

## Definition

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# ge·stalt

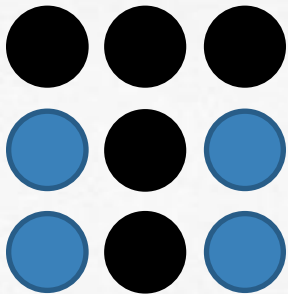
*noun:* gə'SHtält/

An organized whole that is perceived as more than the sum of its parts.

# Laws of Gestalt

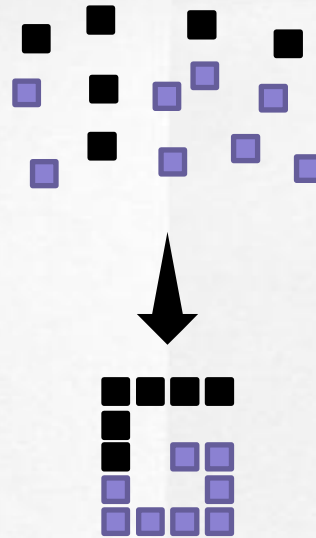
## Similarity

- ▣ Objects that are similar will be grouped together
- ▣ Visual interest comes from dissimilarity



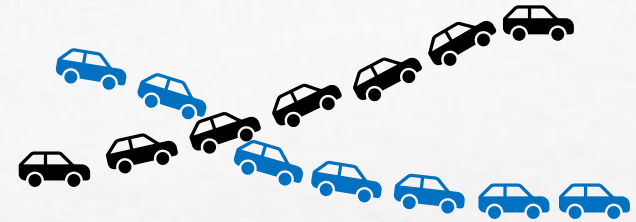
## Proximity

- ▣ The brain more closely associates objects close to each other than it does objects that are farther apart



## Continuation

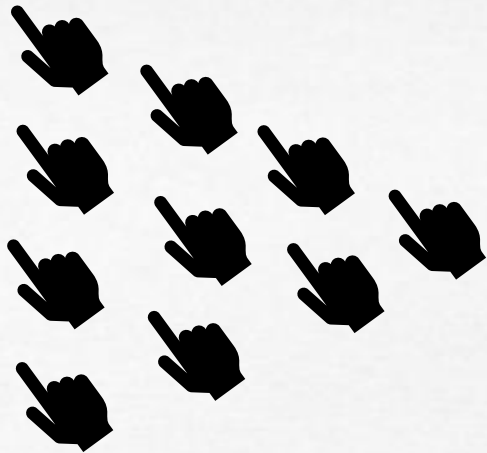
- ▣ Brain seeks continuation of a perceived movement



