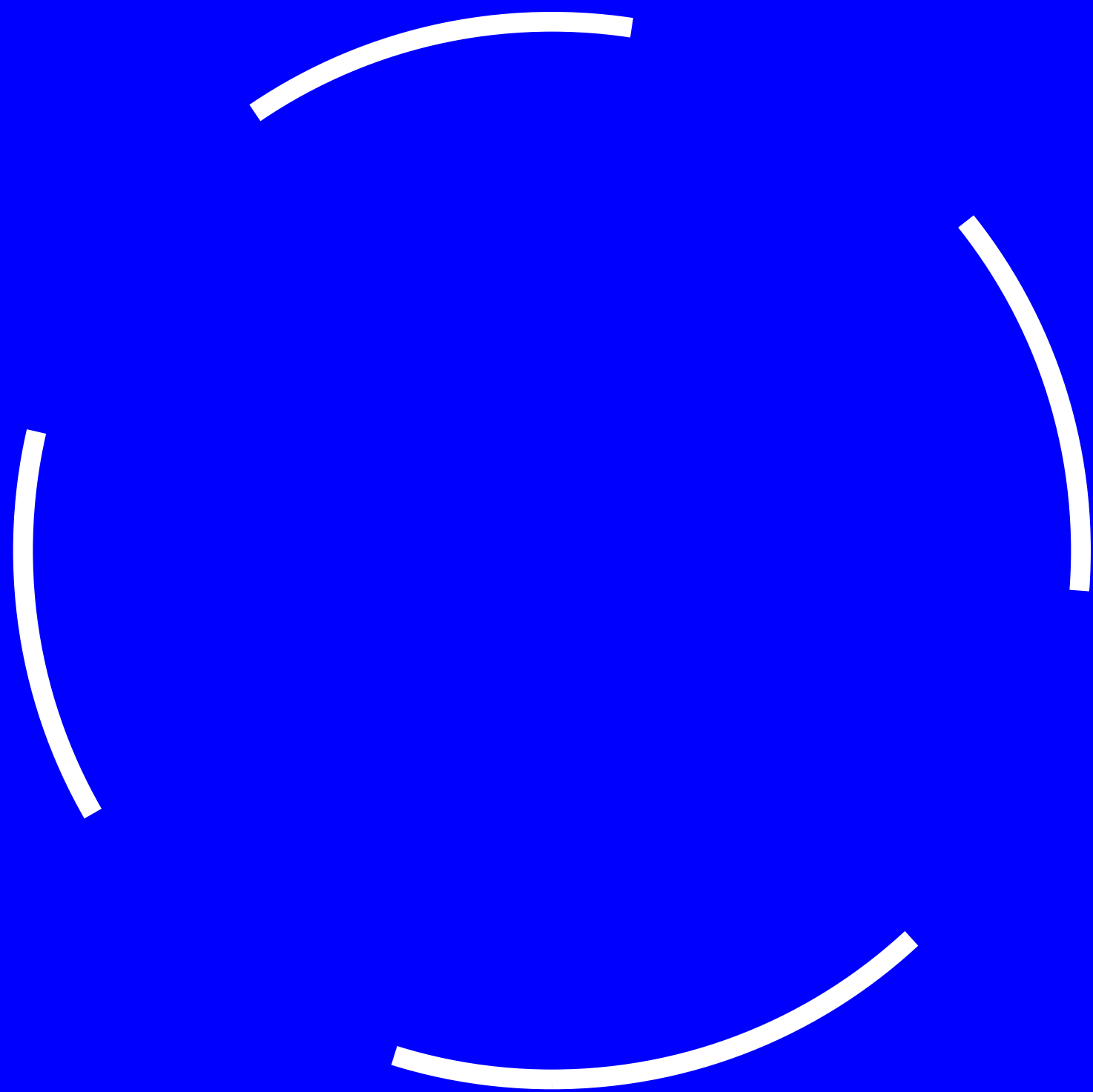
Expressive Type

Instrumental Type

Digital Type

Gestalt Principles

- Closure
- Common Region
- Continuation
- Proximity
- Similarity
- Symmetry (Form)
- Figure/Ground

