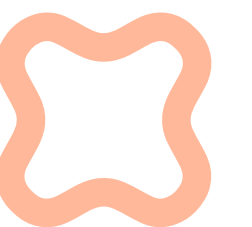


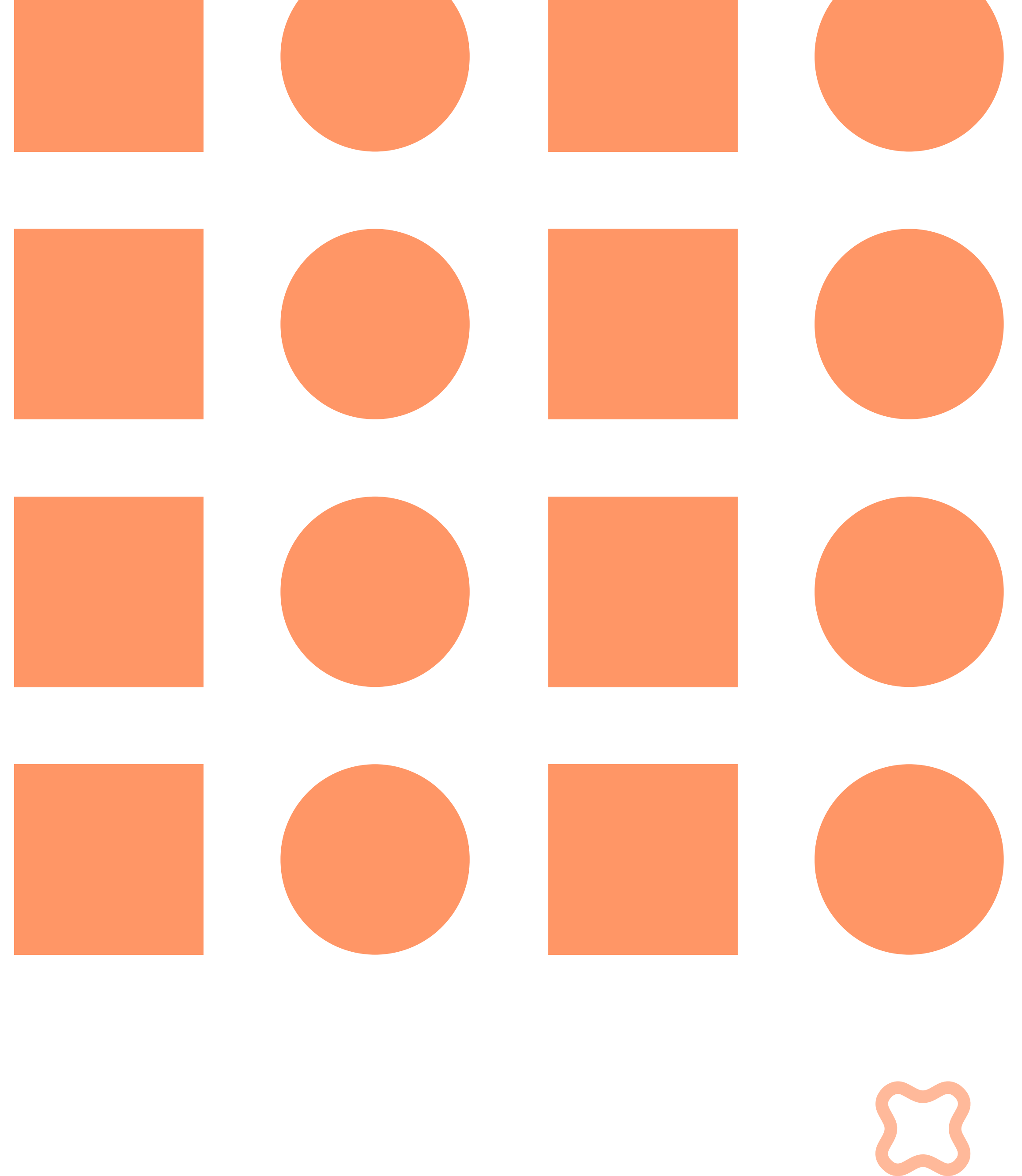
DESIGN PRINCIPLES

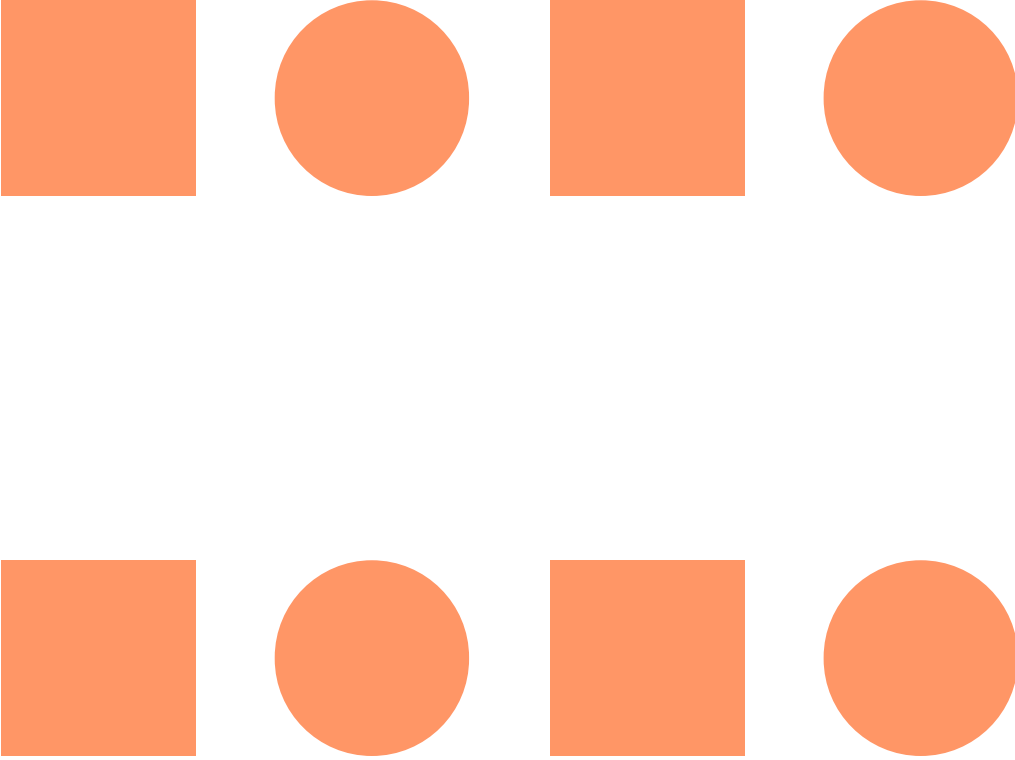
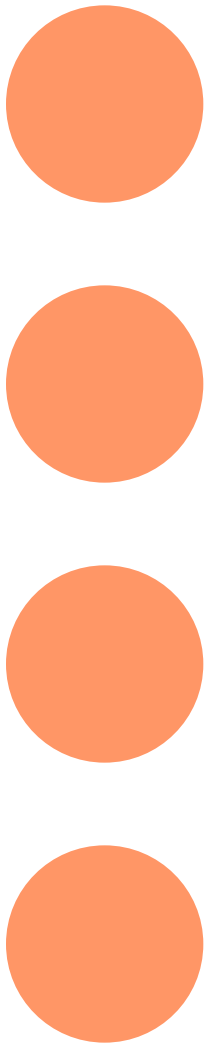
Gestalt laws



LAW OF SIMILARITY

The law of similarity suggests that similar things tend