GENERAL ASSEMBLY

VISUAL PERCEPTION & GRAPHIC FORM

Insert Instructor Name
Title, Company

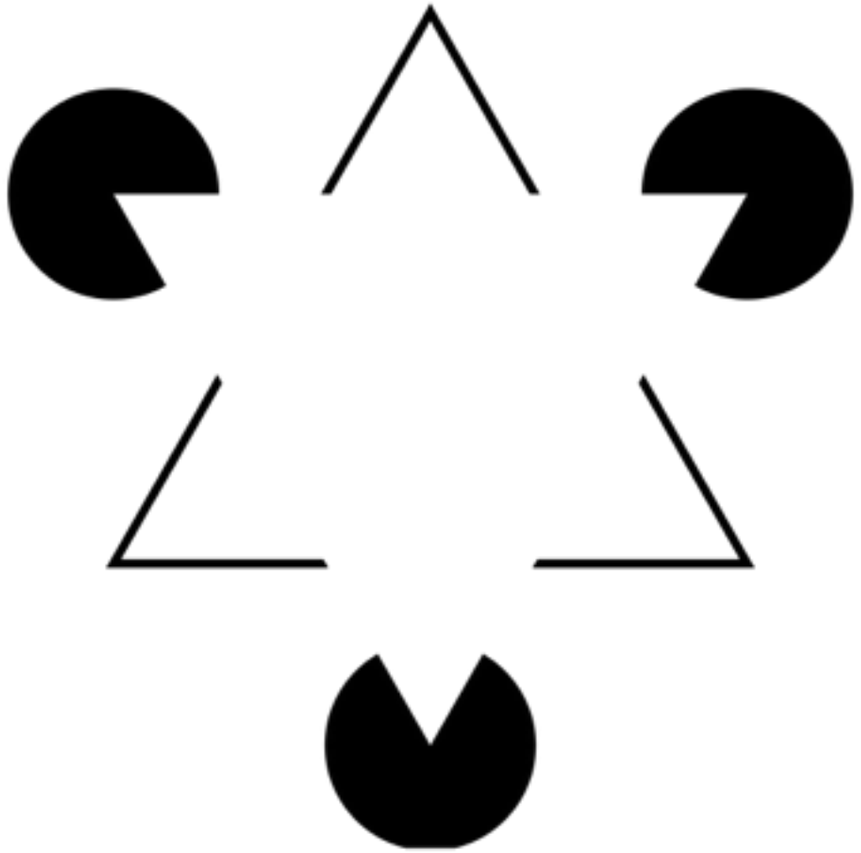
PRE-WORK DEBRIEF

GESTALT PRINCIPLES OF PERCEPTION

LEARNING OBJECTIVES

- Explain what Gestalt is and why it is critical to the practice of design.
- Understand how figure-ground relationships work, and how to manipulate them to achieve a desired effect.
- Use the principles of proximity, uniform connectedness, and good continuation to create effective designs for web and user interfaces.

WHAT IS GESTALT PRINCIPLES OF PERCEPTION?

