

Proximity



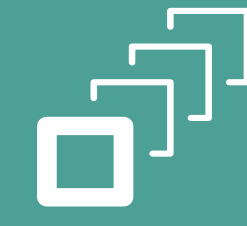
Continuity



Similarity



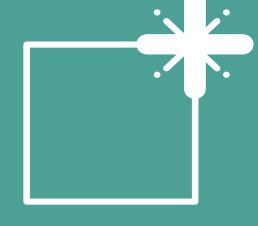
Closure



Common Fate



Figure Ground



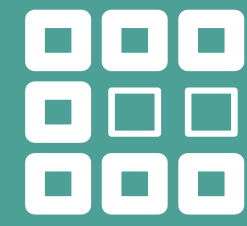
Focal Point

Gestalt principles describe how the mind typically perceives, interprets, and organises visual information as it attempts to unify and make sense of complex imagery.

# Gestalt Principles

visit [damienlees.com.au/go](https://damienlees.com.au/go)  
for further information

Gestalt Principles



Proximity



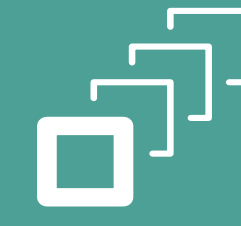
Continuity



Similarity



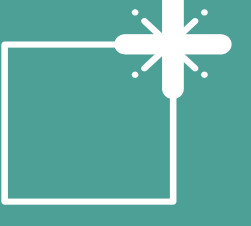
Closure



Common Fate



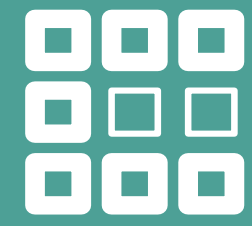
Figure Ground



Focal Point

Gestalt principles describe how the mind typically perceives, interprets, and organises visual information as it attempts to unify and make sense of complex imagery.

Effectively, the Gestalt Principles is a set of proven 'tricks' that can be used to improve how quickly and effectively your design communicates information.



