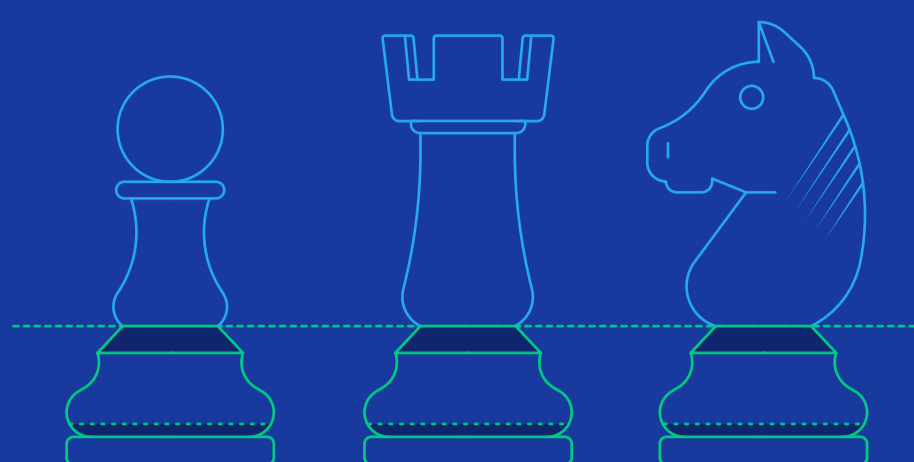


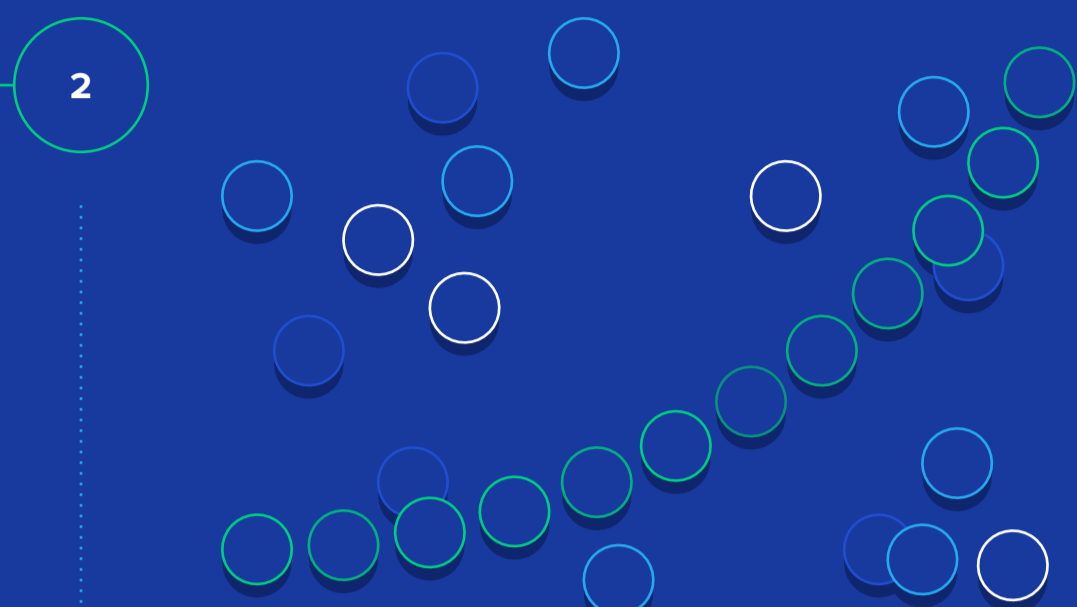
Gestalt Design Principles



1 Similarity
Shared visual characteristics automatically create relationships. Similarity can be used to tie together elements that may not be right next to each other in a design.

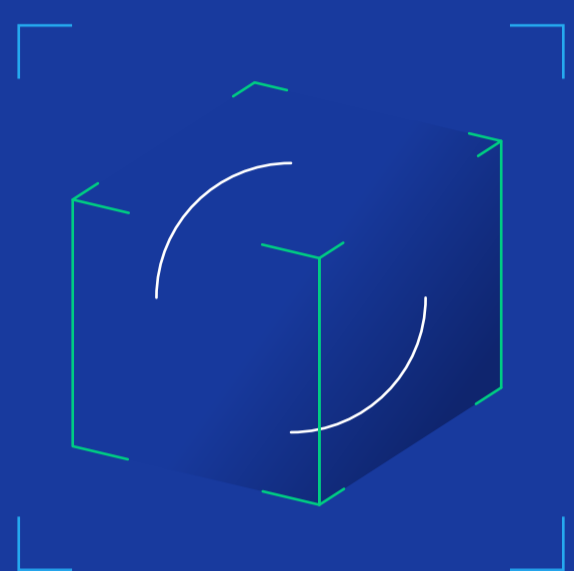
Continuation

The principle of continuity posits that the human eye will follow the smoothest path when following something, and it will continue traveling in that direction until it encounters another object.



