

CLOSURE

1. GESTALT

Gestalt is also known as the "Law of Simplicity" or the "Law of Pragnanz" (the entire figure or configuration), which states that every stimulus is perceived in its most simple form.

The prominent founders of Gestalt theory are Max Wertheimer, Wolfgang Kohler, and Kurt Koffka.



QUOTE OF THE DAY

“Simplicity is the ultimate sophistication.”

DEFINITION



WHAT BEST DESCRIBES CLOSURE ?

- ▶ a group of individual items
- ▶ single pattern

Essentially, the brain is creating order out of chaos by applying the patterns it has already learnt. This may be the remnant of a survival instinct.



GESTALT-erize!

- Our mind wants to see objects as whole so badly that it makes stuff up

Do the circles on the right of this screen seem whole to you or broken?

Closure

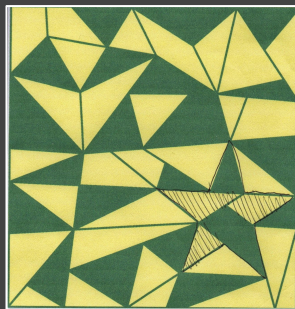
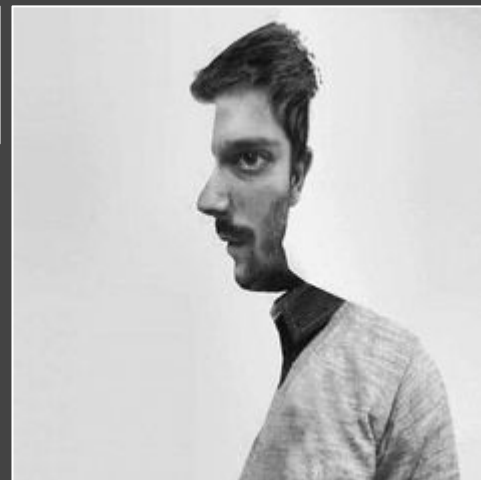


CLOSURE



CLOSURE
IMAGES





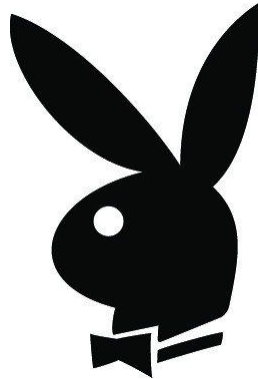


IBM's company logo



Series of circles

Remember These!



The process becomes harder when one is asked to decipher longer words, or words that have several possible meanings. However, these are the exceptions and not the rule.



MISSING

PRINCIPLES OF CLOSURE



Questions

What is the definition of 'Closure'?

What logos can you remember that were shown in this presentation that use 'Closure'?