to appear grouped together. Grouping can occur in both visual and auditory stimuli. In the image to the right, for example, you probably see the groupings of squares and circles as columns.



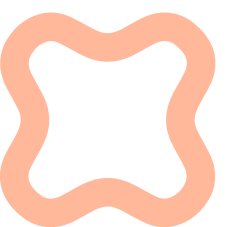
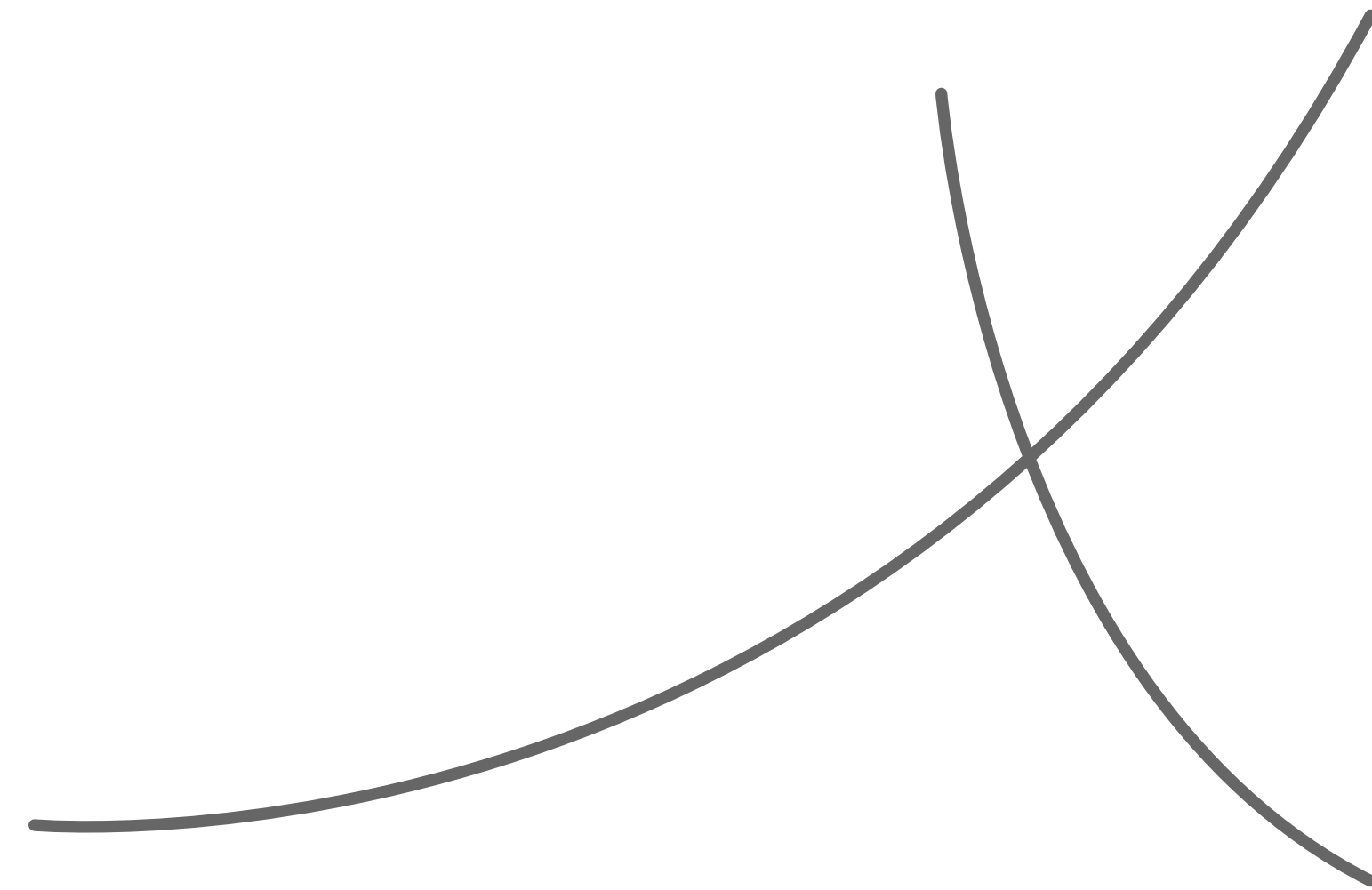


