



SNS COLLEGE OF ENGINEERING



Kurumbapalayam(Po), Coimbatore – 641 919

Accredited by NAAC-UGC with 'A' Grade

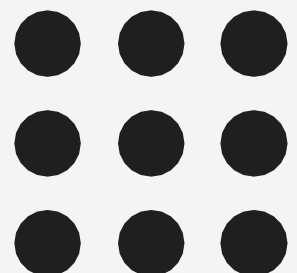
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Department of Information Technology

III Year / V Semester

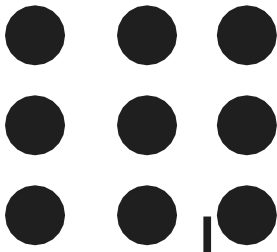
Unit 3–

Topic :Gestalts priciple of visual perception





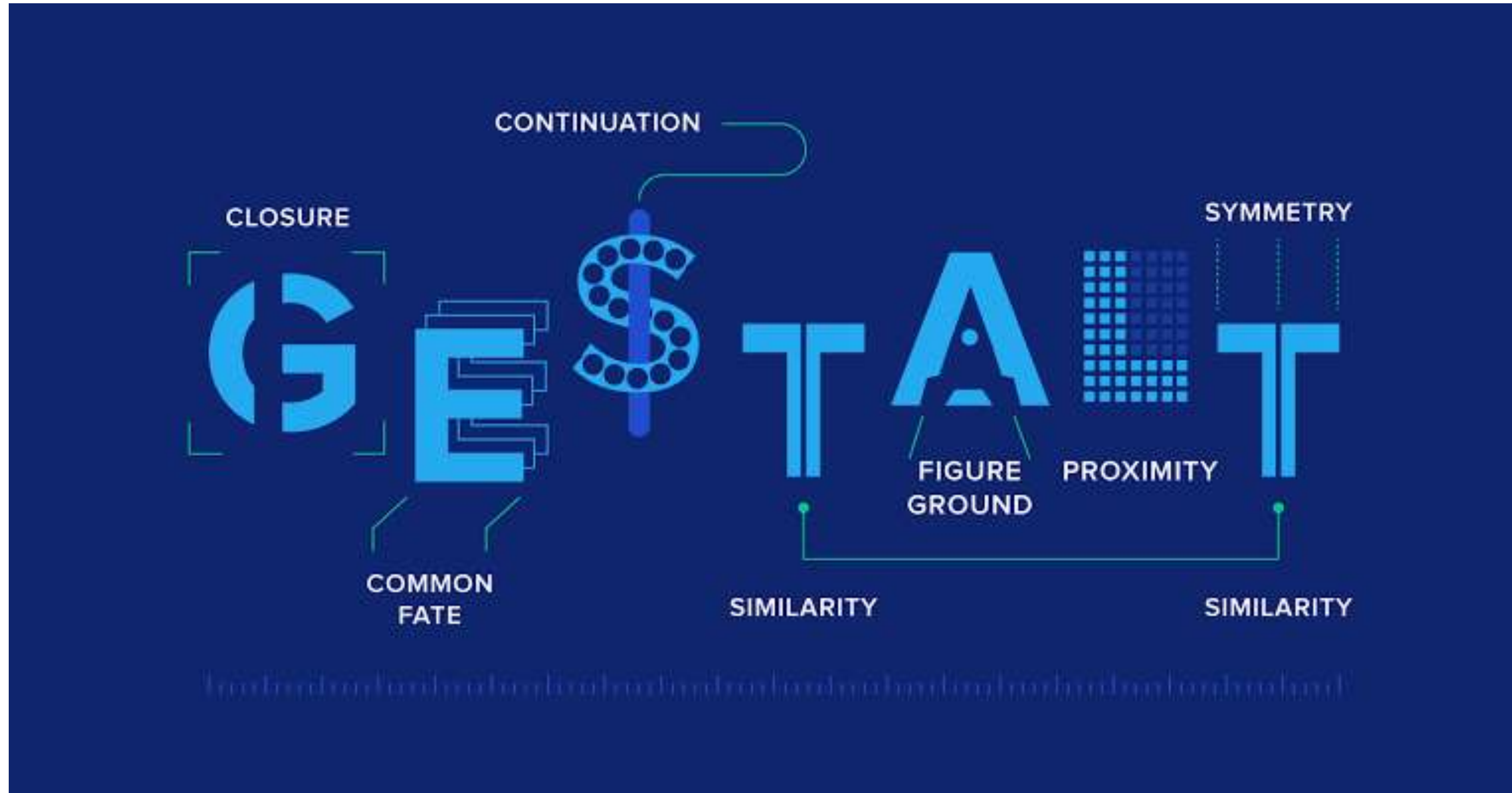
Gestalts principle



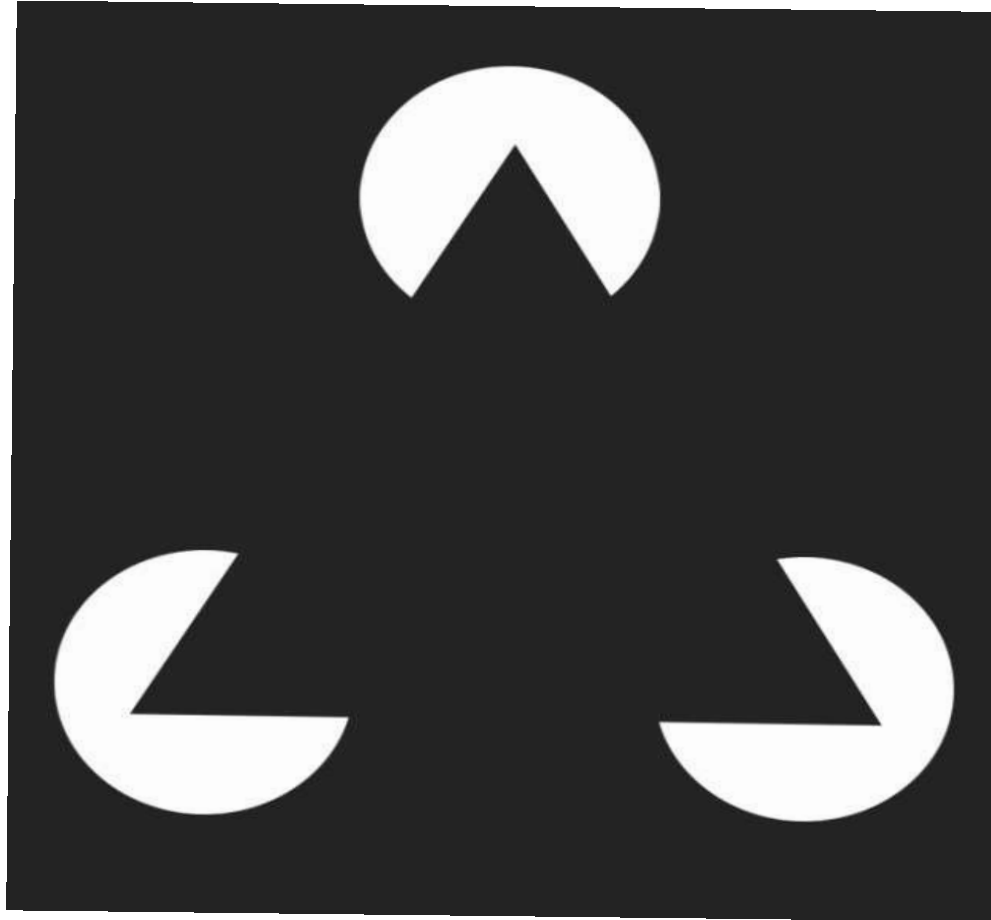
Gestalt Principles are principles/laws of human perception that describe how humans group similar elements, recognize patterns and simplify complex images when we perceive objects. Designers use the principles to organize content on websites and other interfaces so it is aesthetically pleasing and easy to understand.

According to this, the mind “informs” what the eye sees by perceiving a series of individual elements as a whole.

Gestalts principle



Example



what do you see when you look at this image?



Example -Explanation



you probably see a triangle.

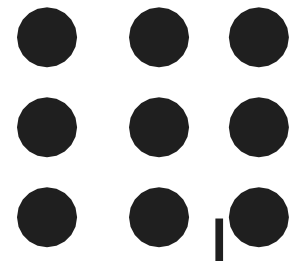
