



CA01 SIV HANSEN

GESTALT

THE PRINCIPLES OF GOOD DESIGN

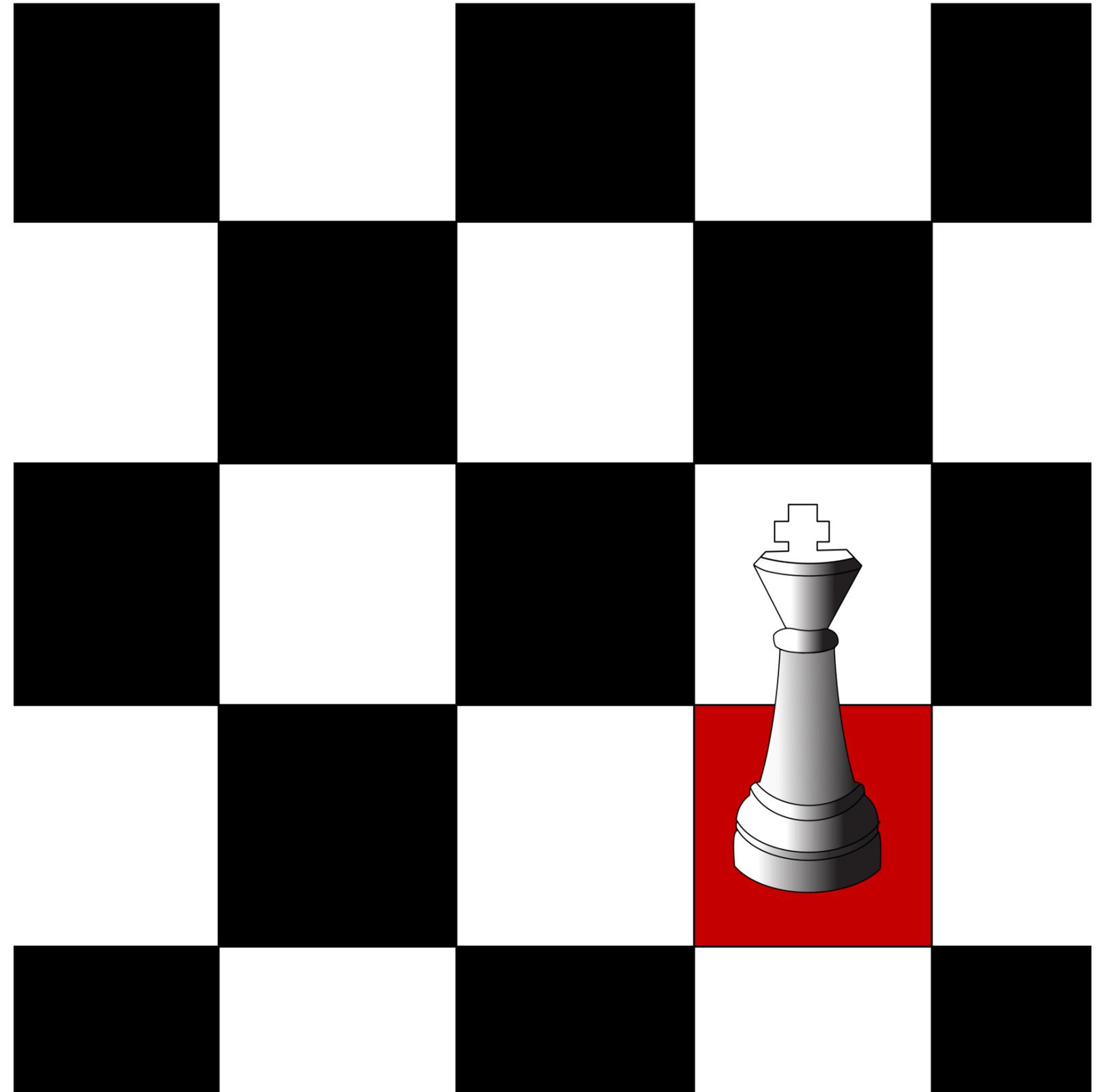
The Gestalt Principles

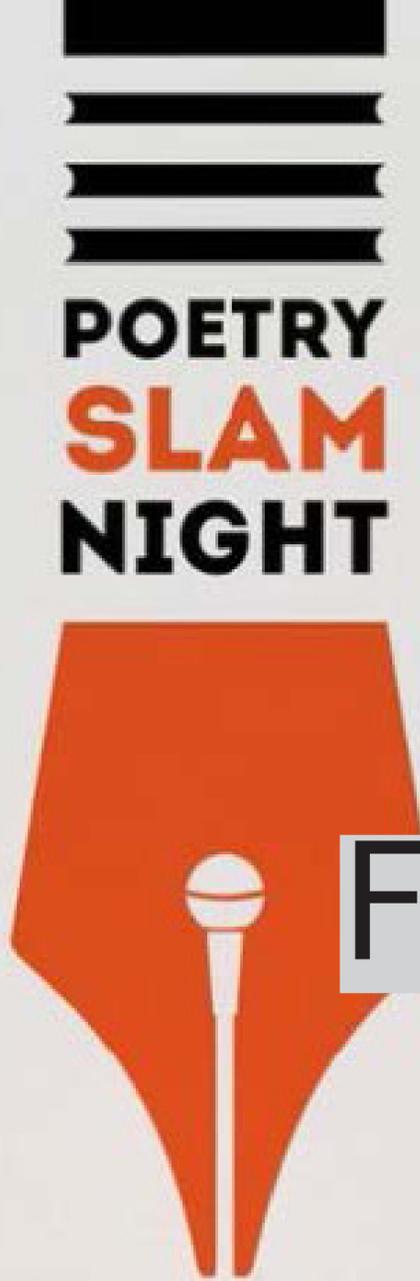
The notion of good design can often be analysed to some fundamental theories about human perception – such as the Gestalt principles. The foundation in the Gestalt principles is that the human brain is hard-wired to see logic, patterns and structure in order to easier make sense of our surroundings.

There are many Gestalt principles, but in this project the focus is on these eight:

- figure / ground
- continuity
- closure
- proximity
- similarity
- symmetry
- common fate
- prägnanz

In this project, the goal is to get to know these design principle and use them to create our own design. I chose symmetry, prägnanz and proximity, but I have explored them all using a moodboard on Canva and images and logos found online.

