Gestalt

Gestalt

“ Perhaps the most radical change that has occurred in the history of theocratical thinking is the switch from the atomistic conception of the word as an assemble of circumscribed things to that of a world of forces acting in the dimension of time. These forces are bound to organize themselves in fields – interacting, grouping, connecting, fusing, and separating.”

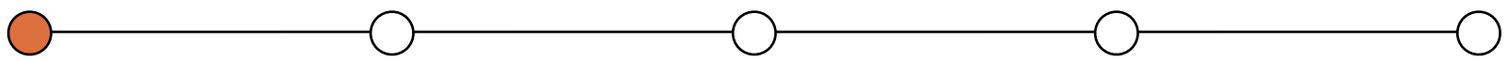
– Rudolf Arheim

Gestalt is...

A German word meaning form and shape.

A unified physical, psychological or symbolic configuration having properties that cannot be derived from its parts.

A branch of psychology develop in the 1920's that says pattern can only be understood as unified wholes and not examining their parts.

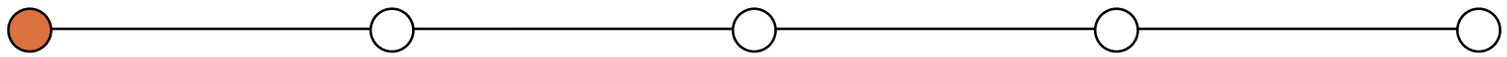


The power of Gestalt

A knowledge of gestalt allows the designers to leave forms unconnected, knowing the viewer will add the missing ingredients to create a unified whole.

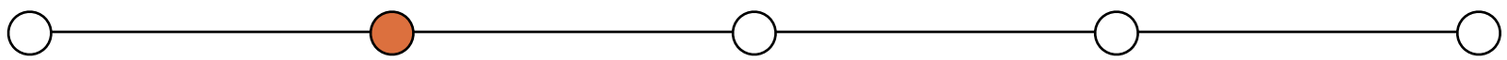
This make it possible to hint rather than state, to involve the viewers as participants in the act of viewing.

We enjoy finding the Big Dipper in the starry night sky because of the effort we bring to the process.

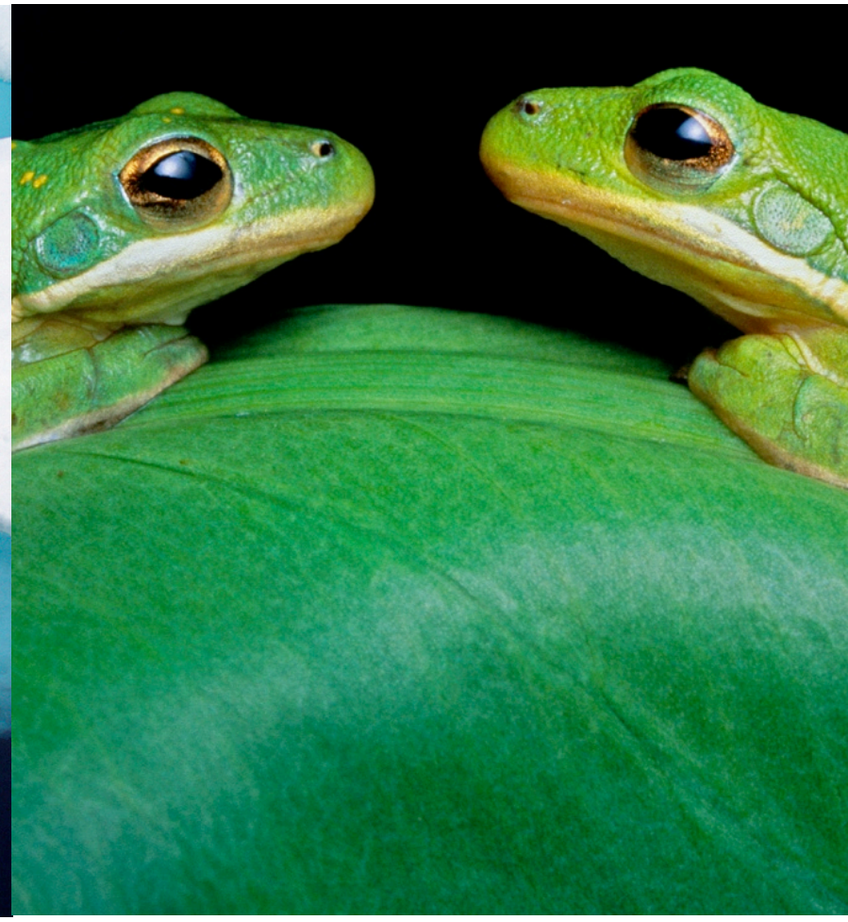


Gestalt principles

Closure
Similarity
Proximity
Equilibrium
Continuation
Figure/Ground
Isomorphic Correspondence



Closure



When an object is incomplete or not completely enclosed the eye perceives the whole by filling in the missing information.