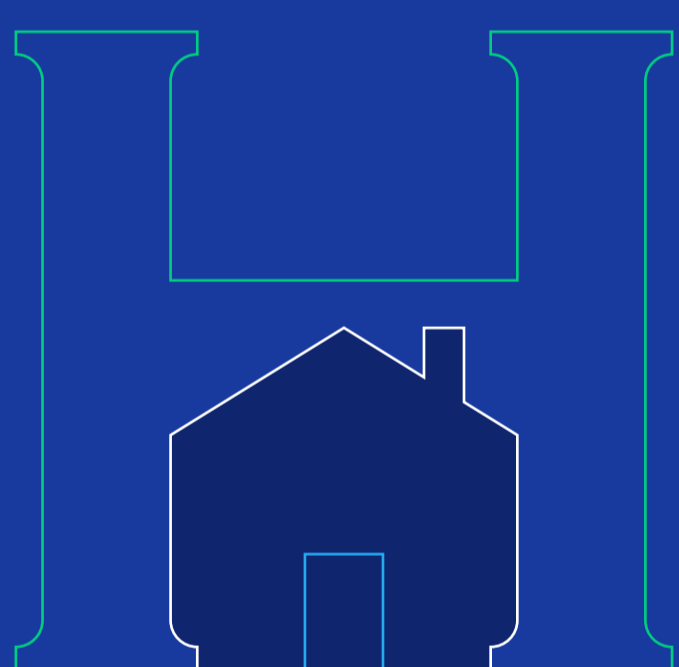
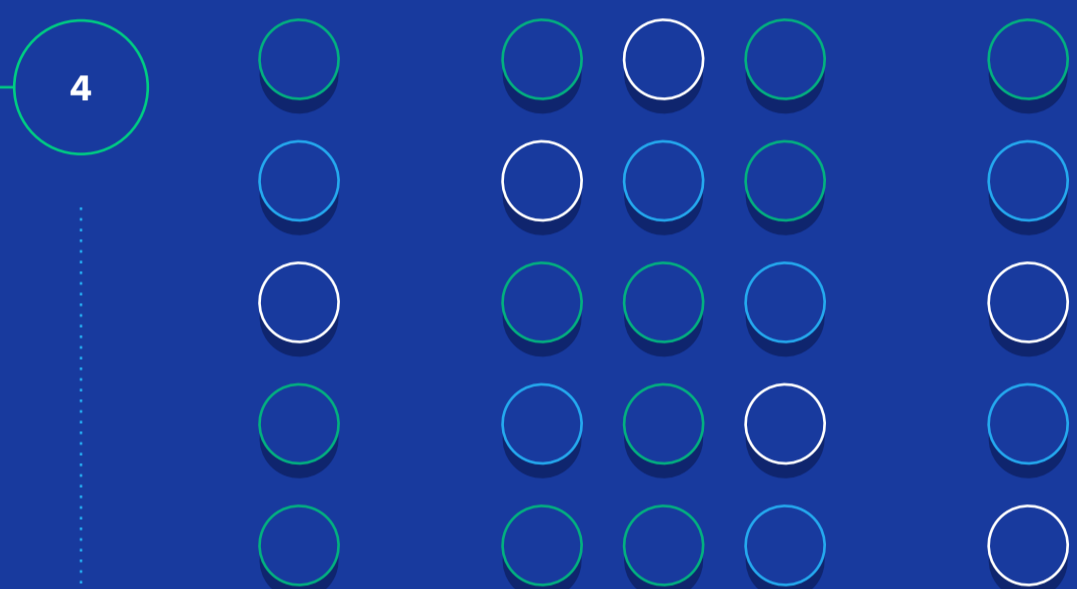
3 Closure

Closure is the idea that the brain will fill in the missing parts of an image to create a whole. As long as enough essential information is present, the mind supplies the missing pieces of an object.



Proximity

Proximity refers to objects that are close together being perceived as a group. When placed apart, objects are seen as separate. Proximity arises when objects are closer to each other than to any other object.



5 Figure/Ground
The figure/ground principle is based on the relationship between an object and the surrounding space. Figure/ground is also referred to as positive/negative space, the positive being the object, and the negative referring to the space.

Symmetry and Order (Prägnanz)

The law of symmetry and order is also known as prägnanz, the German word for 'good figure.' What this principle says is that the brain will perceive ambiguous shapes in as simple a manner as possible.



7 Synchrony (Common Fate)

Synchrony was not originally included in gestalt theory, but has since been added. The principle states that people will group things together that point to, or are moving in, the same direction.

