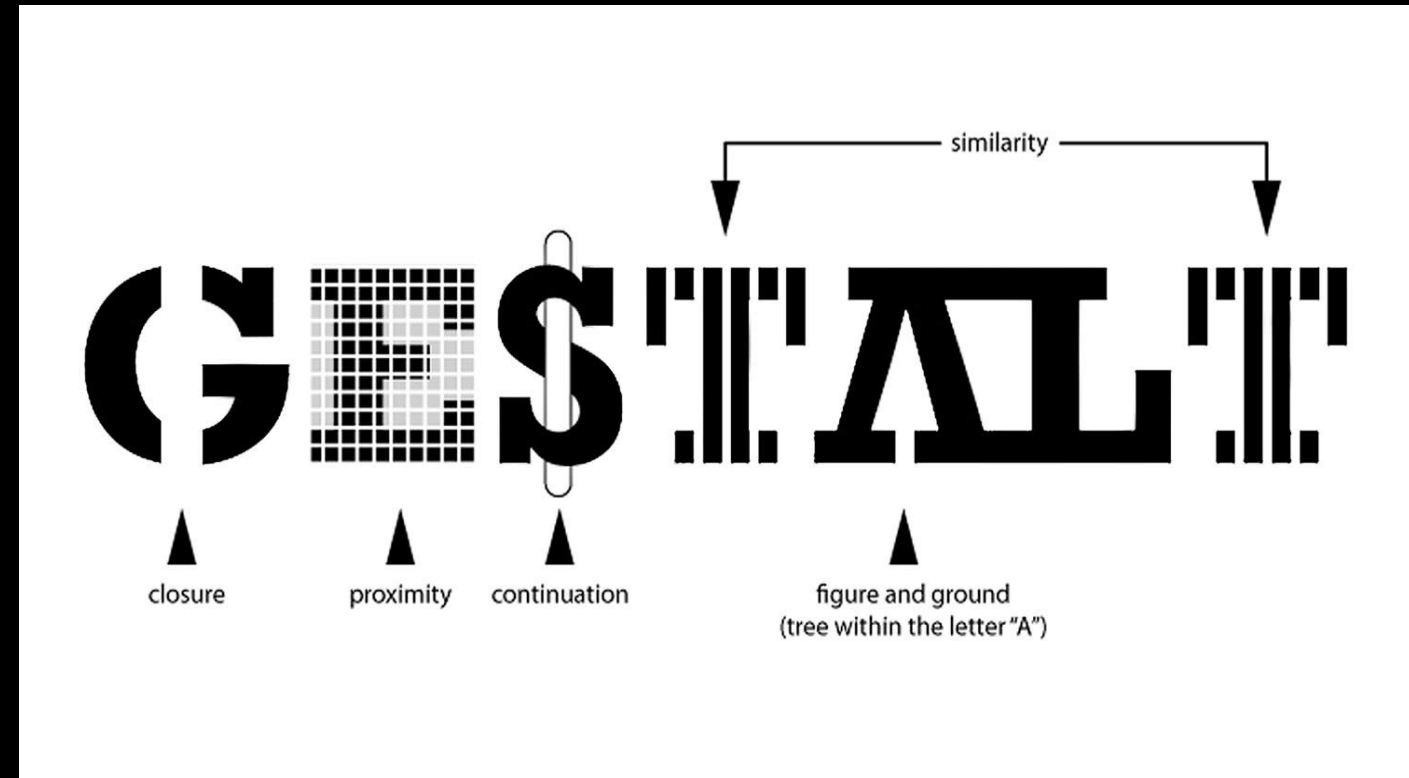- By: Chris Savaglio

- 9/30/22

Design with the mind in mind
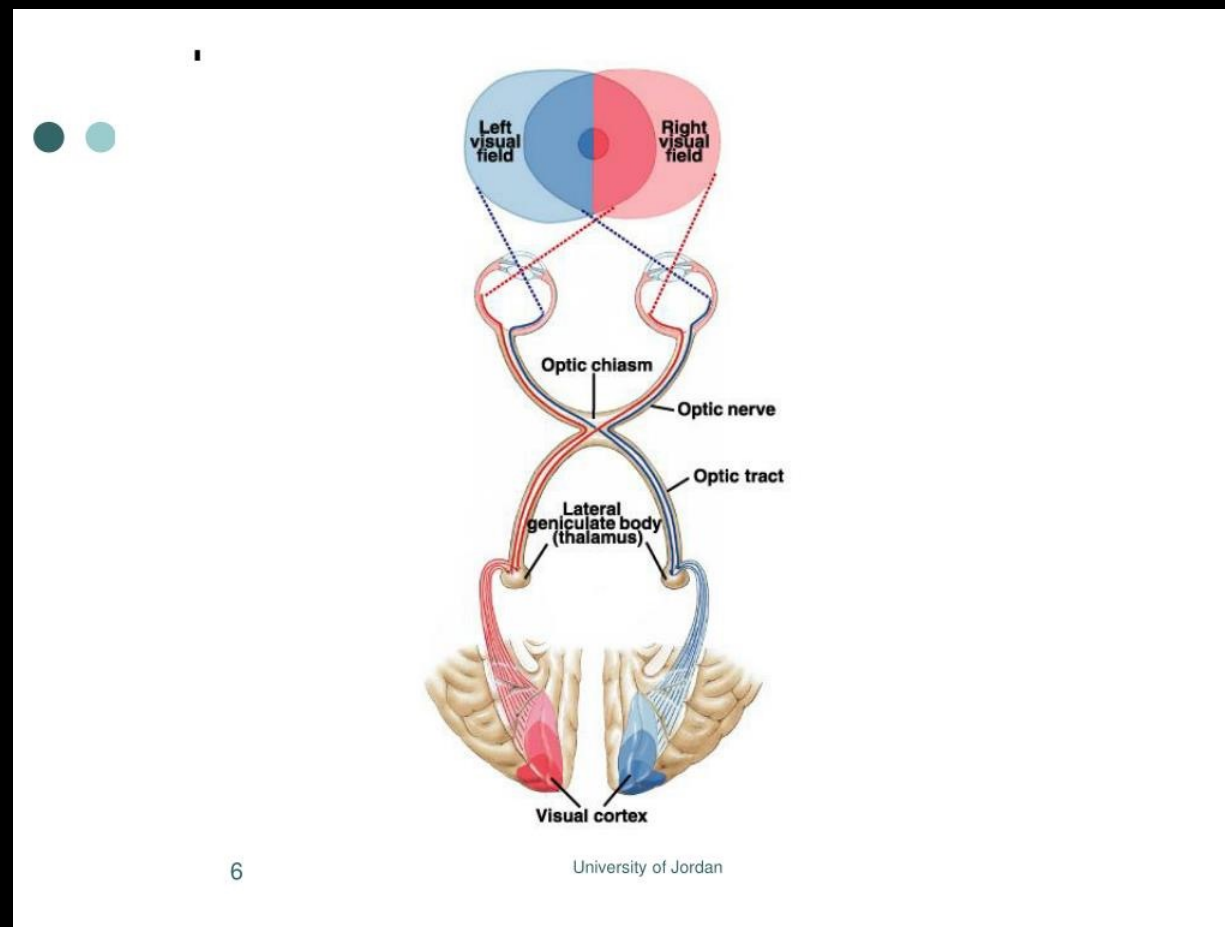Chapters 2-3
Jeff Johnson

Gestalt Principles

- Human vision is Holistic

- We are wired to perceive whole shapes, figures and objects.

