

Gestalt Principles Studio Task #3 (Individual)

Due: Thursday, January 21, 2016

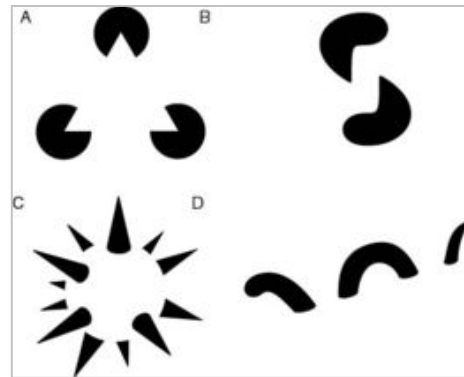
Goals

The goal of this assignment is to emphasize the form-shaping capabilities of the human visual perceptual system, particularly with regards to how designers may use these effects to create interesting designs.

Gestalt Theory

The Gestalt approach attempts to define principles of perception—a list of “perceptual laws” which determine the way humans perceive objects. It has formed the basis for further research into the perception of patterns and objects and has been used as a theoretical backdrop to inform the design of interfaces.

For example, in the figure on the right, note how a triangle is perceived in object A, while a 3D sphere with spikes emerges in object C. Object D appears as one long shape although it's made up of three disparate sections.



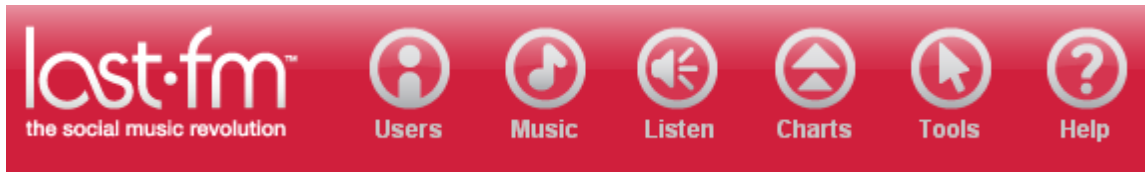
(Figure from http://en.wikipedia.org/wiki/Gestalt_psychology)

Assignment

Read the Gestalt excerpts from the Universal Principles of Design. You can find the restricted link [here](#). The reading covers five Gestalt principles:

1. **Closure (p. 34):** A tendency to perceive a set of individual elements as a single, recognizable pattern, rather than multiple, individual elements.
2. **Good Continuation (p. 98):** Elements arranged in a straight line or a smooth curve are perceived as a group and are interpreted as being more related than elements not on the line or curve.
3. **Proximity (p. 160):** Elements that are closer together are perceived to be more related than elements that are farther apart.
4. **Similarity (p. 184):** Elements are similar are perceived to be more related than elements that are dissimilar.
5. **Uniform Connectedness (p. 200):** Elements that are connected by uniform visual properties, such as color, are perceived to be more related than elements that are not connected.

For this studio task, we would like you to find examples of the **last four principles** (2-5) online in an existing interface. For example, Last.FM used to utilize the Good Continuation, Proximity, Similarity, and Uniform Connectedness principles for their top-level menu bar:



Place a screenshot of each example in an html or PDF document. You should have 4 (or more) screenshots in your write-up—one for each principle. Even if a given interface utilizes more than one Gestalt principle like Last.FM, we'd like you to **find a different design example for each principle**. Accompany the screenshot with the original source link and identify which Gestalt principle (or principles) occur in each screenshot.

Deliverables

1. Four Examples

Your four examples should be collected **put in a single PDF file with the name "assignment5.pdf" and link it off your studio web site**. Please include screenshots of each example, as well as a short description indicating the principle. A "live link" to the source of the example should also be included for thoroughness.

2. Presentation

You must be prepared to present your work in class.

Grading (100 Points)

These studio assignments are meant to inspire your creativity, flex your design muscles, and give you a chance share your own designs in class. The assignments are meant to be rather lightweight and fun. It's also an opportunity to earn points—but only if you do the work.

For this assignment, you will be graded on:

- [20] Your presentation (if called upon).
- [80] An pdf file for this assignment accessible online in your individual studio directory, which covers at least one example per Gestalt principle including a screenshot, textual description of how it uses/fulfills the principle, and a link to the original (20 points per example).