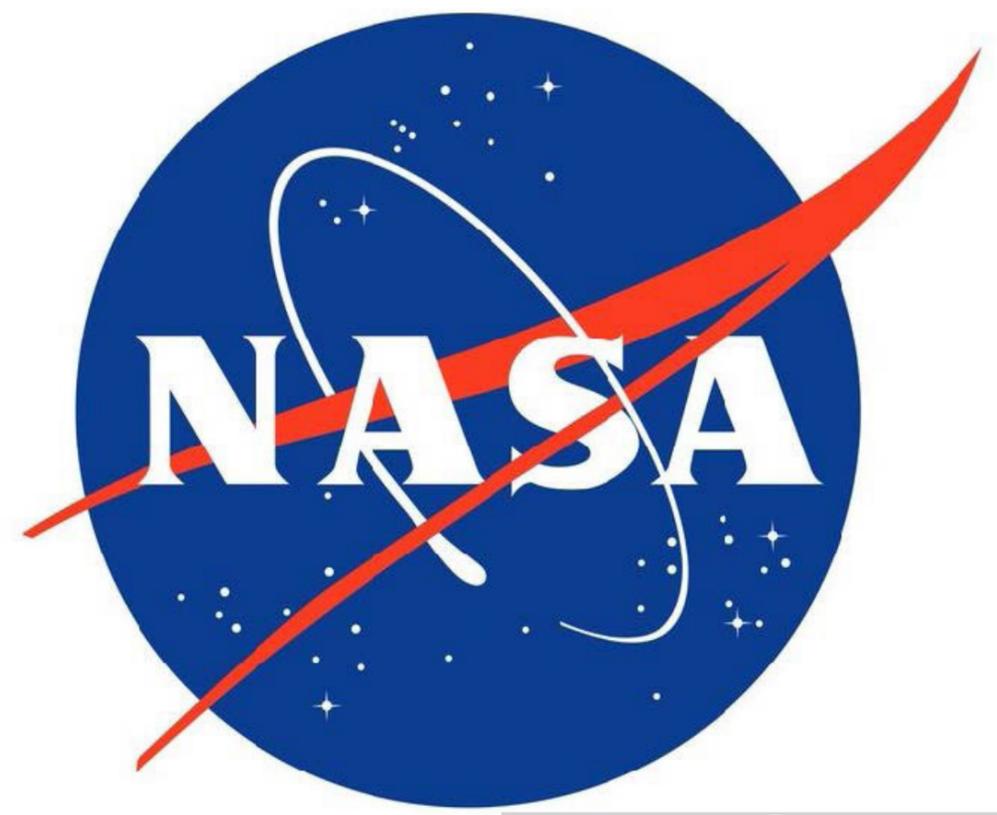
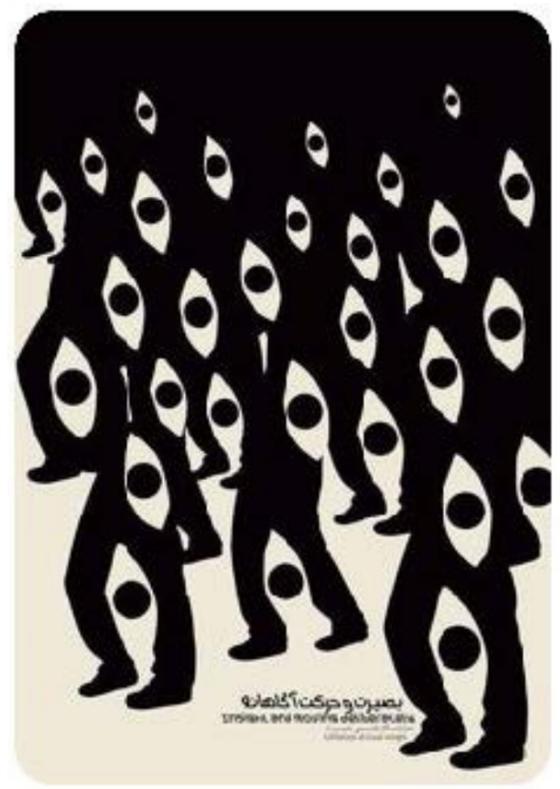