- Theories of Human visual perception became known as the Gestalt principles of visual perception.
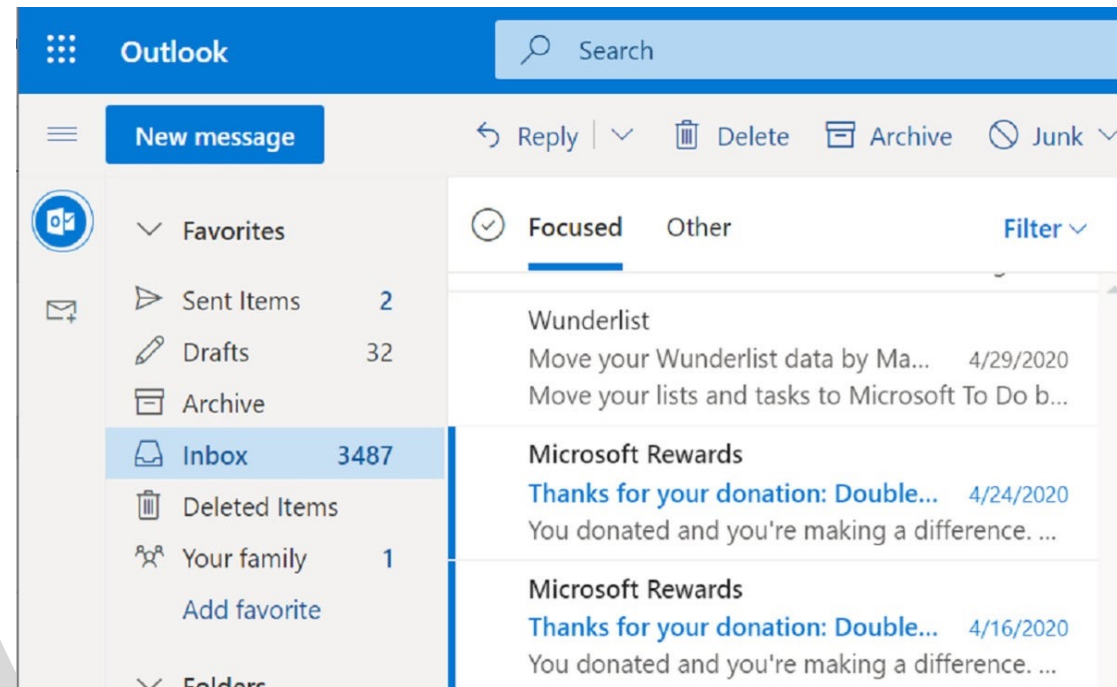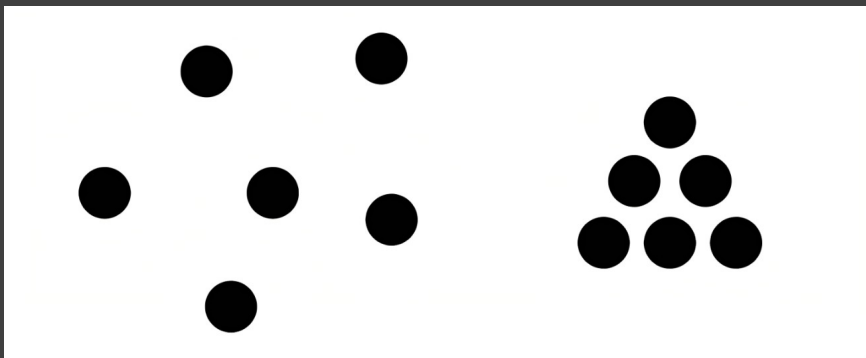

https://www.neurosciencemarketing.com/wp-content/uploads/2017/06/gestalt-principles.jpg

Today's Belief's

- Gestalt theory of perception is more of a descriptive framework.

- Today's theories rely on the neurophysiology of the eyes, optic nerve and brain

https://image3.slideserve.com/6517808/slide6-l.jpg

Proximity

- Relative distance between objects displayed will affect our perception of how and if objects are organized into subgroups.