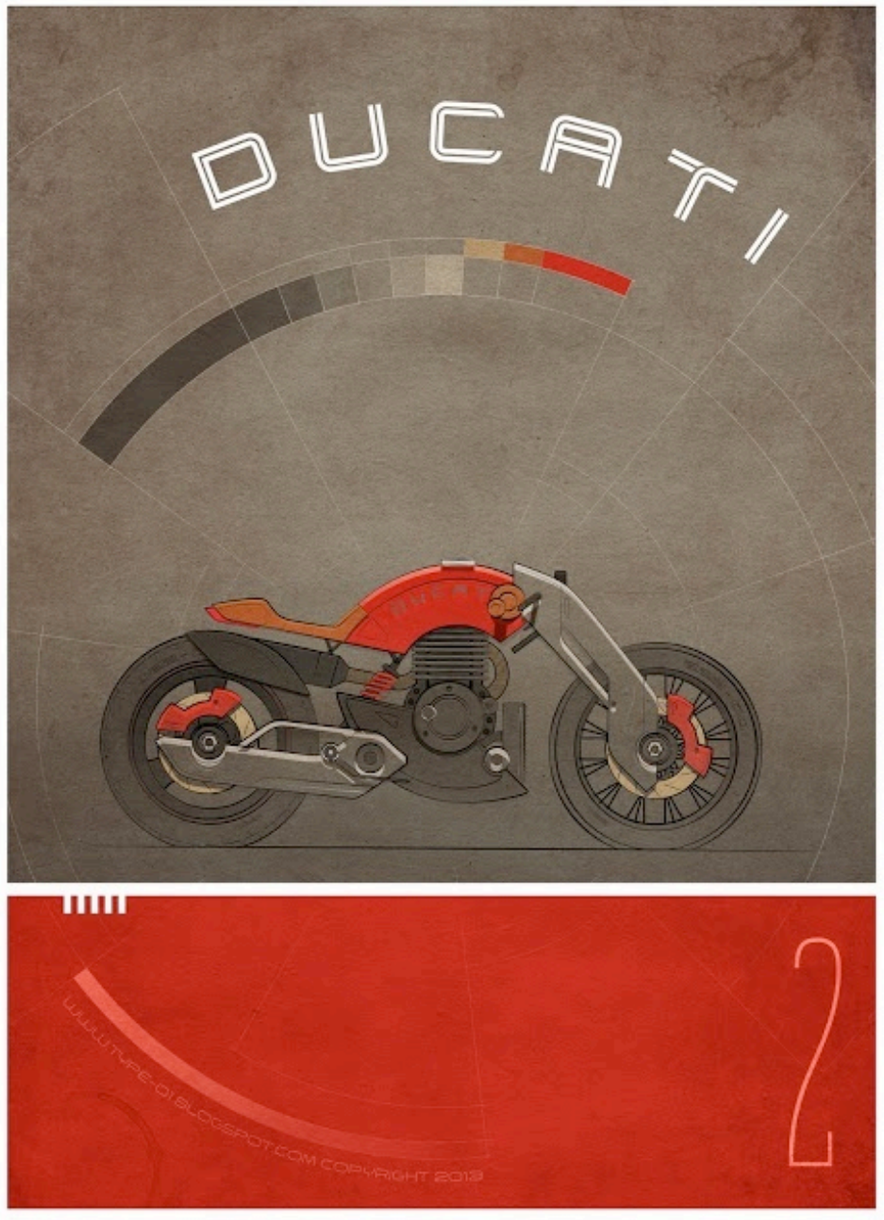
beethoven

tonhalle grosser saal
dienstag, den 22. februar 1955,
20.15 uhr
4. extrakonzert
der tonhalle-gesellschaft

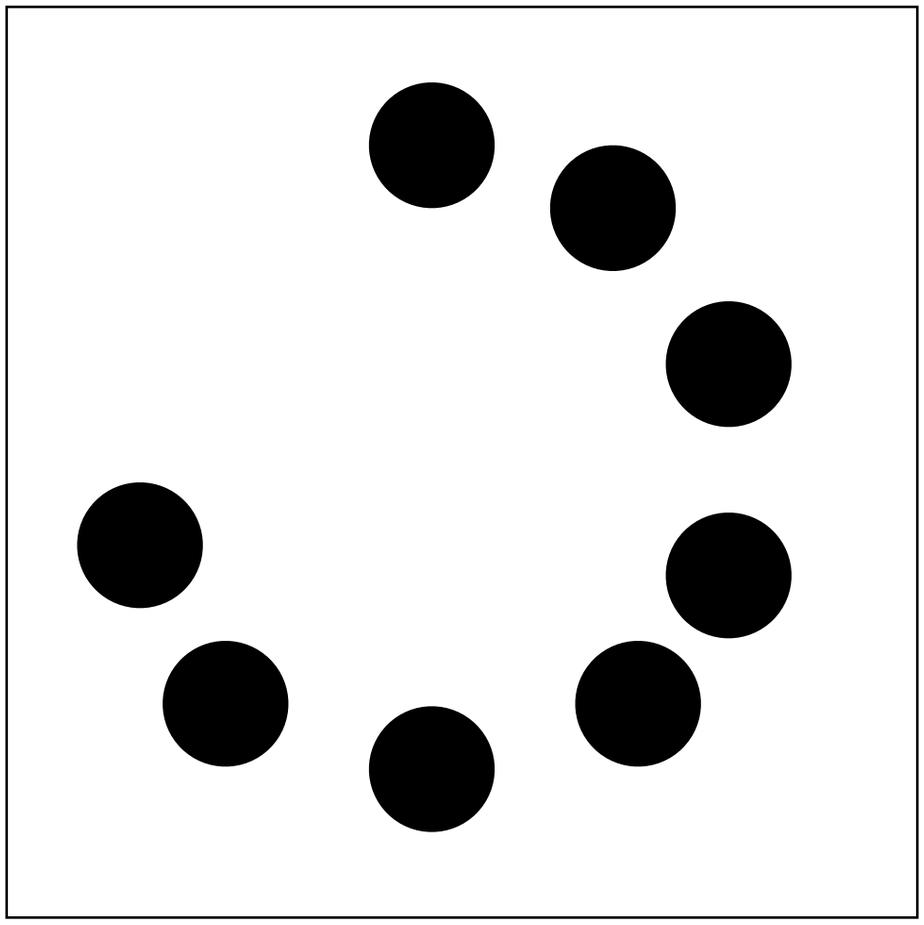
leitung carl schuricht
solist wolfgang schneiderhan

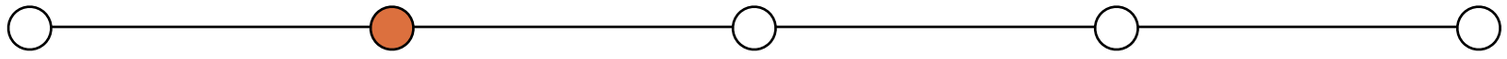
beethoven ouverture zu «coriolan», op. 62
violinkonzert in d-dur, op. 61
siebente sinfonie in a-dur, op. 92

