Gestalt theories of perception

THE MOST IMPORTANT LECTURE
YOU WILL EVER ATTEND!!!!!

Wednesday, July 17, 13
Gestalt psychology
Gestalt psychology was founded in 1910 by three German psychologists, Max Wertheimer, Kurt Koffka and Wolfgang Köhler. The Gestalt movement really began in 1912 when Wertheimer investigated the phi-phenomenon.

The phi-phenomenon is when we see a row of lights flash in sequence, like on a theater marquis, and instead of seeing a static light going on and off we perceive the light as moving.
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Summary idea
Gestaltists believe that we don’t see things as individual items but that all the individual items are associated as one whole. Gestalt means “whole.”

Why we care
Visual communications involves crafting the perceptual structure for your message using Gestalt principles.
GESTALT PRINCIPLES: ISOMORPHIC CORRESPONDENCE
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GESTALT PRINCIPLES: ISOMORPHIC CORRESPONDENCE
GESTALT PRINCIPLES: SIMILARITY

SHAPE
GESTALT PRINCIPLES: SIMILARITY
GESTALT PRINCIPLES: SIMILARITY

SHAPE

COLOR

ALIGNMENT

SIZE
GESTALT PRINCIPLES: SIMILARITY

SHAPE

COLOR

ALIGNMENT

SIZE

VALUE
GESTALT PRINCIPLES: SIMILARITY

SHAPE

COLOR

ALIGNMENT

SIZE

VALUE

SIZE & COLOR
GESTALT PRINCIPLES: SIMILARITY, THE FLIP SIDE

SHAPE
GESTALT PRINCIPLES: SIMILARITY, THE FLIP SIDE

SHAPE

COLOR

Wednesday, July 17, 13
GESTALT PRINCIPLES: SIMILARITY, THE FLIP SIDE

SHAPE

COLOR

ALIGNMENT
GESTALT PRINCIPLES: SIMILARITY, THE FLIP SIDE

SHAPE

COLOR

ALIGNMENT

SIZE
IT'S NOT BRAGGING

MARK CAVENDISH HAS BEEN HAILED AS THE FASTEST MAN ON TWO WHEELS AND DERIDED AS AN ARROGANT BRAT. AT THIS YEAR'S TOUR DE FRANCE, HE'LL BACK UP EVERY WORD.
GESTALT PRINCIPLES: SIMILARITY

Do I Look funny?

Anna Faris doesn’t want the guys to get all the laughs. A revealing chat with comedy’s brightest secret weapon.

By Karen Valby
Photographs by Matt Jones

Anna Faris' grumpy white cat, Mrs. White, once had an acting career and starred in the movie 'Sweet Little'. At the moment, Mrs. White sits in a patch of sun on the floor of the actress’ bright Hollywood Hills living room. Faris adopted the cat when everyone else in town had written her off as a drop past her prime. She isn’t exactly revealing that Mrs. White, whose framed picture hangs in the hallway, insists on using the dining room rug for a litter box—and that her fluffy tail looks choppy because Paris had to groom it with scissors after the cat suffered a particularly muddy case of diarrhea. Faris' retelling of the story is as once charming and cheerfully gross, which is a lot like the specific brand of comedy that has made her famous.

Starting in 2006 with her first of four 'Seinfeld' cameos in the Seaside Movie franchise, Paris has made a career out of nastily playing the butt of the joke. She appeared as a deliciously vaporous movie star in Lost in Translation, a sympathetic singer.
Elephant Men

Training to be a mahout is serious business in a land where the elephant population has shrunk. Now, along with the professionals, tourists can get a taste of what it takes to control a three-ton beast.

By Anthony Macier

Photography by Palani Mohan

A year ago, Barbara Graves, a senior public health official in her workaday life, went on safari to Africa and fell in love with elephants in the wild. Nothing unusual about that, except that Barbara’s passion led to another trip halfway around the world to Thailand. She longed to get up close and personal, in fact, to actually drive an elephant.

Along with her daughters and an expatriate friend from Bangkok, she signed up for an elephant boot camp in the hills of Northern Thailand. There, those who make the grade become mahouts, at least in the amateur sense.

“The main thing is that you get to really rub up against elephants. Hey, where else in the world can you do that?” asks Richard Last, adviser to the Thai Elephant Conservation Centre, which started Thailand’s first mahouts school.