- Items can be visually grouped by spacing them closer to each other than to other controls.
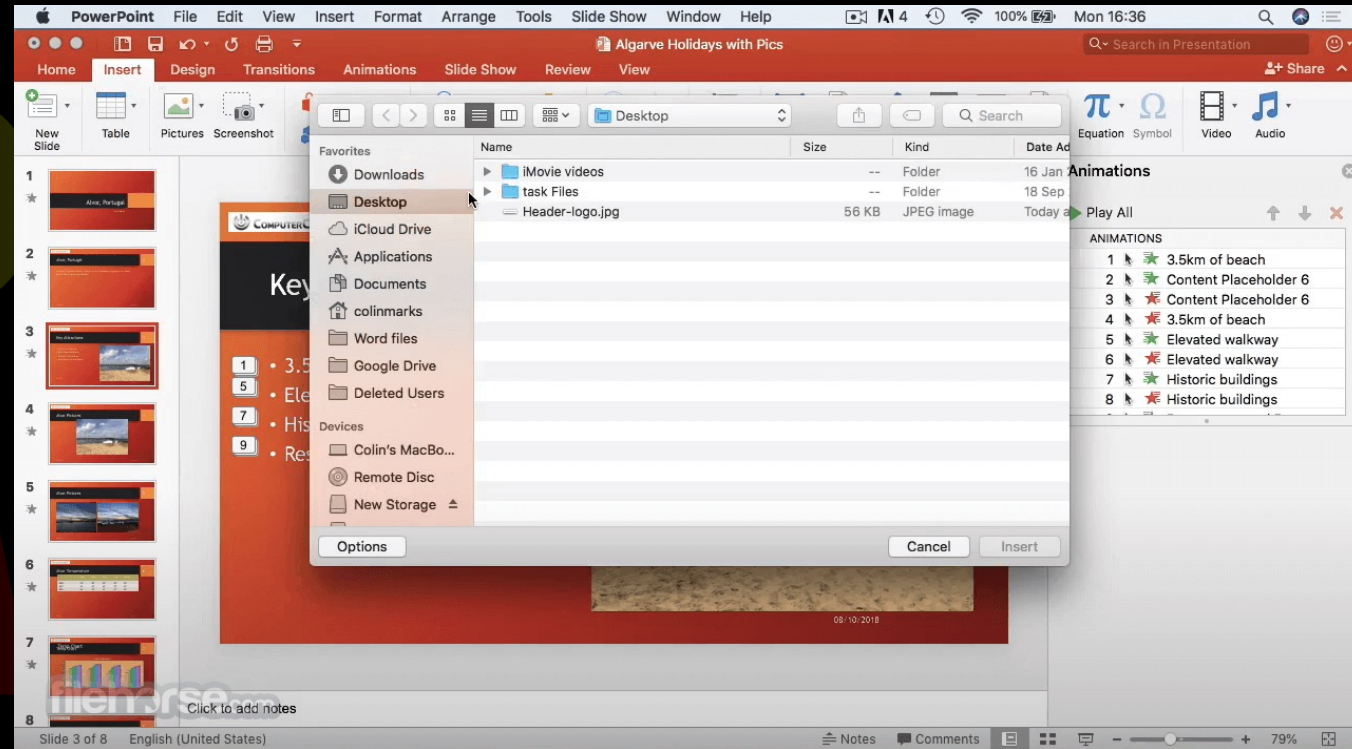

https://images.idgesg.net/images/article/2021/03/microsoft-outlook-web-app-focused-inbox-large-100882474-large.jpg

https://th.bing.com/th/id/R.fab0992bbd3de258caf4dab39d99e381

Similarity

- Objects that look similar appear be grouped, all other things being equal.

https://static.filehorse.com/screenshots-mac/office-and-business-tools/microsoft-powerpoint-screenshot-04.png

https://i0.wp.com/moss51.com/wp-content/uploads/2020/03/similarity2.png?w=3000&ssl=1

Continuity

- Visual perception is biased perceiving continuous forms rather than disconnected segments.