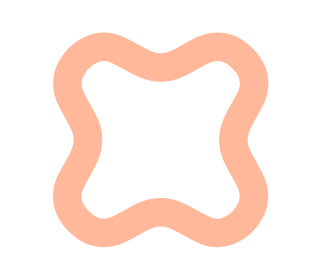
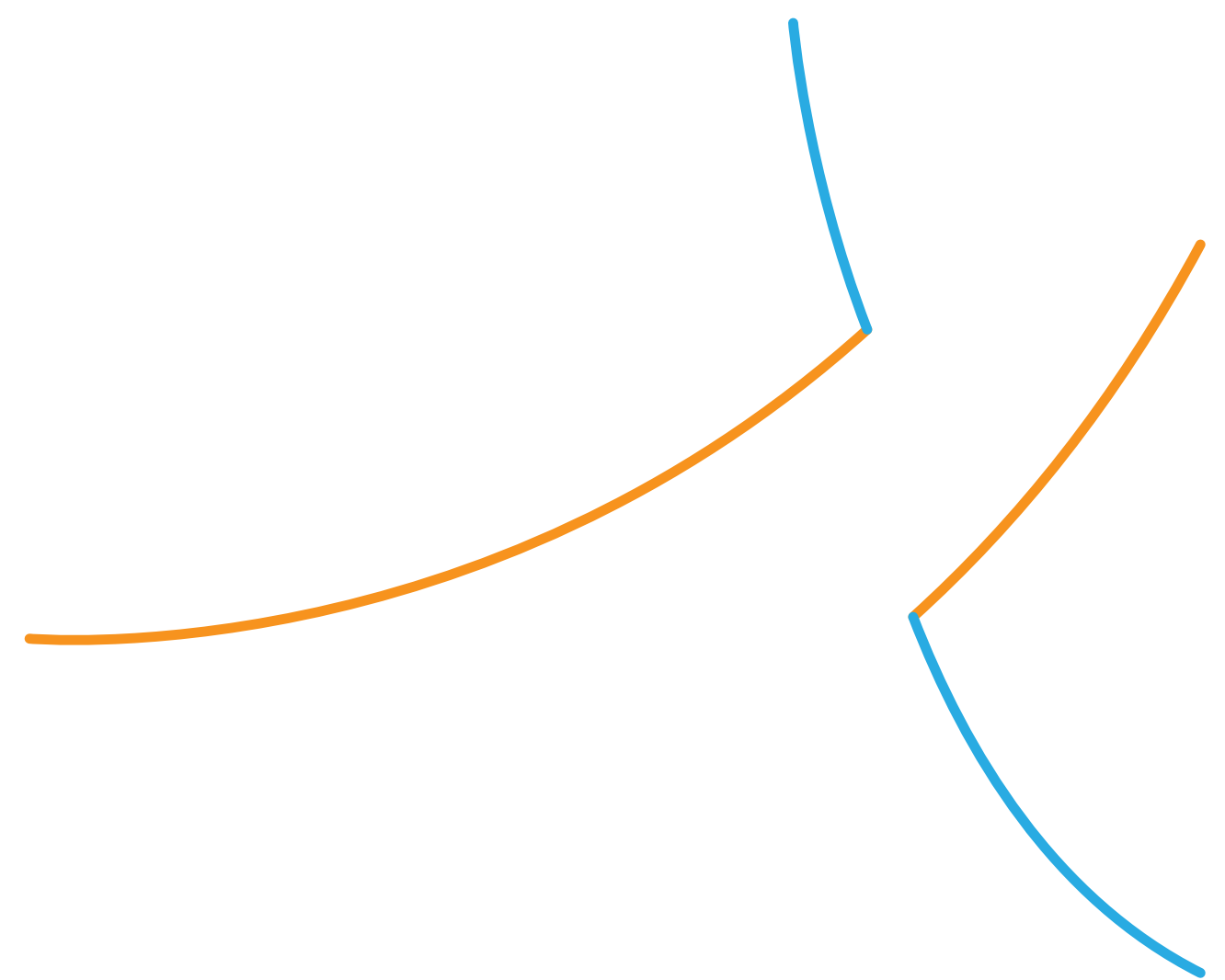
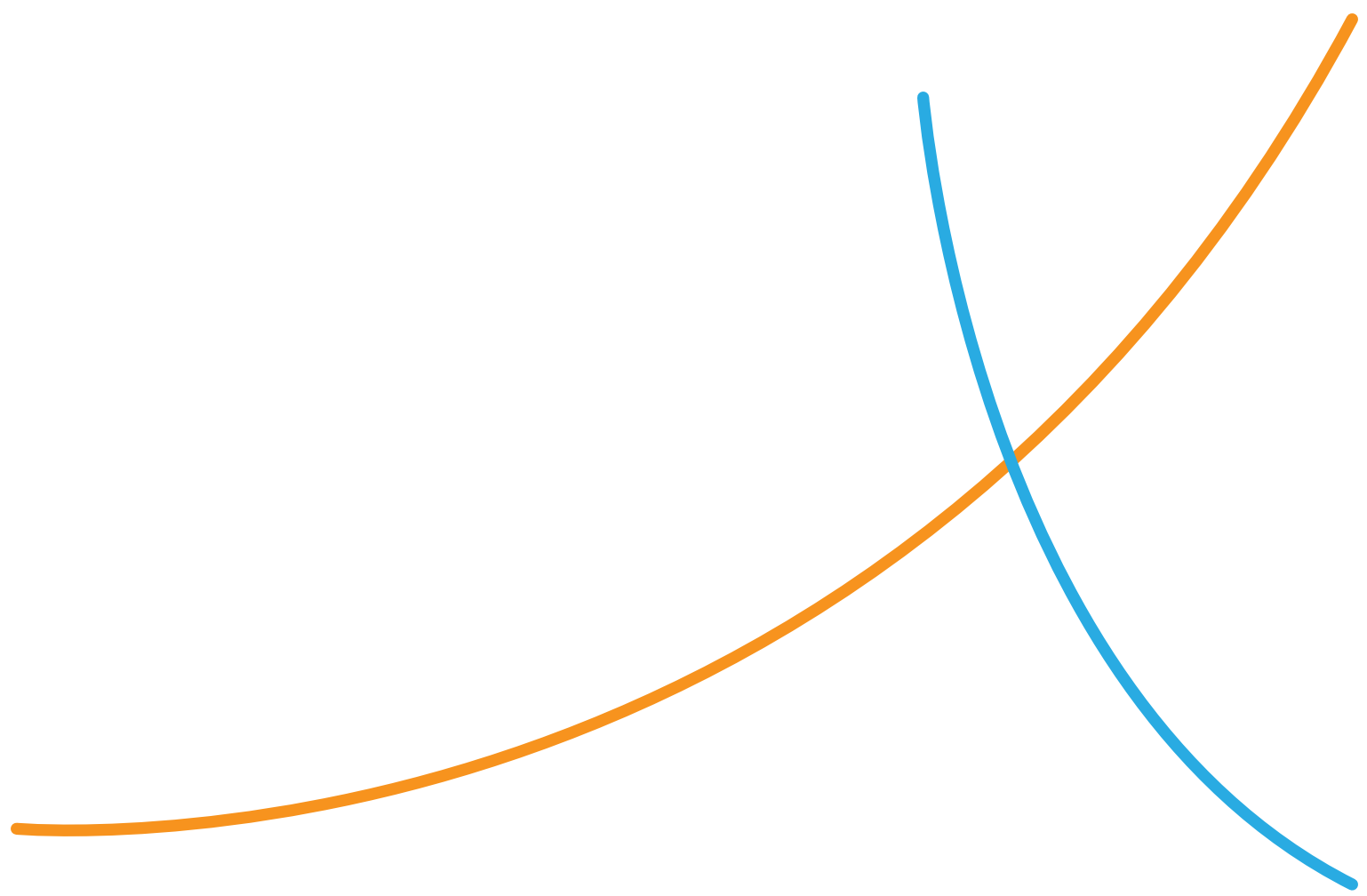


