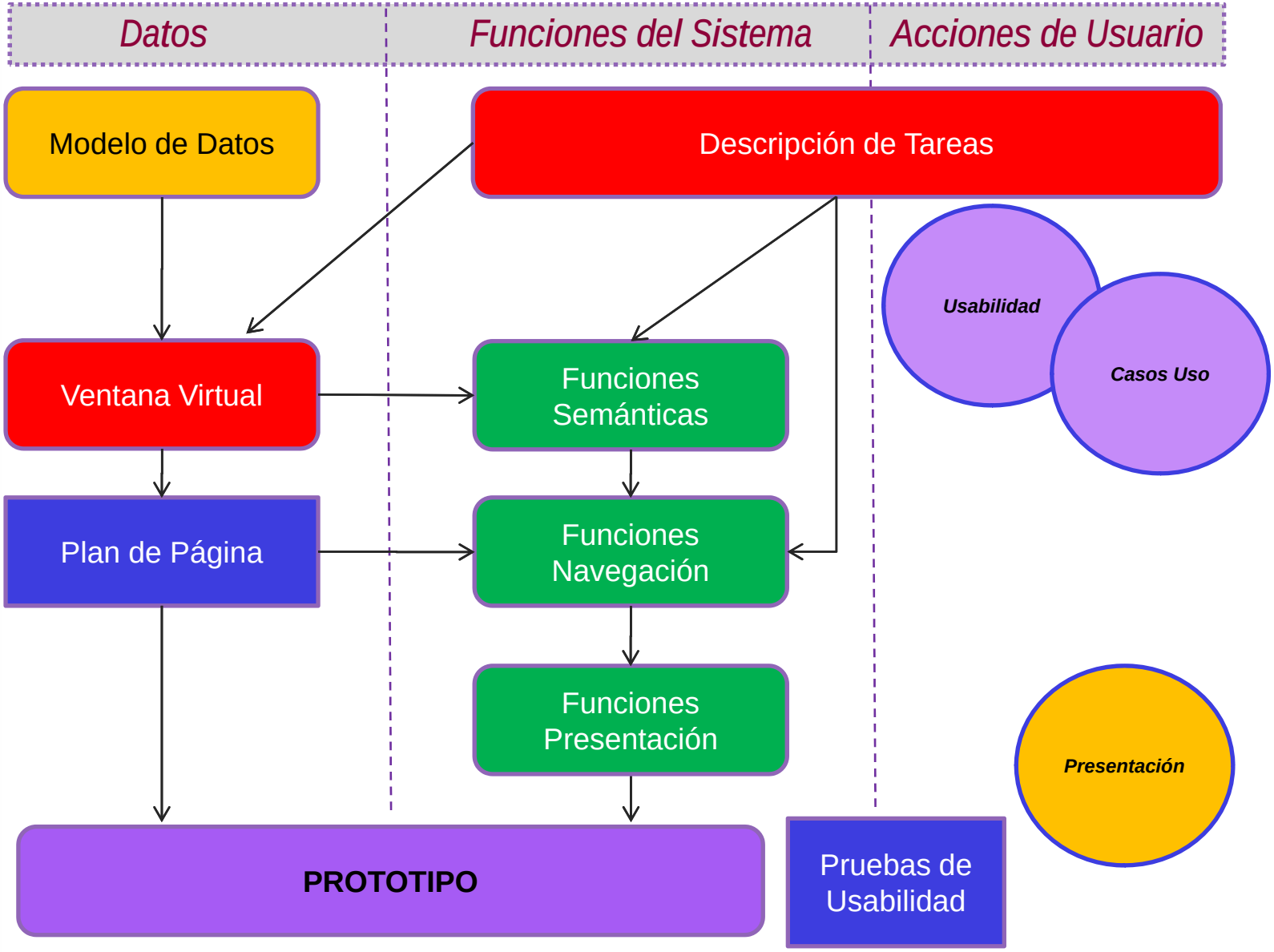
Gestalt Laws!

Interacción Hombre-Máquina

2008-1

Proceso de Diseño (Ventana Virtual)



Presentación

Percepción

- *Emergence*
- *Reification*
- *Multistability*
- *Invariance*

Buena Forma

- *Closure*
- *Similarity*
- *Proximity*
- *Simmetry*
- *Good Continuation*
- *Common Fate*