Figure/ground

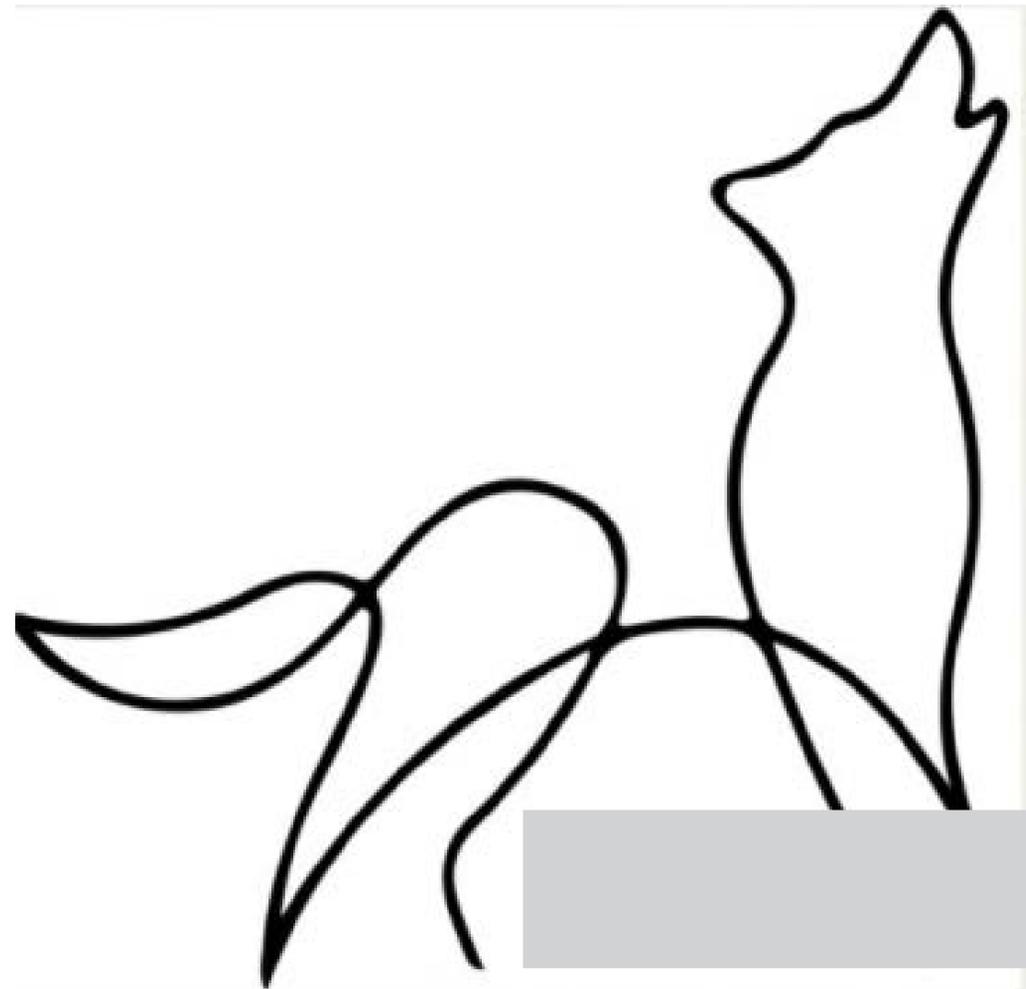
Friday, July 11th, 2014
8:30pm onwards

POETS: IRA ANKITA MELANJANA
MAYANKA RAGINI & SUGANDHA

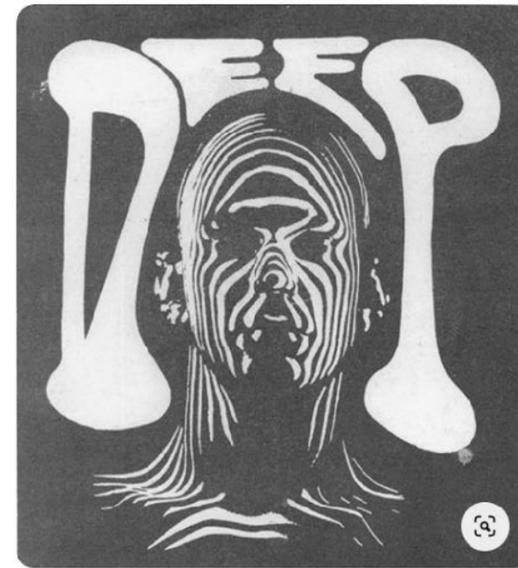


Continuity