Sandals  adidas

LAW OF CONTINUITY

The law of continuity holds that points that are connected by straight or curving lines are seen in a way that follows the smoothest path. Rather than seeing separate lines and angles, lines are seen as belonging together.



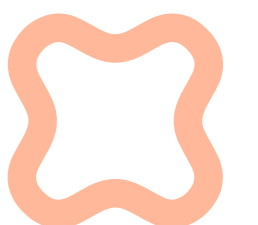
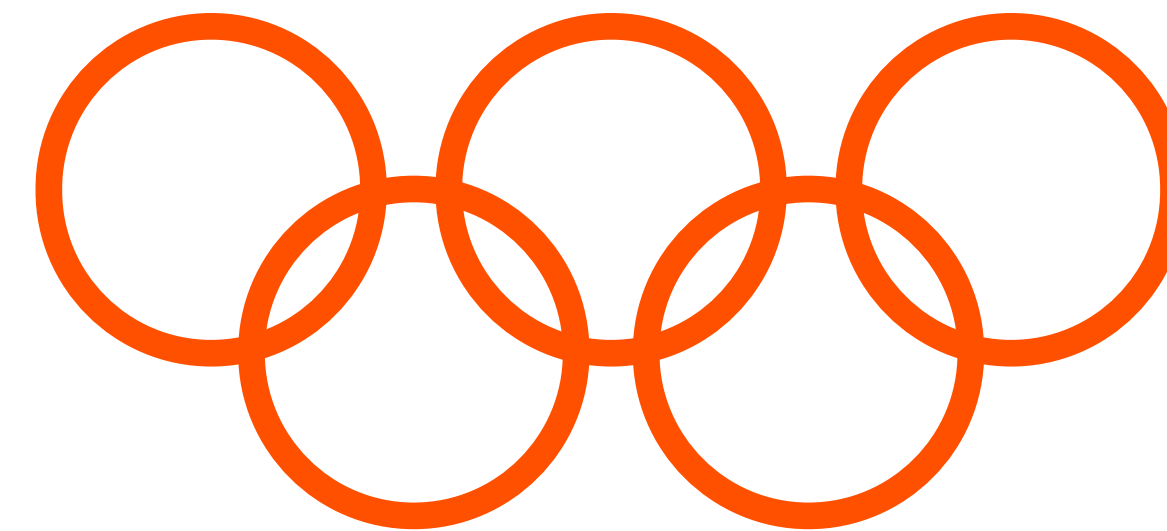