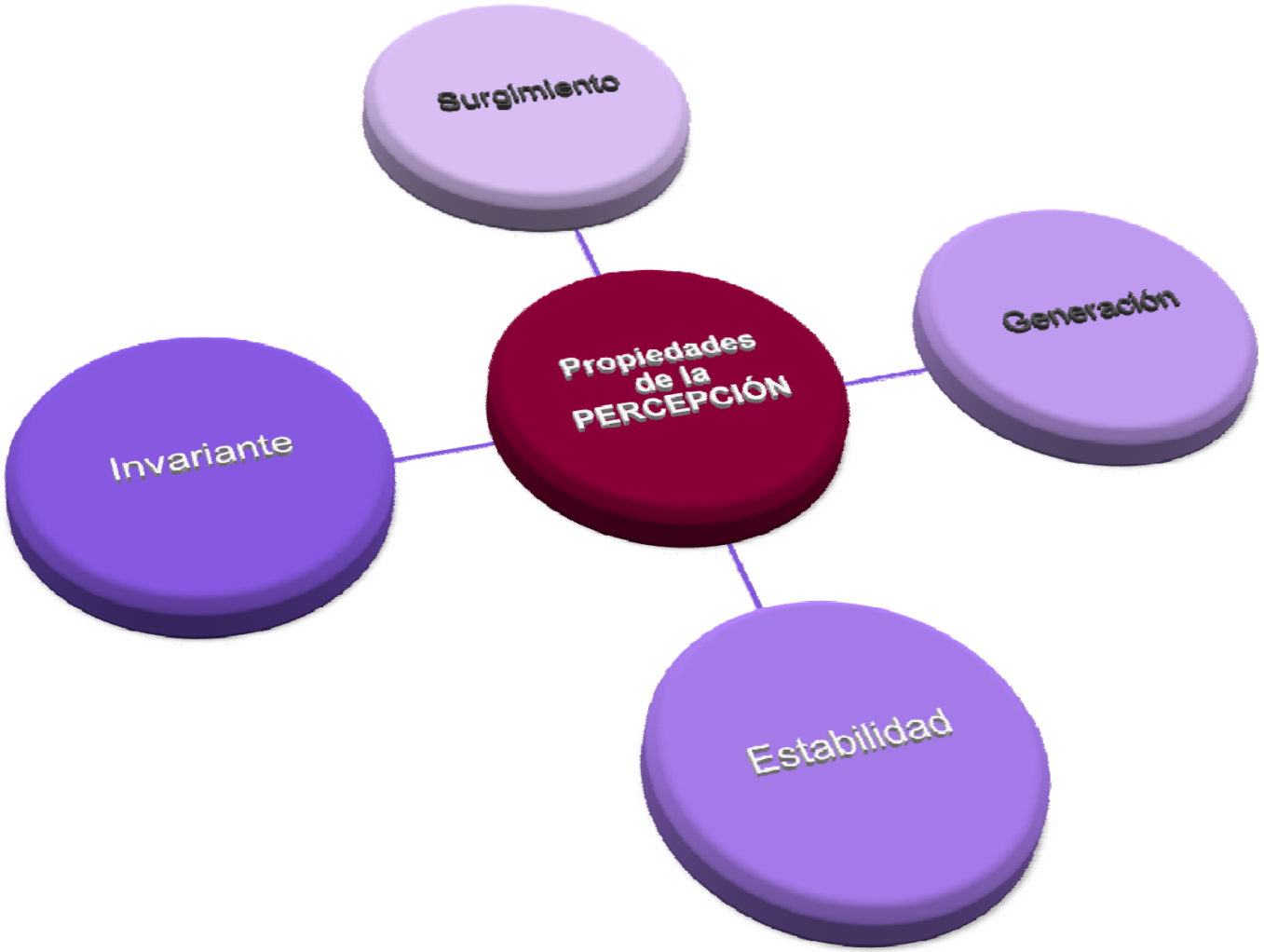
Otras Leyes

- *Balance*
- *Simplicity*
- *Unity*
- *Focal point*
- *“Relaciones!”*

Ejemplos

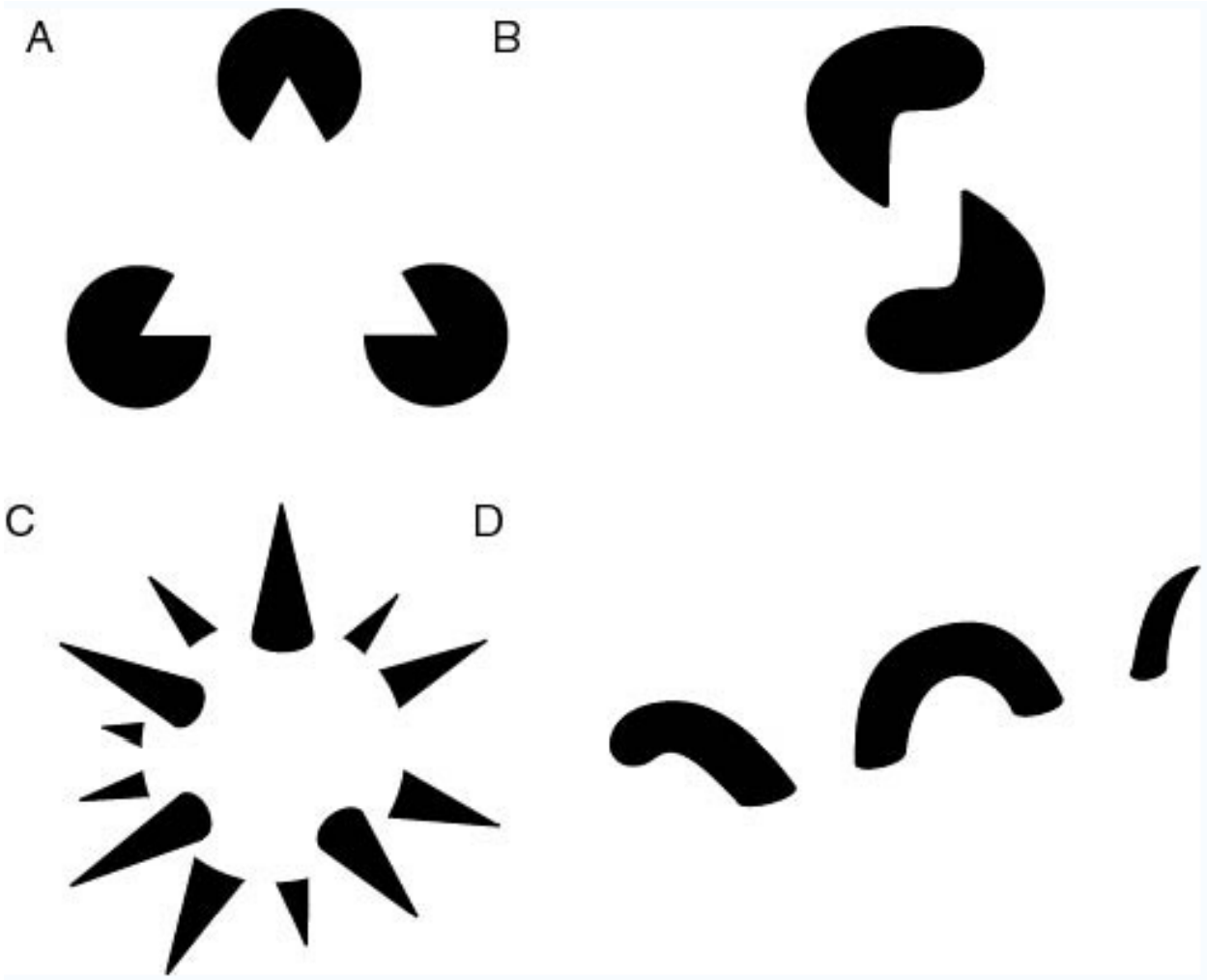
- *Interfaz*
- *Tabla contenido*
- *Títulos*
- *Documentos*