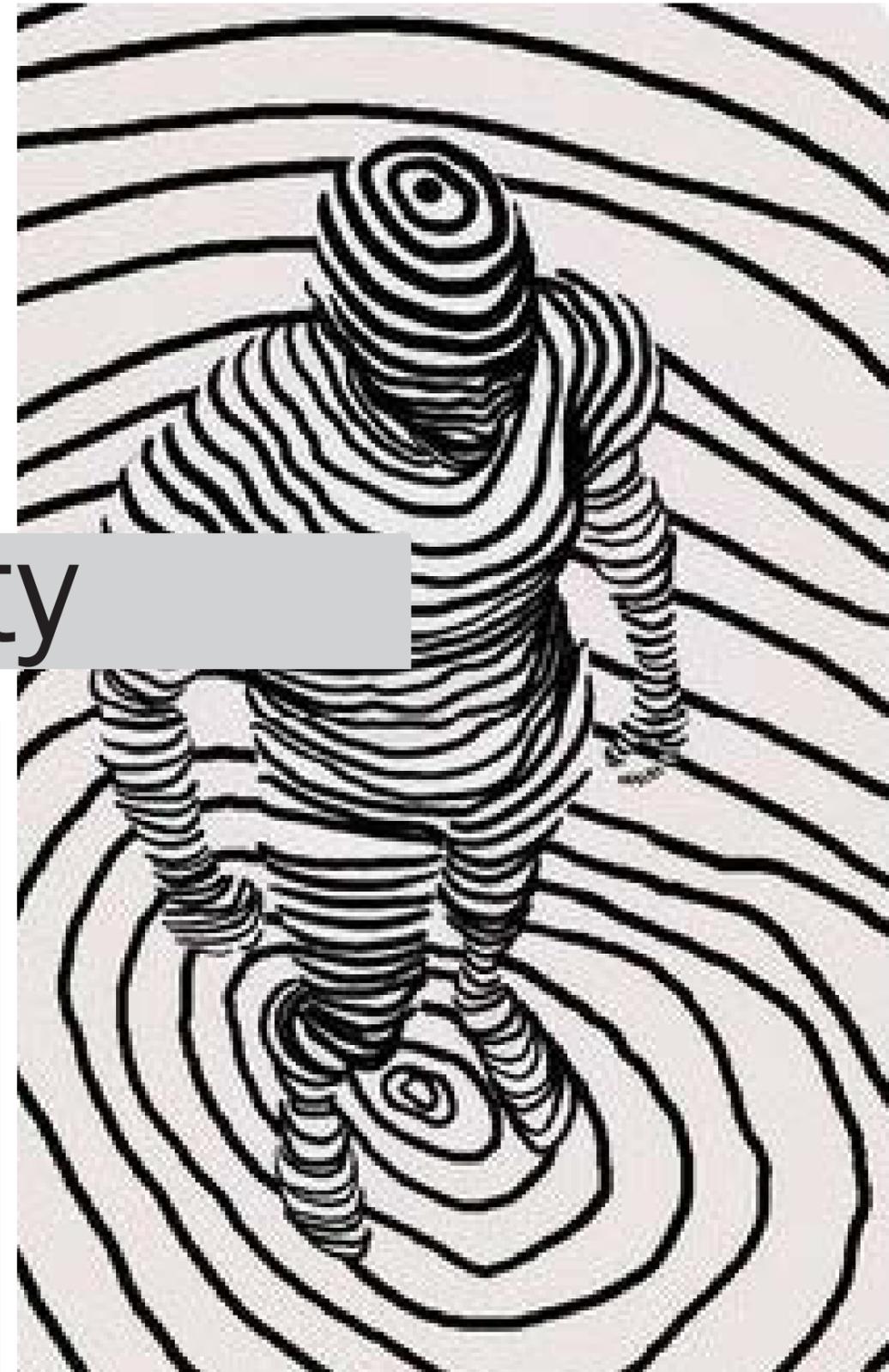


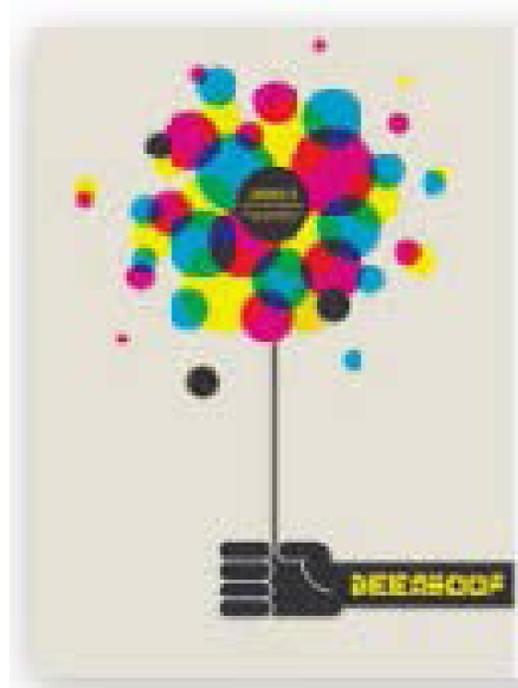


Closure



Proximity

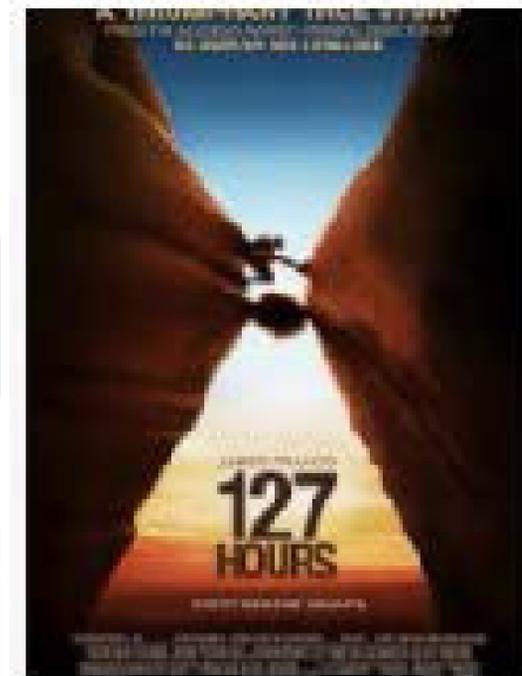


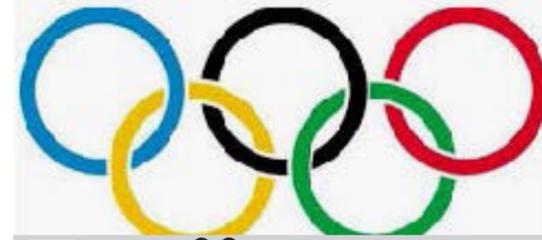
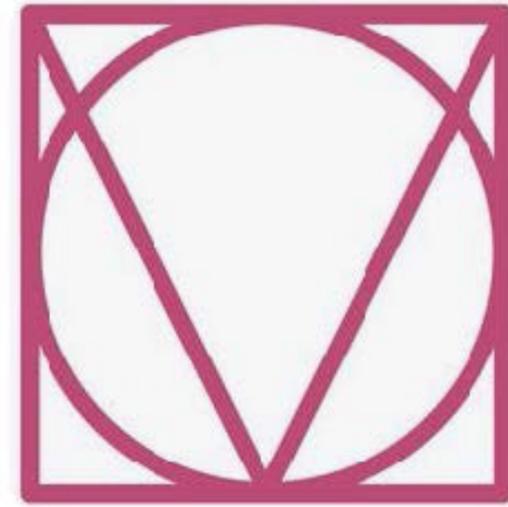