# Laws of Gestalt

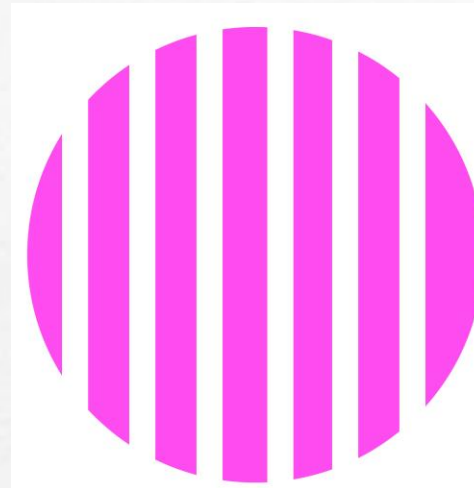
## Common Fate

- ▣ Brain seeks continuation of a perceived movement



## Closure

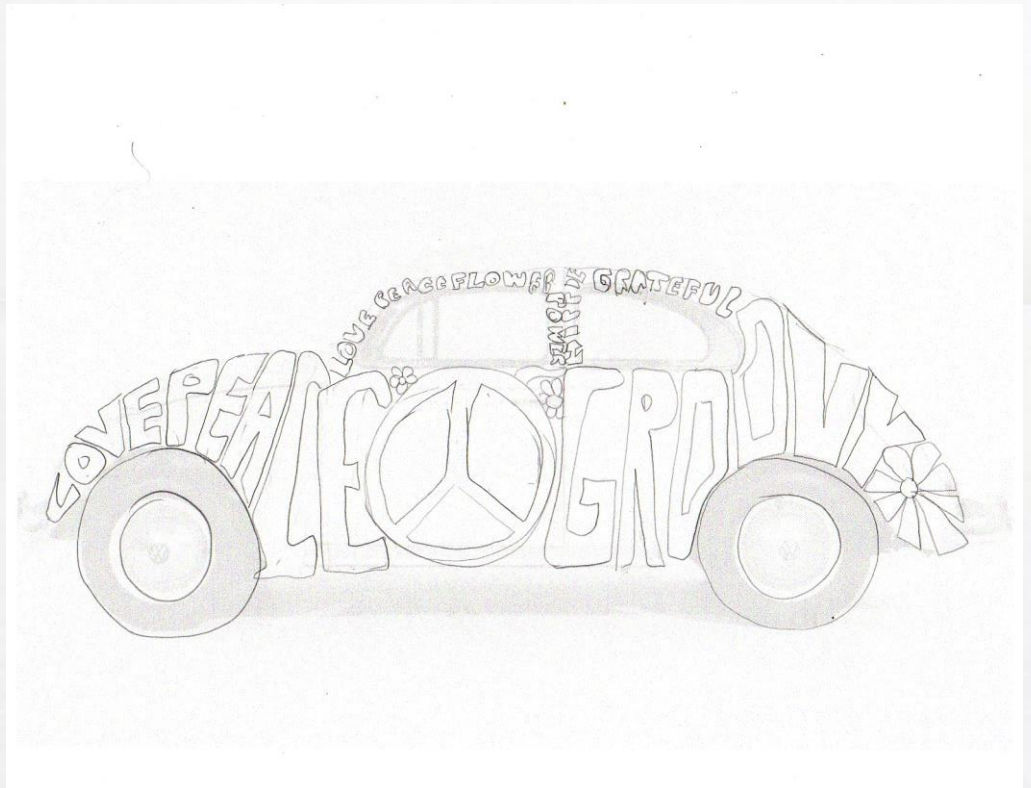
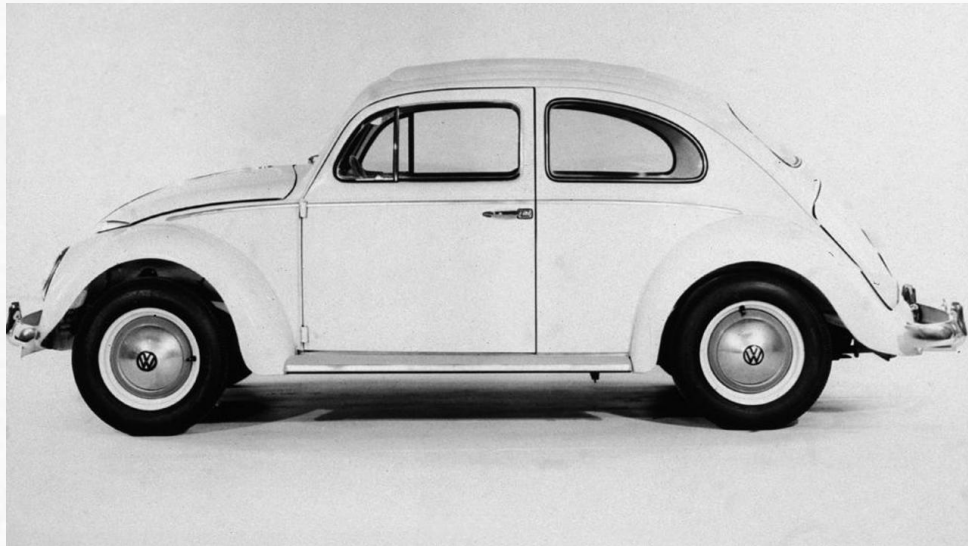
- ▣ Brain seeks to fill in incomplete portions of object to create a whole







