

NEED TO KNOW



Graphic Design I
Fall 2011
ADG-S206-A
3 credits

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ARL B02

Monday 2:00PM - 4:40PM

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GESTALT PRINCIPLES OF VISUAL PERCEPTION AND ORGANIZATION

Gestalt is a psychology term which means "unified whole". It refers to theories of visual perception developed by German psychologists in the 1920s. These theories attempt to describe how people tend to organize visual elements into groups or unified wholes when certain principles are applied.

The five principles:

1. figure ground: allows us to 'read' imagery

2. closure: Closed shapes are more stable than unclosed shapes. We have a natural tendency to close gaps and complete an unfinished form.

3. continuation: Organization in perception leads the eye to continue along and beyond a straight line or curve.

4. proximity: Perceptual grouping are favored according to the nearness of parts. Closer parts form groups by visually uniting.

5. similarity: Identical visual units will be seen together in groups. Similar objects are defined by shape, size, color, and direction.

Trademarks

1. Unlike other forms of advertising, the modern trademark is a **long-term design**.

2. Only a strong design with a simple, unified gestalt will stand the test of repeated exposure.

4 important points to remember when making a mark:

1. Mark to symbolize client quality.

2. Remain legible and strong.

3. Must be reproduced well in one color.

4. SIMPLICITY is a virtue because you can't control how the mark will be seen