Similarity



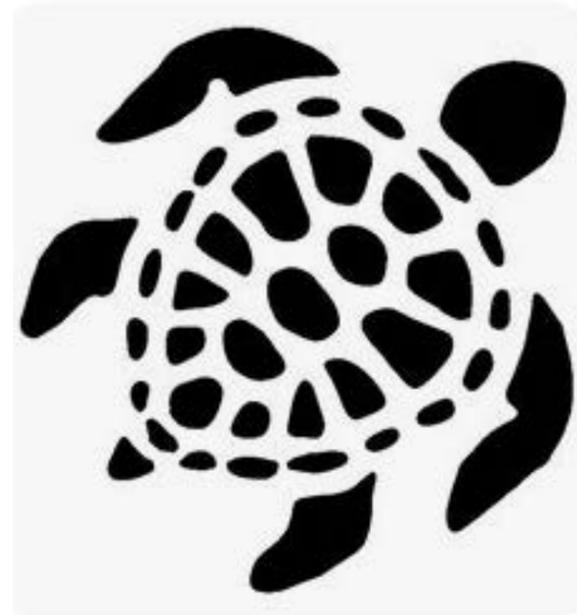
Symmetry





Common fate

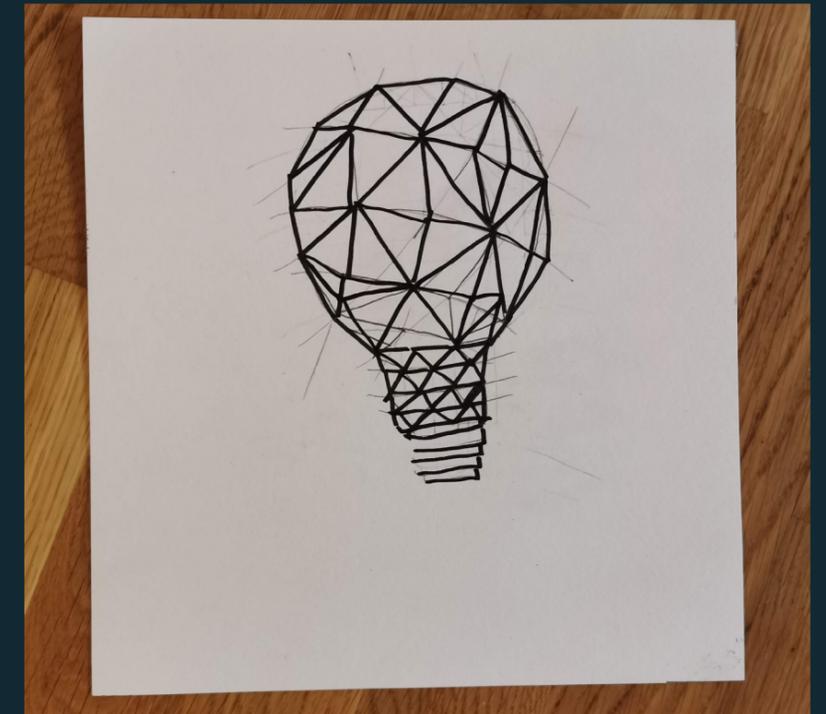
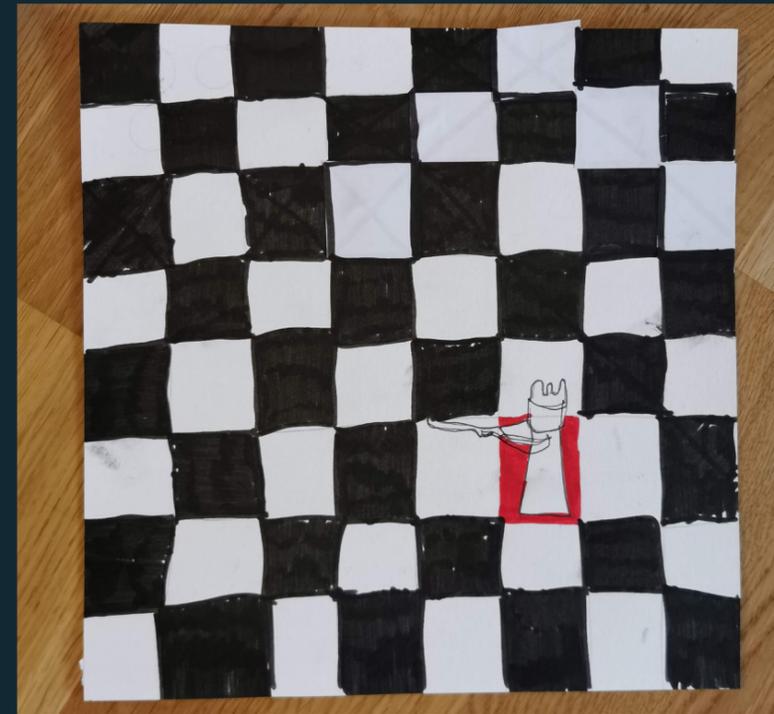
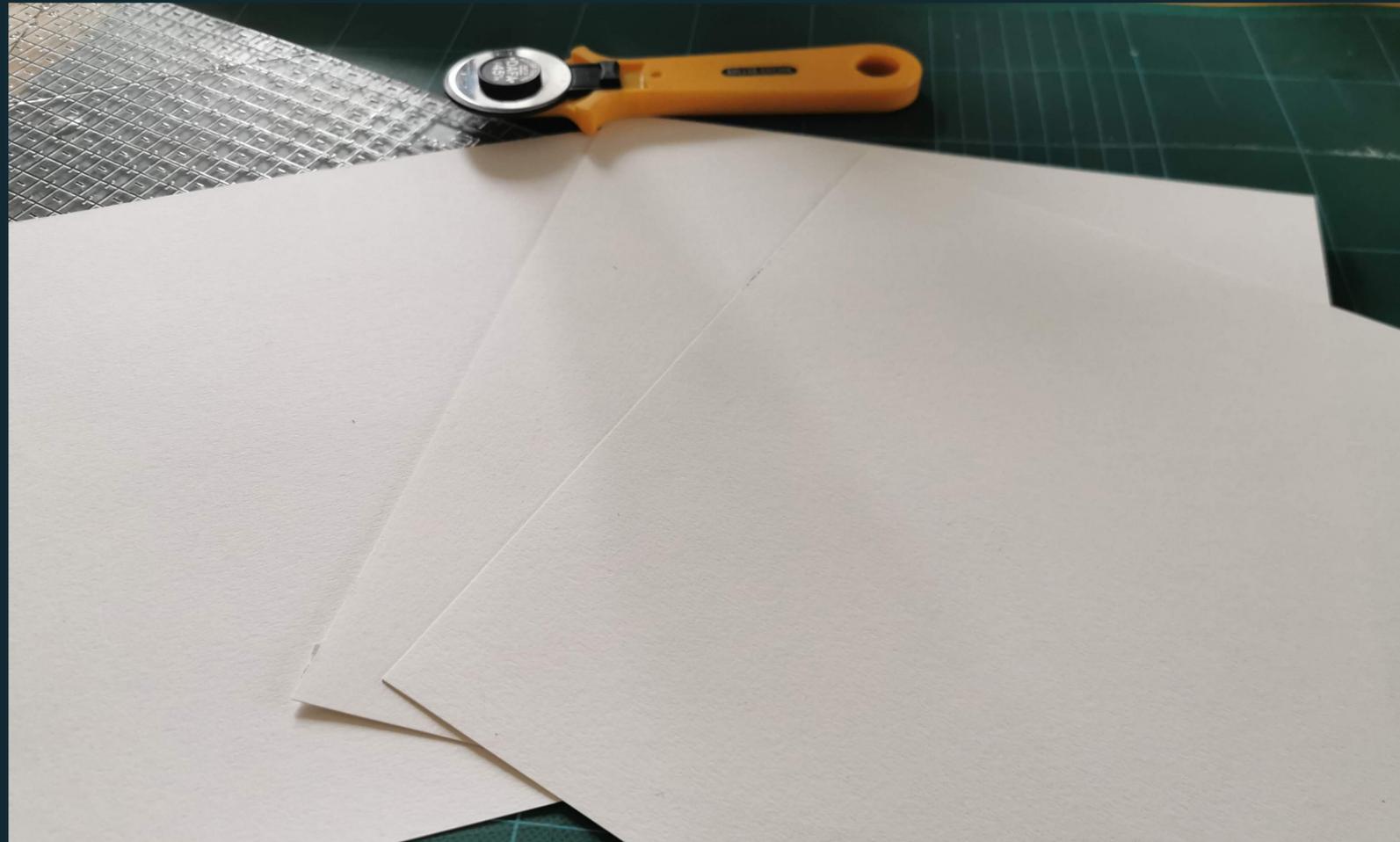
Prägnanz