- Slider controls are a great example of the Continuity principle

https://th.bing.com/th/id/R.213dc04fd7d61feba4cb4089a03c4191?rik=prJHE3
1ezt2CYA&riu=http%3a%2f%2fwww.qweas.com%2fdownload%2faudio_mp3%
2faudio_players%2fscreen%2faudio_sliders_160.gif&ehk=eXIixiQyMrVeJ9QPj1z
pr1K7GPTwePRU5WhlraNDhFk%3d&risl=&pid=ImgRaw&r=0

https://www.simonwhatley.co.uk/content/writing/gestalt-principles-of-
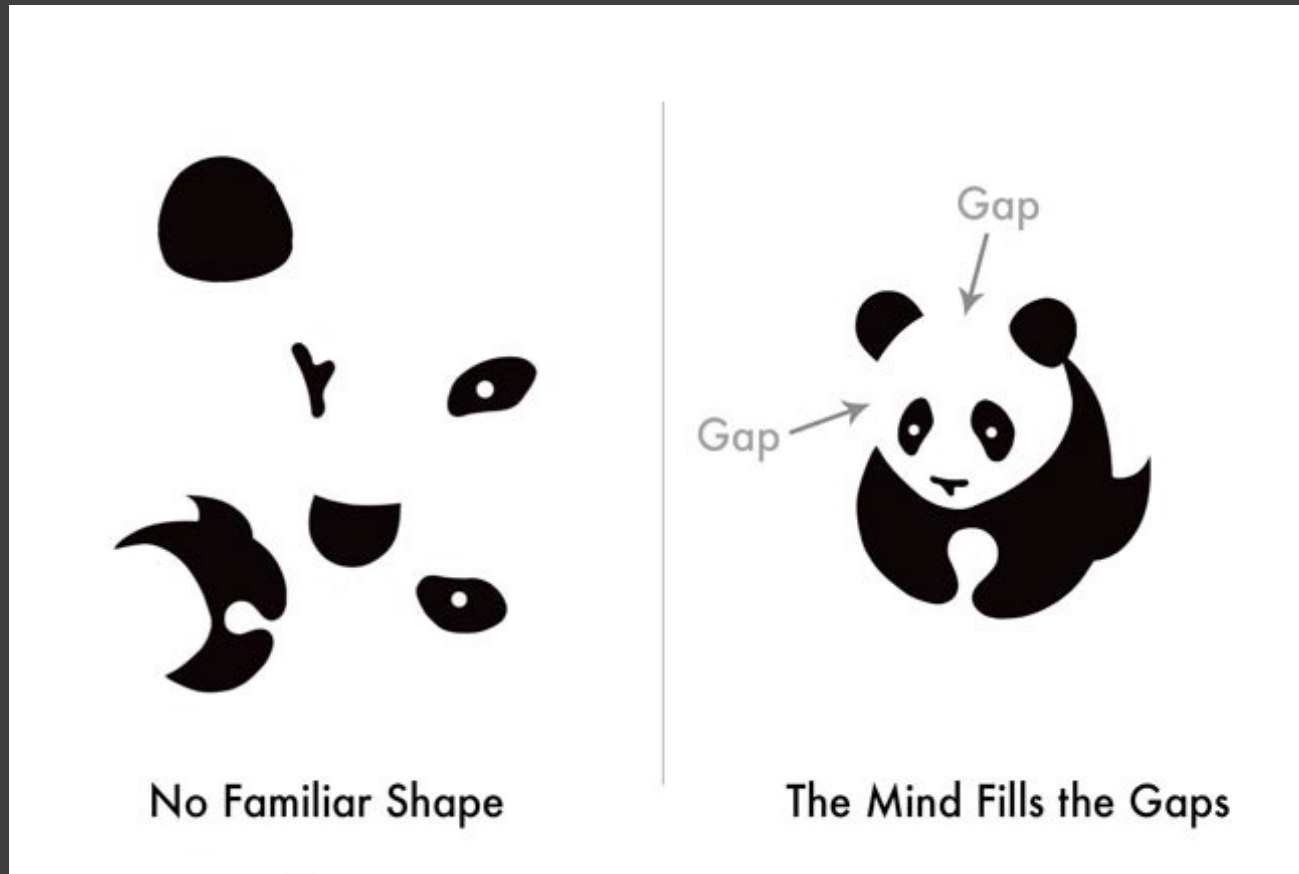perception/gestalt-law-of-continuity.png