But in reality, all that's there are three white “pac men.”

We see the triangle because our brains take the ambiguous visual information and organize it into something that makes sense to us—something familiar, orderly, symmetrical, and that we understand.

Your brain sees a dog walking, but it’s nothing more than a series of moving dots.



7 Gestalts principle



Gestalt principles and examples

- Figure-ground.
- Similarity.
- Proximity.
- Common region.
- Continuity.
- Closure.
- Focal point.



Why designers should care about the Gestalt principles



Great designers understand the powerful role that psychology plays in visual perception.

What happens when someone's eye meets your design creations?

How does their mind react to the message your piece is sharing?



how these principles work will help you

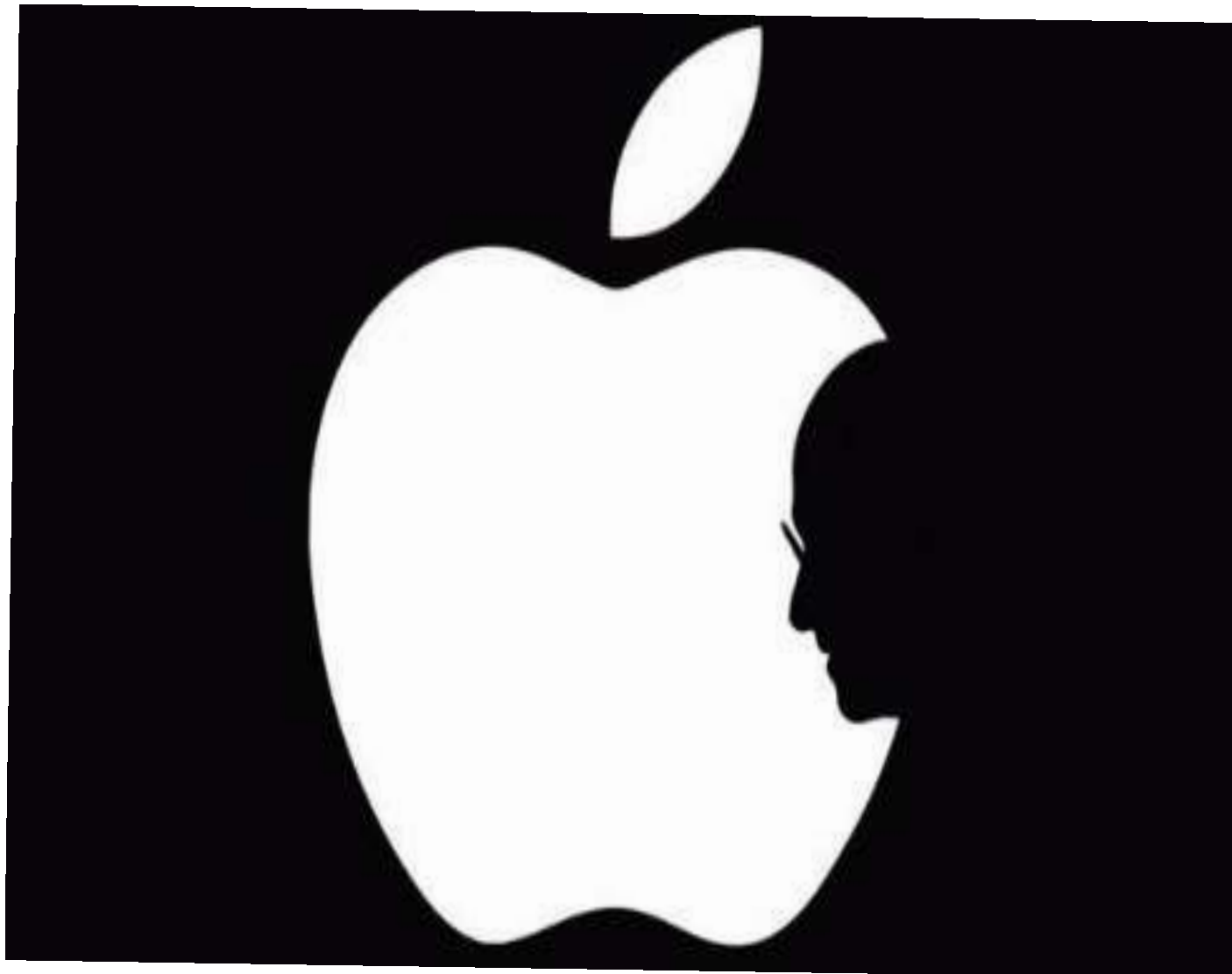
They'll help you determine which design elements are most effective in a given situation. For example, when to use visual hierarchy, background shading, gradients, and how to group similar items and distinguish different ones.