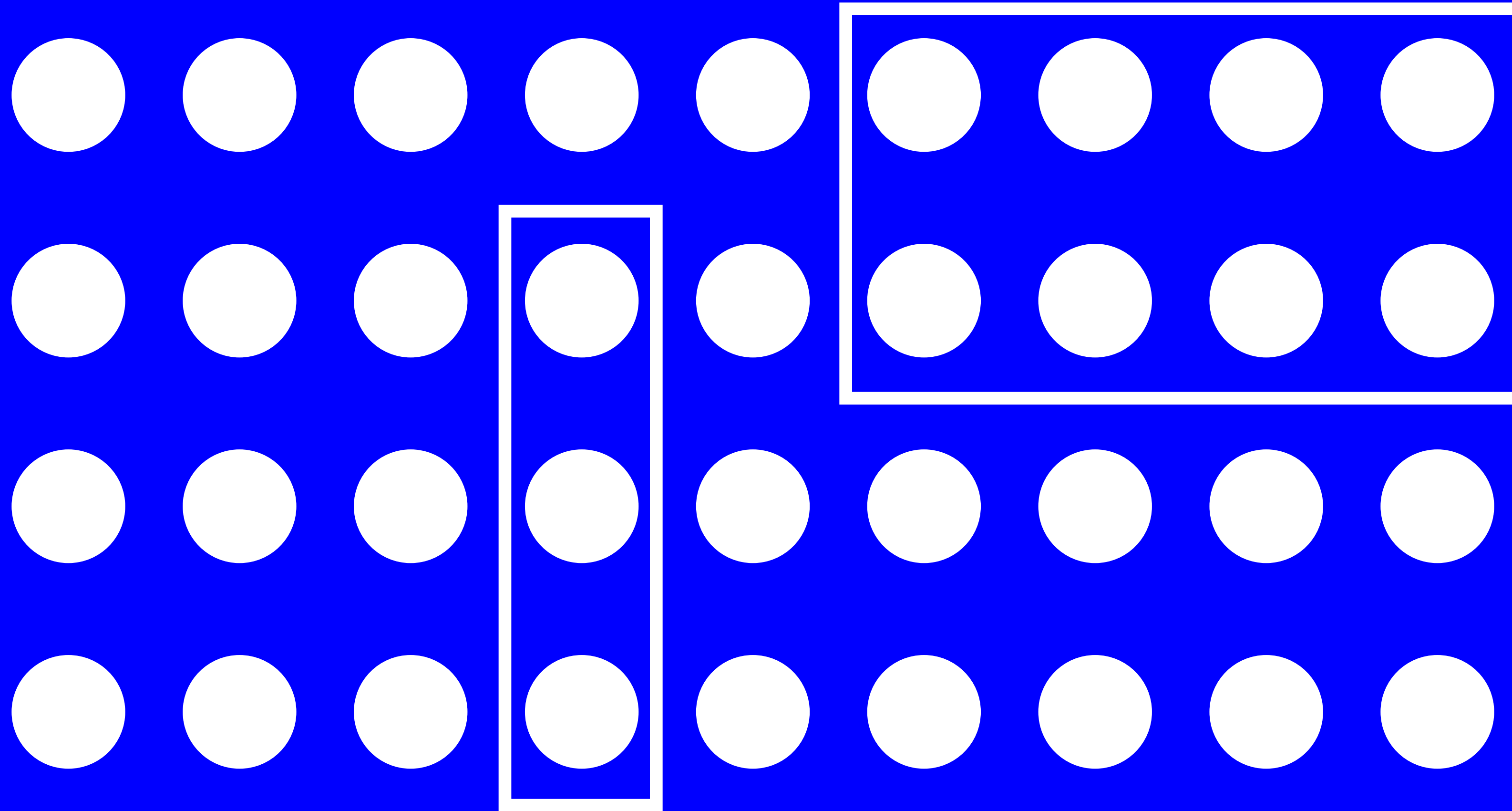


Closure

The mind's tendency to see complete figures or forms even if a picture is incomplete, partially hidden by other objects.

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Common Region

Elements tend to be perceived into groups if they are sharing an area with a clearly defined boundary.

