

Gestalt Principles and Perception

Visual Organization Principles for Effective Data Visualization

Proximity



Objects close together
are grouped

Similarity



Similar elements
grouped together

Continuity



Eyes follow smooth
paths

Closure



Mind completes shapes

Figure-Ground



Objects vs background

Common Fate



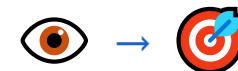
Moving together =
related

Symmetry



Balanced compositions

Application



Guide viewer attention