These psychological principles hold power to influence our visual perception, which allows designers to direct our attention to specific points of focus, get us to take specific actions, and create behavioral change.

And finally, at the highest level, the Gestalt principles help you design products that solve the customer's problem or meet the user's need in a way that's beautiful, pleasing, and intuitive to use.

Principle #1: figure-ground

The figure-ground principle states that people instinctively perceive objects as either being in the foreground or the background. They either stand out prominently in the front (the figure) or recede into the back (the ground).



In this image, your eye instantly sees a white apple sitting on a black background.

When people use your website or mobile app, one of the first things they do on each screen is to determine which is the figure and which is the ground.

Examples of the figure-ground principle



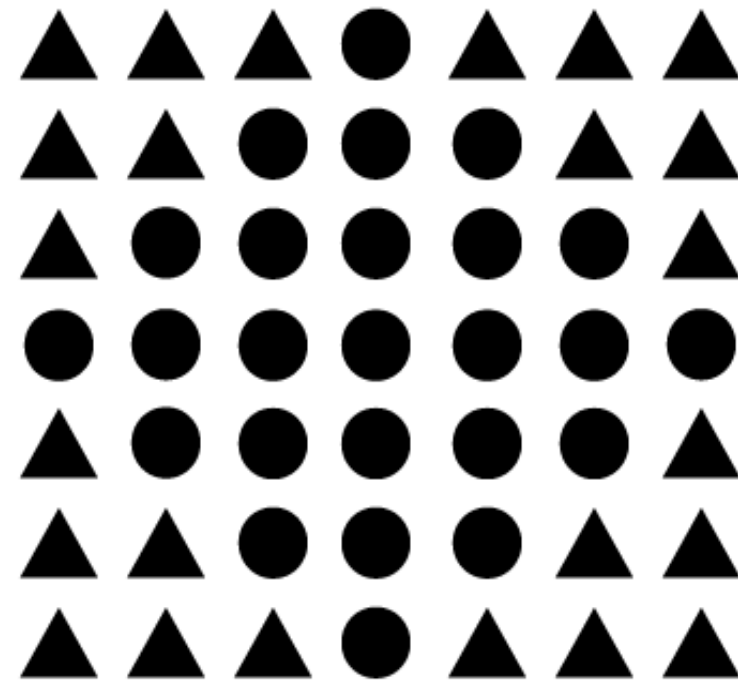
AngelList uses the figure-ground principle in two ways below.

First, the text and logo on the left side of the page are clearly sitting on top of the background image.

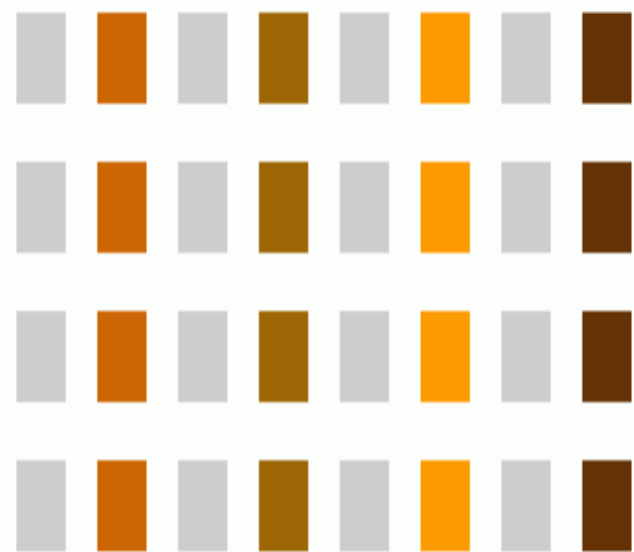
Second, the white text in the menu on the right stands on top of the black background.

Principle #2: similarity

The principle of similarity states that when things appear to be similar to each other, we group them together. And we also tend to think they have the same function.



In this image, there appear to be two separate and distinct groups based on shape: the circles and the squares.



A variety of design elements, like color and organization, can be used to establish similar groups.

In the image, even though all of the shapes are the same, it's clear that each column represents a distinct group:

ing Pipeline/Nandakumar/IT/SNSCE

Examples of the similarity principle

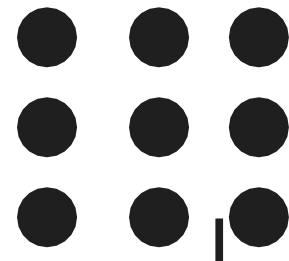


GitHub uses the similarity principle in two ways on the page below.

First, they use it to distinguish different sections. You can immediately tell that the grey section at the top serves a different purpose than the black section, which is also separate from and different than the blue section.

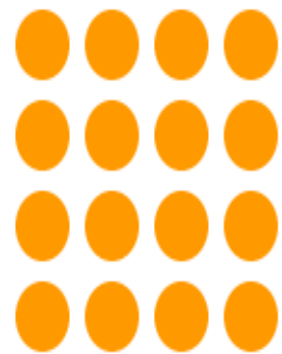
Second, they also use the color blue to distinguish links from regular text and to communicate that all blue text shares a common function.