Law of Continuity

Gestalt Laws

simonwhatley.co.uk

Closure

No Familiar Shape   The Mind Fills the Gaps

- Our visual system automatically tries to close open figures so that they are perceived as complete objects.

https://ipoxstudios.com/wp-content/uploads/2018/07/law-of-closure-gestalt-psychology-random-shapes-with-panda.jpg

Symmetry

- Our vision automatically organizes and interprets the data to simplify it and give it symmetry

- Used on computer screens to represent three dimensional objects on a two-dimensional display.

https://assets-global.website-files.com/6009ec8cda7f305645c9d91b/604a945ddc75c179a96cfde4_webflow-3-column-grid.jpg

RESOURCES

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Explore our blog detailed articles on trends, inspiration, and best practices.

Showcase

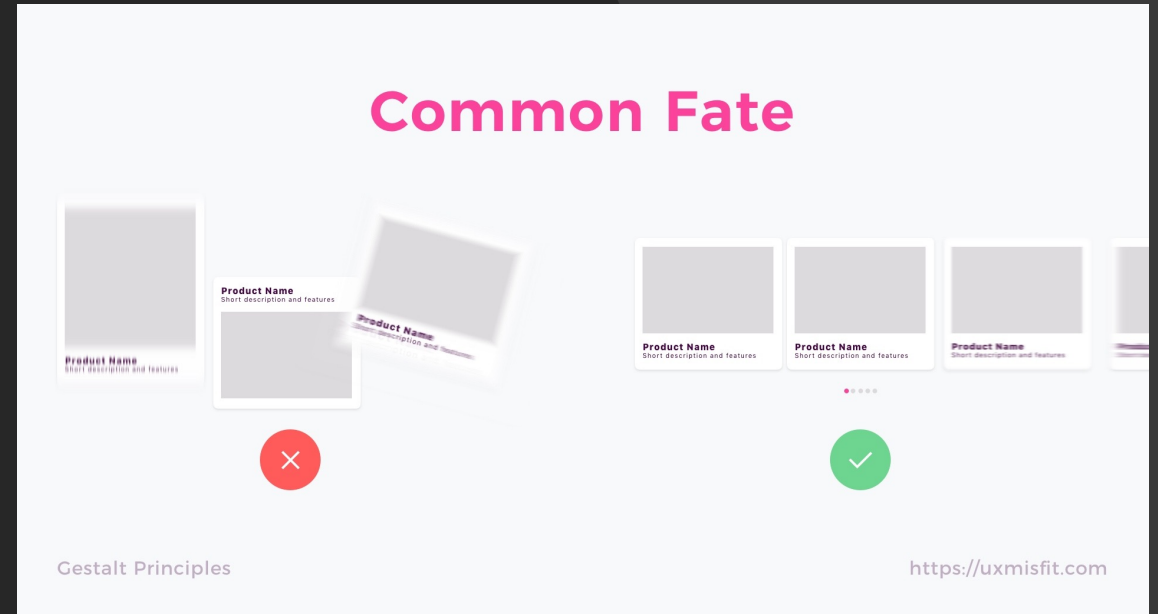Get inspired by the incredible websites built by members of the Webflow community.

Figure/Ground

- Our mind separates the visual field into the figure and ground.

- A small object overlapping a larger one tends to be perceived as the figure and the larger object as the ground

https://i.ytimg.com/vi/sUR YHNmEYco/maxresdefault.j pg

Common Fate

- Objects that move together are perceived as grouped or related

Combined

- These principles work together not by themselves.

- After designing keep in mind the seven principles of Gestalt so there aren't any relationships between elements that you don't intend.

https://cdn-images-1.medium.com/max/1600/1*EoFv3rd9OddikEdgXa59jA.jpeg

We Seek and use Visual Structure

- Information presented in a structured way is easier for people to scan and understand.