Proximity



Continuity



Similarity



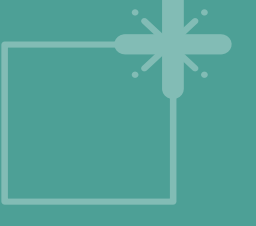
Closure



Common Fate

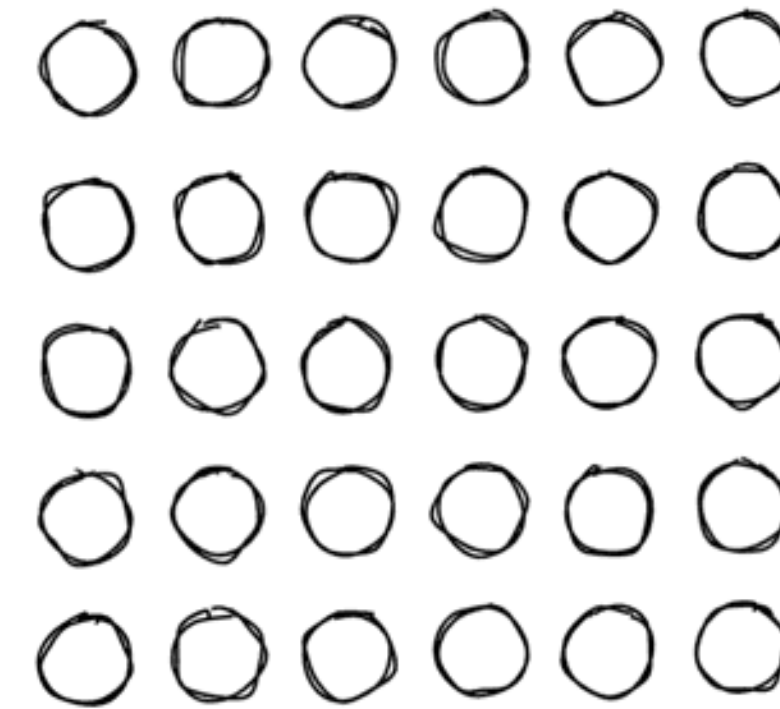


Figure Ground

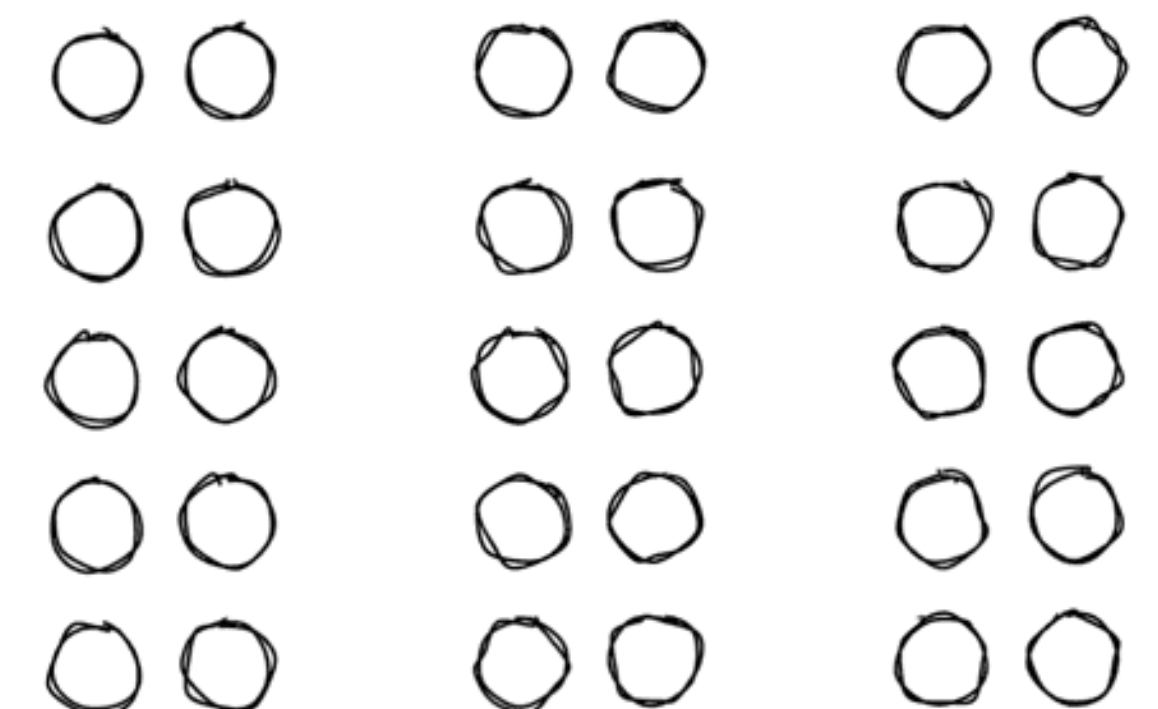


Focal Point

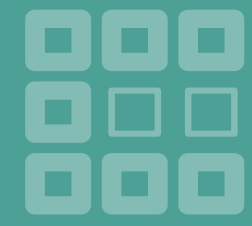
Items that appear closer together infer a connection or grouping.