Sans Soleil
By Chris Marker

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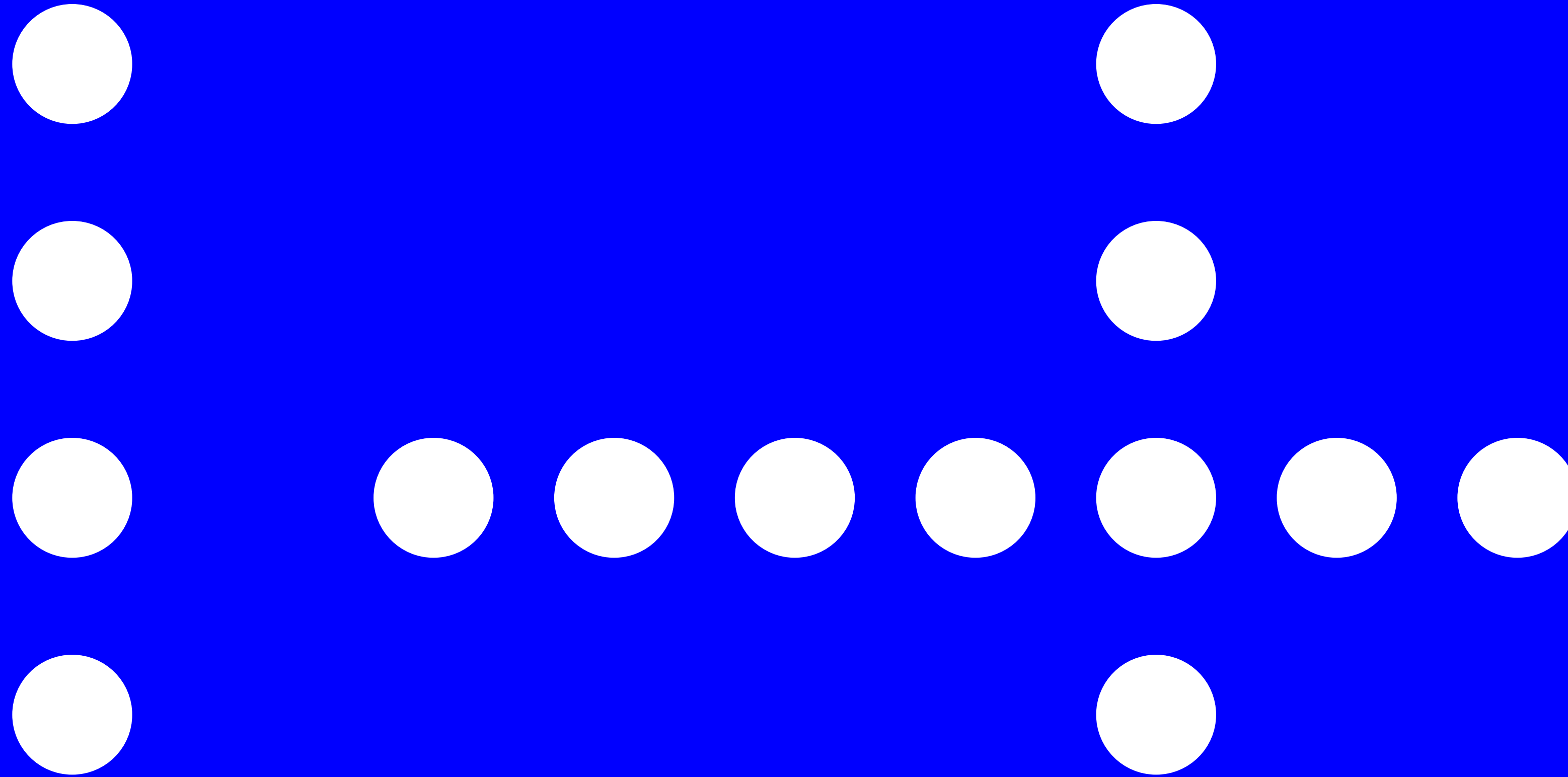
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