LAW OF SIMPLICITY

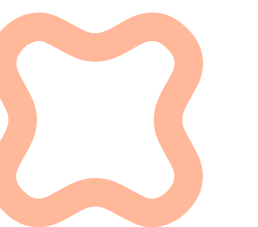
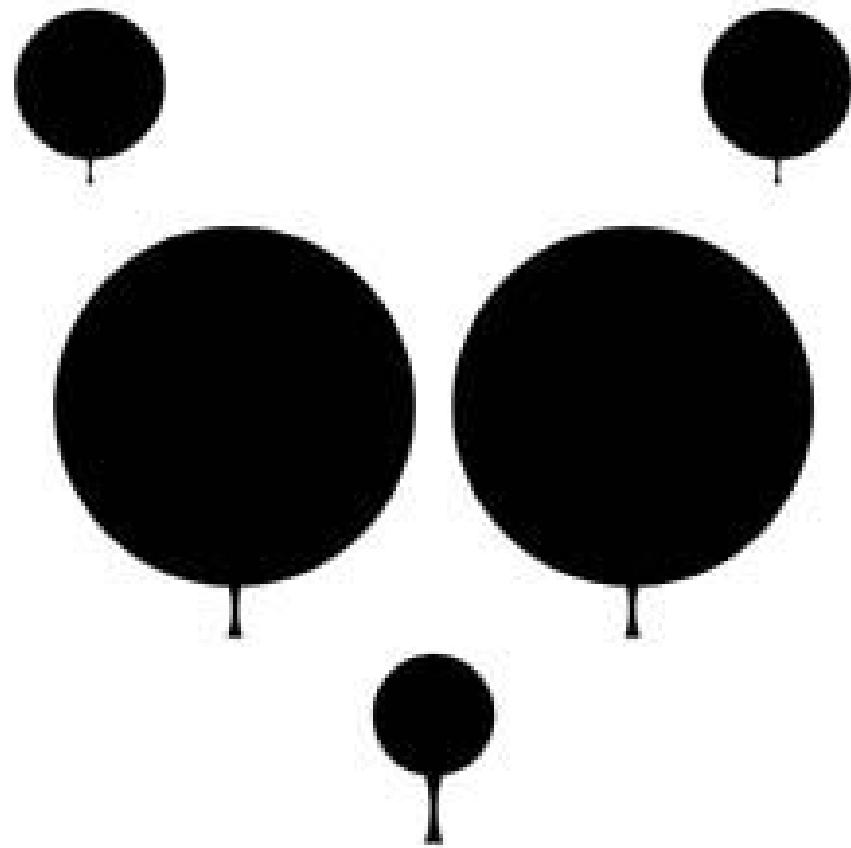
tend towards the complete
& the familiar

This law holds that objects in the environment are seen in a way that makes them appear as simple as possible. You see the image above as a series of overlapping circles rather than an assortment of curved, connected lines.