One group



Three groups



Proximity



Continuity



Similarity



Closure



Common Fate

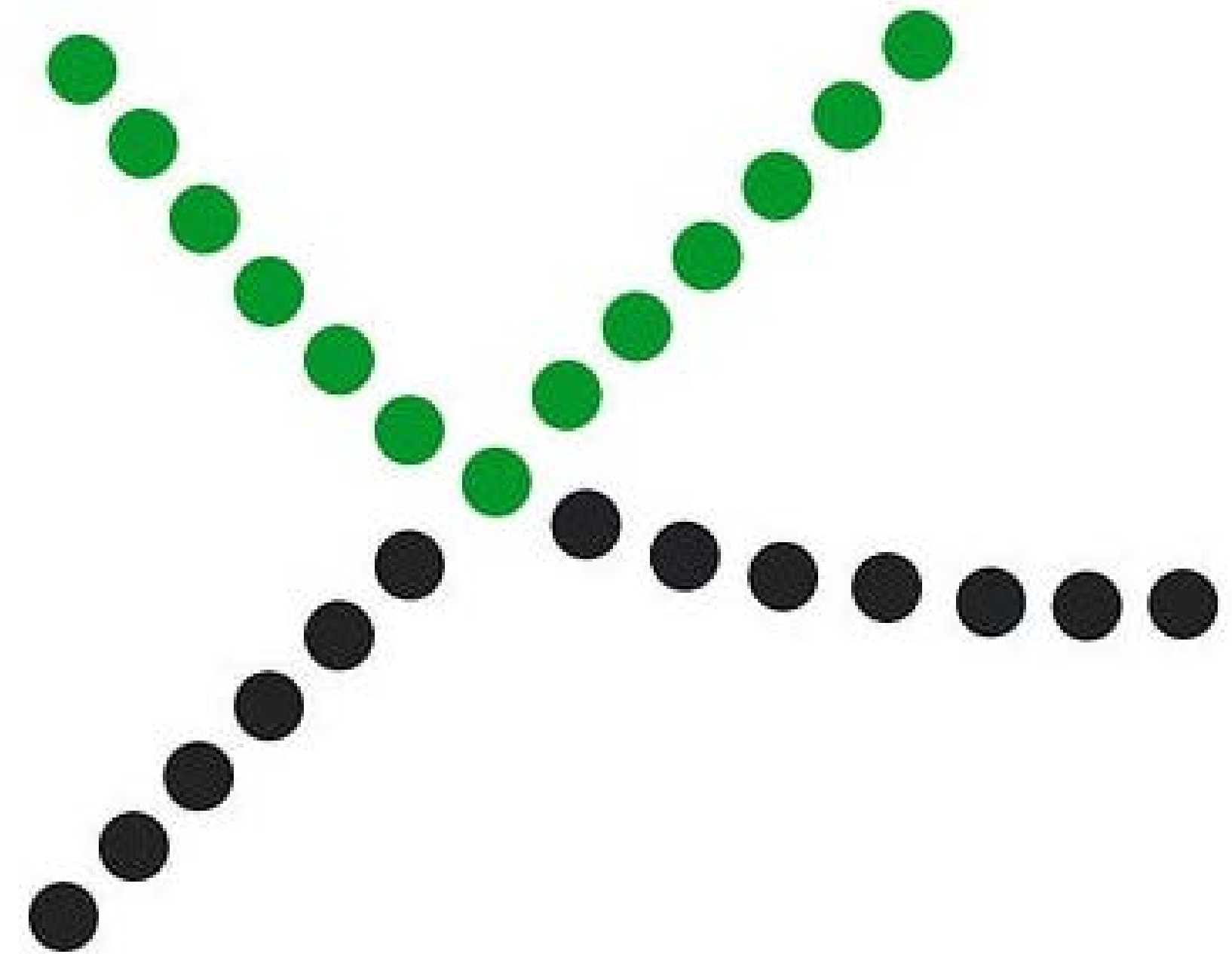


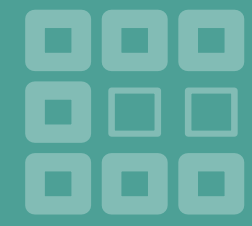
Figure Ground



Focal Point

Items that appear along an inferred line tend to create a visual connection.





