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.

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Saturday, July 14, 2012

Why we bring it up here

- Rules of grammar and composition are foundation for effective writing; this is the foundation of visual grammar & composition

- Need to bear in mind that these are principles—and they apply across all aspects of graphic design.

- I will show you examples of thing you will be designing in this class and little diagrams to clarify specific concepts, but these ideas apply to all design

- More than this: they apply to why you see and understand things the way you do.
We respond to some images very strongly, based on our experiences in the physical world.

Sharp, pointed shapes communicate danger or pain because we've felt the pain of thorns, broken glass, etc.
A picture of a Thanksgiving turkey may stir memories of warm, happy family dinners.
Saturday, July 14, 2012

Romney Logo makes me think of Aquafresh

We're responding to the meaning of the image, associating it with memories we have.
Saturday, July 14, 2012
Romney Logo makes of think of Aquafresh

We're responding to the meaning of the image, associating it with memories we have.
We tend to group things together based on similarity, but there are many kinds of similarity.

Ask What they see as a whole first

• Please note that similarity—and all of these principles—can apply to more than one aspect of a design.

relation, association, link, correlation, correspondence, parallel, alliance, bond, interrelation, interconnection.
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Saturday, July 14, 2012

Similarity can work either way:

Ask What stands out first

- When a group of items have similar characteristics, we’ll tend to focus on the difference.
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relation, association, link, correlation, correspondence, parallel, alliance, **bond**, **interrelation**, **interconnection**.
Our Corporate Tagline

_Innovation Delivered._

There are two core components of our new brand positioning:

- Being smart, thoughtful, a step ahead of the marketplace by pulling from years of experience and understanding industry trends
- Being focused on attending to customer needs and delivering on our promises
Diebold Color System
The Diebold Color System has been developed to provide a chromatic range for a recognizable brand personality and to help organize communications materials for the Financial Market.
Consistent use of the color palette helps build and reinforce brand recognition by creating a strong, recognizable look for Diebold.

Corporate Color
The Corporate Diebold Blue is used for rendering of the corporate signature and corporate image on brand-oriented communication pieces such as stationery and signage. In communication materials where an overall corporate message is inferred, Diebold Blue is used as the secondary color under the market color.

Financial Color
The Financial Dark Blue is dominant as a masthead or color bar on advertising, collateral, white papers, case studies and other marketing tools aimed at the Financial Market. It always appears on the first page and usually in a top position. It should be retained throughout the piece in a prominent way.

Commercial Color
The Commercial Russet color is an earthy, organic hue in the orange family which is suggestive of high visibility (hunters and workers wear orange) and enhancement. Orange hues also represent energy, good health and vibrancy.

Government Color
The Government Blue Gray represents balance, security, reliability and intelligence. It is also reminiscent of neutrality, equality and the central tenets of the world’s great democratic traditions.

Retail Color
The Retail Dark Green is suggestive of currency, growth and success. The green family of hues is also the strongest of the organic earth-tones representing life, vitality and the regenerative nature of the retail marketplace.

Horizontal Color
The Horizontal Bronze encompasses the major traits of all of the Market colors. It is a hue that at once suggests vitality, stability and reliability while also being reminiscent of currency and high visibility.

Service, Accent, and Additional Colors
Please refer to Diebold’s Industry Communications Color Palette.
As an integral part of Diebold’s brand the following Arial, Avenir and Futura fonts should be used. These fonts are Diebold’s unique handwriting and add emphasis to the personality of this new identity. Please refer to the following samples for usage.

**Avenir 35 Light**
- Horizontal Scale: 80%
- Kerning / Track: +4
- `ABCDEFG`HJKLMNOPQRSTUVWXYZ
- `abcdefghijklmnopqrstuvwxyz`
- `1234567890!#$%&()+/?@`

**Avenir 45 Book**
- Horizontal Scale: 80%
- Kerning / Track: +4
- `ABCDEFG`HJKLMNOPQRSTUVWXYZ
- `abcdefghijklmnopqrstuvwxyz`
- `1234567890!#$%&()+/?@`

**Avenir 55 Roman**
- Horizontal Scale: 80%
- Kerning / Track: +4
- `ABCDEFGHIJKLMNOPQRSTUVWXYZ`
- `abcdefghijklmnopqrstuvwxyz`
- `1234567890!#$%&()+/?@`