- The more structured the information gets rid of pointless repetition.

https://community.southwest.com/t5/image/serverpage/image-id/7951iA84F1DC9DFE49F60?v=1.0

Structure Enhances Peoples Ability to Scan Long Numbers

- Credit Card Numbers and Phone numbers are broken up into parts to be made easier to scan and remember.

https://th.bing.com/th/id/R.f8f77ec6beee0b1d2c42f616a8d644af?rik=mXqIaiUC24S%2fgg&riu=http%3a%2f%2fwww.josesandoval.com%2fimages%2fchaptersCreditCard.png&ehk=PWXhTyY8hHvwxIFVmS6yiFoH651QiSvG9TGeFB%2fsnro%3d&risl=&pid=ImgRaw&r=0

Data-Specific Controls Provide Even More Structure

- Instead of simple text fields, segmented or not, designers can use controls to display a value of a specific type.

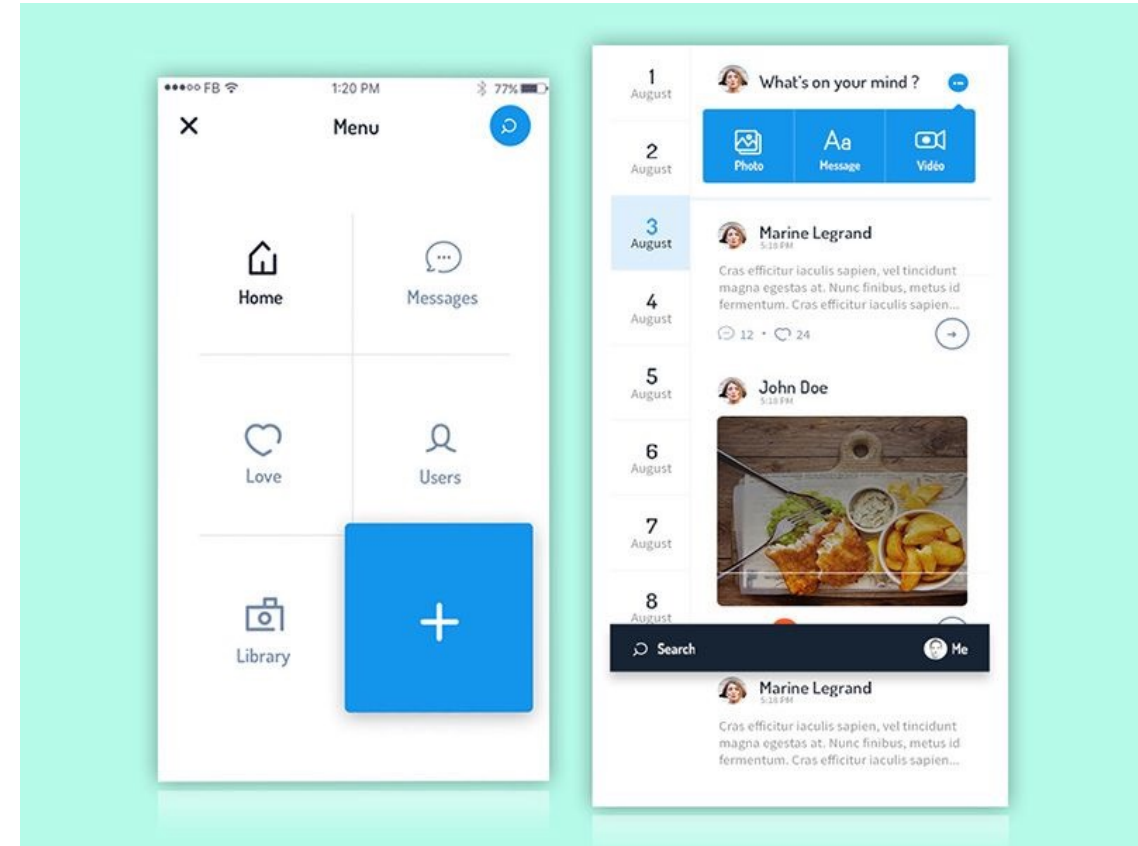- https://flutterawesome.com/content/images/2020/12/date_picker.gif

Visual Hierarchy Lets People Focus on the Relevant Information

- Allows people to instantly separate what is relevant to their goals from what is irrelevant.

Questions?