vorverkauf tonhalle-kasse, hug, jecklin,
kuoni
karten zu fr. 3.50 bis 9.50


DUCATI
WWW.TYPE-01.BLOGSPOT.COM COPYRIGHT 2013
2

Closure

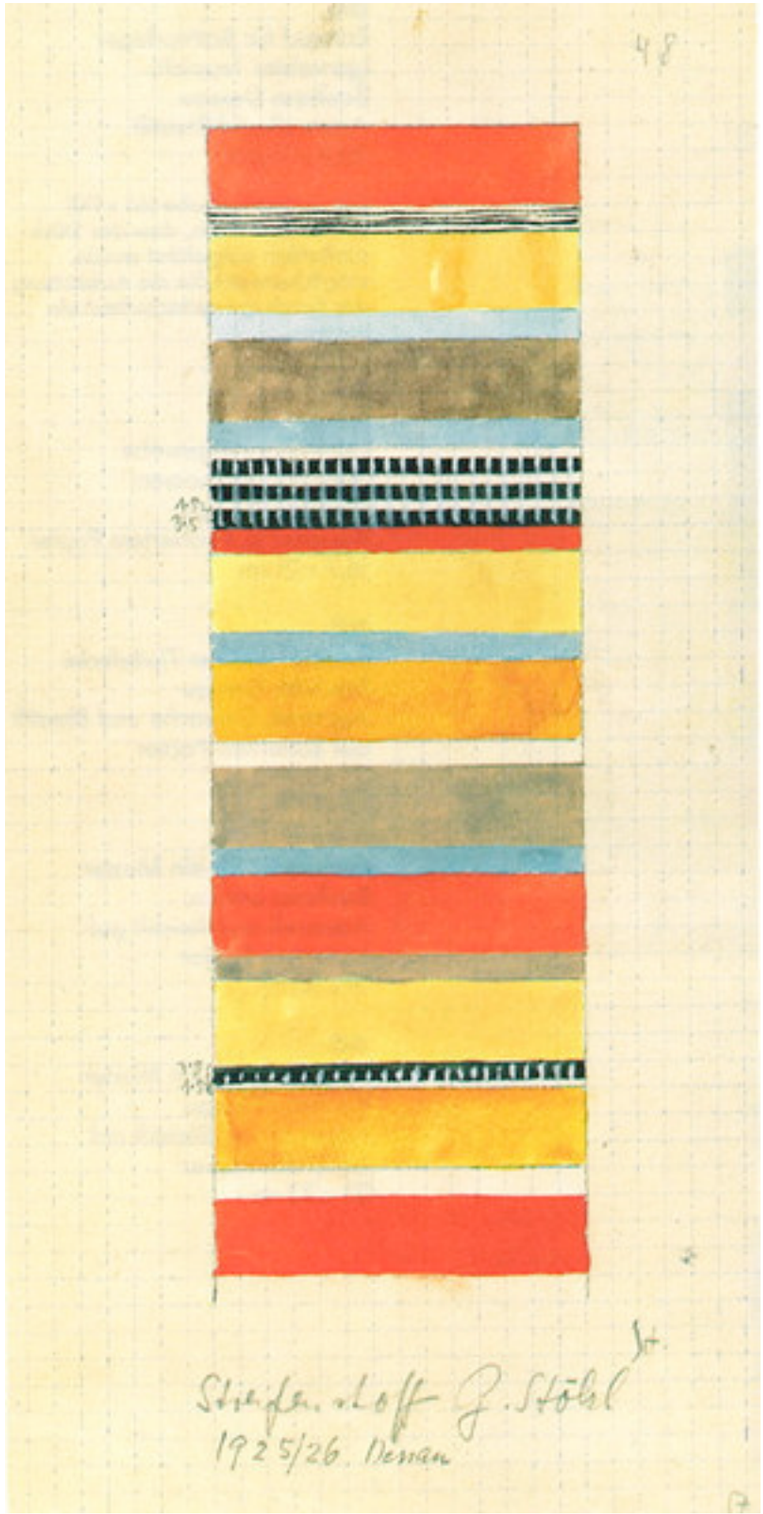




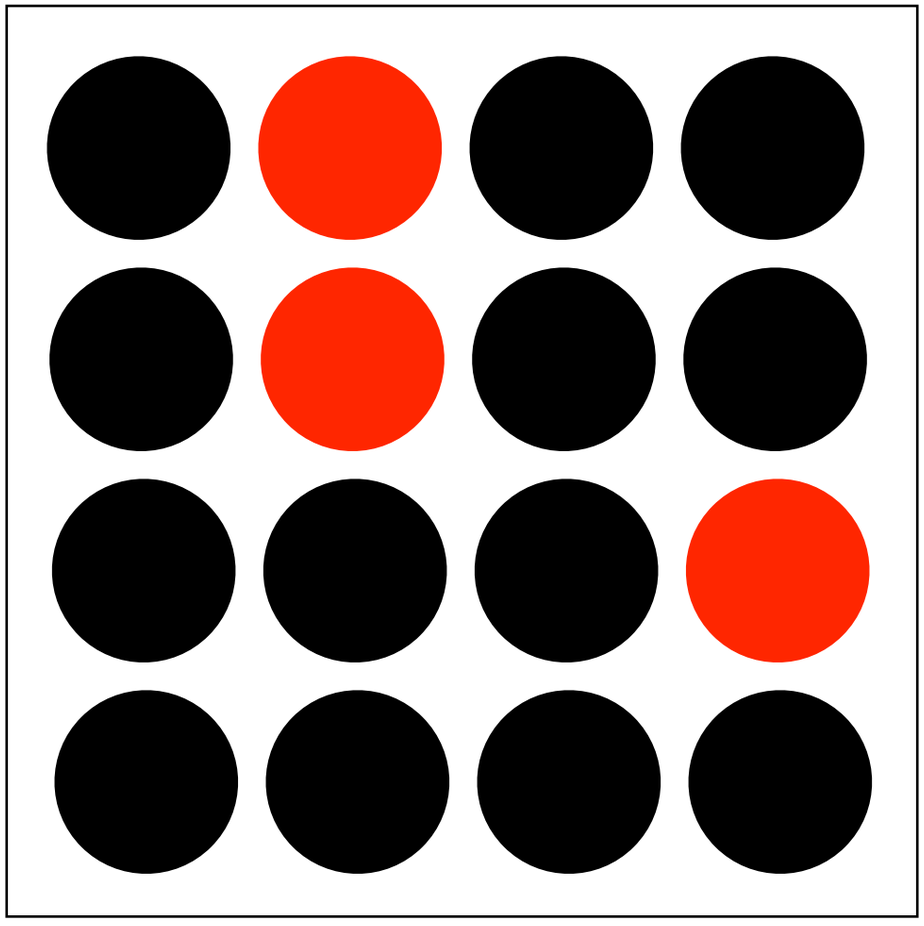
Similarity

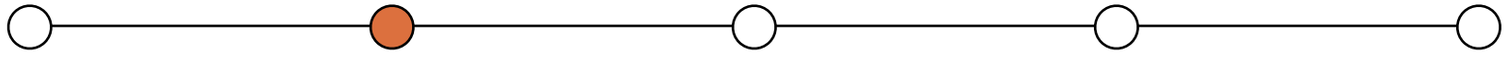
When objects look similar to one another the eye perceives them as a group or pattern.

SM-85A/UPM-70
115V 1ϕ 57 TO 450~
DEMOD VIDEO OUT
CAL BET ZERO
SIG GEN OUT
RF IN
CAL
SIG GEN OUT
WAVEMETER
SELECT RF
POWER
CAL ZERO SET
WAVEMETER INPUT SELECT
SIG GEN
DEMOD
+DBM
-DBM
CAL POWER SET
DEMODULATOR ATTENUATOR
SIG GEN OUTPUT
WAVEMETER SENSITIVITY
TRAIN PULSES
SIF PULSE WIDTH
RF IN
WAVEMETER FREQUENCY
SIG GEN FREQUENCY
SLIDING PULSE
SIF CODE NUMBERS
FINE
COARSE
CHALLENGE MODES
REPLY SINGLE
DOUBLE
SIF
NORMAL
SLIDING PULSE (STOP PULSE DELETE)
EMER
SIG GEN MOD
CODER
NORMAL
POWER ON
POWER ON
LO
HI
HIGH
NORMAL
LOW