Principle #3: proximity

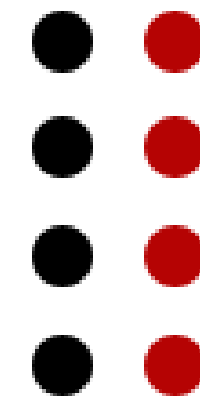
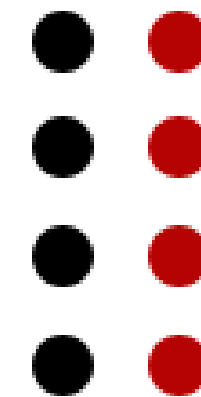
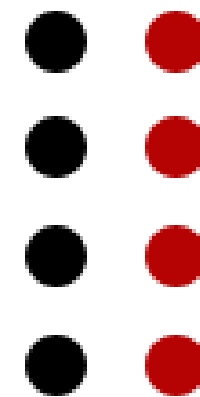
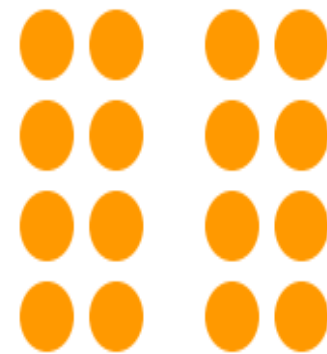


The principle of proximity states that things that are close together appear to be more related than things that are spaced farther apart.

This is perceived to be one group and the components somehow related to each other.

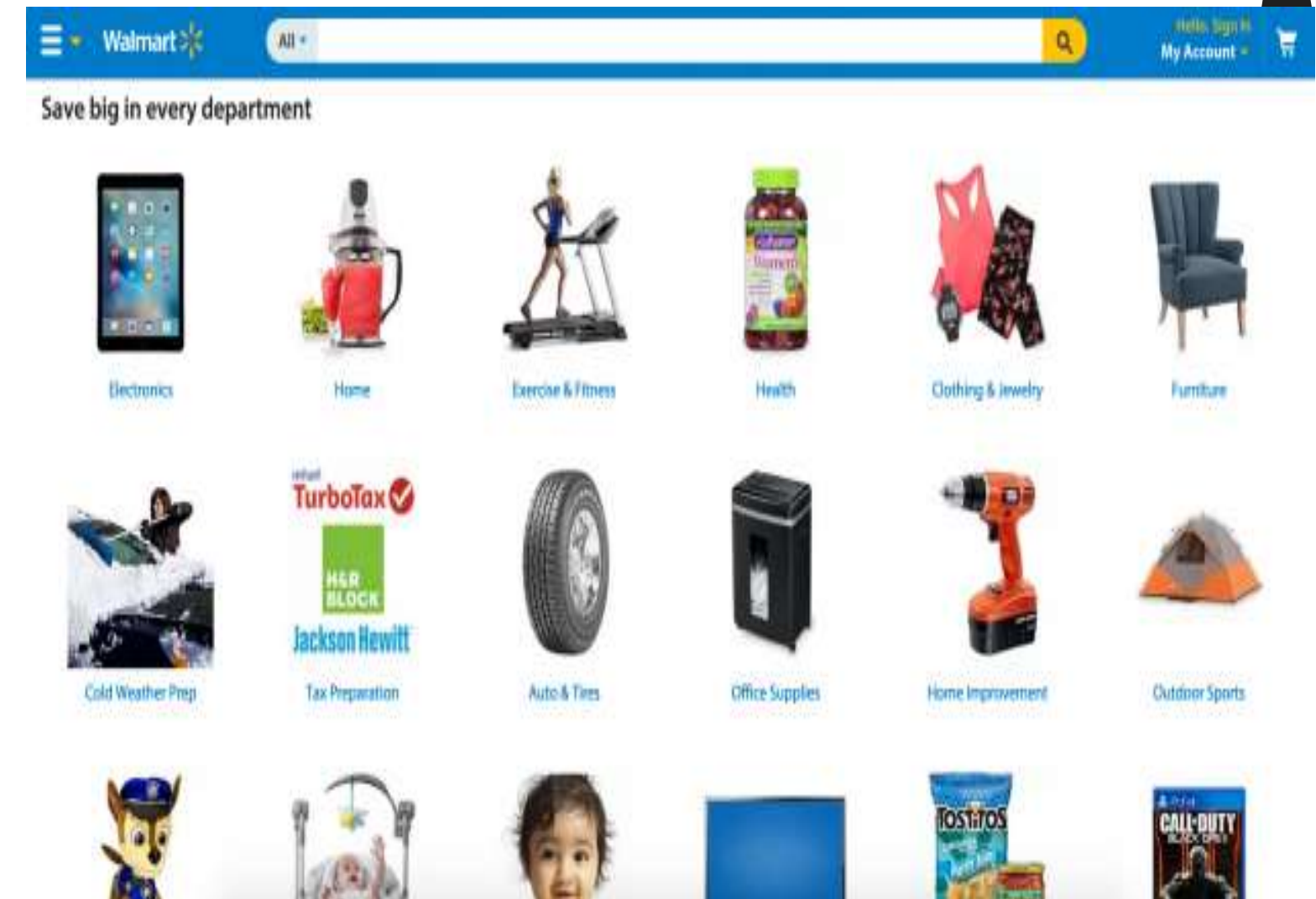
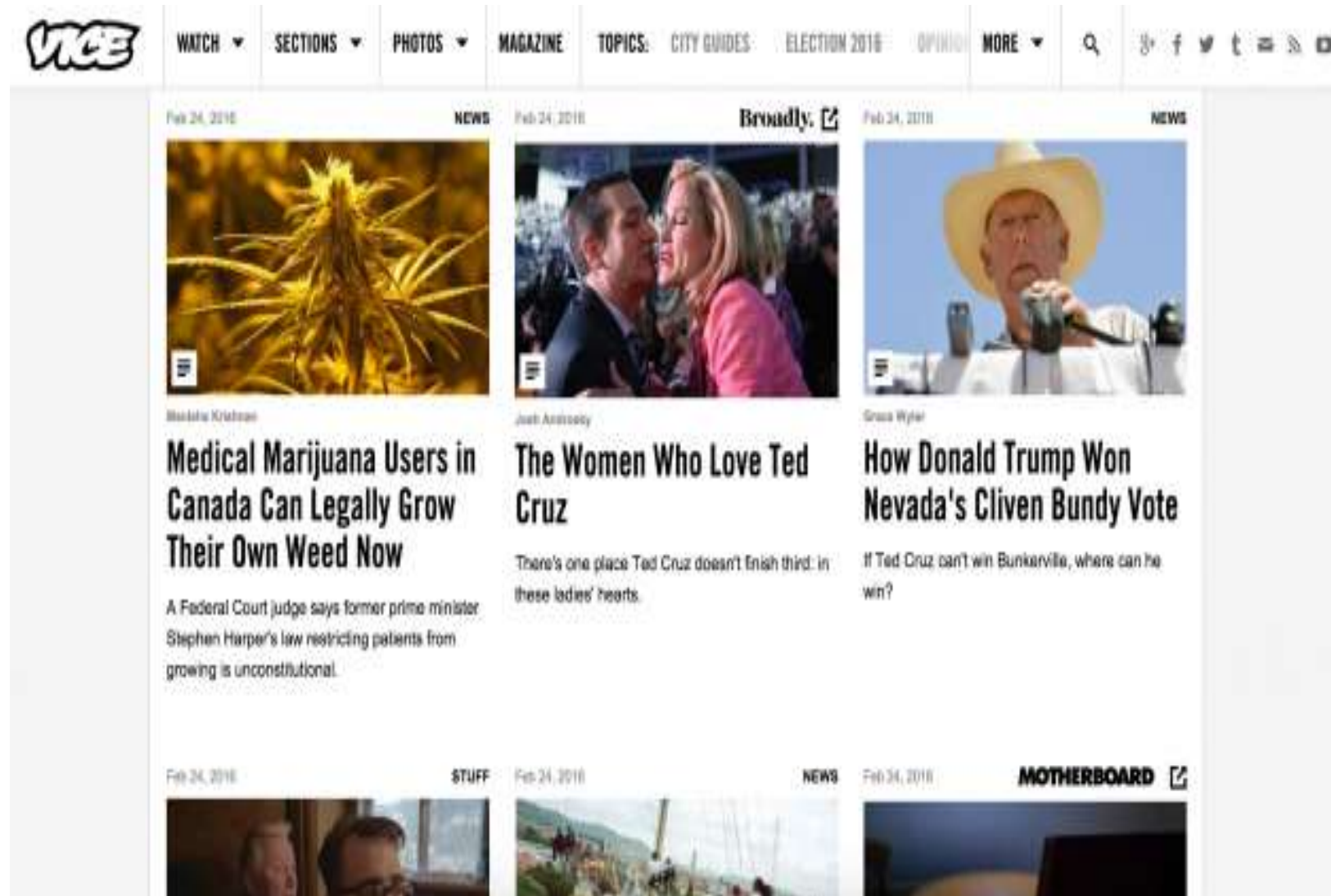