Proximity



Continuity



Similarity



Closure



Common Fate

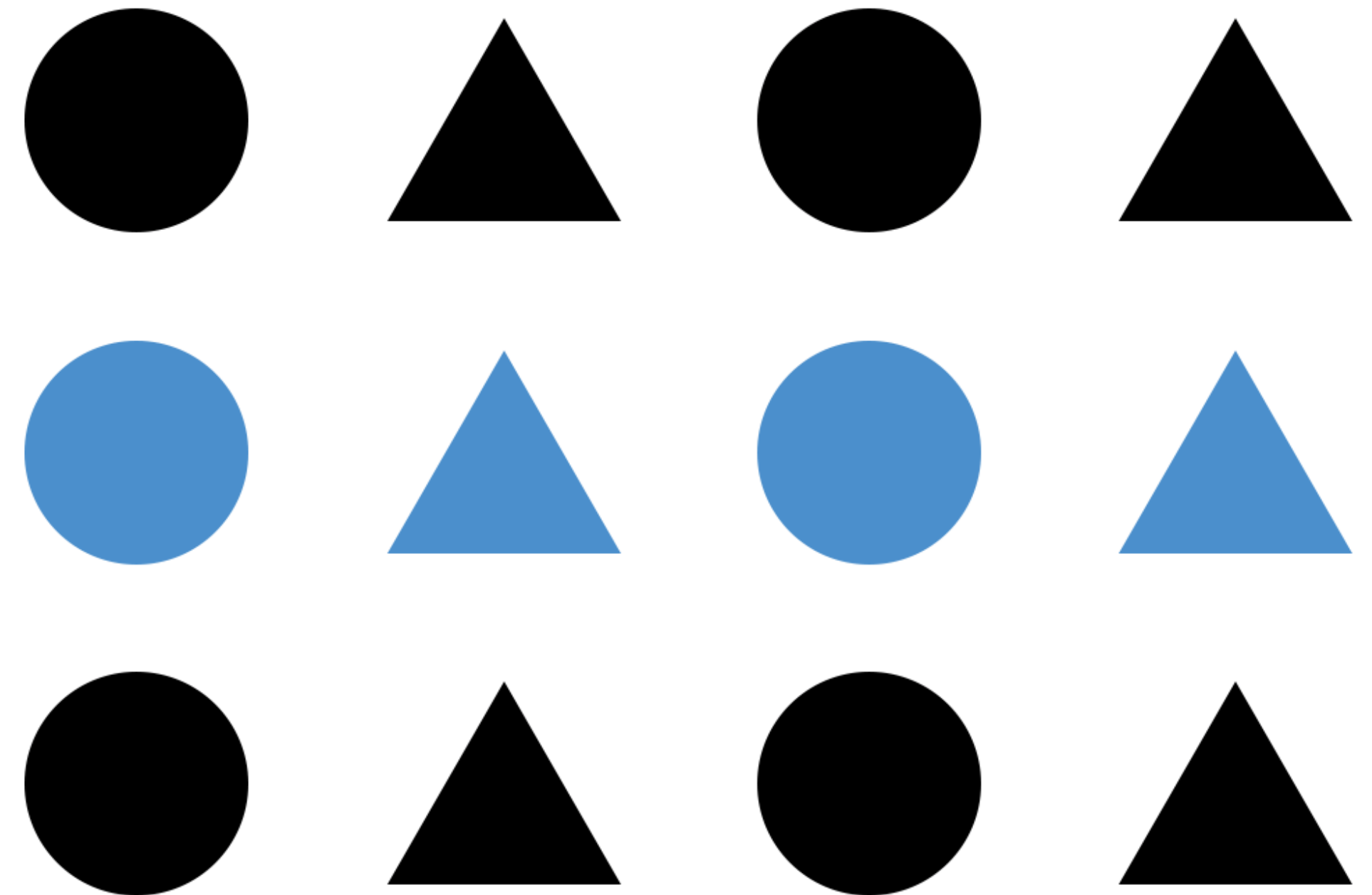


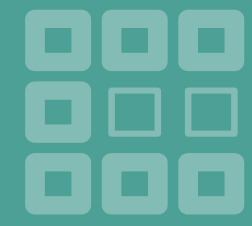
Figure Ground



Focal Point

Items that share similar characteristics tend to create a connection or grouping.