Percepción

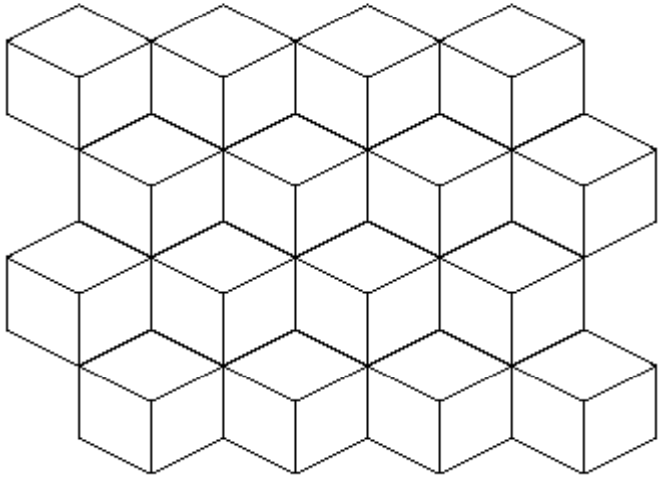

Surgimiento
Propiedades de la PERCEPCIÓN
Generación
Invariante
Estabilidad

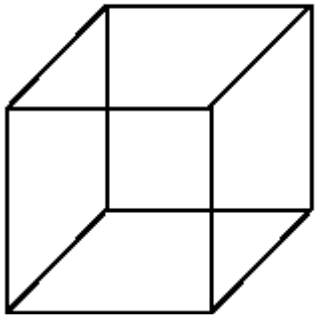
Surgimiento / Emergence

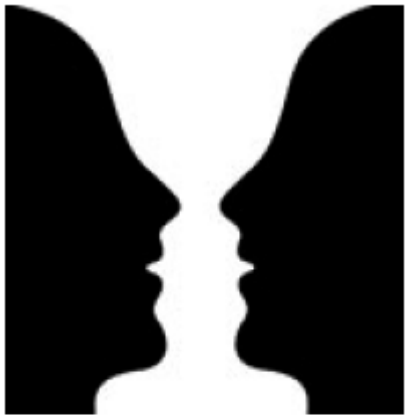
Generativo / Reification



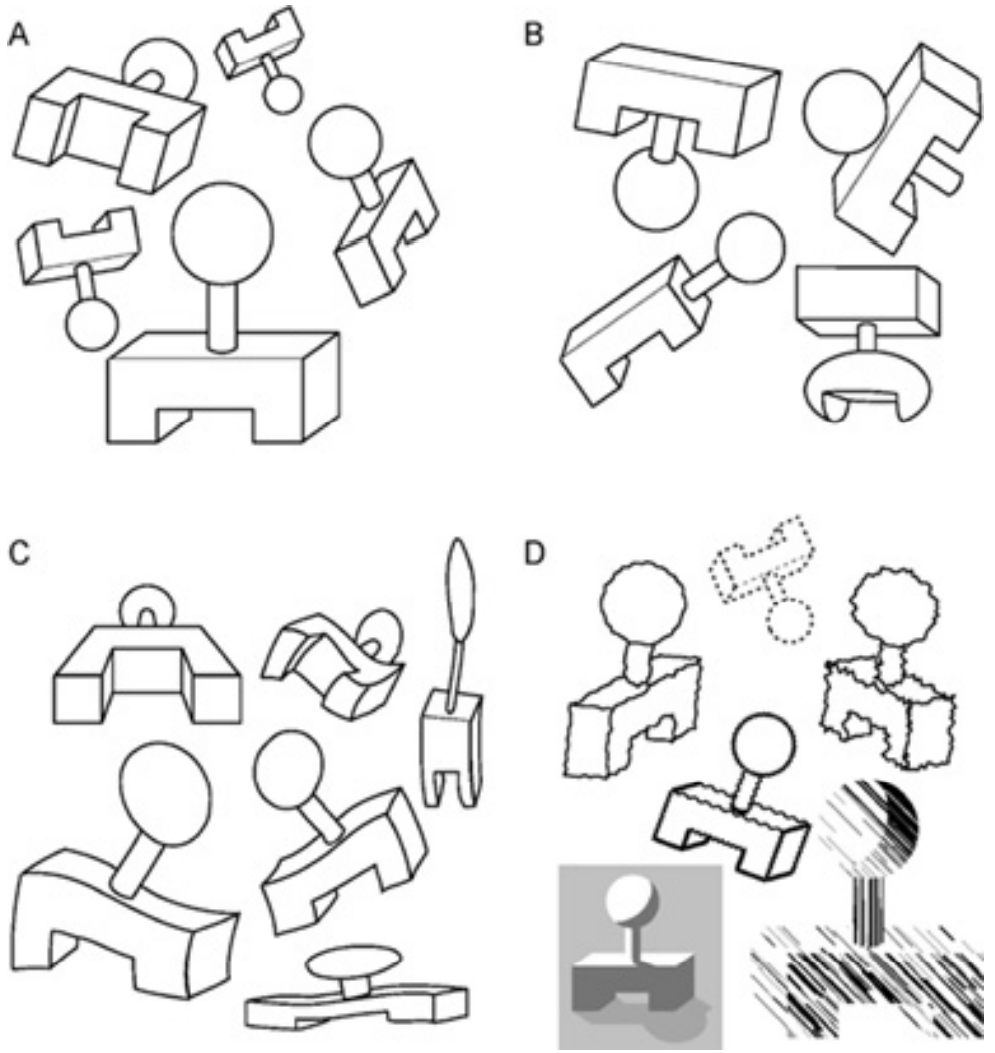
Estabilidad / Multistability



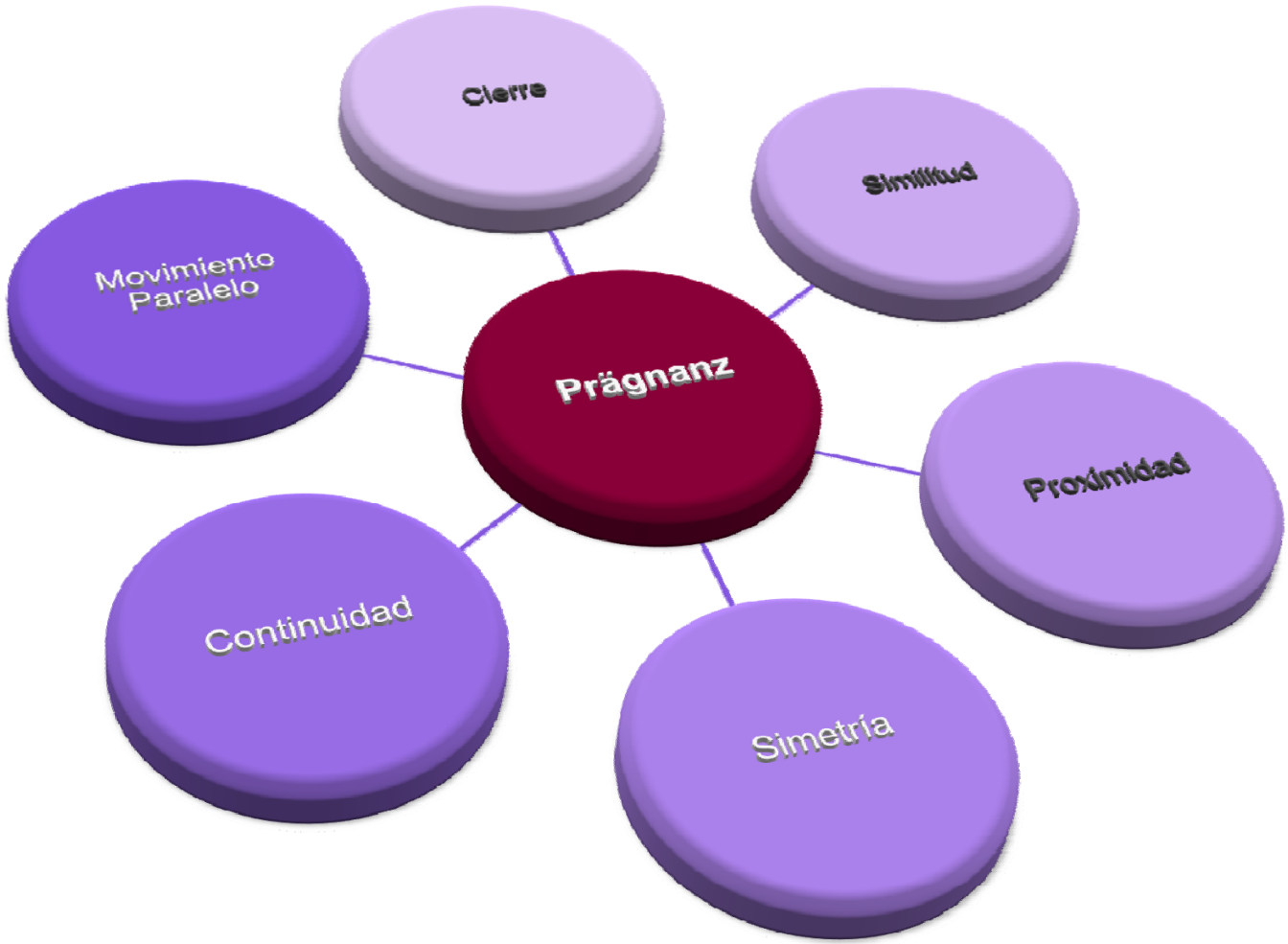




Percepción Invariante / Invariance



“Buena Forma” / Prägnanz