We perceive two groups here, and understand that there are differences between them.



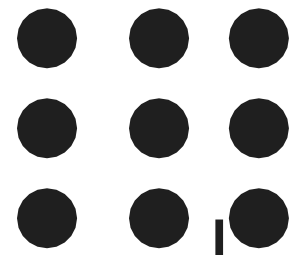
Proximity is so powerful that it overrides similarity of color, shape, and other factors that might differentiate a group of objects.

Examples of the proximity principle



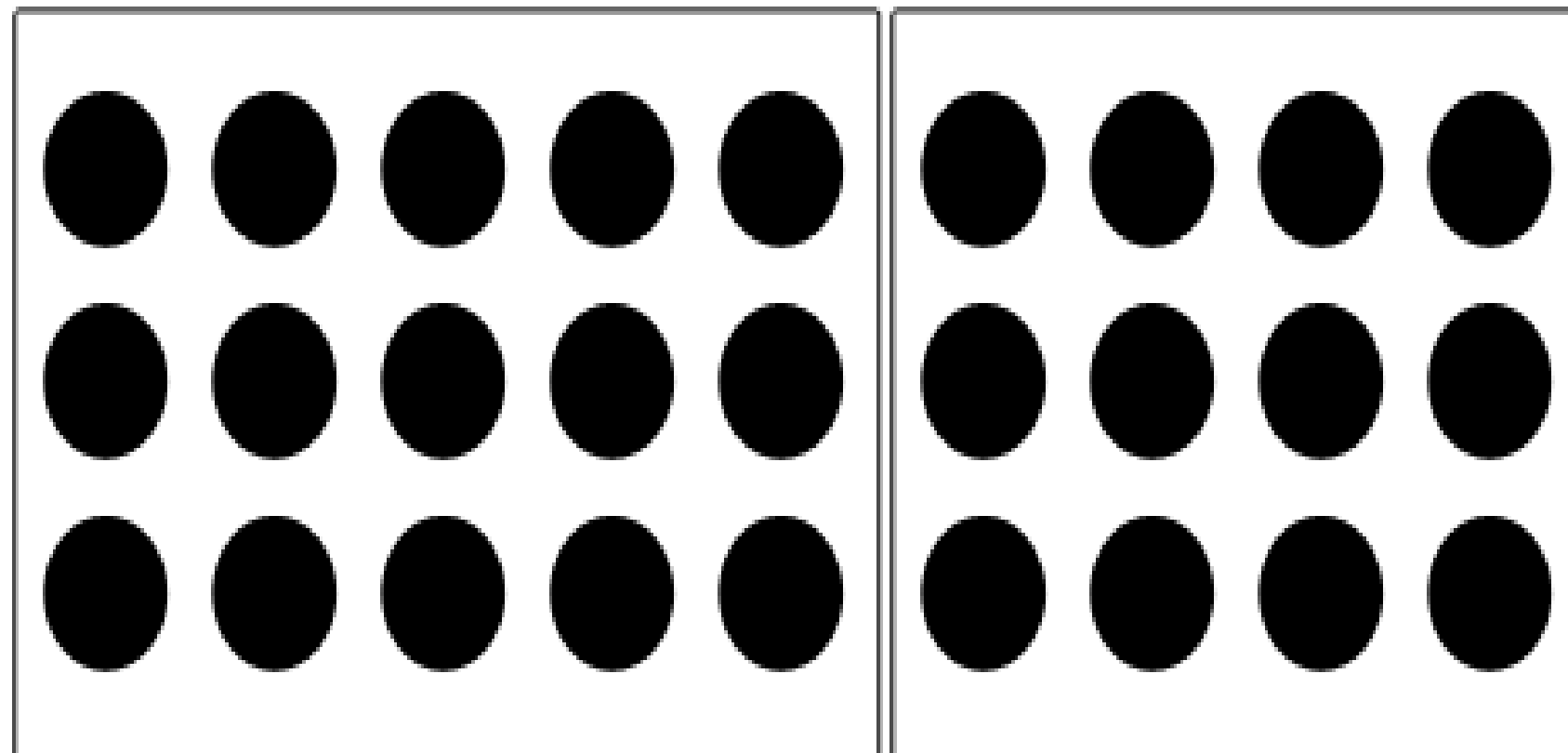
The nearness of each image and its corresponding text communicates that they're related to one another.