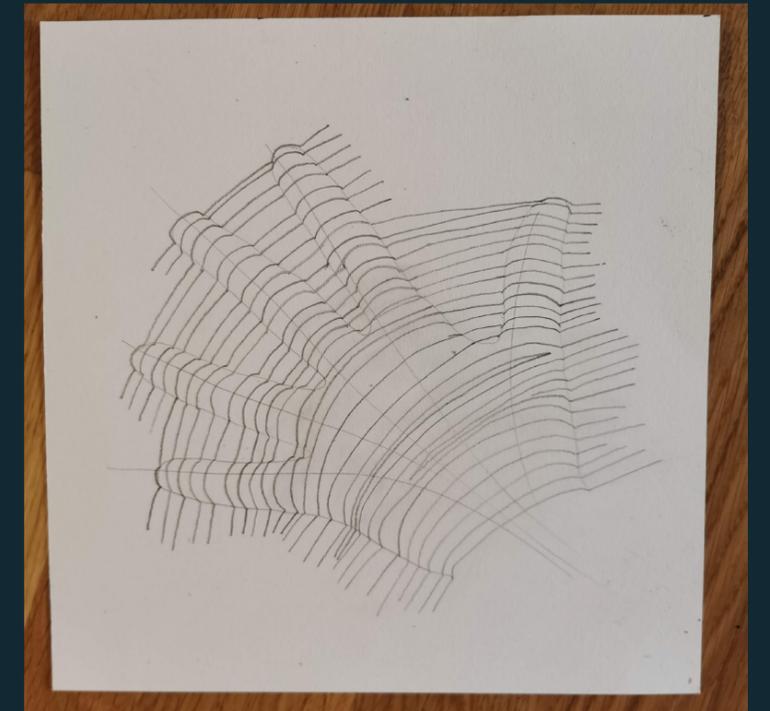
After the research phase and creation of moodboards, I sketched a few different types on cheap paper in order to generate some ideas, and sketched the ones I wanted to recreate later with pen and pencil on paper. The paper is very expensive drawing paper in size A3, and I didn't want to execute my draft-and-throw sketches on this paper. The paper size was supposed to be 250mm

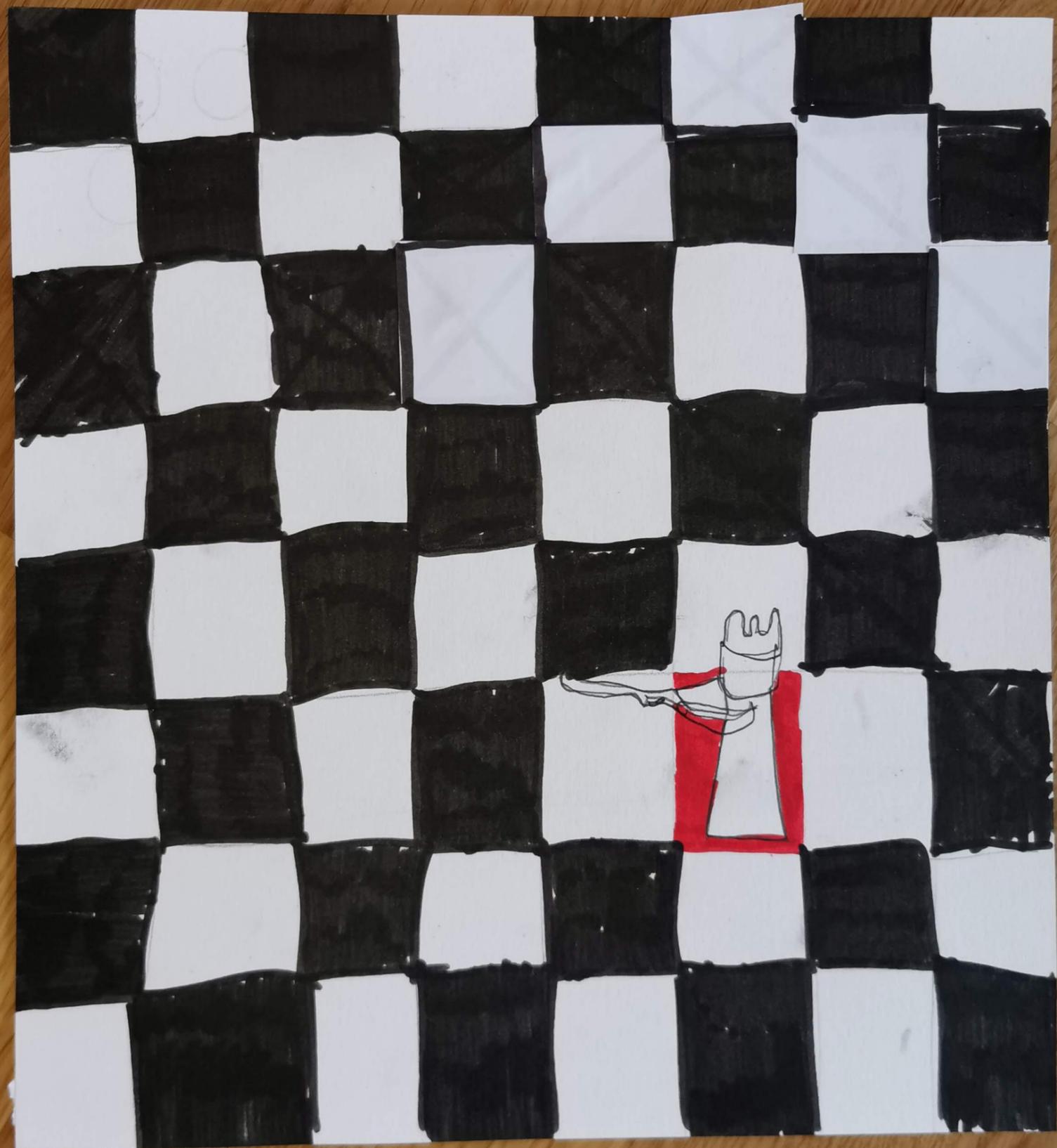
x 250mm so an ordinary A4 paper is too small. I tried first to cut and put back together using adhesives, but it was horrible to draw on - hence the cutting of A3 paper size.

To cut the paper in the correct size, I used my quilting equipment - a measurement board, a quilting ruler and a fabric knife.



The sketches was done with a HB pencil first and then with markers.