**Avenir 65 Medium**
- Horizontal Scale: 100%
- Kerning / Track: +4
- `ABCDEFGHIJKLMNOPQRSTUVWXYZ`
- `abcdefghijklmnopqrstuvwxyz`
- `1234567890!#$%&()+/?@`

**Avenir 85 Heavy**
- Horizontal Scale: 100%
- Kerning / Track: 0 or +2
- `ABCDEFGHIJKLMNOPQRSTUVWXYZ`
- `abcdefghijklmnopqrstuvwxyz`
- `1234567890!#$%&()+/?@`

**Avenir 95 Black**
- Horizontal Scale: 100%
- Kerning / Track: 0 or +2
- `ABCDEFGHIJKLMNOPQRSTUVWXYZ`
- `abcdefghijklmnopqrstuvwxyz`
- `1234567890!#$%&()+/?@`

**Arial**
- Horizontal Scale: 100%
- Kerning / Track: 0
- `ABCDEFGHIJKLMNOPQRSTUVWXYZ`
- `abcdefghijklmnopqrstuvwxyz`
- `1234567890!#$%&()+/?@`

**Arial Bold**
- Horizontal Scale: 100%
- Kerning / Track: 0
- `ABCDEFGHIJKLMNOPQRSTUVWXYZ`
- `abcdefghijklmnopqrstuvwxyz`
- `1234567890!#$%&()+/?@`
GESTALT PRINCIPLES: SIMILARITY

University of Mississippi students learn through service in Belize

Saturday, July 14, 2012

Yankees
Giants
Rangers
Mets
Knicks
Jets
Why Belize?

Belize is a place that most people can't locate on a map. Yet Southerners seem drawn to this Central American country. What is it about Belize that seems to attract Mississippians for study and service projects?

By Katie Williamson

Saturday, July 14, 2012

Yankees
Giants
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Jets
GESTALT PRINCIPLES: SIMILARITY

Saturday, July 14, 2012
Gestalt Principles: Similarity

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?

‘Observe and Report’ star 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 Stuart Little. At the
moment, Mrs. White sits in a patch of
sun on the floor of the actress’ bright
Hollywood Hills living room. Paris
adopted the cat when everyone else in
town had written her off as a diva past her prime. She can’t
resist revealing that Mrs. White, whose framed picture hangs
in the hallway, insists on using the dining room rug for a litter
bin—and that her fluffy tail looks chippy because Paris had
to groom it with scissors after the cat suffered a particularly
clingy case of diarrhea. Paris’ retelling of the story is at once
charming and cheerfully gross, which is a lot like the specific
brand of comedy that has made her famous.

Starting in 2000 with her first of four dizzy, wide-eyed turns
in the Scary Movie franchise, Paris has made a career out of
generally playing the butt of the joke. She appeared as a deliciously
rapid movie star in Lost in Translation, a sapphicumber singer

4/17/09 Entertainment Weekly 39

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GESTALT PRINCIPLES: SIMILARITY

THE DEFIANT ONES

They've been knocked down and beaten black and blue, but punk rock's best band, Rancid, have emerged unbowed, unsullied and completely indestructible.

BY ALAN DI Perna • PHOTOGRAPHS BY JUSTIN BORUCKI

To open up a recent story of driving Briony and son in a pram and being kicked by the dog. *Yes, really!* This is the third child of the band and first marketable one. Why, they say, in an interview with Guitar World, the band's previous album, 2007's Rancid, has been "far from friendly," and "we've been a bit reluctant to release anything."

Rancid's album is the band's first to be released on their own label, and the album's title track, "Back on the Block," is a nod to the band's early days as part of the San Francisco punk scene. The song features guest vocals from Bob Dylan, and the album is a tribute to the band's early days as part of the San Francisco punk scene.

The band's previous album, 2007's Rancid, was released on an independent label and was critically acclaimed. The album featured guest appearances from bands like Black Flag and Bad Religion, and the band has been credited with influencing bands like the Afghan Whigs and the Afghan Whigs.