Walmart uses this principle to distinguish between the images, headlines, descriptions, and other information for each of its stories.



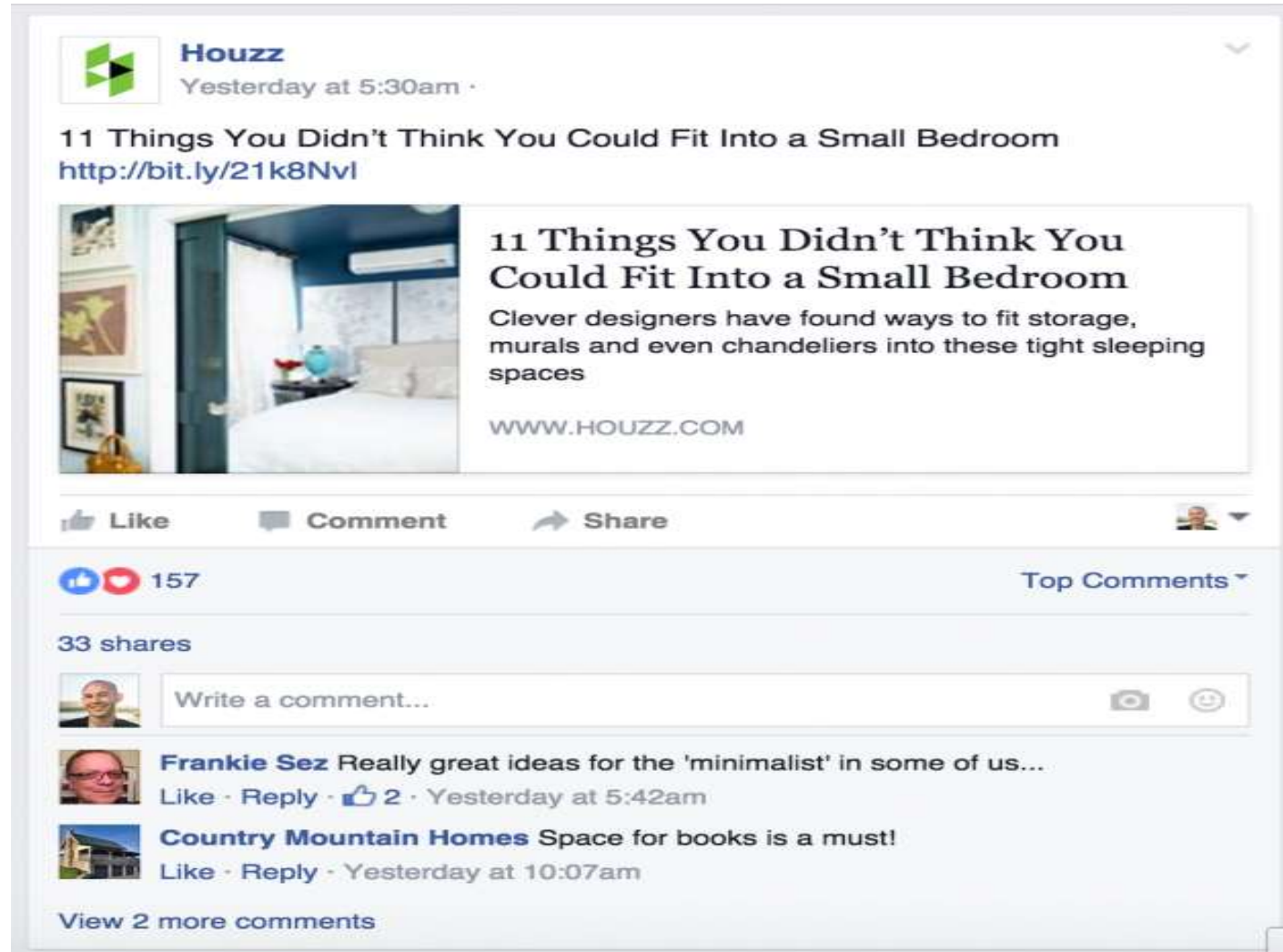
Principle #4: common region

The principle of common region is highly related to proximity. It states that when objects are located within the same closed region, we perceive them as being grouped together.