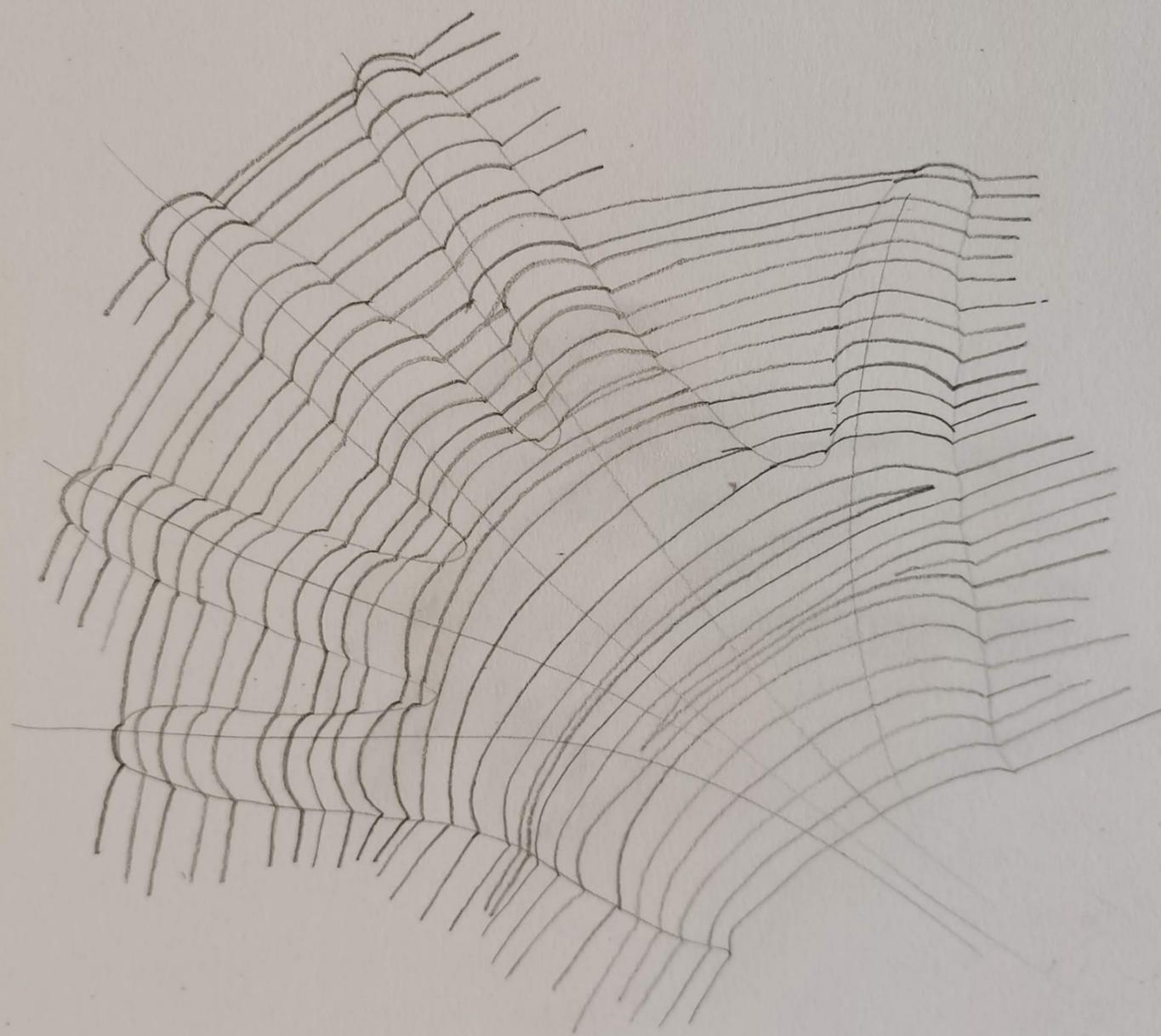


Similarity and anomaly

The human eye treats similarity - objects that look the same, the same way. When something is similar in this manner, an anomaly - or something different is easily noted. In my case, I have a chess board, with 32 white squares, 31 black squares and 1 red square. The red square stands out.

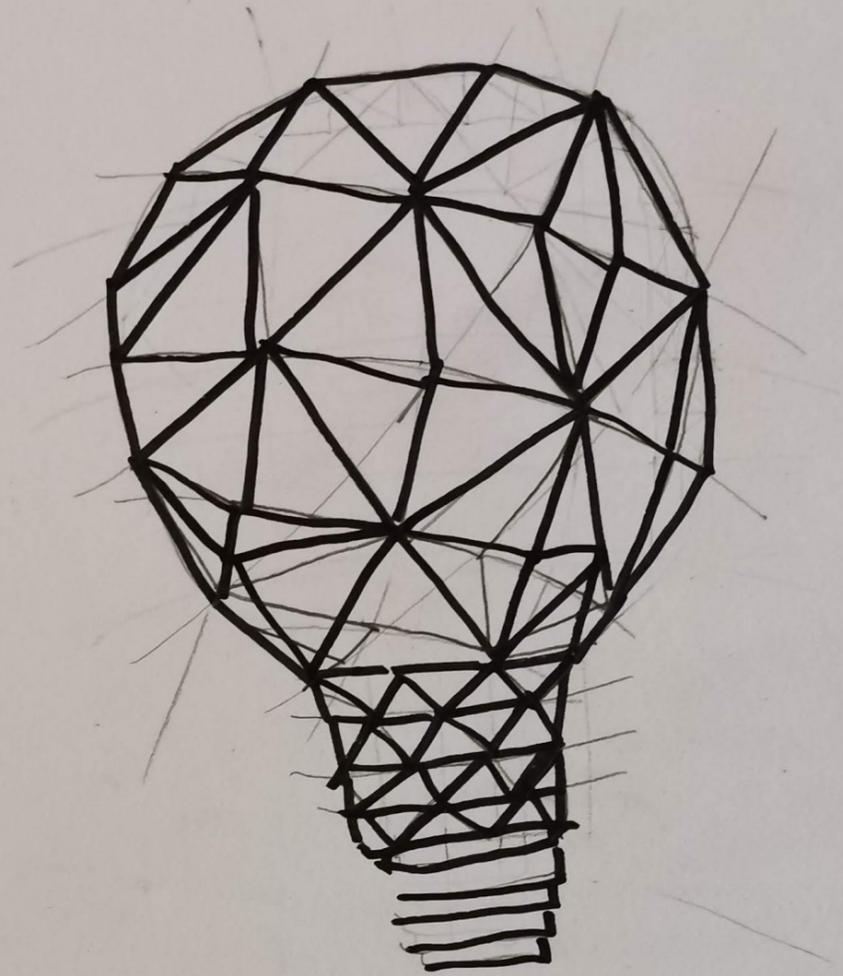
Proximity

When elements are grouped together, the human eye tends to see it as a whole. In my artwork, the drawing is lines with curves. These lines make up the shape of my hand.