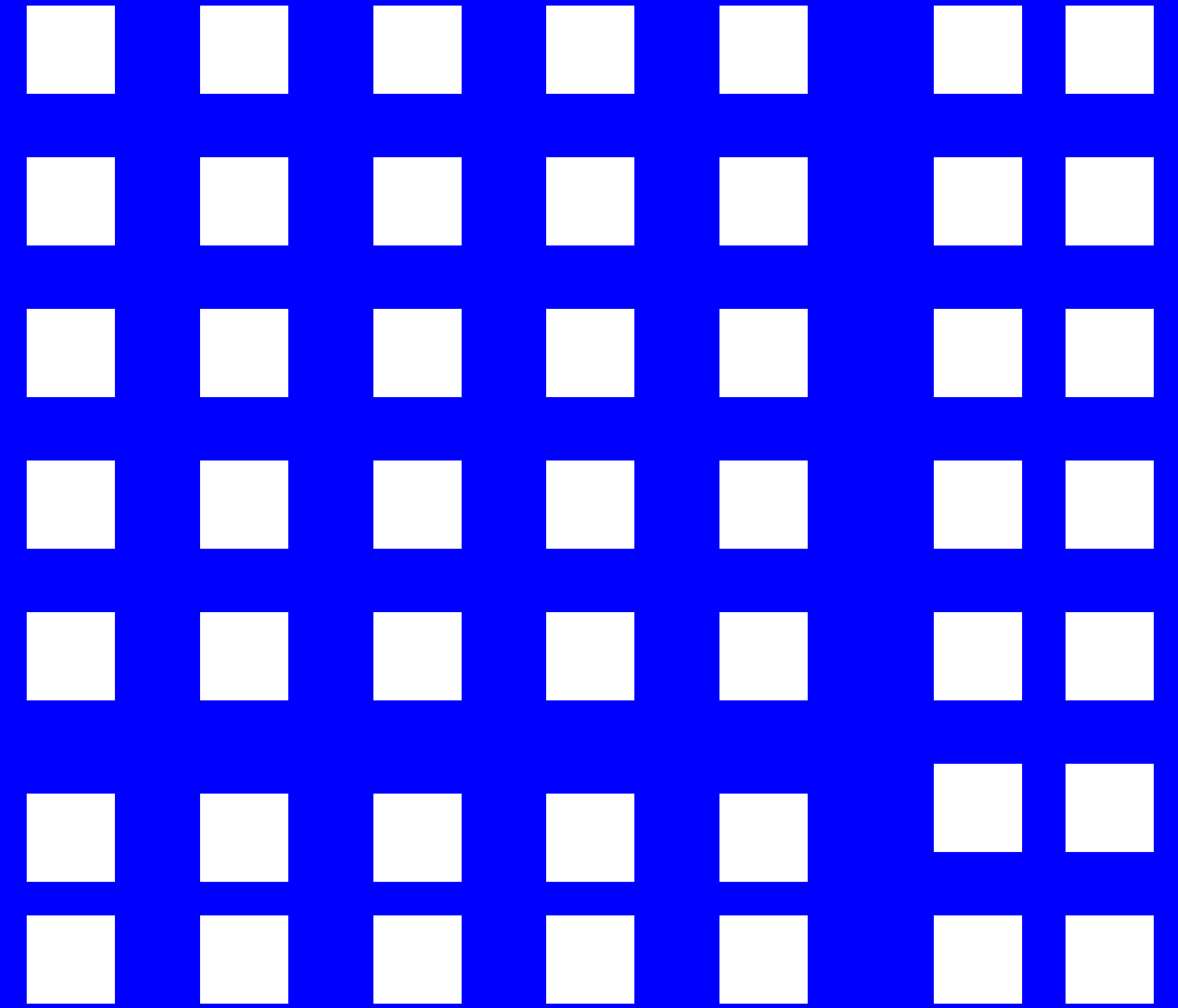
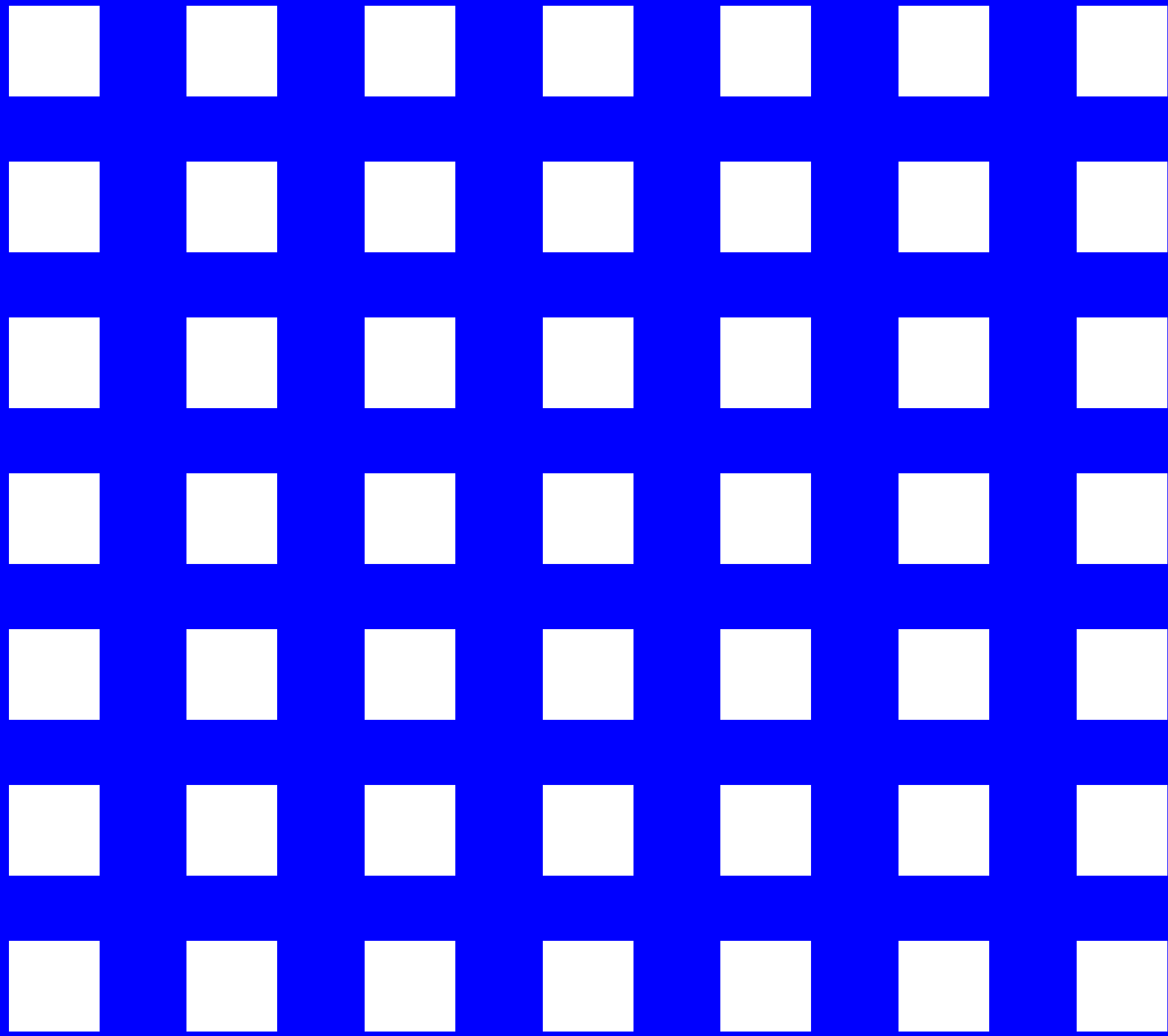
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Continuation