# Research and Execution



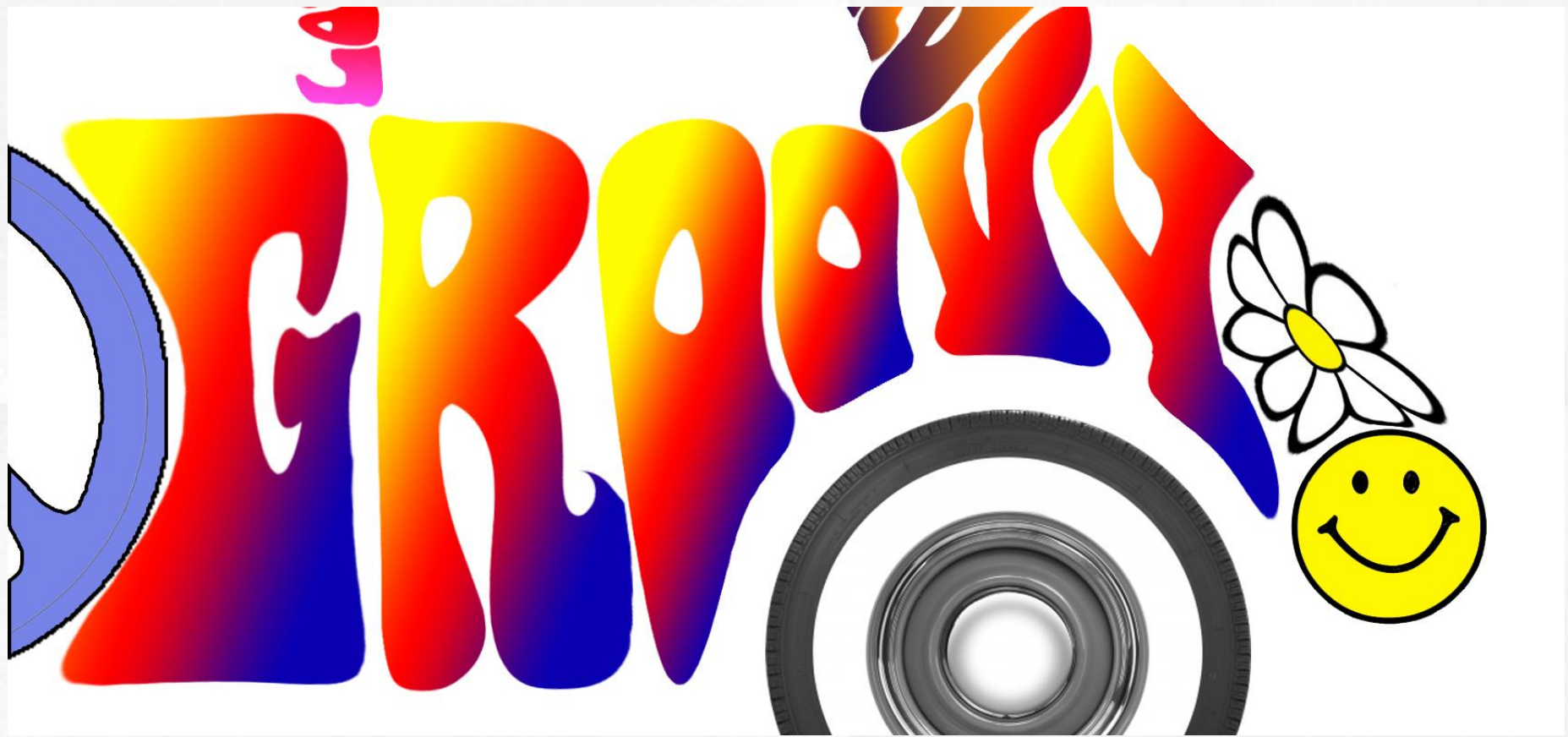








FLOWER POWER GRATEFUL DEAD  
LOVE





Google Dictionary



Lester, Paul Martin. *Visual Communication: Images with Messages*. Wadsworth/Cengage Learning, 2014.



*The Gestalt Principles*, [graphicdesign.spokanefalls.edu/tutorials/process/gestaltprinciples/gestaltprinc.htm](http://graphicdesign.spokanefalls.edu/tutorials/process/gestaltprinciples/gestaltprinc.htm).