Indeed, she first time Barbara had to attempt scaling her
GESTALT PRINCIPLES: SIMILARITY

Got milk?

Break out the baked goods in celebration of the chocolate chip cookie's 75th birthday.
GESTALT PRINCIPLES: SIMILARITY

just for grins, Web surfers can watch a Seattle man do his silly dance in exotic spots around the globe.

BROADEN DECISIONS • The Seattle Times

When surfing the internet for ideas, few have imagined a man in Seattle dancing in front of the Seattle Times logo. The man, known as Matt, has been doing his silly dance for over 10 years, capturing the attention of millions of internet users.

Matt's Funniest World Videos

Black, Show solidarity and friendship in many groups

Enjoy Beach Conquers, Mexico and Other

Wednesday, July 17, 13
GESTALT PRINCIPLES: SIMILARITY
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GESTALT PRINCIPLES: SIMILARITY

Wednesday, July 17, 13
GESTALT PRINCIPLES: SIMILARITY

Wednesday, July 17, 13
GESTALT PRINCIPLES: SIMILARITY

BORROMINI PIRANDELLO BARBERINI VIGNELLI MORAVIA BOCCIONI COLOMBO PUCCINI RADICE CROCE DE CARLO PERUZZI CIMABUE PALLADIO ALLENTI GALILEO BRAMANTE BALLA ARMANI RAGGI MENOTTI FELLINI MENDINI PININFARINA PACANINI GIORGIONE NOORDA BERNINI VASARI CARAVAGGIO BURRI PIRANESI PIERO GIUCARO MADERN PLERI NERONE PASOLINI DONIZETTI ROSSI TOSCANINI LEOPARDI AGNELLI FERRARI ORSINI VERDI DONATELLO CENCI SAVONAROLA FIORUCCI ZEFFIRELLI LIPPI GREGOTTI GUCCI MAZZEI BRION CERATTO VOLTA SPQR ZANUSO STRADIVARI GIURGOLA VALENTINO PETRARCA BRU NELLESCHI BOTTICELLI SCOLA BOCCACCIO MODIGLIANI CARUSO MANGIONE DE BENEDETTI GUCCI CASTAGNOLI PIANO LEONARDO CELLINI SOTTSASS BERTOLOCCI FERMI CHICI CASANOVA BORGIA MARINETTI VALLE ANTONIONI MEDICI MASACCIO ZEVI ALBERTI WOJTYLA CICERONE CESARE CARIBALDI BELLINI RESPIGHI MAZZINI SARTOGO VESPUCCI BENE FALLACI BORGHESI MACHIAVELLI BARZINI CANOVA SOAVI NICOLAO FARNESE GIOTTO LOLLOBRIGIDA ECO ROSSINI CASSINA MARCONI TIZIANO MISSIONI ARBASINO TINTORETTO VILLAGIO VIVALDI QUILICI PESCE BUGATTI LIONNI BILLESI PECCCI MONTESSORI RAFFAELLO BODONI OLIVETTI MICHELANGELO DANTE ETCETERA ETCETERA THE ITALIAN IDEA

INTERNATIONAL DESIGN CONFERENCE IN ASPEN 1981 JUNE 14 TO 19
GESTALT PRINCIPLES: SIMILARITY
GESTALT PRINCIPLES: SIMILARITY

PRESEASON, WEEK 2
THU AUG 9

7:00 PM  WSH
         BAL

7:30 PM  BUF
         ATL

7:30 PM  NO
         PIT

7:30 PM  NE
         PHI

DAYTONA
WATCH LIVE NOW

Instant Queue

Buck Rogers in the 25th Century
1979  TV-PG  33 ep.

Mission: Impossible
1966  NR  171 ep.

Science of Dogs
2007  TV-PG  45min
GESTALT PRINCIPLES: PROXIMITY

CLOSE EDGE
GESTALT PRINCIPLES: PROXIMITY

CLOSE EDGE

TOUCH
GESTALT PRINCIPLES: PROXIMITY
GESTALT PRINCIPLES: PROXIMITY

Right Now
Updated: 7/11/12 09:25 AM CDT

Cloudy
Feels Like 73°F
Wind SE 3 mph
Humidity 88%
UV Index 2 Low
Dew Point 70°F
Visibility 10 mi
Sunrise 5:55 AM
Sunset 8:12 PM

36 Hour Forecast
Updated: 7/11/12 09:25 AM CDT

Today
Scattered showers and thunderstorms. High 78F. Winds E at 5 to 10 mph. Chance of rain 60%.