Prägnanz

In the Gestalt principle of prägnanz, the theory is that the human eye sees an object as a sum of its parts – not the individual shapes that make up the shape. In my example, I have created 35 triangles. The human eye sees a round ball – not the 35 triangles.



About the project execution

This task was much harder than it looked at first glance. During the research phase, I looked at images online with the assumption that it would be easy to spot the principles in use. It wasn't. This could be due to the lack of the use of these principles in the many of the designs I looked at, but I am not sure.

I was equally cocky when I decided on which principle I should illustrate, and figure/ground was my obvious choice. However, my drawing skills are not good enough and it was harder than I thought to come up with an idea of something that could be two things at once. All examples online was so clever handled, but my attempts failed miserably.

Some of the design principles are easy to understand, such as similarity and proximity. The explanations found in literature are almost the same everywhere. This did not hold true for continuity and prägnanz. One explanation I've found for continuity is that the eye follows a line until it is interrupted by another line. However, I found this explanation to be weird. Another I found was that the eye follows the easiest path along a line, even if it is interrupted by another line. For example, in the mood board further up, there is an example of a logo; an H with a leaf to the right. Even though the H is split into two, by the "swosh" of the leaf, we still read this as an H.

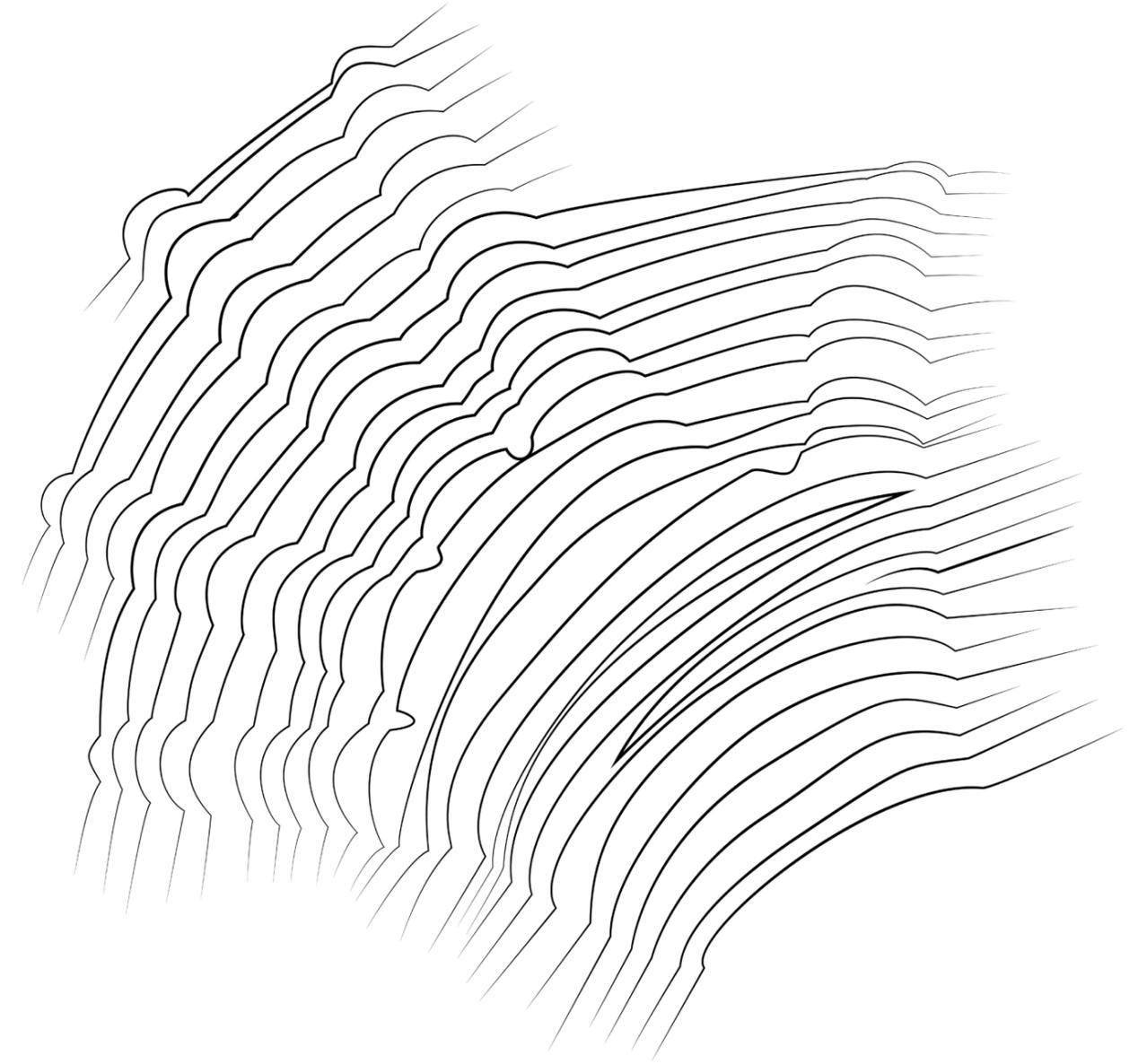
I've also found the prägnanz principle to be in the same lane, but with shapes.

For execution of this project, I should have done more sketches before deciding on how to illustrate the different principles. I chose to illustrate "proximity" with a silhouette of my hand. In my sketch, you clearly see the outline of the hand, so it is easy to comprehend that this is infact a hand. However, I did the sketch in Illustrator too (I thought that was a part of the assignment too), and when the outline of the hand is missing, it is much harder to see the underlying structure.

For the proximity principle, the shape is supposed to be a light bulb. However, it was really hard to capture the roundness of the shape in the square on paper. This was much easier in Illustrator.

Literature

Gestalt Principles, Interaction Design. Online [16.09.2020] URL: <https://www.interaction-design.org/literature/topics/gestalt-principles>



I also did the artwork in Adobe Illustrator. I must have dreamed that this was a part of the assignment.† The same applies to report writing in Indesign