48
Streifenstoff G. Stöhl
1925/26. Dessau

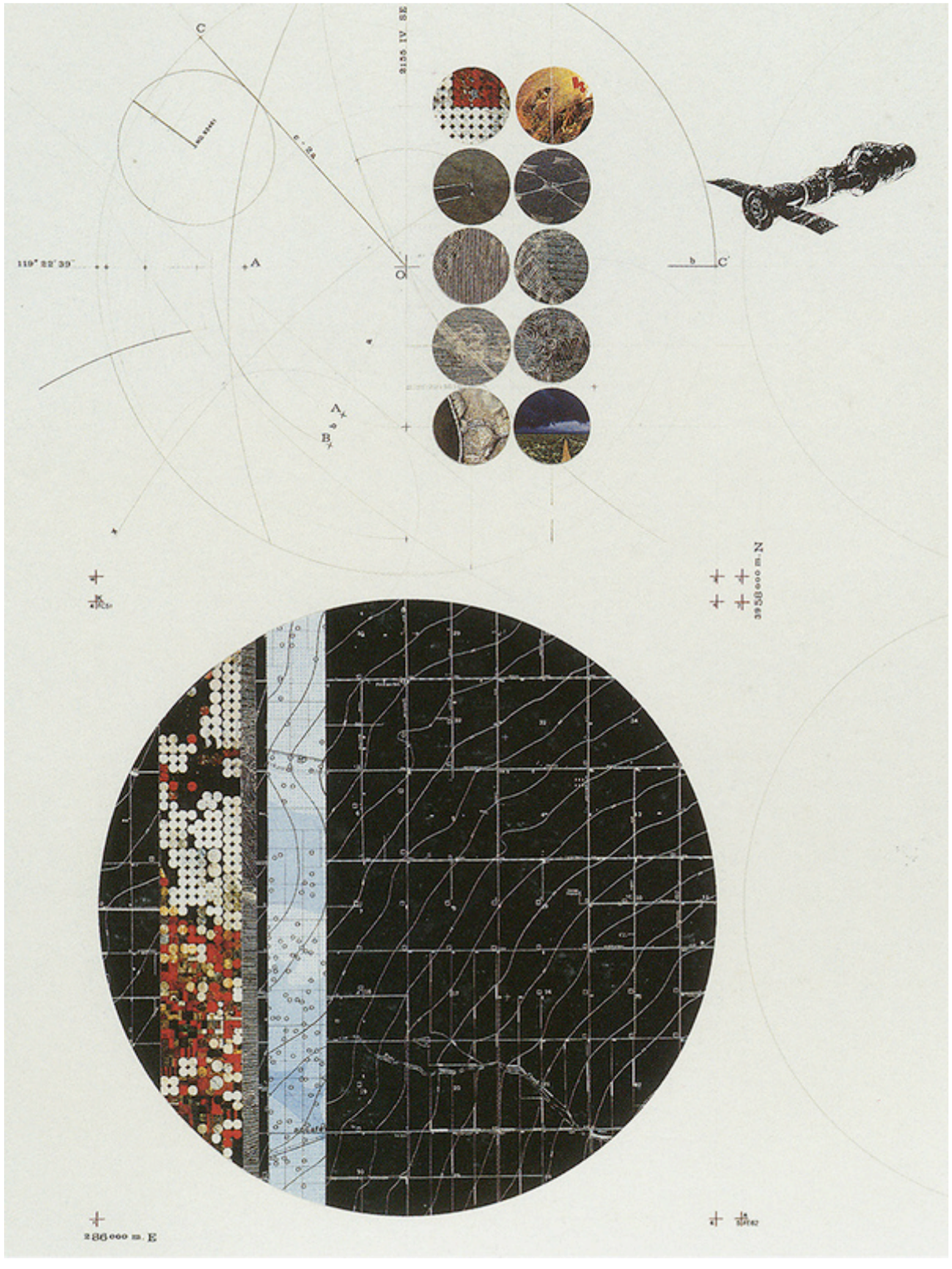
Similarity

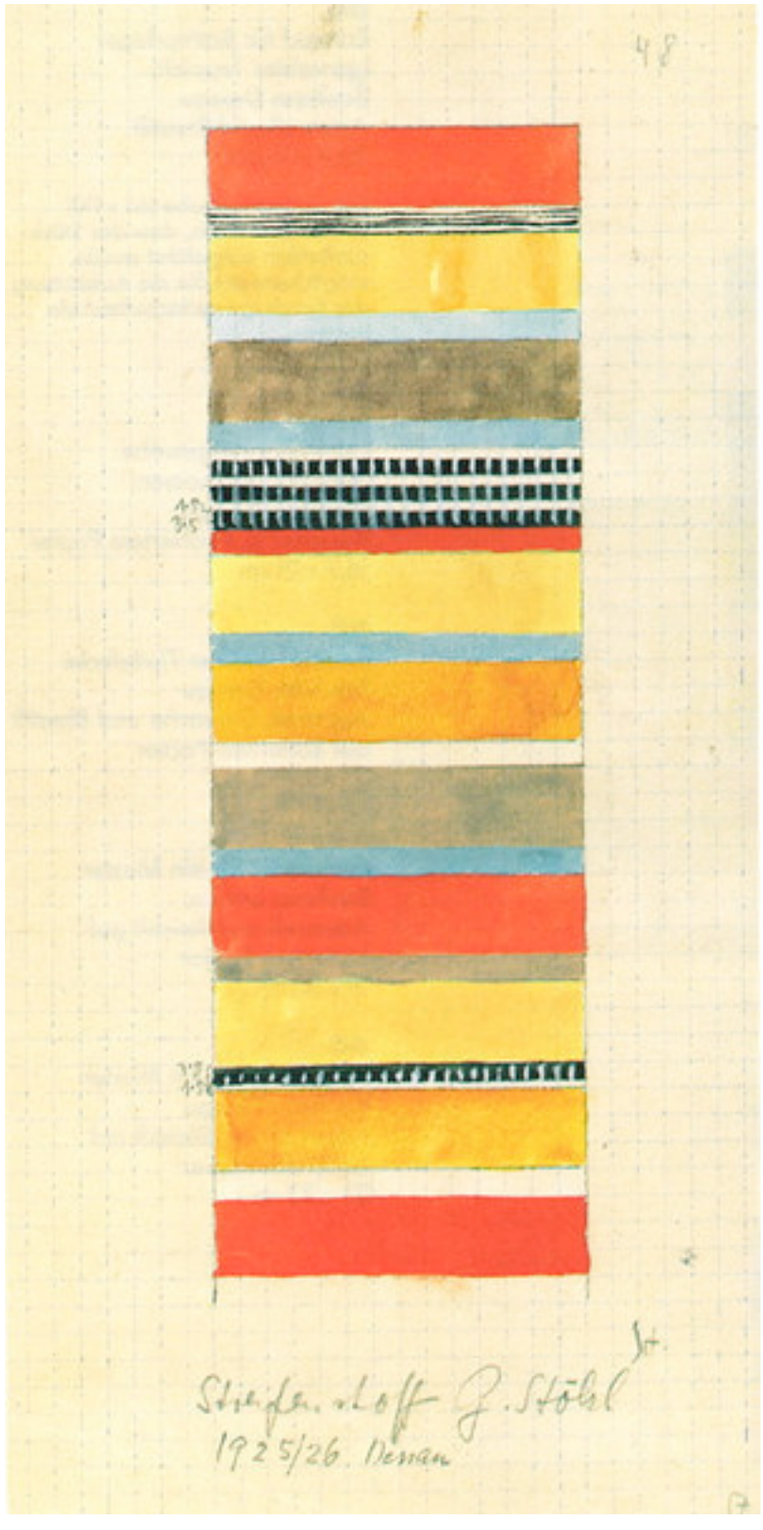




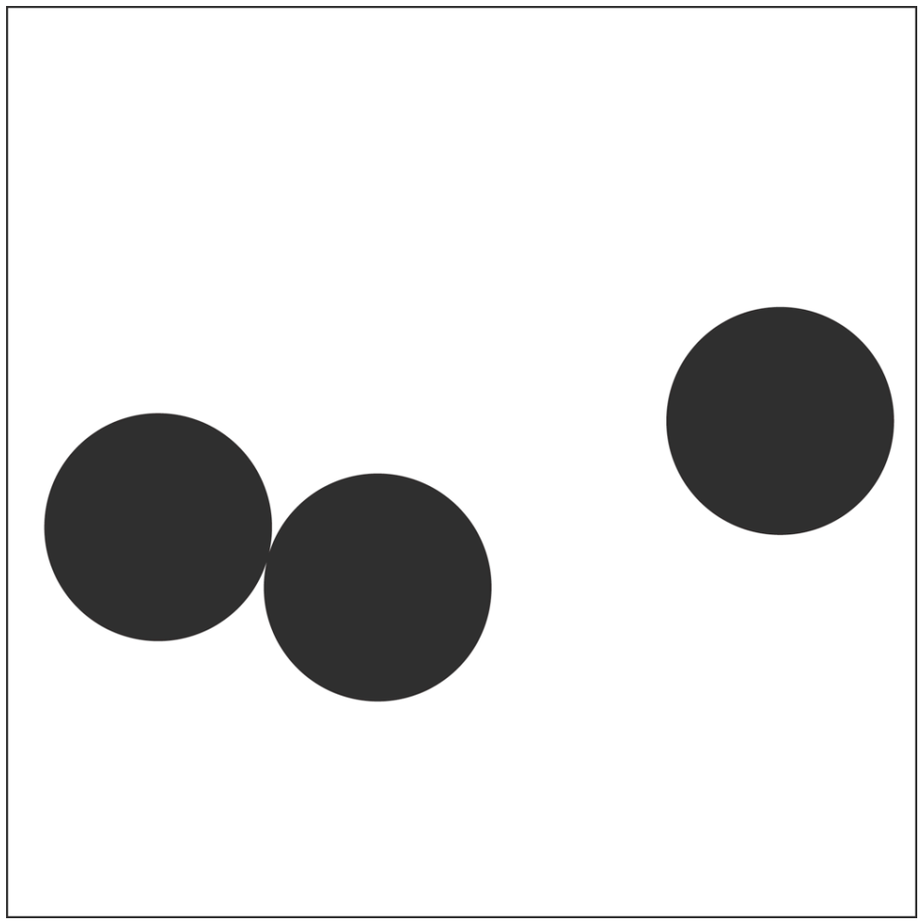
Proximity

When elements are placed close together the eye perceives them as a group.