Tonight
Scattered thunderstorms. Low 68F. Winds ESE at 5 to 10 mph. Chance of rain 60%.

Tomorrow
Scattered thunderstorms. High 81F. Winds SE at 5 to 10 mph. Chance of rain 60%.
GESTALT PRINCIPLES: PROXIMITY

Chuck Lambros
Black sand and blue water at Perivolus Beach, Santorini

Like · Comment · Share · 8 minutes ago via mobile · ㎡
Write a comment...

Fruition Seeds · Suggested Post
Dear friends and family,

Remarkable. In three weeks 350 backers have funded 90% of our Kickstarter goal. Thank you! We have only $2,500 left to raise in the next 7 days, by July 17th.
GESTALT PRINCIPLES: PROXIMITY
GESTALT PRINCIPLES: CONTINUATION Guiding the eye

The eye will follow a line or curve and continue moving in the same direction.
GESTALT PRINCIPLES: CONTINUATION Guiding the eye

The eye will follow a line or curve and continue moving in the same direction.
GESTALT PRINCIPLES: CONTINUATION

The Sticking Point

Nonstick pans are a boon to cooks, but are there dangers lurking beneath the surface?
GESTALT PRINCIPLES: CONTINUATION
Healthy Furniture for Healthy Living

Q Collection's Sustainable Designs Clear the Air

GREEN HOUSE | BY SUSANNE CHEAVENS | COURTESY PHOTOS

It has been a long day at the office. Kick off your shoes, grab a beverage, something to eat and watch your favorite show. Your favorite, right? Chile.

Yes, we. That really kind of looks a little different. It seems that while the furniture market has grown in the past three decades, it is not without its challenges. It seems that the furniture market has grown in the past three decades, it is not without its challenges.

While the focus of making the interior of an apartment by Jean and Anthony Cottrall evolved the focus of a new home that now has more than 70,000 homeowners in the last 10 years, the focus has shifted to the inclusion of nature into the spaces that homeowners desire. The materials used for the furniture are sourced from the same countries where they are manufactured. The materials used for the furniture are sourced from the same countries.

Robert Matherland, the executive director of the Collaborative on Health and the Environment, says the products are designed to be the same. The Collaborative on Health and the Environment, says the products are designed to be the same.

"The furniture is made from sustainable materials and designed to be the same," Matherland says. "The furniture is made from sustainable materials and designed to be the same."
He has taken lives and Academy Awards in thirteenth-century Scottish rebellions, the Revolutionary War, and World War I, and is now headed into Vietnam. Sometimes we can be so deep into our war movies that we miss what's happening in the war we're living through. By Charles P. Pierce
Michelle Clark

EXPERIENCE
America's Mattress & Furniture, Inc. Bangor ME
Internship - Advertising Assistant
• Coordinated and created ads for company, visualized new formats
• Corresponded with advertising agencies
• Presented ads to president of company

Rit Lux, Allied NY
Features Editor/Nutrition Columnist/Study Abroad: Argentina Location: Columnist
• Delivered timely and interesting material to readers
• Proofed copy before publication
• Revisions new Lazens

Reebok Outlet Freeport ME
Retail/Scareperson
• Sold sportswear product in high traffic retail atmosphere
• Worked with customers one on one, establishing needs and expanding sales
• Designed floorplans for upcoming displays

ATTRIBUTES
Office/Computer
• Proficient in Microsoft Office - Professional demeanor; can provide phone and office reception

Customer Service
• Prioritize and time manage multiple projects, coordinate office staff to maximize customer satisfaction

Public Relations
• Organize advertising files, maintain current clients, create new accounts

Study Abroad
Argentina: Junior Year: Spring Semester 2005
Germany, Belgium, France: European Business Tour - Spring Semester Jan 6 - 16 2006

EDUCATION
B.A. in Communications, Allied University, NY May 2006
Major Communications
Minor Sociology
GPA: 3.45
Graduated Cum Laude