When there is an intersection between two or more objects, people tend to perceive each object as a single uninterrupted object.

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Donec ornare ultricies lacus ac max-



Proximity

Objects or shapes that are close to one another appear to form groups.

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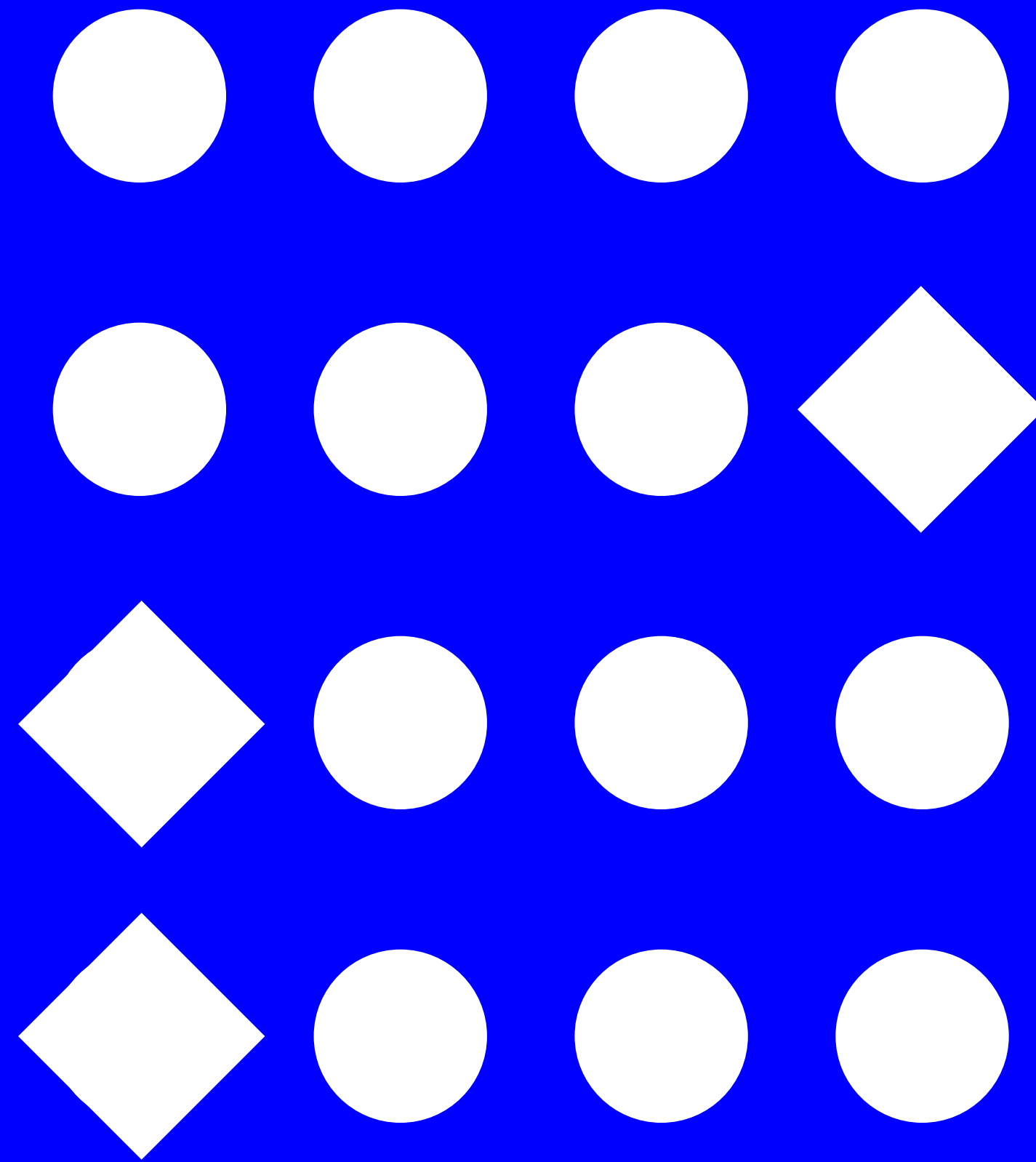
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Similarity