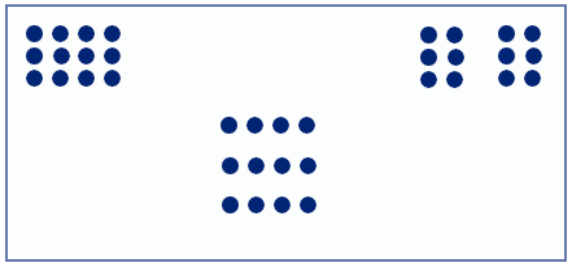


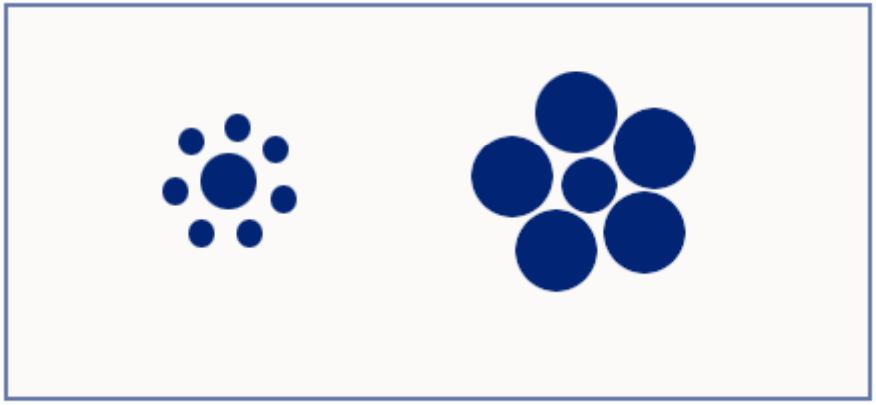
Cierre / Closure

CLOSURE

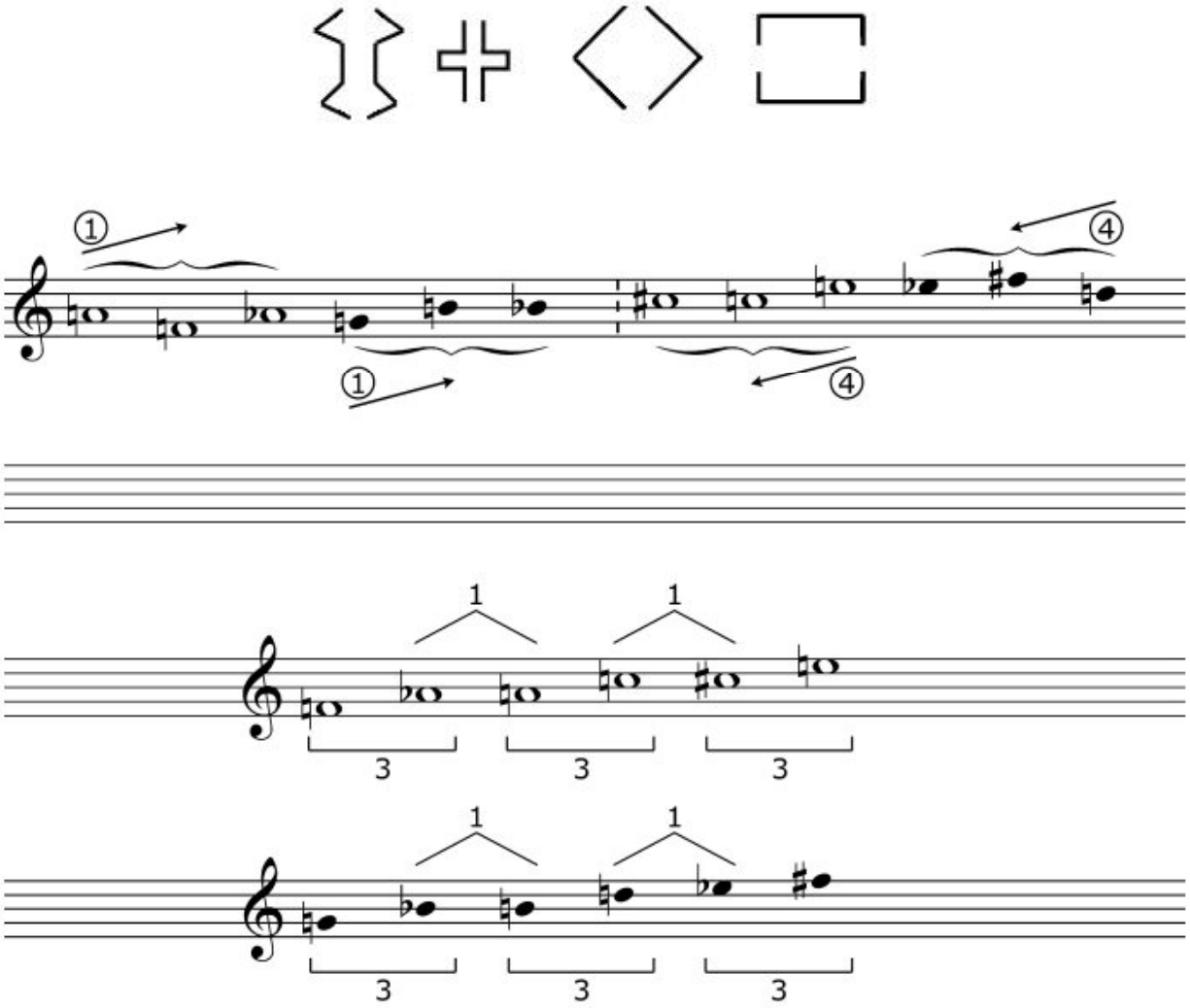
Similaridad / Similarity

Proximidad / Proximity

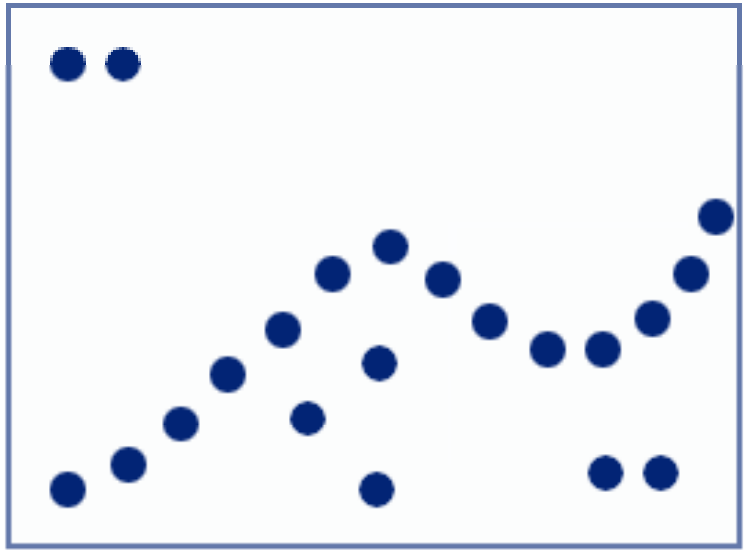


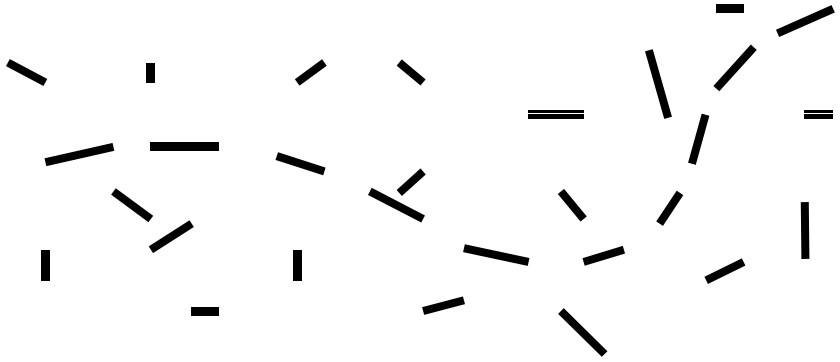


Simetría / Simmetry

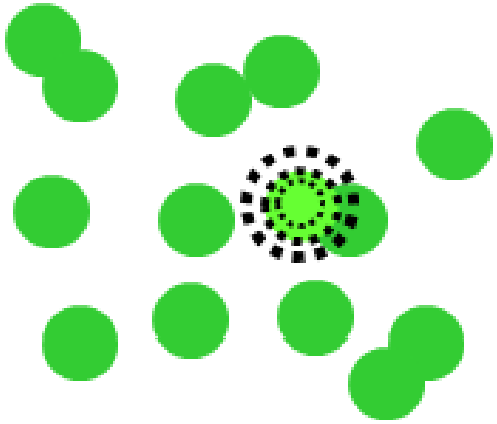


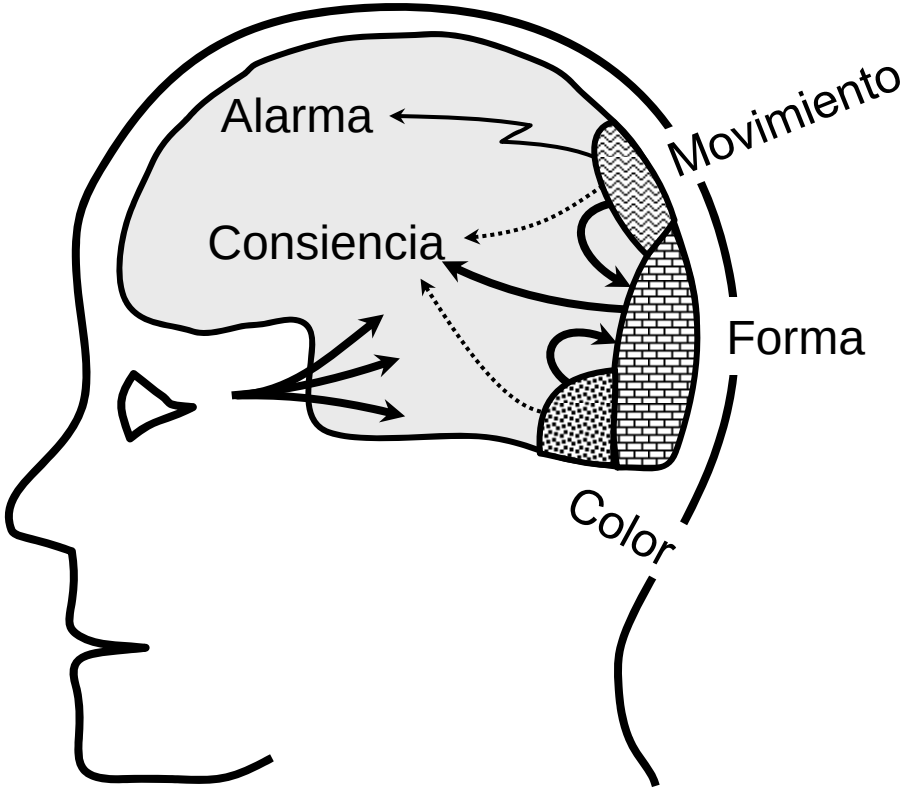
Continuidad / Good Continuation