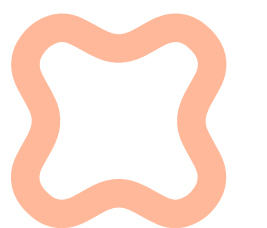
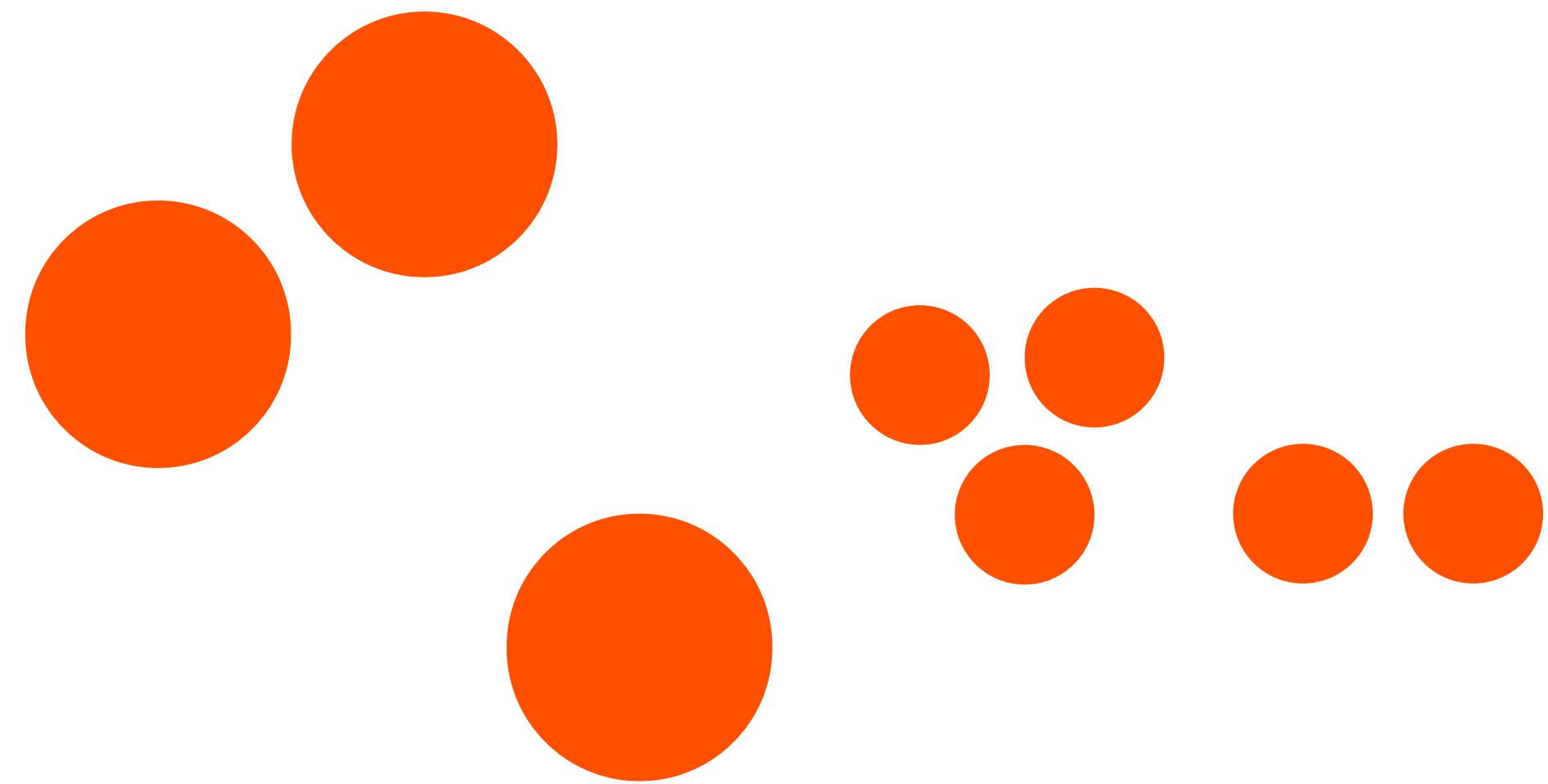


Trees save wildlife. Wildlife saves trees.

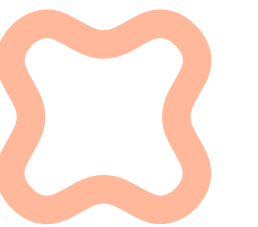
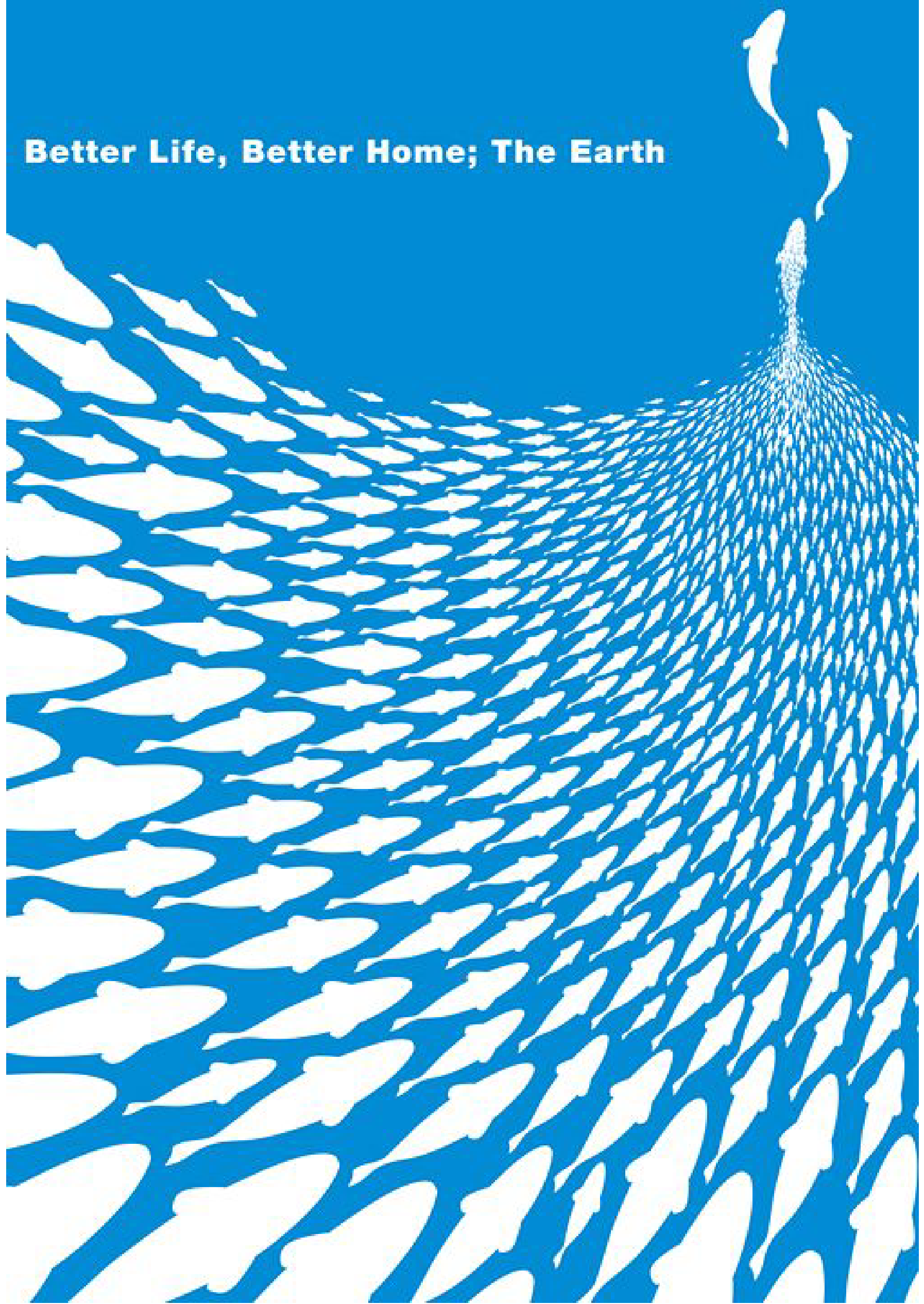