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Lorem ipsum
dolor sit amet

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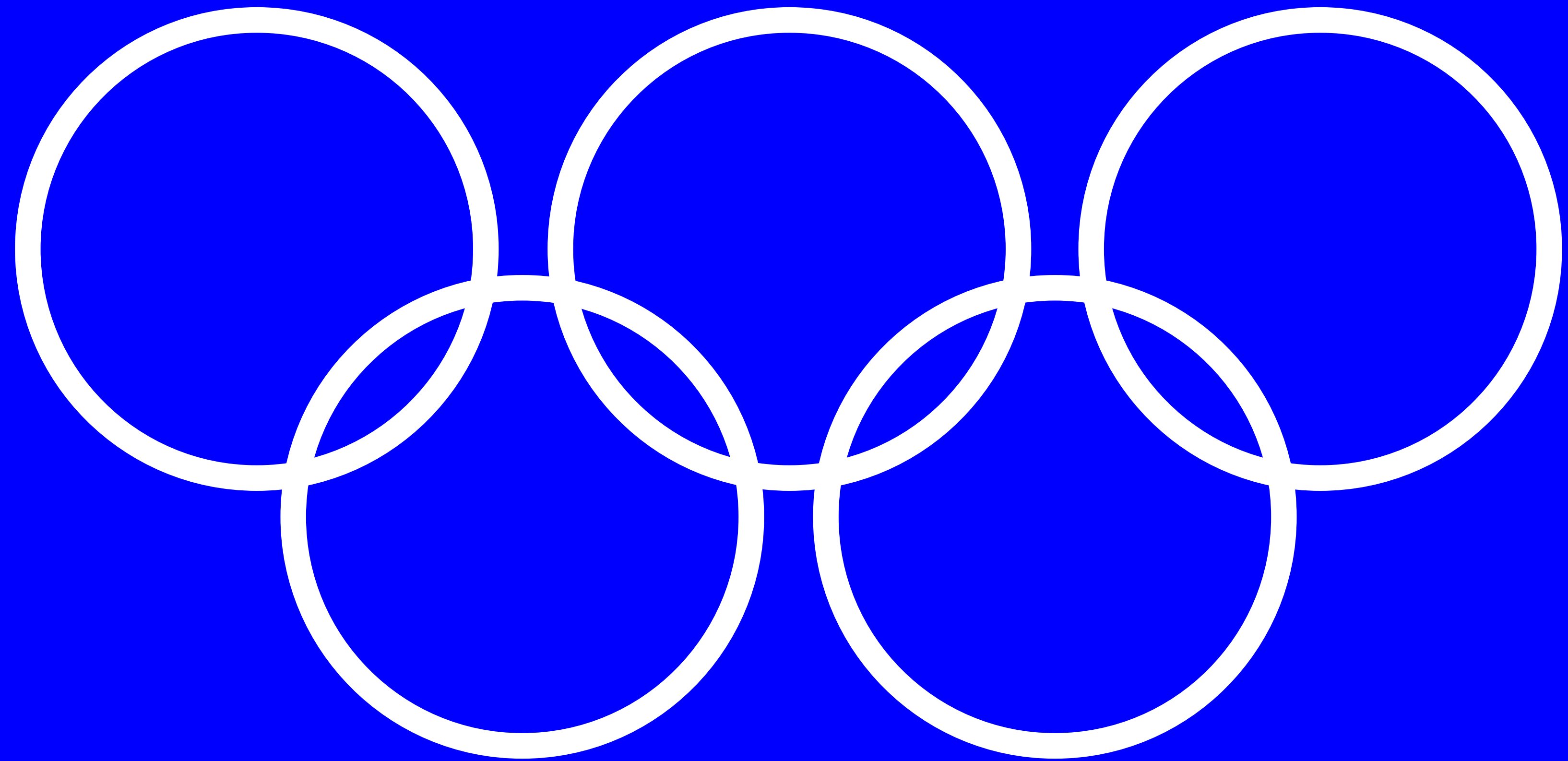
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Donec ornare
ultrices lacus
ac maximus

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Symmetry (Form)

Refers to the tendency to group together forms of similar shape, pattern, color, etc.