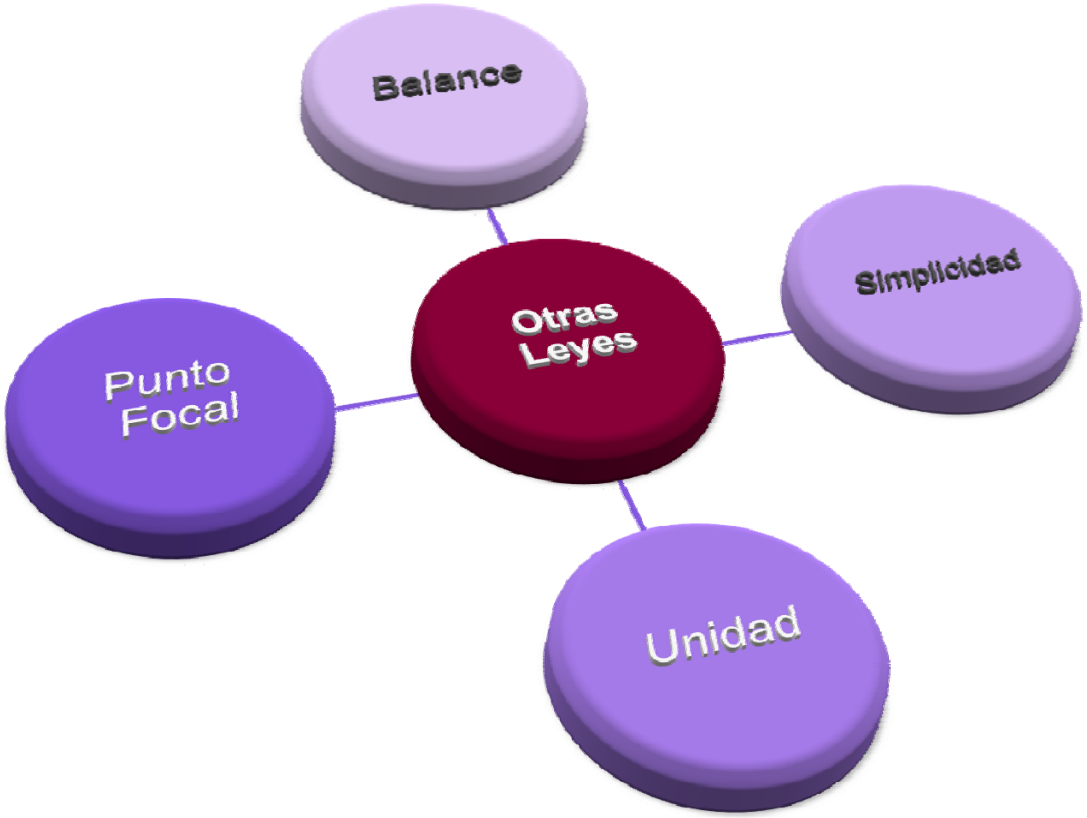


Movimiento Paralelo / Common Fate

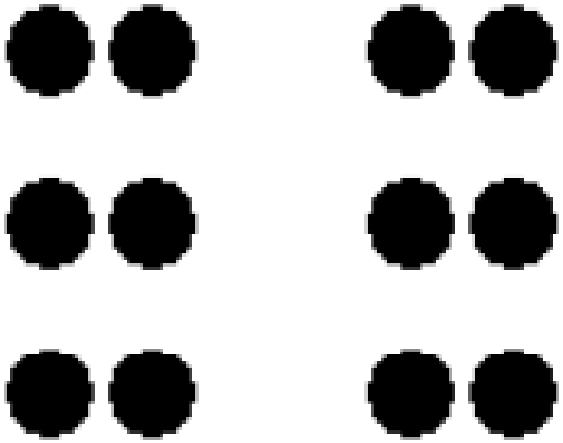


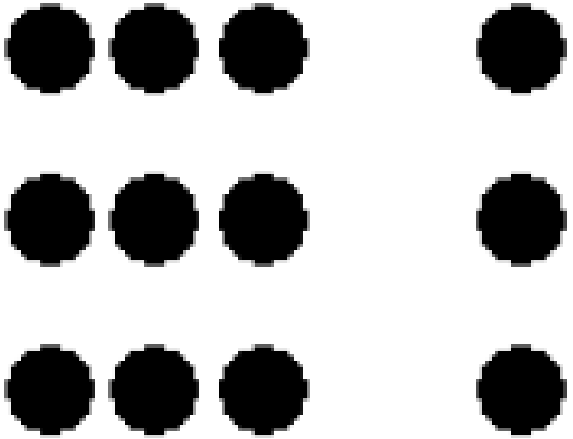


Leyes Relacionadas

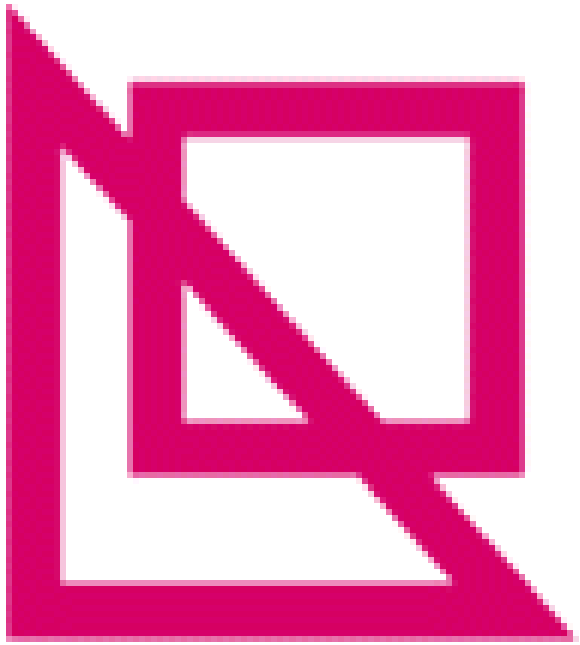


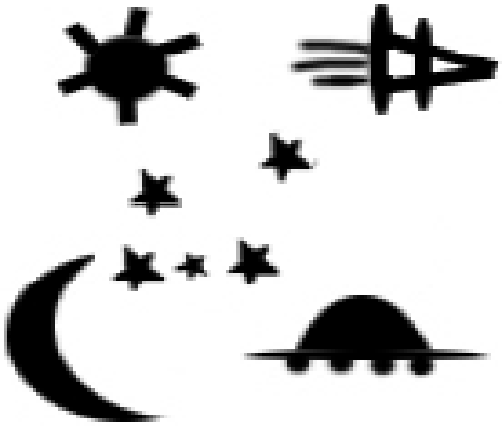
Balance





Simplicidad / Simplicity





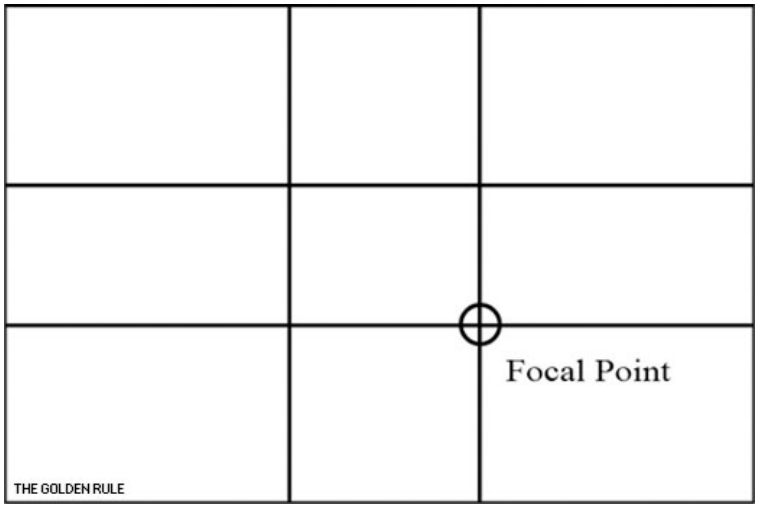
Unidad / Unity & Harmony

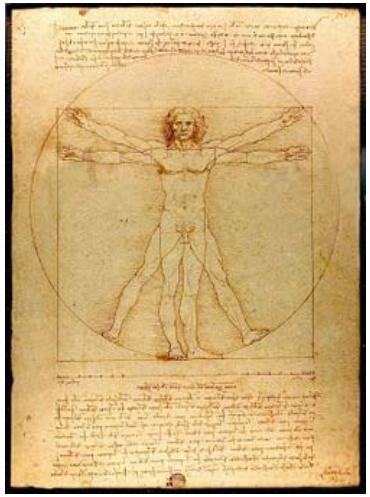
AAAA
AAAAAAAA