LAW OF PROXIMITY

According to the law of proximity, things that are near each other seem to be grouped together. In the above image, the circles on the left appear to be part of one grouping while those on the right appear to be part of another. Because the objects are close to each other, we group them together.

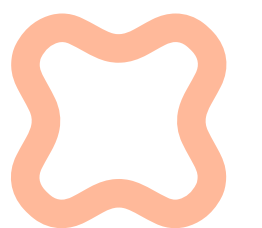
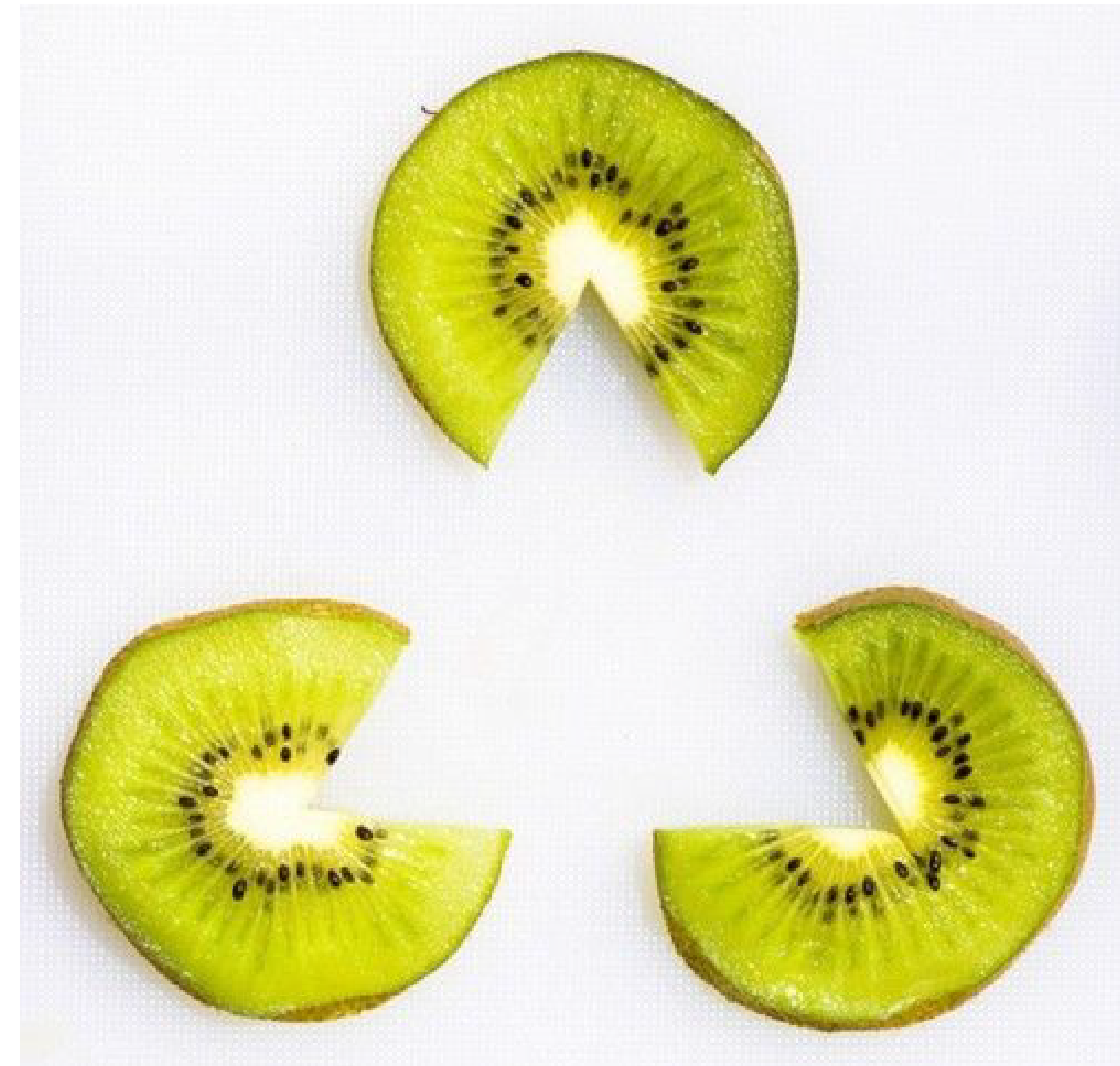