Elements that are symmetrical to each other tend to be perceived as a unified group

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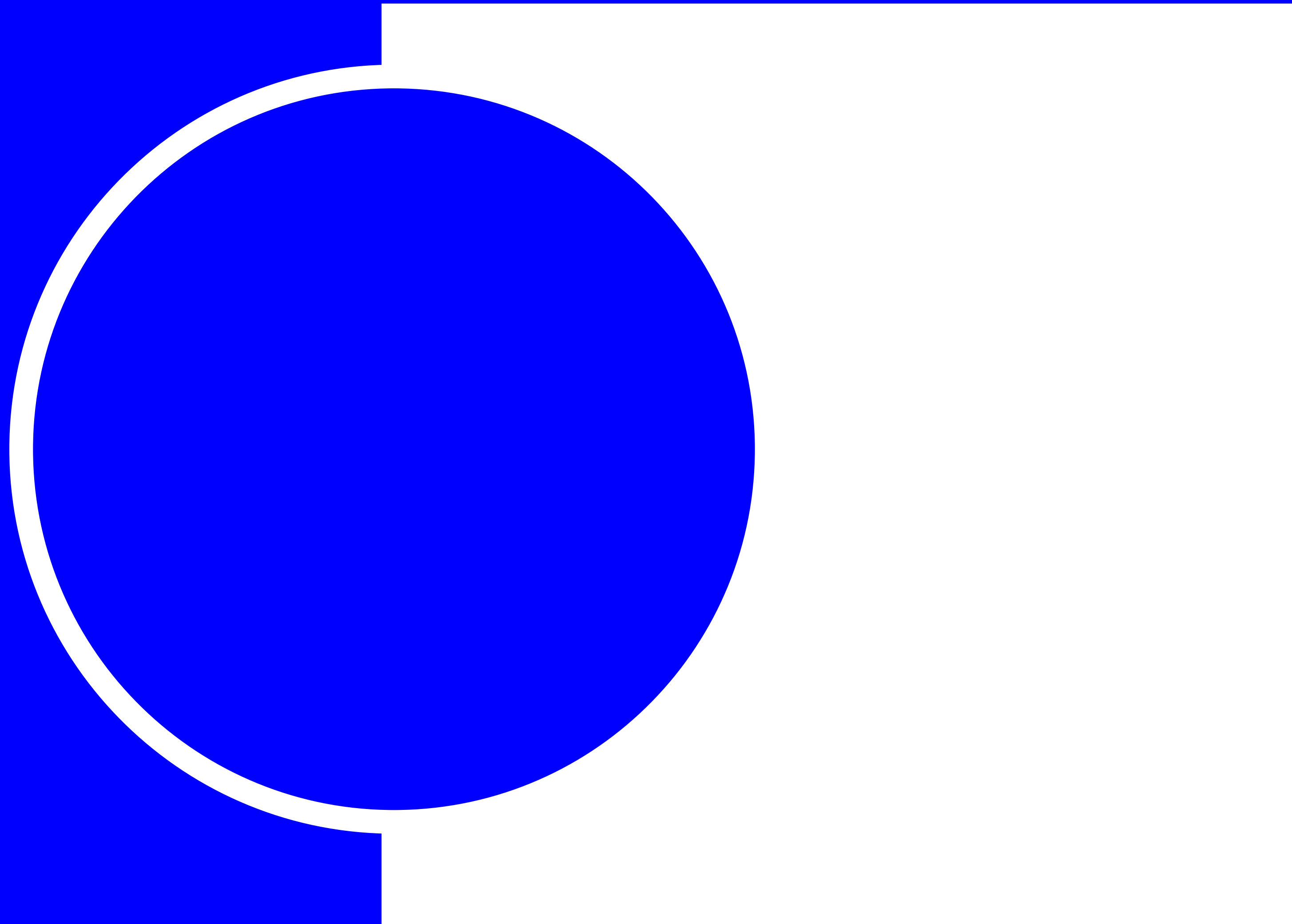
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Figure/Ground

Identifying a figure from the background.