The band's earlier releases were on small independent labels, and the band's early days were marked by a DIY ethic and a focus on creating music that was both raw and influential. The band's sound has been described as a mix of punk, hardcore, and rockabilly, and the band has been praised for its live shows, which are known for their high energy and raw sound.

The band's latest album, 2018's 'The Distance', is a return to form for the band, and the album features guest appearances from bands like Bad Religion and the Afghan Whigs. The album is a return to the band's early days as part of the San Francisco punk scene, and the album is a testament to the band's continued influence and relevance in the punk rock world.

The band's later albums have been more commercial, and the band has released several albums on major labels, including 2007's Rancid and 2011's 'Rancid'. The band's latest album, 2018's 'The Distance', is a return to form for the band, and the album features guest appearances from bands like Bad Religion and the Afghan Whigs. The album is a testament to the band's continued influence and relevance in the punk rock world.

Saturday, July 14, 2012
Elephant Men

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

By Anckhowe Mazie

Photography by Palani Mahan

A year ago, Barbara Green, a senior public health official in her weekday 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 her, halfway around the world to Thailand. She longed to get up close and personal, in fact, to actually drive an elephant.

Along with her daughter and an elephant expert friend from Bangladesh, 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 Lee, advisor to the Thai Elephant Conservation Centre, which started Thailand's first mahout school.

Indeed, the first time Barbara had to attempt scaling her
Don't be fooled by their mild-mannered appearance. These 10 tasty choices are secret sources of health and energy.

Story by Sid Kirchheimer

Photography by Victor Schrager

If Mom had her own food pyramid, chances are her homemade chicken soup would be at the very top. When we were kids, a morning bowl of the stuff was the cure for just about anything, from a cold to a splinter. And, whether because we all simply believed that it possessed healing properties or because somewhere deep down in the chemistry of the soup lurked an untold curative agent, somehow it seemed to work.

Today, we know a good deal more than Mom did about the mysterious world of vitamins, minerals, antioxidants, and all the other microscopic ingredients that make some foods better for you than others. Plus, scientists and nutritionists are continually revealing even more secret sources of health and energy. What have they discovered recently? Only that hidden beneath the otherwise ordinary surfaces of some everyday foods are agents of obvious health that render them even more potent than, well, Mom’s chicken soup, included among them are the following 10 supercharged foods that pay bigger benefits than you may have ever suspected. So, whip that kitchen towel off your face and prepare to be surprised.
Inverse at work brings out the copy
Inverse at work brings out the copy
GESTALT PRINCIPLES: SIMILARITY
GESTALT PRINCIPLES: SIMILARITY
GESTALT PRINCIPLES: SIMILARITY

How does similarity create structure on this page.
relation, association, link, correlation, correspondence, parallel, alliance, bond, interrelation, interconnection.
relation, association, link, correlation, correspondence, parallel, alliance, bond, interrelation, interconnection.
GESTALT PRINCIPLES: SIMILARITY

relation, association, link, correlation, correspondence, parallel, alliance, bond, interrelation, interconnection.
relation, association, link, correlation, correspondence, parallel, alliance, bond, interrelation, interconnection.
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relation, association, link, correlation, correspondence, parallel, alliance, bond, interrelation, interconnection.
We also group based on proximity

- Things that are relatively close will be understood to be more related than distant objects.

Types of proximity:

- Edge proximity
- Touch
- Overlap

Note that combining principles (size & proximity) can start to build more complicated relationships
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GESTALT PRINCIPLES: PROXIMITY

Florida has more golf courses than any other destination in the world, so it’s no wonder more golfers choose the state for vacations. From Panama City Key West and Jacksonville to Naples, Florida has more than 800 courses. It’s the home of the PGA Tour, Ladies Professional Golf Association, Professional Golfers’ Association of America, and World Golf Hall of Fame. The PGA Tour even has a “Florida living,” a four-week marathon through the state during March, with reserves throughout an array of sunny blue skies treated throughout the entire southern nation. It has helped make golf courses seem like a part of Florida’s landscape as the Magic Kingdom and Disney. And with a little planning, you can arrive at attractions, dining and shopping on your rounds in between rounds. The state will even help you find your next course. Sign up at www.playfll.com, and swing away.
GESTALT PRINCIPLES: PROXIMITY
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GESTALT PRINCIPLES: PROXIMITY
GESTALT PRINCIPLES: PROXIMITY
GESTALT PRINCIPLES: CONTINUATION Guiding the eye

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

Saturday, July 14, 2012

Momentum: your eye tends to keep moving in the same direction until signaled to change directions.