AAAAA AAA
AAAAAAA AA
A

AAAAA
AA
AAA AA AAAA
AAAAAAAA

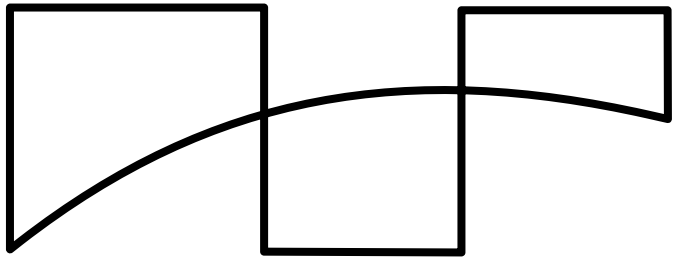
AAA

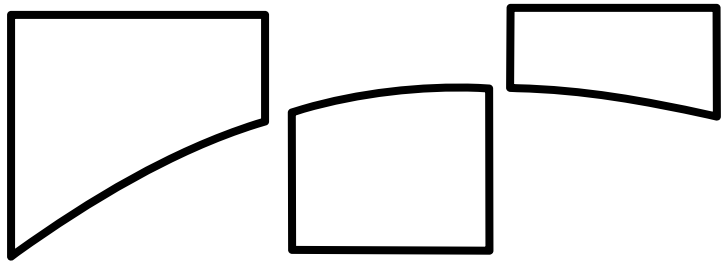
Punto focal / Focal Point





Relación y Superposición de Leyes





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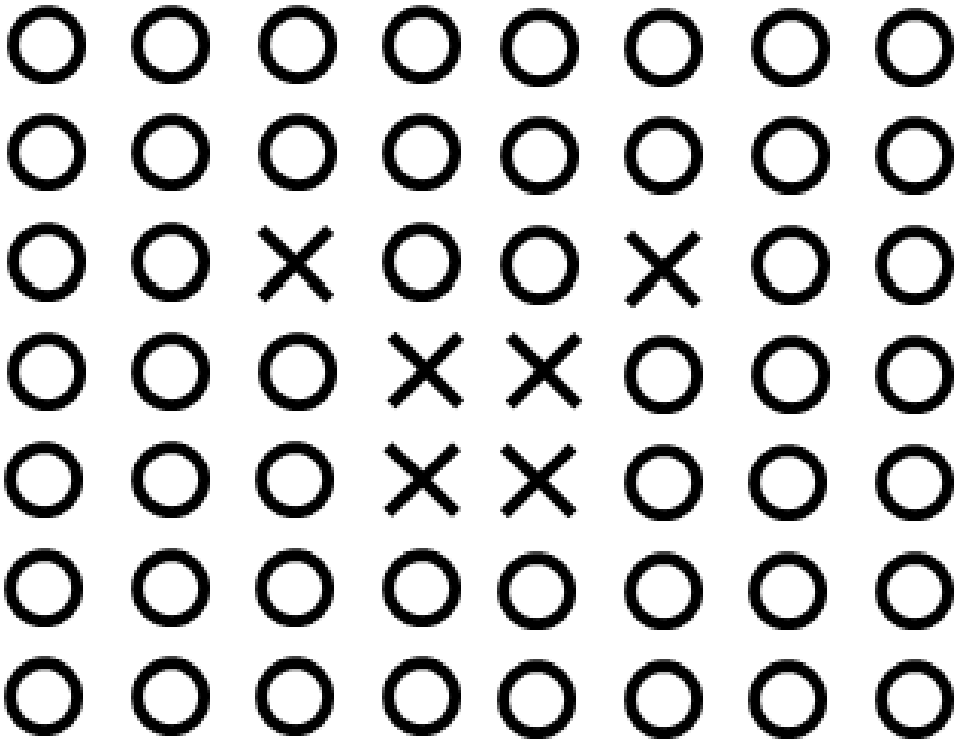
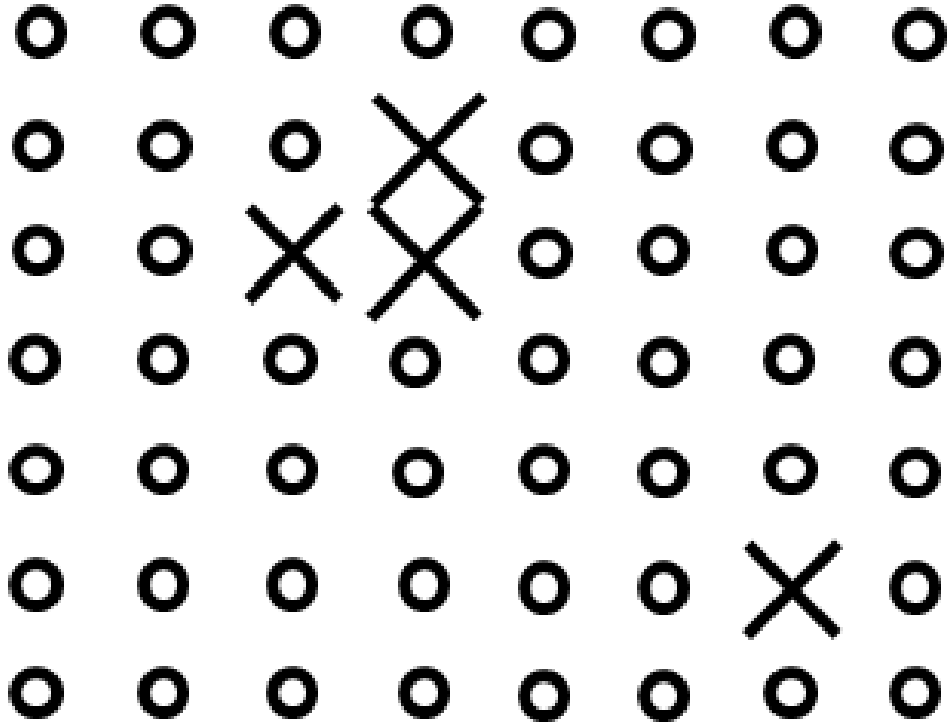
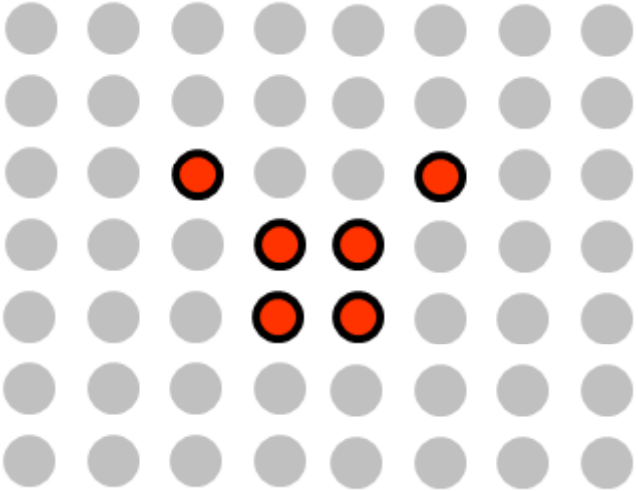
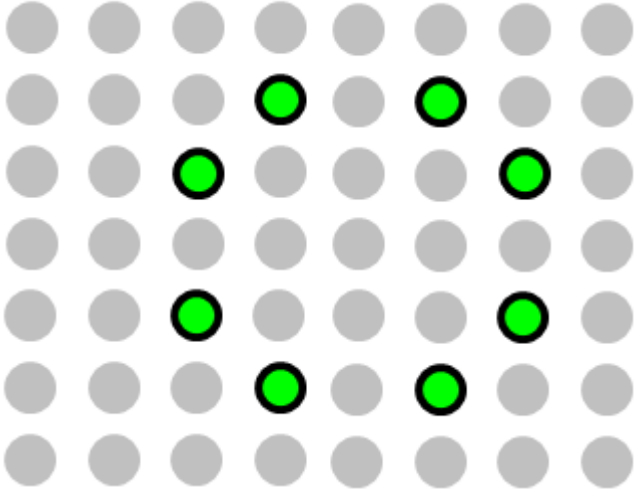