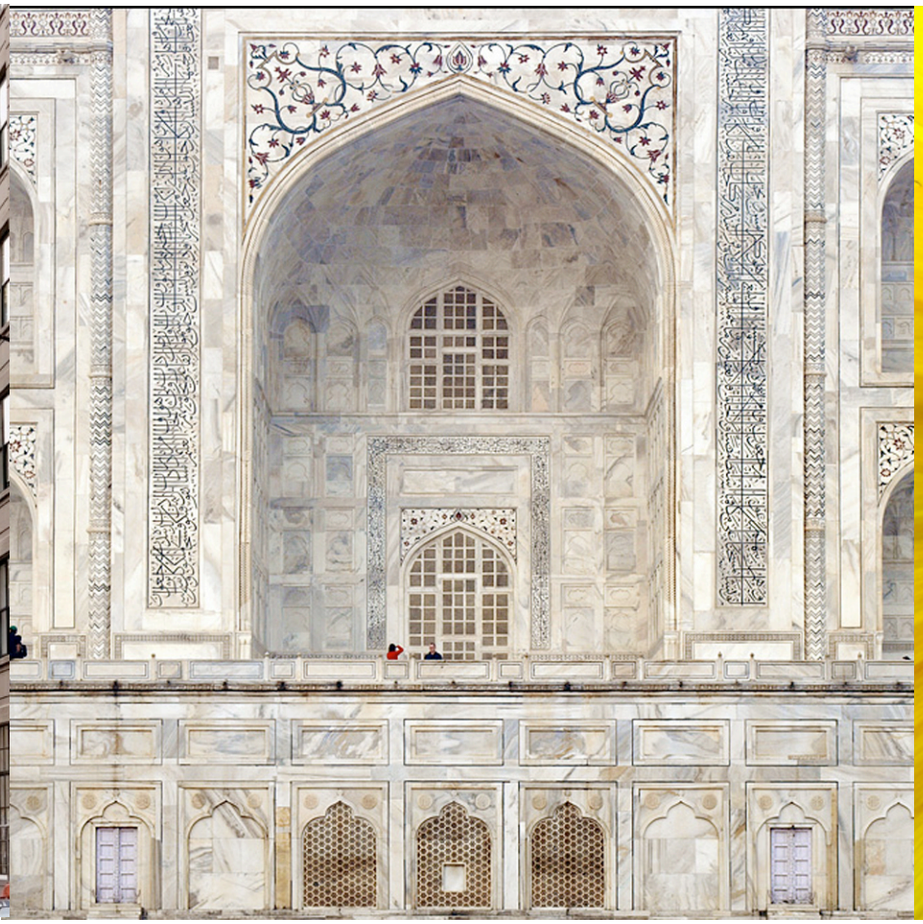

2155 IV SE
119° 22' 39"
3958000 m. N
286000 m. E


48
Streifenstoff G. Stölzl
1925/26. Dessau

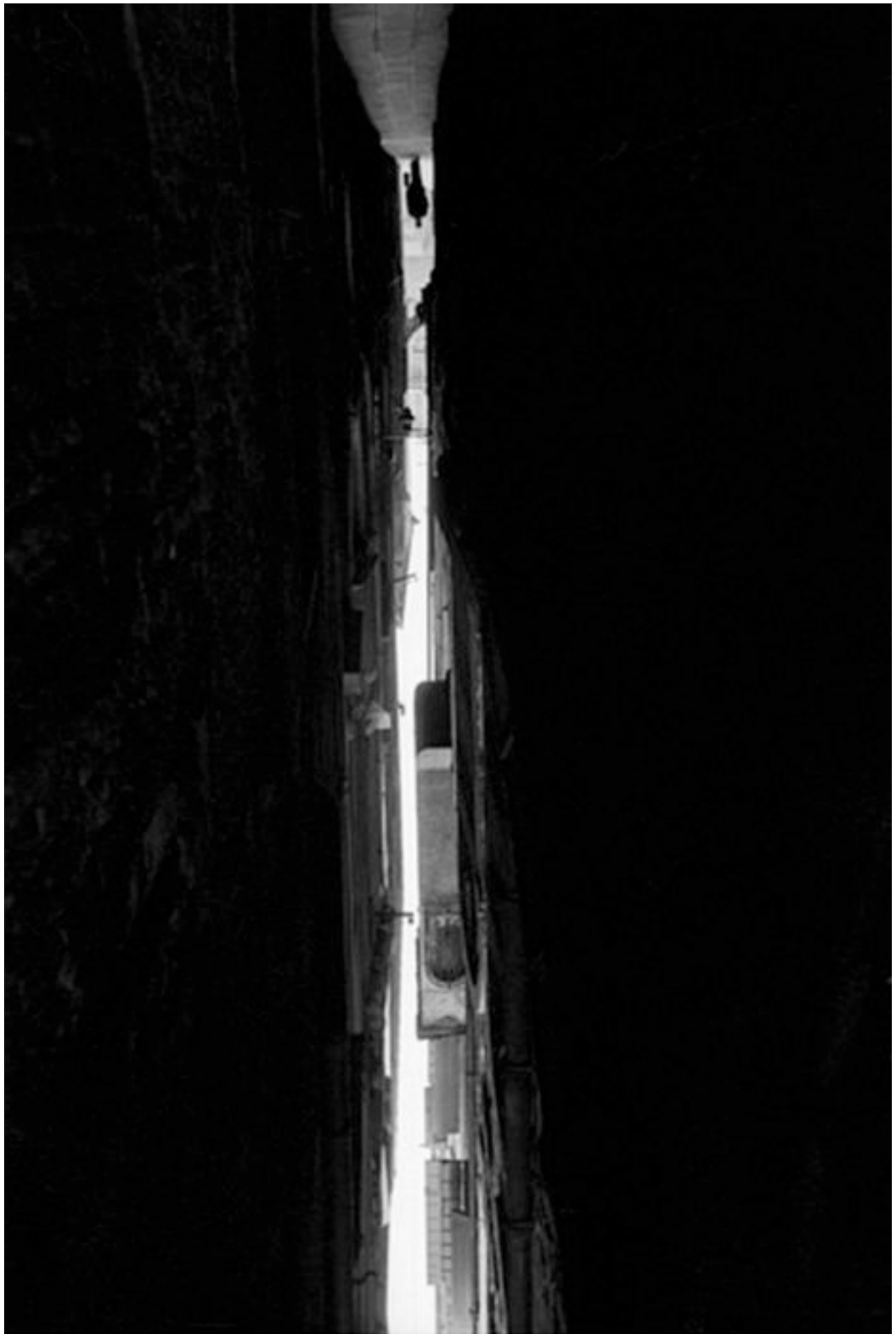
Proximity



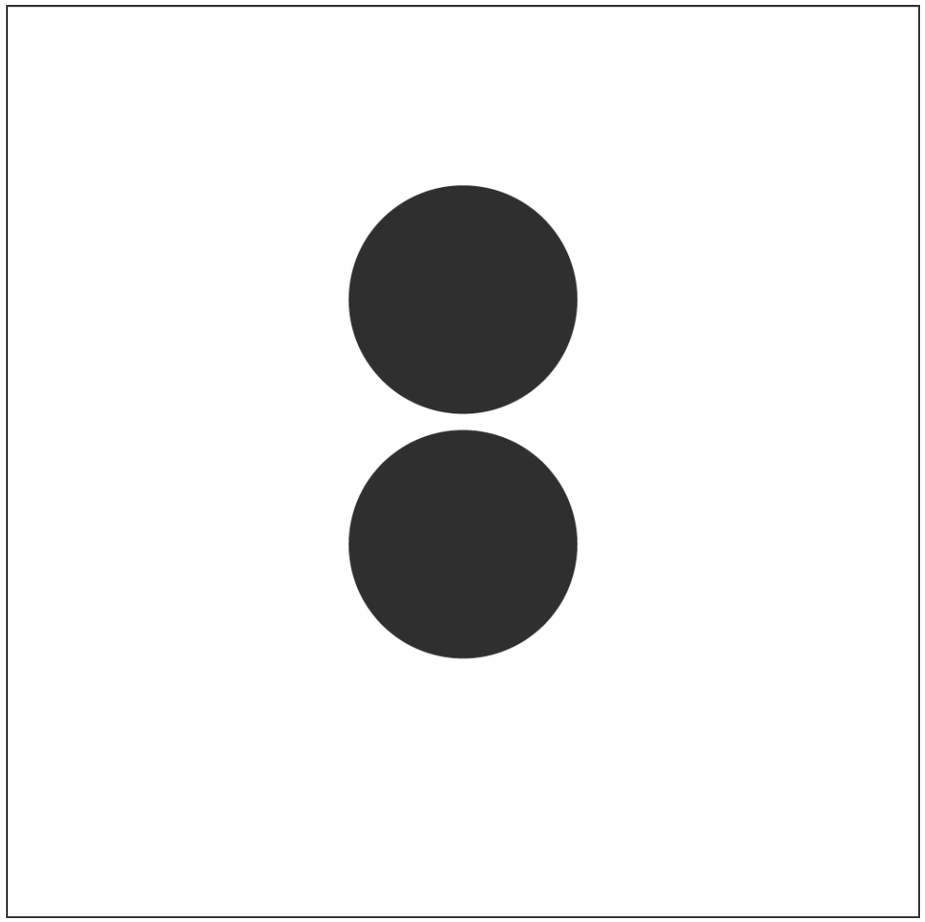
Equilibrium



When an object possesses the attribute of stability and balance, the eye usually is drawn to the center.