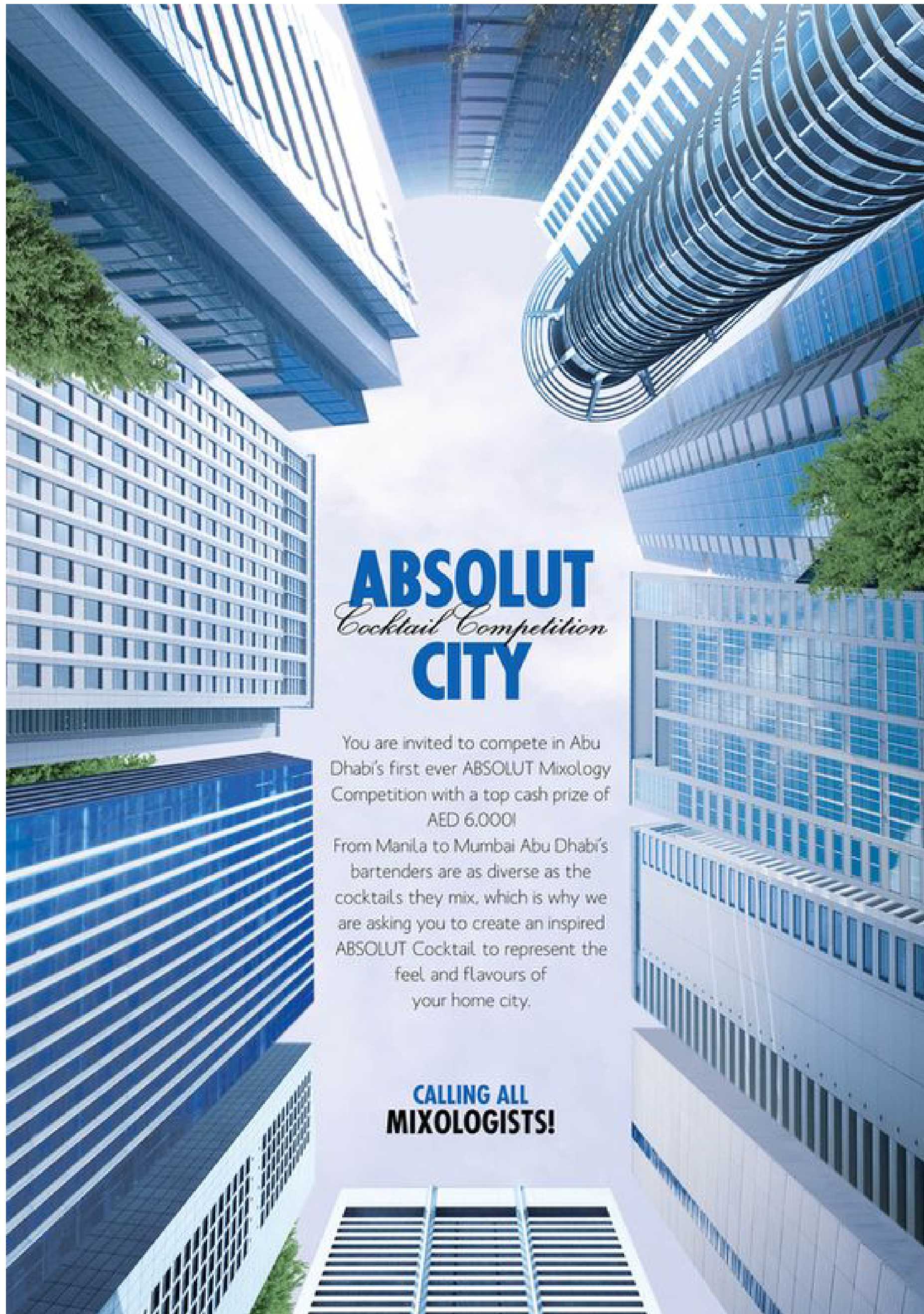
Better Life, Better Home; The Earth



LAW OF CLOSURE

According to the law of closure, things are grouped together if they seem to complete some entity. Our brains often ignore contradictory information and fill in gaps in information.



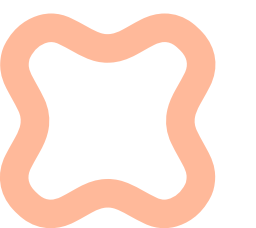


ABSOLUT *Cocktail Competition* CITY

You are invited to compete in Abu Dhabi's first ever ABSOLUT Mixology Competition with a top cash prize of AED 6,000!

From Manila to Mumbai Abu Dhabi's bartenders are as diverse as the cocktails they mix, which is why we are asking you to create an inspired ABSOLUT Cocktail to represent the feel and flavours of your home city.

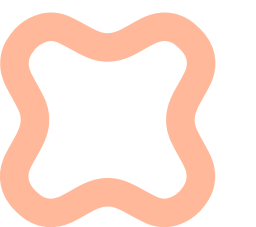
**CALLING ALL
MIXOLOGISTS!**



LAW OF FIGURE-GROUND

This principle shows our perceptual tendency to separate whole figures from their backgrounds based on one or more of a number of possible variables, such as contrast, color, size, etc.

A simple composition may have only one figure. In a complex composition there will be several things to notice. As we look from one to another they each become figure in turn..





PLAY FOR AFRICA

Football can be a lot for Africa. A football match can reunite ethnic groups, keep young people from drug use and bring joy to suffering communities. Play and sport are an exceptional instrument through which younger generations may meet, socialize and evolve.