Relación y Superposición de Leyes

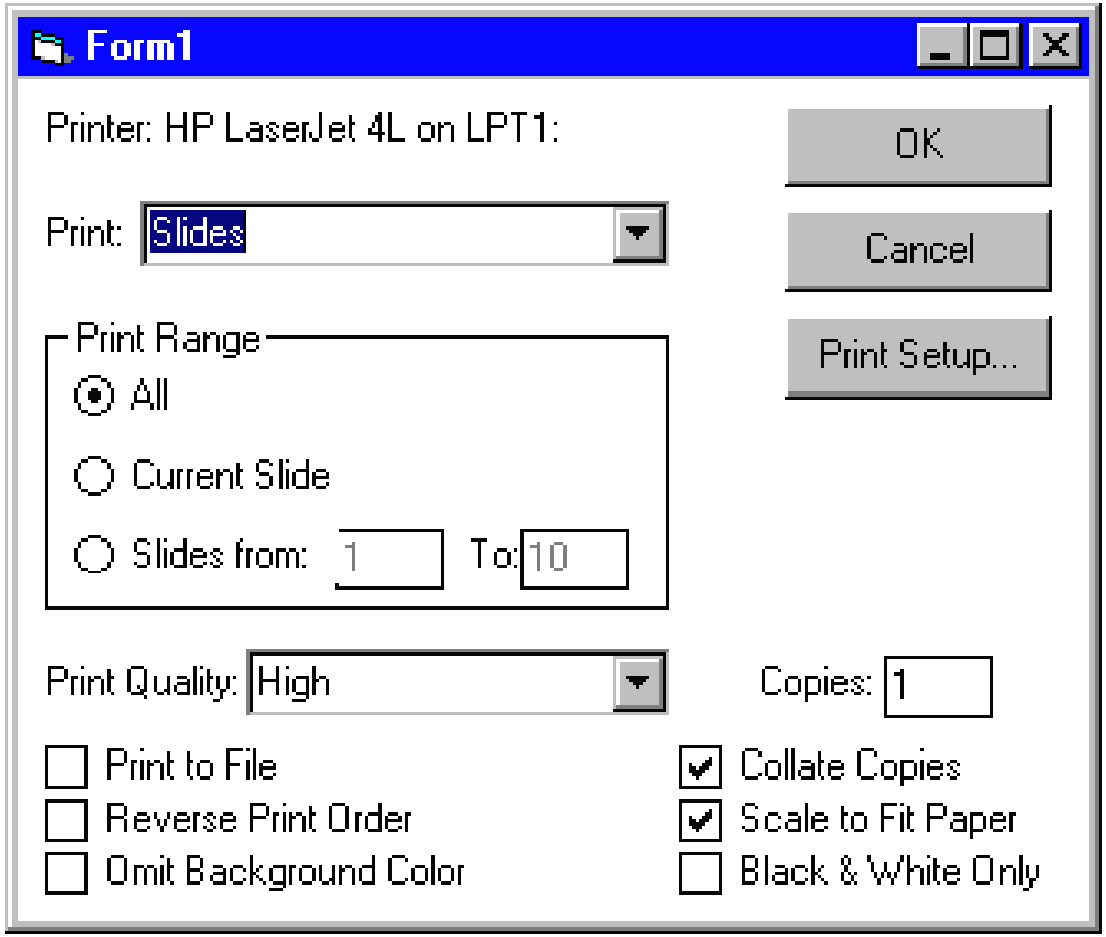


Otras Consideraciones





Ejemplo…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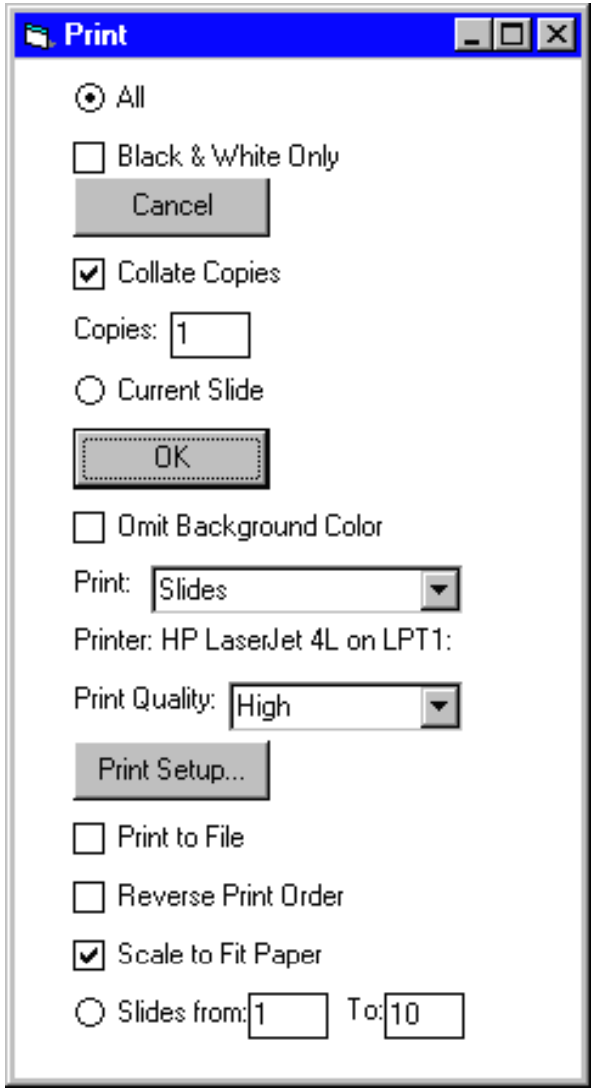
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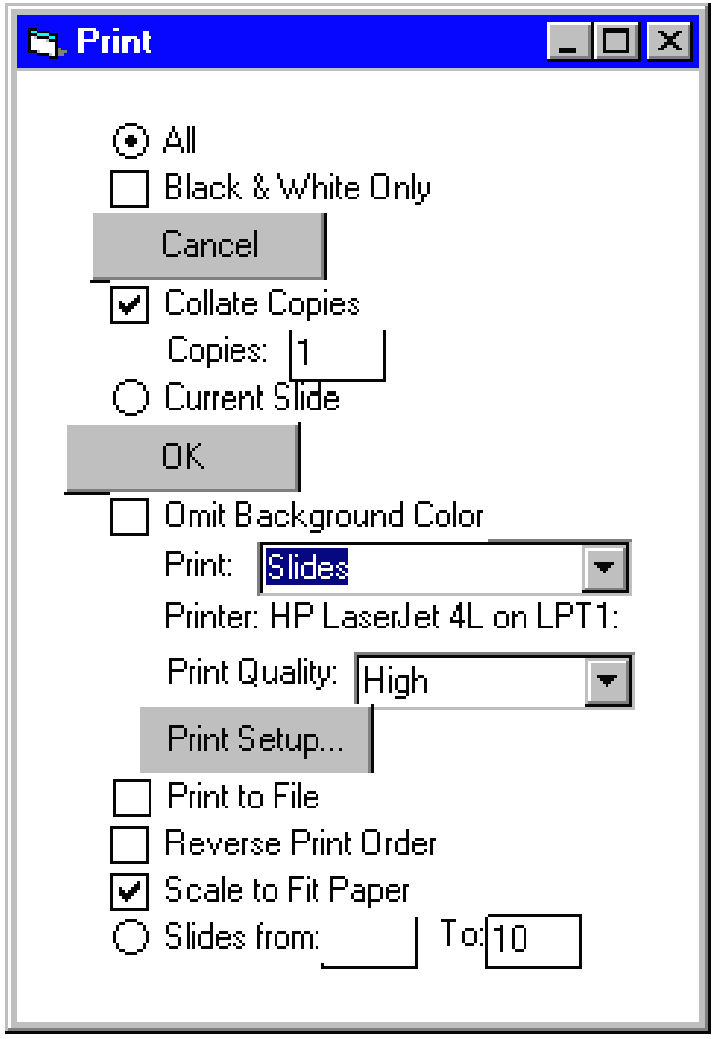
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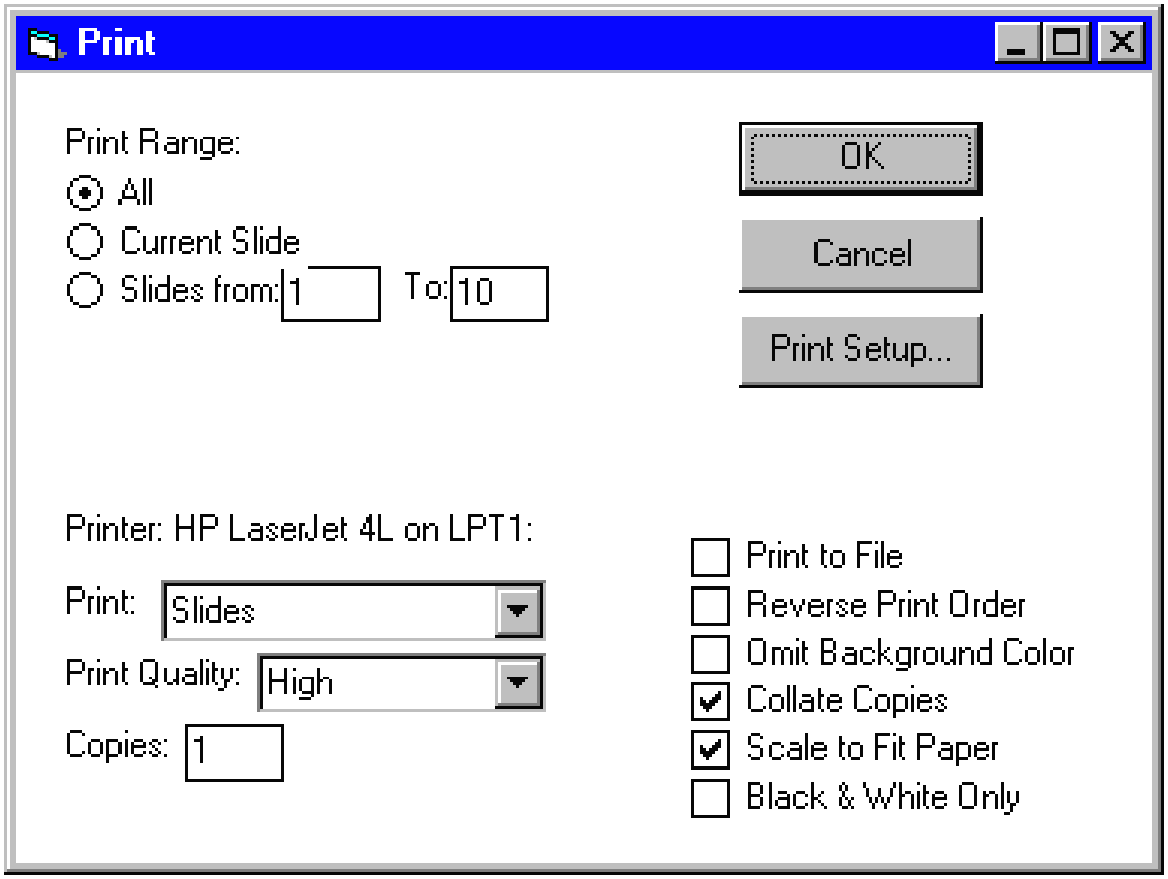
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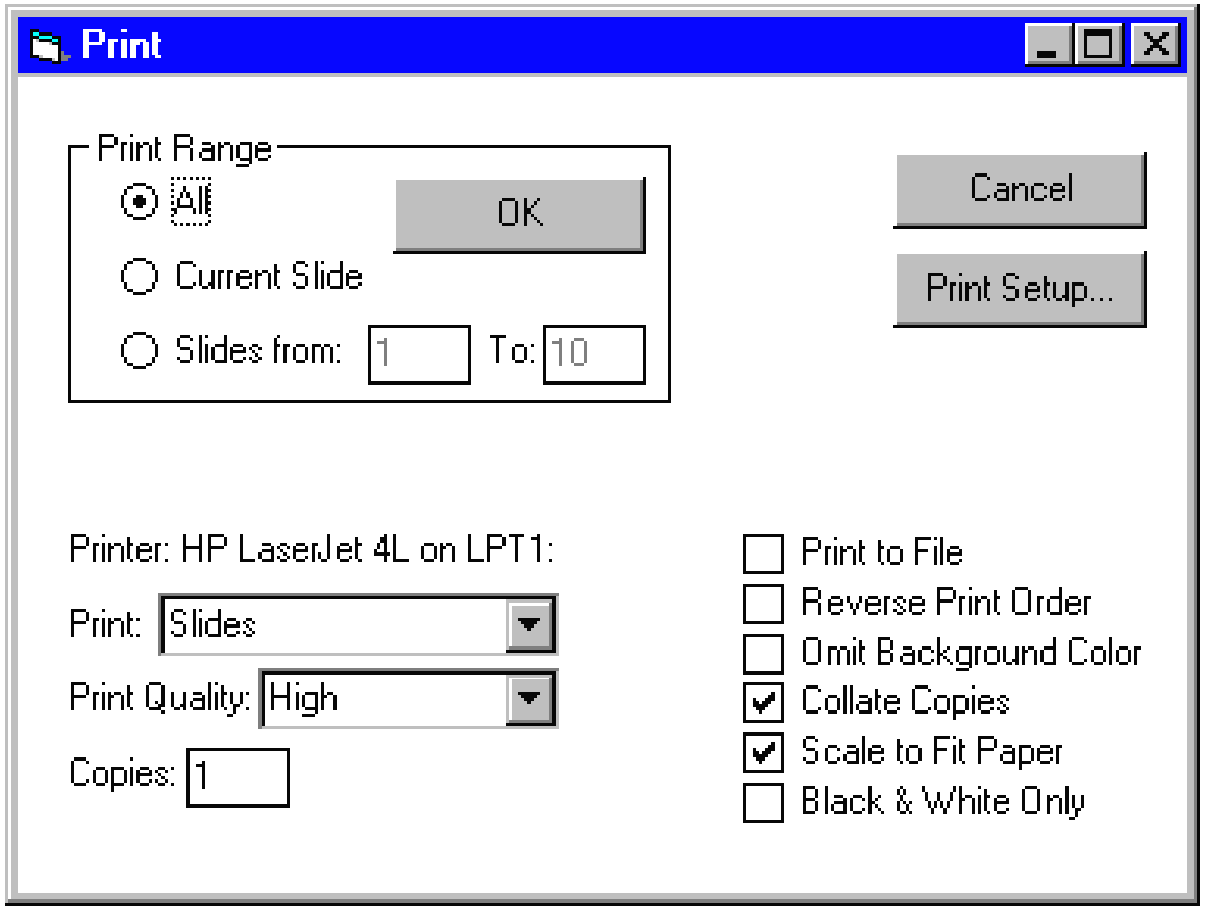
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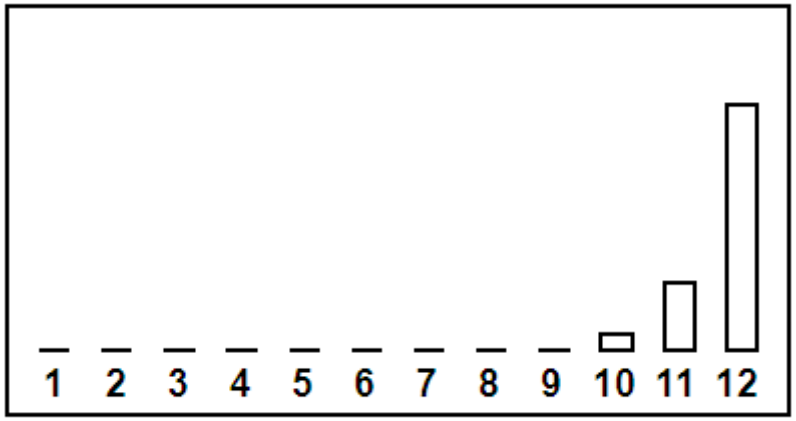
Ejemplo 2…