• Method for guiding reader’s eye through a composition
• For us, this means that reading should usually follow established direction from upper left to lower right.
• Eye will follow a line or curve
• Where does eye go first? Second?
• Why?

Logos: Color can be used to emphasize continuity for clarity
GESTALT PRINCIPLES: CONTINUATION Guiding the eye

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GESTALT PRINCIPLES: CONTINUATION

Saturday, July 14, 2012
With a cigarette in my hand, I felt like a man
GESTALT PRINCIPLES: CONTINUATION

Always Smooth. From Pantene.
THE MATH BEHIND THE BUYOLOGY

The success of Moneyball has led other sports to mimic baseball's stats-driven approach. While some IPL teams have sided for smarter signings, cricket's submetrics revolution has only begun, writes Karthik Krishnaswamy.

In the 2012 auction, Rajasthan were the only team to bid for thousands. This move adhered to a mantra that 'money plays with personal problems, thus help them deal with their issues.'

Problem children

Pateurs got frustrated with their kids' performances and decided to use their bids for a 'money,' in a safe investment.
GESTALT PRINCIPLES: CONTINUATION

Sim, ele conseguiu
Barack Obama garantiu os 2118 delegados de que precisava para se tornar no candidato democrata à Casa Branca. Mas Hillary ainda evita reconhecer a derrota
Págs. 18 a 20

UEFA ameaça finanças do FC Porto

Saturday, July 14, 2012
Where does eye start?

Where go from there?

How do you relate elements?

relation, association, link, correlation, correspondence, parallel, alliance, bond, interrelation, interconnection.
Where does eye start?

Where go from there?

How do you relate elements?

relation, association, link, correlation, correspondence, parallel, alliance, bond, interrelation, interconnection.
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SIMILARITY, PROXIMITY & CONTINUATION In application

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GESTALT PRINCIPLES: CLOSURE

Familiar shapes are perceptually completed when incomplete; your mind fills in the gaps.

Saturday, July 14, 2012
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GESTALT PRINCIPLES: CLOSURE
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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

100% Natural
by Sharon Begley

Who needs implants? How tissue engineering will radically enhance the future of medicine.
p.148

Saturday, July 14, 2012
GESTALT PRINCIPLES: CLOSURE

Bloomberg Businessweek
Steve Jobs
1955–2011
GESTALT PRINCIPLES: CLOSURE
GESTALT PRINCIPLES: CLOSURE

CENSUS:
GAYBORHOOD EXPANSION

Do you live on Rainbow Road? New numbers reveal 40 percent jump in state’s same-sex households 6-7

Saturday, July 14, 2012
GESTALT PRINCIPLES: FIGURE/GROUND

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

**contrast**

The eye and mind separate an object (figure) from its surroundings (ground).

Many times the figure/ground relationship is dynamic and ambiguous.

There is more than one solution of what is figure and what is ground.
The distinction between an object and its surroundings; **positive** and negative space

The eye and mind separate an object (figure) from its surroundings (ground).

Many times the figure/ground relationship is dynamic and ambiguous.

There is more than one solution of what is figure and what is ground.
GESTALT PRINCIPLES: FIGURE/GROUND
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"To penseu pensar que pensat a vosts
sens dels a llicor
En la llicor"
- Sr. Woody Hayes
GESTALT PRINCIPLES: FIGURE/GROUND

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 conveys 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

Saturday, July 14, 2012

Similarity
Proximity
Continuation
Closure
Figure/ground
Isomorphic correspondence

relation, association, link, correlation, correspondence, parallel, alliance, bond, interrelation, interconnection.
GESTALT PRINCIPLES: FIGURE/GROUND
GESTALT PRINCIPLES: FIGURE/GROUND
GESTALT PRINCIPLES: Bringing it all together

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GESTALT PRINCIPLES: Bringing it all together

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GESTALT PRINCIPLES: Bringing it all together

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Figure/ground Isomorphic correspondence

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