M.A. in Advertising in progress, expected May 2007
S.I. Newhouse School of Public Communications, Syracuse University, NY

237 MacBorough Rd
Syracuse, NY 13206
Phone: 207-690-3344
Email: mcleod00@ny.edu
SIMILARITY, PROXIMITY & CONTINUATION

Experience
- Yours Magazine (Bangkok, Thailand - Summers 2006, 2007)
  - Photographer & Graphic Designer
  - Designed page layouts and created graphic elements
  - Assisted photographers during editorial fashion photo shoots
  - Took pictures for street style fashion and social event spreads
  - Picked up and returned clothes and accessories for fashion shoots from contributing clothing stores
- Fashion Conscious (Syracuse, New York - Fall 2007 to present)
  - Member of organization
  - Promoted multiculturalism in fashion retailing industry
  - Took pictures and managed organization's photo album
  - Organized group discussion and fashion shows for charity
- Yearbook (Nutley, New Jersey - Fall 2006 to Spring 2007)
  - Editor & Photographer
  - Designed posters and promoted advertisements
  - Designed page layouts and created graphic elements
  - Took pictures, uploaded, and organized over 2000 photos
- Hallyu Co., Ltd (Bangkok, Thailand - Summer 2005)
  - Assistant & Accountant
  - Analyzed and posted account journal transactions
  - Translated company's paperwork and forms into English
  - Ran errands, responded to e-mails and faxes, made copies
- Baby Buggy Program (Manhattan, New York - Spring 2006)
  - Volunteer
  - Repaired donated children's clothes
  - Organized and distributed them to children in need
- Thai Essence Restaurant (Nutley, New Jersey - Spring 2007)
  - Waitress
  - Greeted and seated customers
  - Presented menus and processed orders
  - Responded to requests to ensure customer's satisfaction
  - Processed payments, cleaned, and reset the tables
  - Removed dishes and silverware as needed

Skills
- Photography
  - Film & digital SLR cameras
  - Darkroom processing
- Languages
  - Fluent in Thai
  - Conversational in Japanese
- Software Proficiency
  - Adobe Illustrator
  - Adobe InDesign
  - Adobe Photoshop
  - Aperture
  - Microsoft Excel
  - Microsoft PowerPoint
  - Microsoft Word
- Operating Systems
  - Windows XP
  - Windows Vista
  - Mac OS X
- Others
  - Sewing
  - Lomography (Toy Cameras)

Education
- Syracuse University (Syracuse, New York May 2011)
  - Martin J. Whitman School of Management
  - S.I. Newhouse School of Public Communications
  - Bachelor of Science in Management & Photography
SIMILARITY, PROXIMITY & CONTINUATION In application

Sam Morgenstern

Journalistic experience

The Daily Orange, Ed 2010, Syracuse Chapter, Equal Time Magazine, Westlake High School Arrow


Opinion Columnist Blogger Copy Editor Assistant Copy Editor Advertising Manager Page Editor Staff Writer

Work experience

J. Crew of Thousand Oaks, People’s Place Coffee, Hendricks Chapel, Ben & Jerry's Thousand Oaks


Sales Associate, customer relations Customer service & marketing strategies Document design, clerical work Shift Lead: handling money, customer service, employee organization Catering: event organization

Education

Syracuse University, Westlake High School


S.I. Newhouse School of Public Communications, Dual Major (Magazine Journalism & Spanish) Graduated with honors

Awards & activities

Newhouse Dean’s List, Citi Scholastic Scholarship, AP Scholar with Distinction, Relay for Life

Fall 2007 2007 Oct. 2007 March 29-30

3.5 GPA or above (3.86) Essay Contest, 2nd Place Average of 3.5 on all APs taken American Cancer Society

Skills

Technology: Microsoft programming, Adobe InDesign & Photoshop, Soundslides, Mac & PC literate Language: Spanish language proficiency; 4.5 years of study
GESTALT PRINCIPLES: CLOSURE

Familiar shapes are perceptually completed when incomplete; your mind fills in the gaps.
GESTALT PRINCIPLES: CLOSURE
GESTALT PRINCIPLES: CLOSURE

GESTALT PRINCIPLES: CLOSURE

AK-47: How a Gun Changed the World
Who Really Invented the Computer?
The Plot to Overthrow Ticketmaster
TESTED: 39 Best Gadgets of 2010

WIREd

100% Natural
by Sharon Begley

Who needs implants?
How tissue engineering will radically enhance the future of medicine.
p.148
GESTALT PRINCIPLES: CLOSURE
Or is an upset in the works?