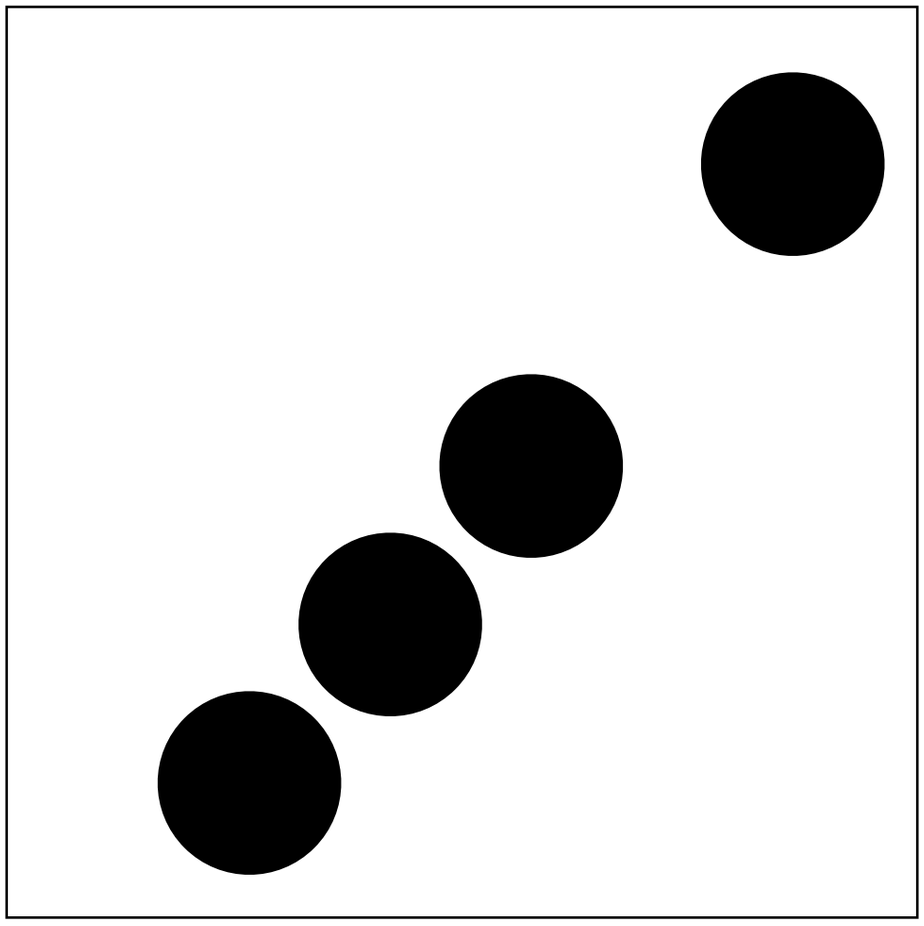
Equilibrium

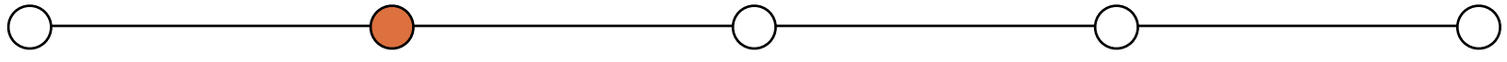


Continuation

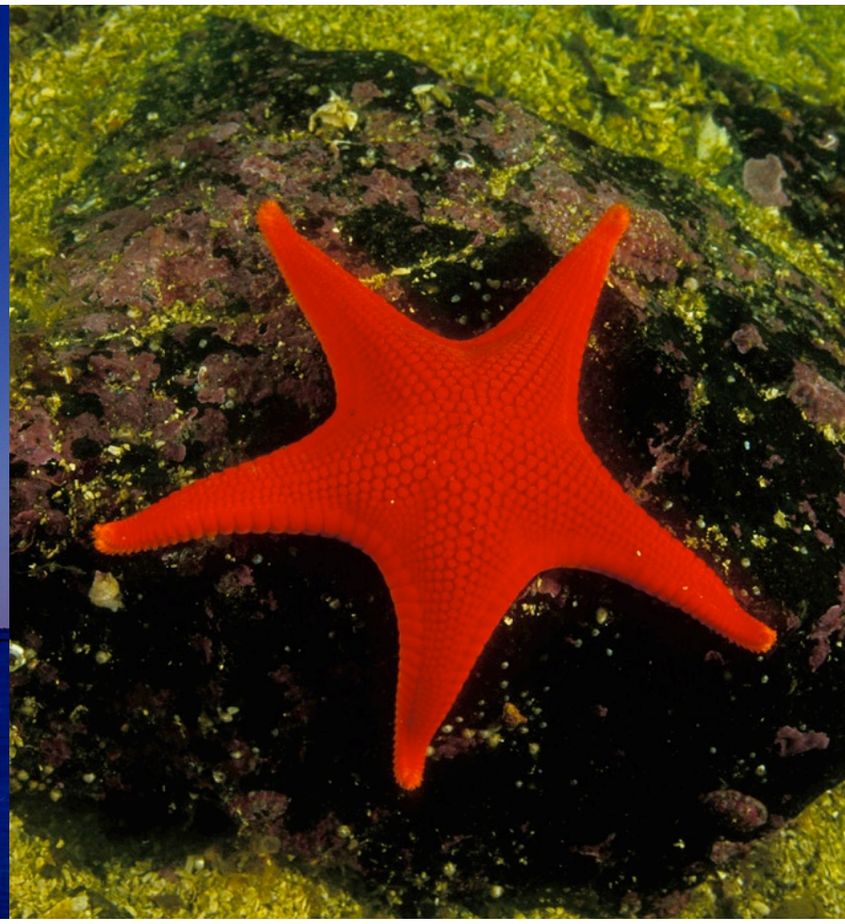
When the eye is compelled to move through one object and continue to another object.

