

Alternative Text for Simplicity and More Resource

Heading	Description
01: Simplicity	<p>Image 1: An illustrated rendering of concentric circles with connecting lines that resembles the word <i>logo</i></p> <p>Image 2: A combination of lines, shapes, and text in various colors that are formatted to resemble the shape of a guitar</p>
02: Figure-ground	<p>Image 1: A black-and-white image where the use of color defines two shapes: the silhouette of a face in white and a hand in black. If the viewer thinks of the black area as negative space, the silhouette is the focal point, but if the viewer thinks of the white area as negative space, the hand becomes the focal point.</p> <p>Image 2: A poster uses the negative space to highlight the image of a fork, but the negative space between the tines of the fork become outlines of wine bottles</p> <p>Image 3: An illustrated movie poster uses the negative space around a wolf's tail to shape the silhouette of a boy's face</p>
03: Proximity	<p>Image 1: Thick black vertical lines of varying height are aligned on a white background in the shape of a deer</p> <p>Image 2: A collage of icons and symbols of a similar size and the same color are organized into the shape of a U</p> <p>Image 3: Coca-Cola bottles of varying sizes are placed close to one another in the shape of a smile against a red background</p>
04: Similarity	<p>Image 1: Circles of the same size are uniformly grouped, but use different colors to create the illusion of lines and rectangles</p>
05: Common Fate	<p>Image 1: An illustration of a flock of similar-looking birds is shaped to look like a larger bird, emphasized with the addition of an eye, beak, and legs carrying a fish against a sky-filled background</p> <p>Image 2: A black and white musical poster formats and shades the words "street scene" in a way that makes it appear as though the words are three-dimensional stairs</p>
06: Symmetry	<p>Image 1: A poster uses half an illustrated bike wheel and half an image of a manhole cover sized similarly to make it look like one complete, symmetrical circle in the middle of the poster</p>
07: Parallelism	<p>Image 1: Text is aligned so that a brief description goes diagonally right to left, with the title of the font in a larger typeface cutting through the description diagonally from left to right</p>
07: Continuity	<p>Image 1: A green pencil near the top of the image is being sharpened in a red, star-shaped handheld pencil sharpener, with the shavings organized into a shape like a Christmas tree</p>
08: Closure	<p>Image 1: The FedEx logo, which uses the white space between the capital E and lowercase X to</p>

	highlight an arrow
06: Common Region	Image 1: Inside the black silhouette of a young girl are colorful, simplistic illustrations of various key characters from the movie <i>Inside Out</i>
10: Element Connectedness	Image 1: A busy collection of outlines of things such as people, buildings, signs, gears, and more are outlined subtly using the same line