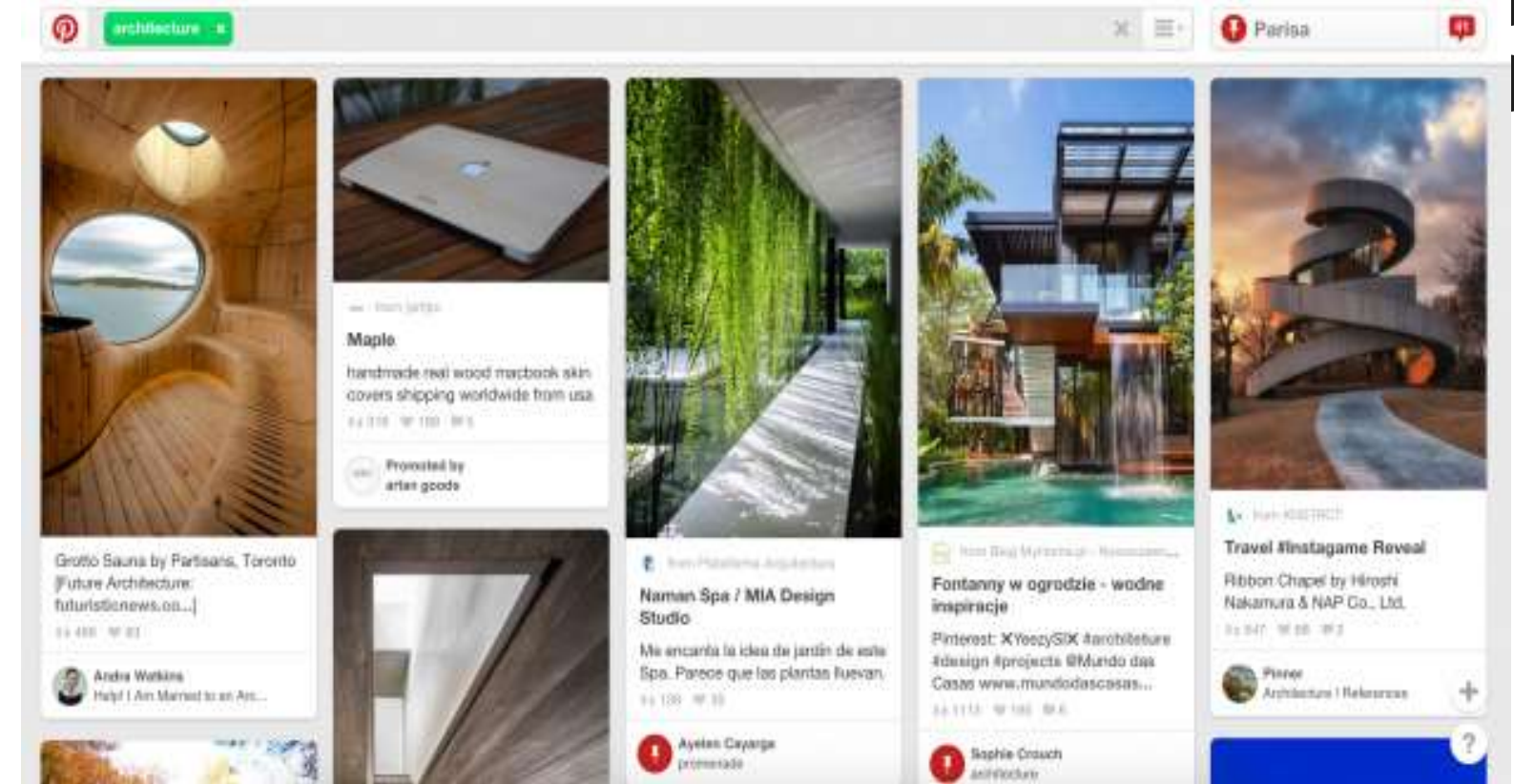


Adding borders or other visible barriers is a great way to create a perceived separation between groups of objects—even if they have the same proximity, shape, size, color, etc.

Examples of the common region principle

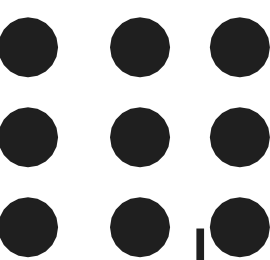


In the Facebook example below to communicate that the comments, likes, and interactions are associated with this specific post—and not the other posts surrounding it.

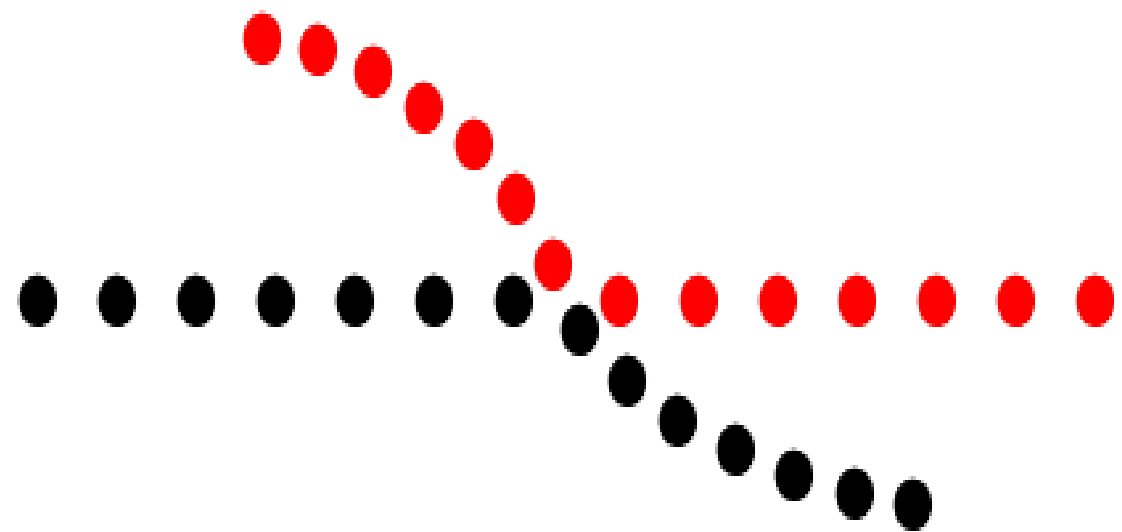


In the example from Pinterest below, the common region principle is used to separate each pin—including its photo, title, description, contributor, and other details—from all the other pins around it.