Ejemplo 2…

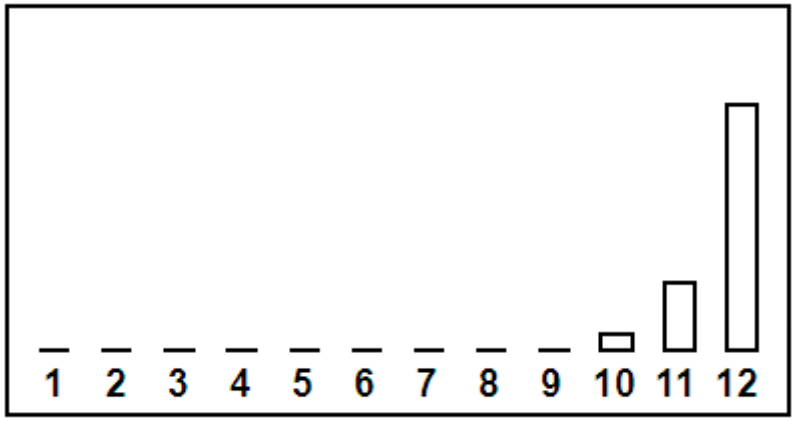
Ejemplo 3…



Ventas de Productos

Hay una fuerte variación en las ventas del año. . .

Ejemplo 3…



Ventas de Productos

Hay una fuerte variación en las ventas del año. . .

Ejemplo 4…

This report is intended to provide background information which will facilitate the development of procedures and tools to improve the tware producers to manage and control software quality and to demonstrate the achievement of software quality requirements.

The report surveys published work relating to the identification and specification of software quality characteristics, metrics relating to them, and inferences which can be drawn from the metrics. It does not attempt, however, to evaluate the published work to any great extent. It notes the ure, and identifies uality Management project. In summarising such large works it has not been possible to cover all the material, and the serious student may need to refer to the originals for further details.

Boehm et al's book entitled "Characteristics of Software Quality" reports on work done in the early seventies and is a precursor not only of McCall et al's work but also of Gilb's. The initial objectives of the study were to identify a set of characteristics of software quality, and for each characteristic to aim ed at measuring the degree to which a program possesses the characteristic and hence provide an overall software quality assessment.

(Boehm et al soon abandoned the idea of an overall quality since they argued that the quality requirements for a given product will vary with the needs and priorities of the user, so there could be no single universally useful rating of software quality. They concluded that metrics would be best used as anomaly indicators - ie to note that an item of software differs from the normal pattern in a way that might be symptomatic of quality problems.)

Bibliografía & Referencias

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- Dempsey Chang, Laurence Dooley and Juhani E. Tuovinen: "*Gestalt Theory in Visual Screen Design – A New Look at an Old Subject*". Monash University, Australian 2002.

- Steven Lehar: "*Gestalt Isomorphism and the Primacy of Subjective Conscious Experience: A Gestalt Bubble Model*" The Schepens Eye Research Institute, Boston 2004. Home Page: http://sharp.bu.edu/~slehar/webstuff/bubw3/bubw3.html (página visitada en abril de 2008)

- The Gestalt Principles: http://graphicdesign.spokanefalls.edu/tutorials/process/gestaltprinciples/gestaltprinc.htm (página visitada en abril de 2008)

- Luis Carlos Díaz: "*Notas de Clase" Interacción Hombre-Máquina*" luisdiaz@javeriana.edu.co Universidad Javeriana, Bogotá. 2008