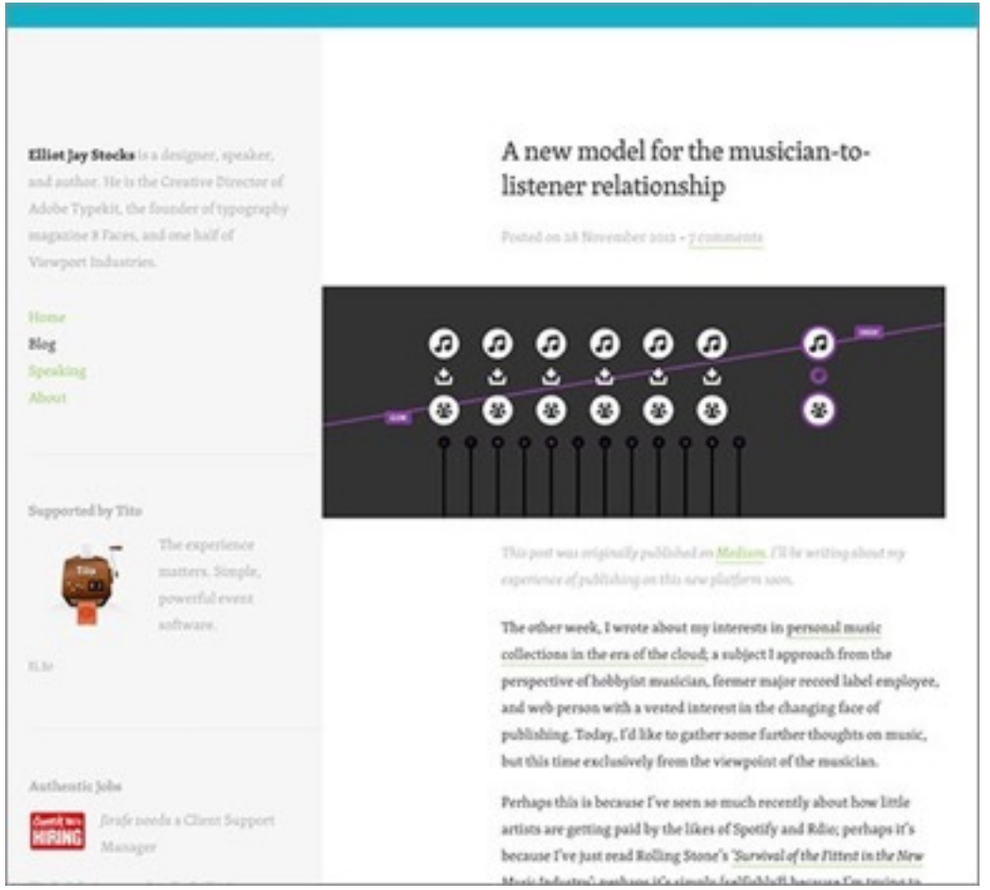


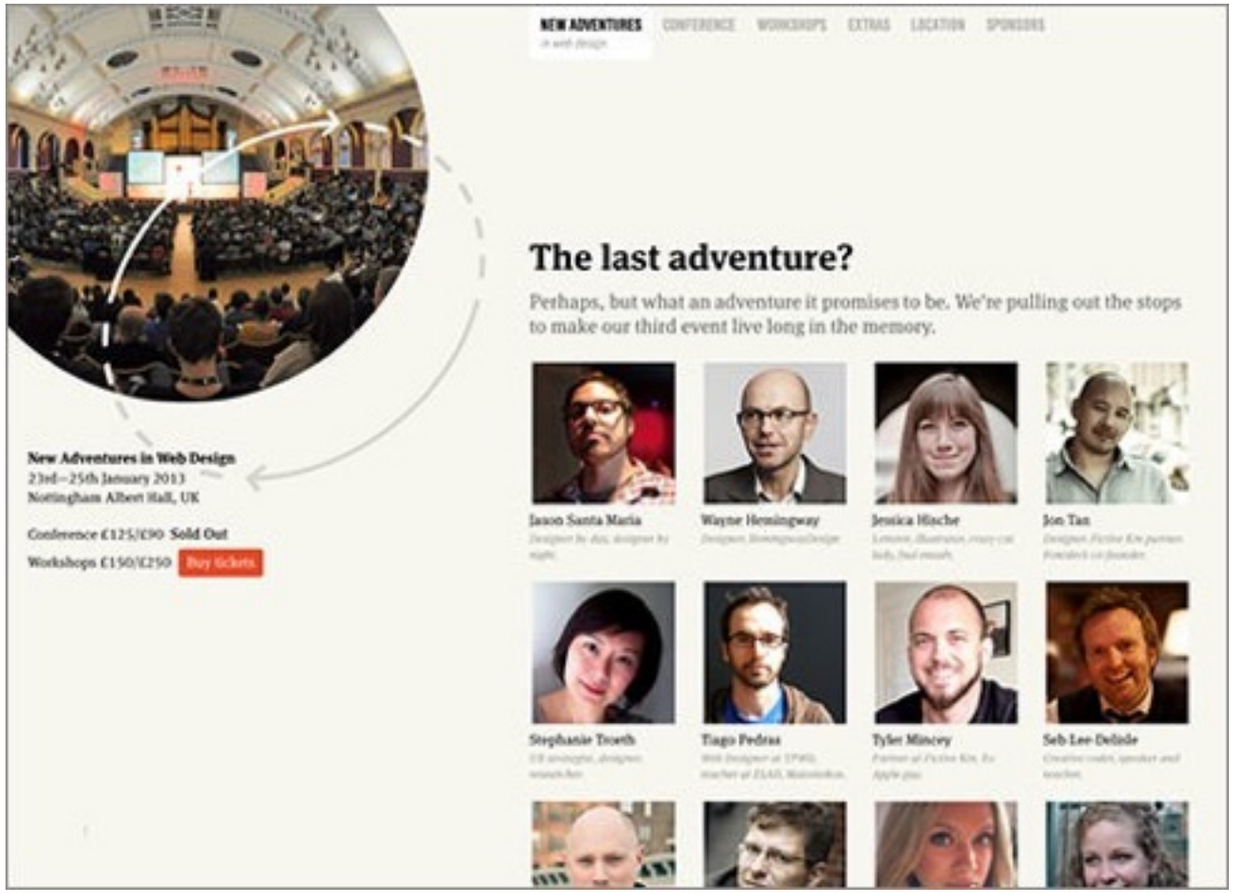
WHAT DOES GESTALT MEAN?