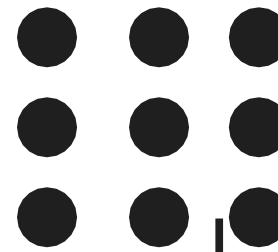
Principle #5: continuity



The principle of continuity states that elements that are arranged on a line or curve are perceived to be more related than elements not on the line or curve.



In the image above, for example, the red dots in the curved line seem to be more related to the black dots on the curved line than to the red dots on the straight horizontal line. That's because your eye naturally follows a line or a curve, making continuation a stronger signal of relatedness than the similarity of color.



Examples of the continuity principle



Step 1
Choose your meals, drinks and treats from our daily rotating menu.

Step 2
Our friendly servers organize your food for delivery - hot and ready to eat!

Step 3
Your meal arrives in around 20 minutes - like a home-cooked meal without the effort!

Sprig uses it to explain the three-step process to use their app.



Customers Who Bought This Item Also Bought

Page 1 of 20

- Crossing the Chasm, 3rd Edition: Marketing and Selling Disruptive Products** by Geoffrey A. Moore. 72 reviews. Paperback. \$12.35 Prime.
- The Lean Startup: How Today's Entrepreneurs Use Continuous Innovation to** by Eric Ries. 1,062 reviews. Hardcover. \$16.66 Prime.
- The Innovator's Dilemma: The Revolutionary Book That Will Change the Way** by Clayton M. Christensen. 208 reviews. #1 Best Seller in Industrial Management. Paperback. \$10.06 Prime.
- The Innovator's Solution: Creating and Sustaining Successful Growth** by Clayton M. Christensen. 22 reviews. Hardcover. \$16.33 Prime.
- How Will You Measure Your Life?** by Clayton M. Christensen. 563 reviews. Hardcover. \$15.66 Prime.

Amazon uses continuity to communicate that each of the products below is similar and related to each other (books of similar topics that are available for purchase).

Principle #6: closure

The principle of closure states that when we look at a complex arrangement of visual elements, we tend to look for a single, recognizable pattern.



when you see an image that has missing parts, your brain will fill in the blanks and make a complete image so you can still recognize the pattern

3D Viewing Pipeline/Nandakumar/IT/SNSCE

Examples of the closure principle

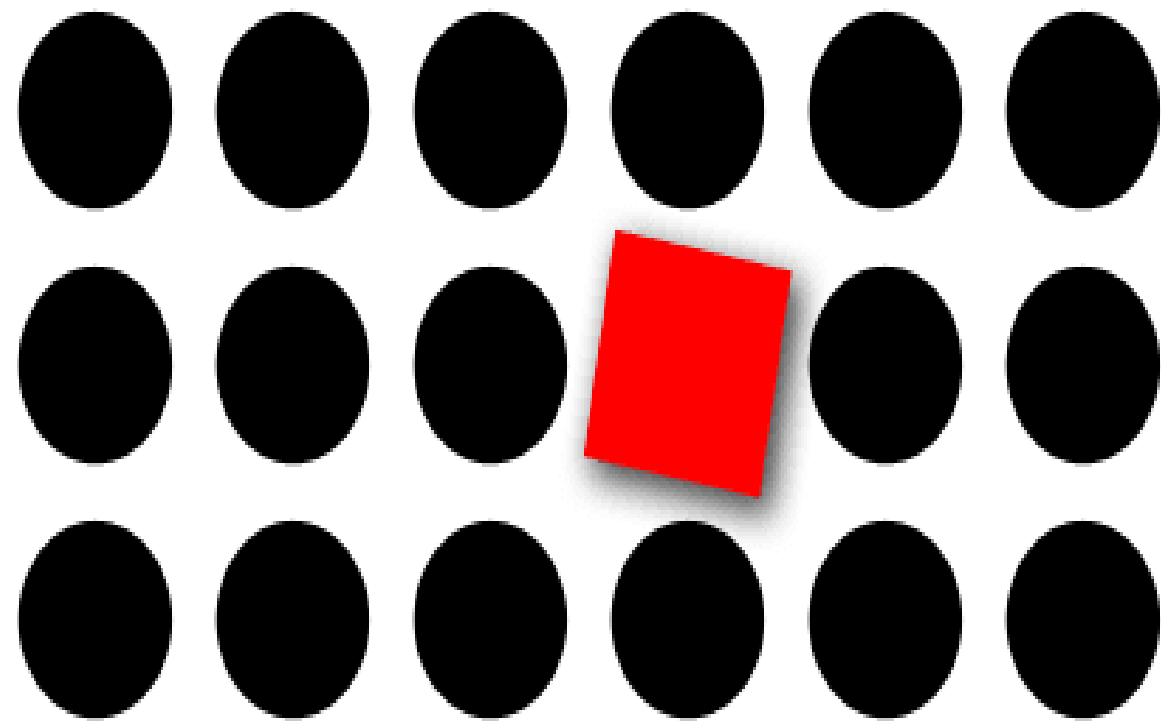
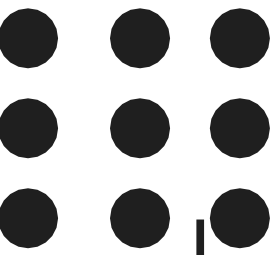


The closure principle is used often in logo designs at a variety of companies including IBM, NBC, Zendesk, and Funding Circle.



Principle #7: focal point

The focal point principle states that whatever stands out visually will capture and hold the viewer's attention first.



When you look at the image above, for example, the first thing you notice is the red square because it's different from all of the black circles around it. It's the first point of interest that grabs your attention, and from there, your attention moves to other parts of the image.

Examples of the focal point principle



Twilio uses the focal point principle to draw your eye to their call-to-action button.



Instacart combines the focal point principle with the figure-ground principle to draw your eye to the white foreground, and then to the green “find stores” button.

3D Viewing Pipeline/Nandakumar/IT/SNSCE



THANK YOU