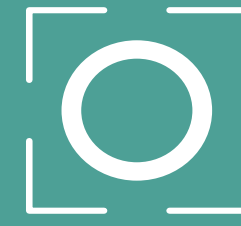
Proximity



Continuity



Similarity



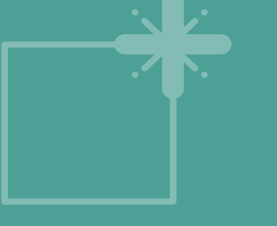
Closure



Common Fate

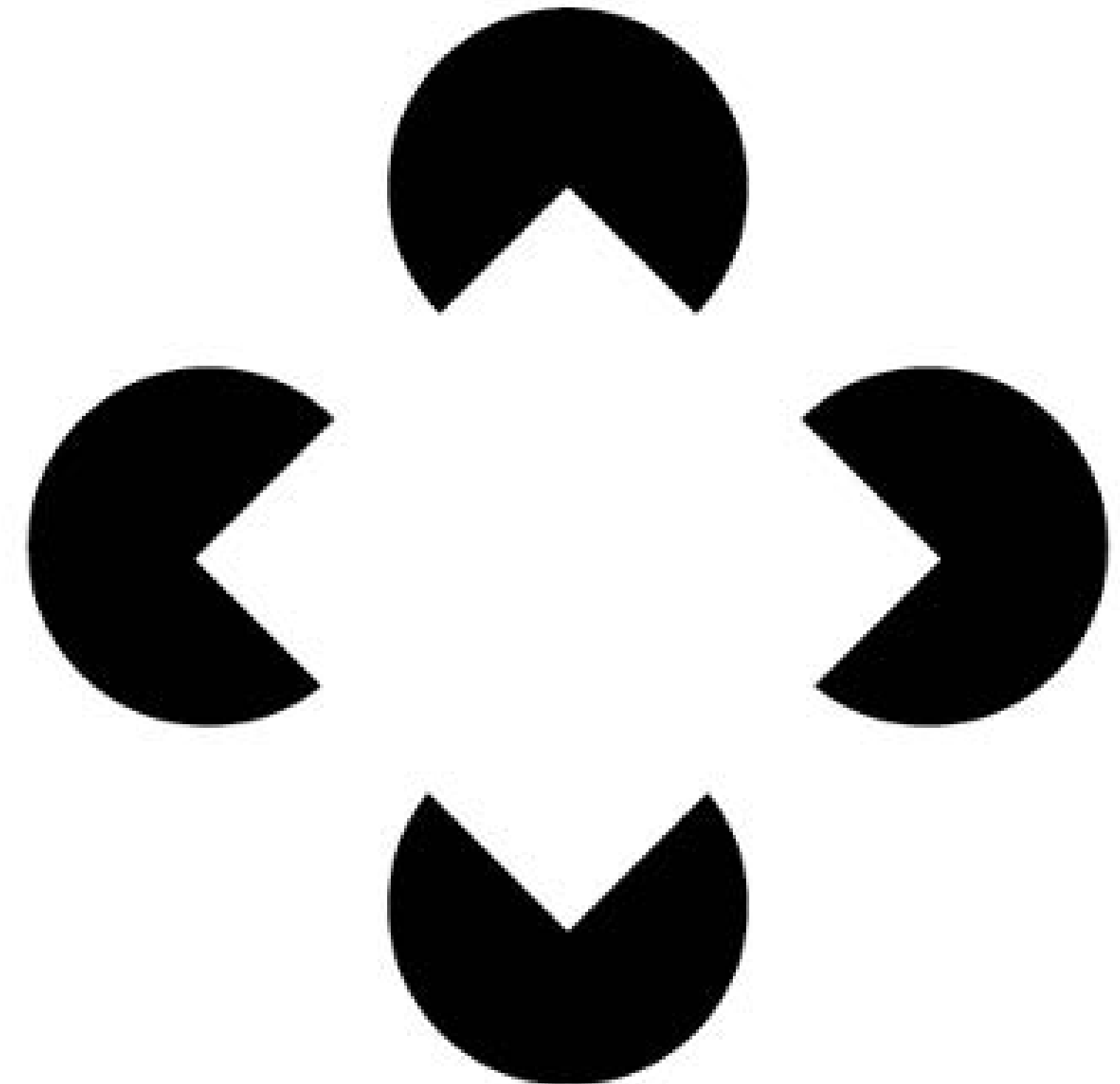


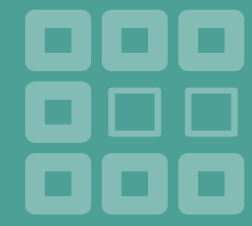
Figure Ground



Focal Point

People tend to complete shapes in their mind when gaps between unconnected objects form a shape.





Proximity



Continuity



Similarity



Closure



Common Fate



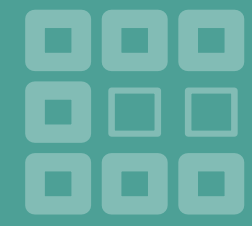
Figure Ground



Focal Point

Objects that share a similar treatment or follow a path (similar to continuity) create a sense of connection or unity.





Proximity



Continuity



Similarity



Closure



Common Fate



Figure Ground

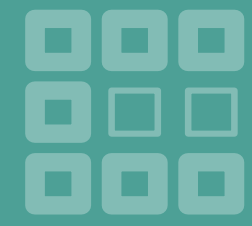


Focal Point

Images that have a clever connection between the figure and ground, can help gain and maintain audience attention.



**WWF**



Proximity



Continuity



Similarity



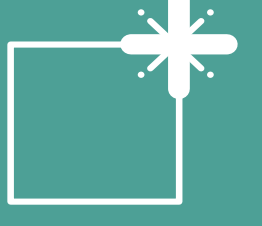
Closure



Common Fate



Figure Ground



Focal Point

Effective designs provide the user an initial object in which to focus on.