- Gestalt is a German word, meaning the “qualities of a structure as a whole that cannot be described merely as a sum of its parts.” In design, the Gestalt principles of perception define how humans perceive visual objects and arrangements of visual objects.

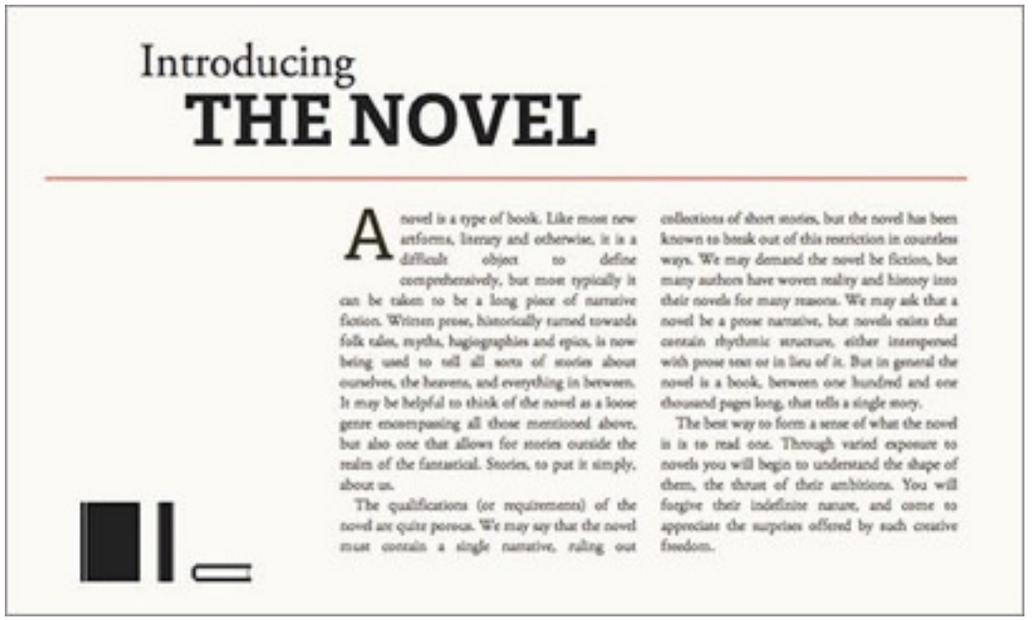
GUIDED PRACTICE

EXAMPLES OF FIGURE-GROUND RELATIONSHIPS





EXAMPLES OF FIGURE-GROUND RELATIONSHIPS

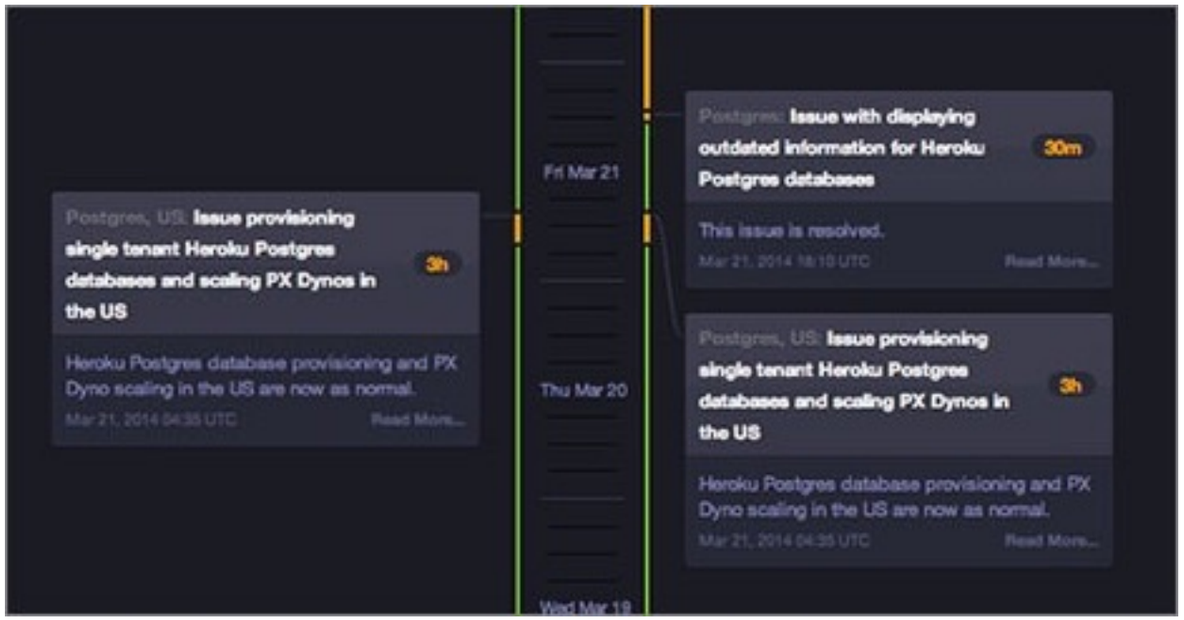


Introducing
THE NOVEL

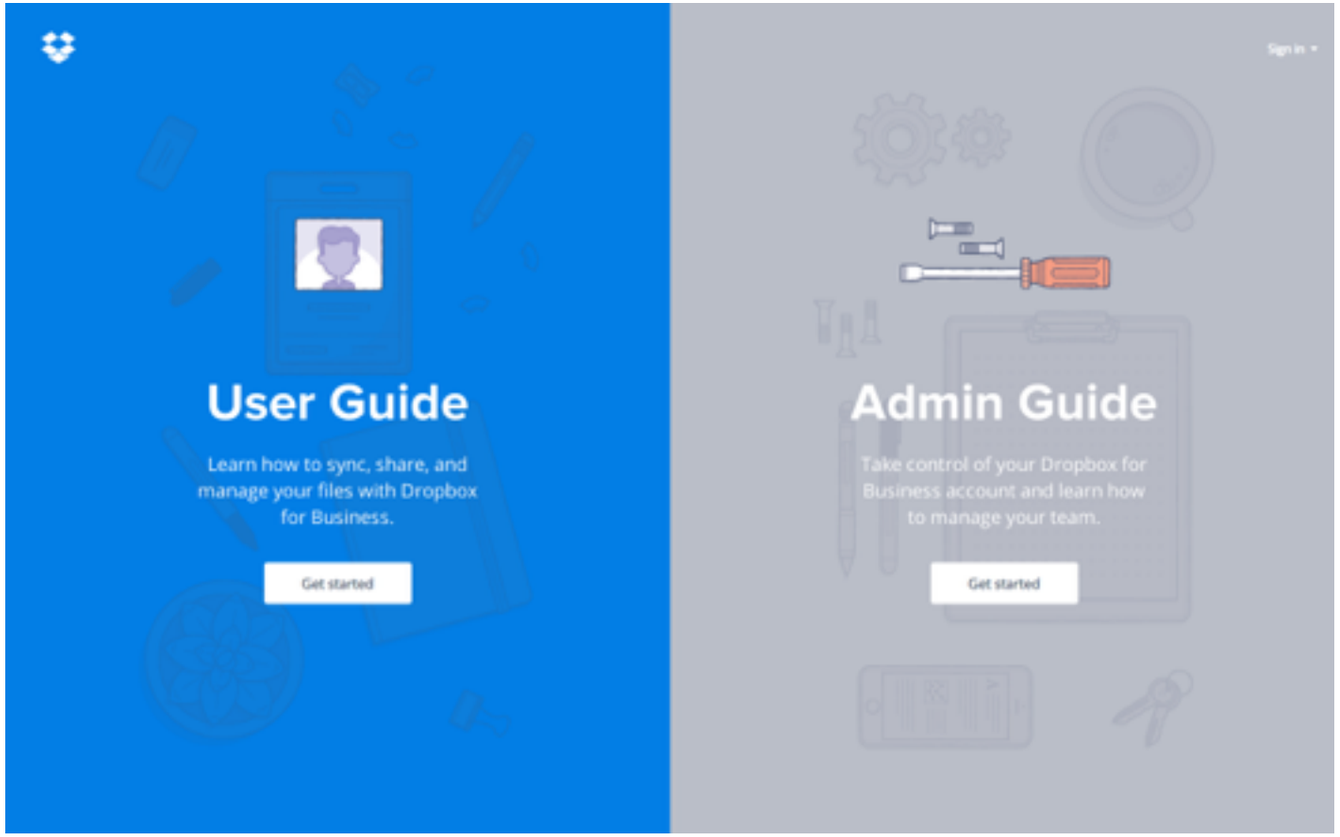
A novel is a type of book. Like most new artforms, literary and otherwise, it is a difficult object to define comprehensively, but most typically it can be taken to be a long piece of narrative fiction. Written prose, historically turned towards folk tales, myths, hagiographies and epics, is now being used to tell all sorts of stories about ourselves, the heavens, and everything in between. It may be helpful to think of the novel as a loose genre encompassing all those mentioned above, but also one that allows for stories outside the realm of the fantastical. Stories, to put it simply, about us.