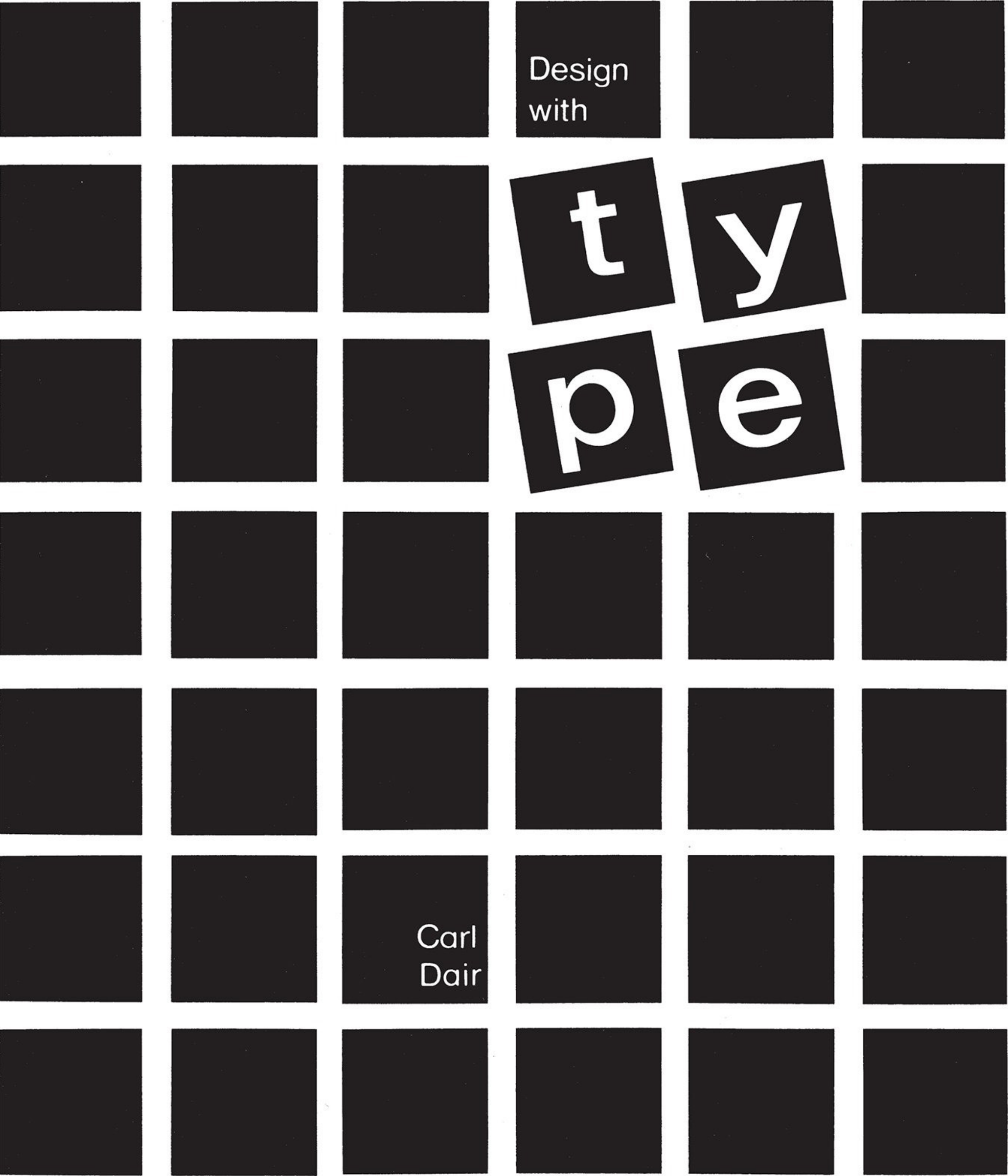
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Design
with

t

y

p

e

Carl
Dair

Typographic Contrast

- What should we pay attention to?
- Who will be looking/reading this?
- Where will this be looked at or read?
- Sometimes 1 is (not) enough
- Trial, error, and misdirection

Contrast
of Color

Contrast of

Direction

CONTRAST OF *form*

Size

Contrast of

Contrast of *Structure*

Contrast in Texture. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed sit amet est in ante consequat maximus eget sit amet arcu. Suspendisse sollicitudin lectus tristique neque malesuada imperdiet.

**CONTRAST IN TEXTURE. LOREM IPSUM DOLOR SIT
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SIT AMET ARCU. SUSPENDISSE SOLLICITUDIN
LECTUS TRISTIQUE NEQUE MALESUADA IMPERDI-**

Contrast in Texture. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed sit amet est in ante consequat maximus eget sit amet arcu. Suspendisse sollicitudin lectus tristique neque malesuada imperdiet.

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Contrast by

WWW

WWWweight

Exercise 3