Continuation

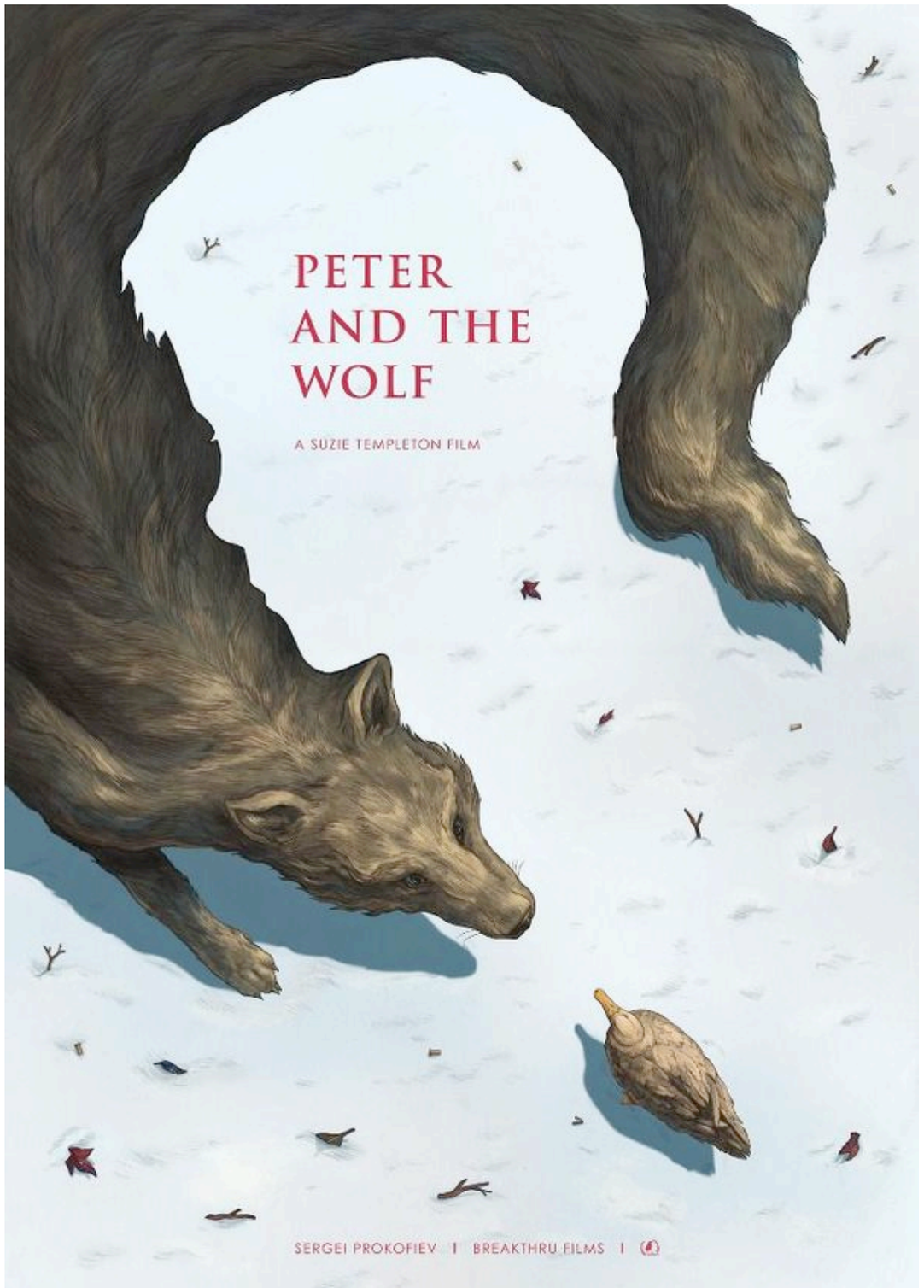




Figure/Ground

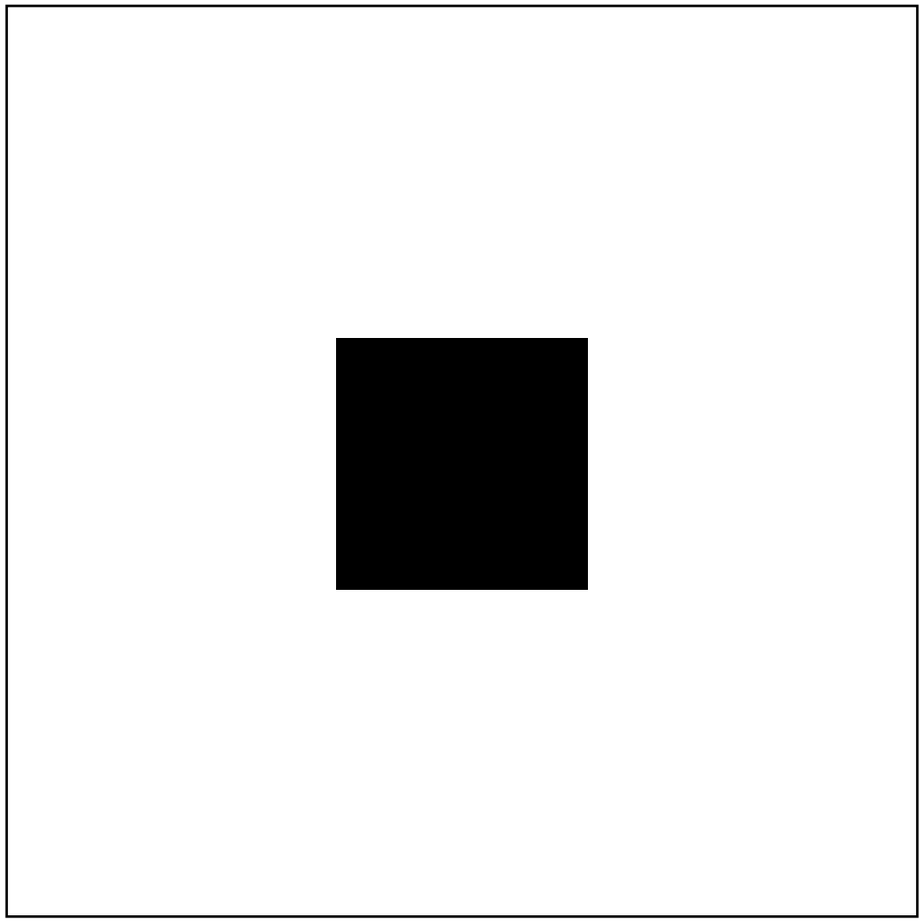


When the eye differentiates an object form its surrounding area.

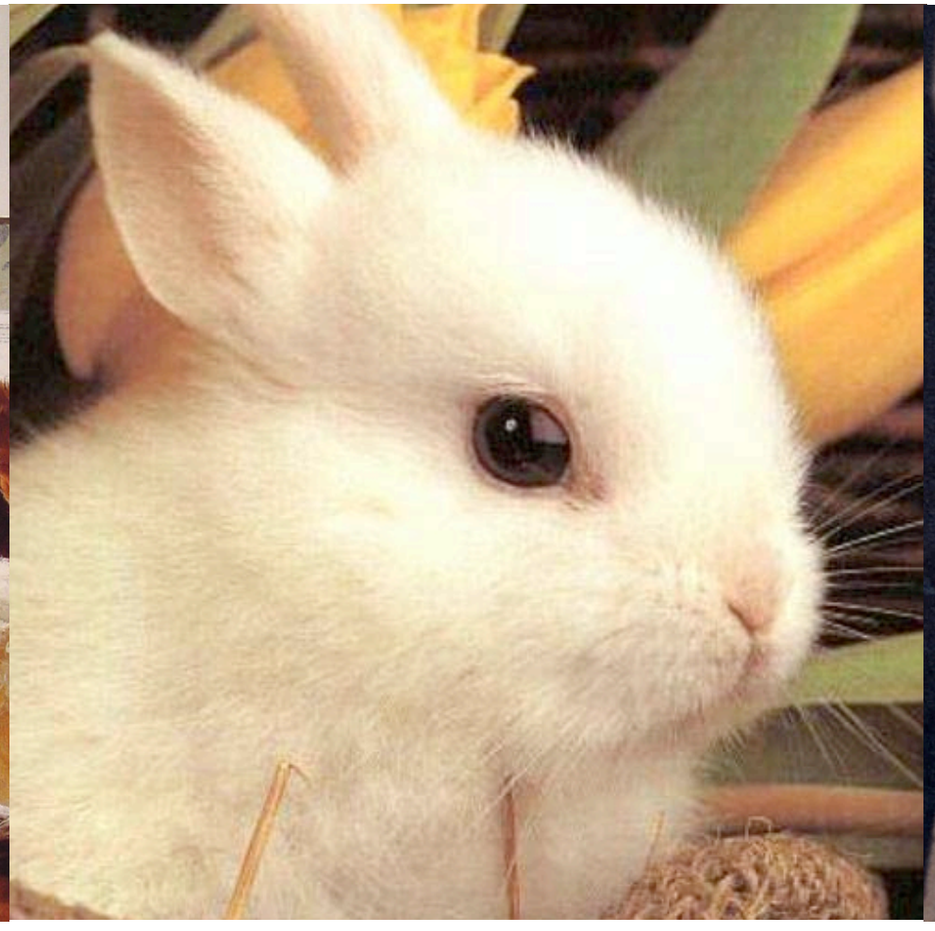

PETER
AND THE
WOLF
A SUZIE TEMPLETON FILM
SERGEI PROKOFIEV | BREAKTHRU FILMS |

WEBSLINGER

Figure/Ground



Isomorphic Correspondence



The ability for visuals to create strong and visceral reactions even though they are only pigments on paper because of shared cultural norms or experiences.

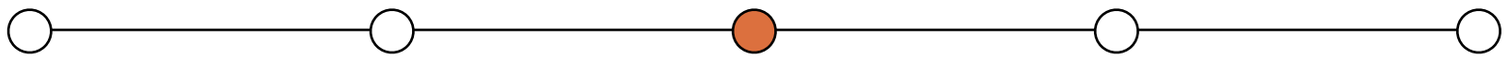
Problem Statement for the Study

On individual 5” white paper squares, paste found images of professional quality that emphasize each of the seven gestalt principles.

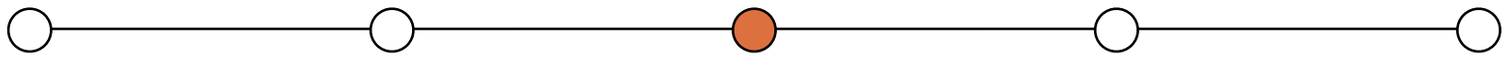
The images can come from magazines, web searches and stock photography sites/books but each has to be of high quality and contain no text (absolutely no bit-mapping). Images can be photocopied, scanned and printed while being enlarged or reduced in size. Each image should be cropped in a way that emphasizes the gestalt principle.

If the image does not fill the entire 5” square than the placement of the image in the square should also help to reinforce the gestalt being visualized.

It will be helpful to work with low quality copies when sketching and mocking up designs, saving the best originals or printouts for the final piece.



Breaking Down the Problem

Use a matrix to determine which gestalts are balance and which gestalts are tension.

Gestalt Principles	Balance	Tension
closure		
similarity		
proximity		
equilibrium		
continuation		
figure/ground