Has Obama secured the public's trust?

02.10.201
GESTALT PRINCIPLES: CLOSURE
GESTALT PRINCIPLES: CLOSURE

GO OBAMA, IT’S YOUR BIRTHDAY

New diet tip: The way you chew matters too.

How do you say 'gym, tan, laundry' in Italian?

CENSUS:

GAYBORHOOD EXPANSION

Do you live on Rainbow Road? New numbers reveal 40 percent jump in state’s same-sex households.
Ele está chegando

Com estréia oficial marcada para dia 15, o filme 'Shrek Terceiro' ganha pré-estréias de hoje até domingo na região

Vale Viver

Wednesday, July 17, 13
GESTALT PRINCIPLES: CLOSURE
GESTALT PRINCIPLES: FIGURE/GROUND

The distinction between an object and its surroundings; **positive** and negative space

contrast
GESTALT PRINCIPLES: FIGURE/GROUND

The distinction between an object and its surroundings; positive and negative space
GESTALT PRINCIPLES: FIGURE/GROUND
FACEBOOK AND ITS USERS, MUTUALLY DEPENDENT

"I think we were all a little naive when we created Facebook. We thought we were providing a service, a tool to help people connect.

But what we're really doing is creating a dependency. We're making people addicted to our platform, our news feed, our algorithms. And that's not healthy.

As much as I love the idea of a global community, I can't help but wonder if we're really just creating a virtual bubble where people only interact with those they already know.

We need to be more transparent about how our algorithms work, and how they influence what people see. We need to consider the long-term effects of our actions, and not just focus on short-term profits.

I'm not sure if I can continue to support Facebook in its current state. I want to believe in the idea of a global community, but I'm starting to question whether it's worth it.

"
An artist using 'negative space' relies on the space that surrounds a subject to provide shape and meaning. Of course, the term also refers to any topic that connotes feelings of unease and discomfort. In Negative Space, Noma Bar plays with this pun, focusing on subject matter ranging from sex, global warming and nuclear warfare to religion, crime and corporate greed, solidifying his reputation as an artist able to convert complex topics into clean, provocative and revealing lines that viewers take in with ease, though they are not easily forgotten.
GESTALT PRINCIPLES: FIGURE/GROUND

African Green Revolution
Ligações perigosas: do ovário às artérias

Mulheres que sofrem com os cistos ovarianos devem ficar atentas também à pressão arterial. Descubra por quê.

Wednesday, July 17, 13
GESTALT PRINCIPLES: FIGURE/GROUND
GESTALT PRINCIPLES: Bringing it all together

Similarity
Proximity
Continuation
Closure
Figure/ground
Isomorphic correspondence
GESTALT PRINCIPLES: Bringing it all together

Similarity
Proximity
Continuation
Closure
Figure/ground
Isomorphic correspondence
GESTALT PRINCIPLES: Bringing it all together

Similarity
Proximity
Continuation
Closure
Figure/ground
Isomorphic correspondence
GESTALT PRINCIPLES: Bringing it all together

Similarity
Proximity
Continuation
Closure
Figure/ground
Isomorphic correspondence
GESTALT PRINCIPLES: Bringing it all together

Similarity
Proximity
Continuation
Closure
Figure/ground
Isomorphic correspondence
GESTALT PRINCIPLES: Bringing it all together

Similarity    Proximity    Continuation    Closure
Figure/ground    Isomorphic correspondence
GESTALT PRINCIPLES: Bringing it all together

Similarity
Proximity
Continuation
Closure
Figure/ground
Isomorphic correspondence
GESTALT PRINCIPLES: Bringing it all together

Similarity
Proximity
Continuation
Closure
Figure/ground
Isomorphic correspondence
GESTALT PRINCIPLES: Bringing it all together

Similarity
Proximity
Continuation
Closure
Figure/ground
Isomorphic correspondence
GESTALT PRINCIPLES: Bringing it all together

Similarity
Proximity
Continuation
Closure
Figure/ground
Isomorphic correspondence