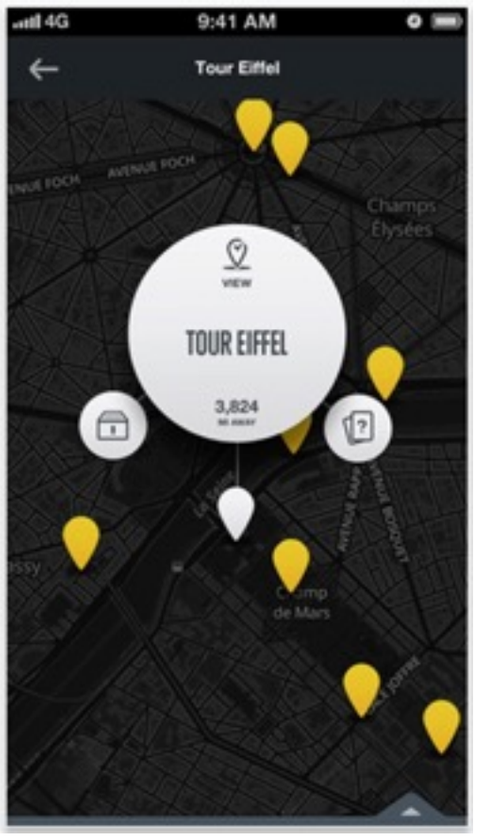
The qualifications (or requirements) of the novel are quite porous. We may say that the novel must contain a single narrative, ruling out collections of short stories, but the novel has been known to break out of this restriction in countless ways. We may demand the novel be fiction, but many authors have woven reality and history into their novels for many reasons. We may ask that a novel be a prose narrative, but novels exists that contain rhythmic structure, either interspersed with prose text or in lieu of it. But in general the novel is a book, between one hundred and one thousand pages long, that tells a single story.

The best way to form a sense of what the novel is is to read one. Through varied exposure to novels you will begin to understand the shape of them, the thrust of their ambitions. You will forgive their indefinite nature, and come to appreciate the surprises offered by such creative freedom.



EXAMPLES OF WEBSITE AND APP





ACTIVITY

EXERCISE

KEY OBJECTIVE(S)

Explain how balance is used in the given examples

TIMING

5 min 1. Explain how figure-ground relationships affect design via examples from web and app design.

5 min 2. Explain each of the the Gestalt principles of perception via examples from web and app design.

DELIVERABLE

As a group, let's identify the Gestalt principles

ON YOUR OWN

ACTIVITY

EXERCISE

KEY OBJECTIVE(S)

Demonstrate an understanding of proximity, uniform connectedness, and good continuation.

TIMING

30 min 1. Set up 2 artboards in Illustrator at 1280x2000px to create your wireframes.

30 min 2. Use basic shapes and your understanding of figure-ground relationships to represent the content. Focus on the formal relationships between elements, not the elements themselves.

DELIVERABLE

Create 2 different wireframe sketches that organize content for an “About Us” page

ACTIVITY GUIDELINES

- using only black, white and 50% grey
- using only shapes (circles, rectangles, triangles, etc.) and lines to represent content and content groupings
- that illustrate each of the gestalt principles of relatedness: proximity, uniform connectedness, and good continuation.
- Don’t worry too much about what the rest of the page looks like, your goal is to design structures that organize and represent ONLY the provided content
- Work using only lines and shapes: represent type by using rectangles to indicate the space the copy would occupy.

Q&A

EXIT TICKETS

HTTP://GA.CO/VISTICKET