
abstract gestalt

Gestalt perceptual factors build a visual frame of reference which can provide us with a reliable psychological basis for the spatial organization of information.

Gestalt theory is particularly valuable in understanding where visual organization starts, because it gives concrete evidence to how the eye organizes visual experiences.

the gestalt theory:

1. The parts of a visual image may be considered, analyzed, and evaluated as distinct components.
2. The whole of a visual image is greater than the sum of its parts.

Gestalt theory can be broken down into five principles:

1. figure/ground (stimulus)

The fundamental principle of perception which allows us to read imagery. This is made possible by contrast.

2. similarity

The degree of sameness to each other. Sensations are grouped and ordered in the mind based upon their likeness toward one another.

3. proximity

Degree of distance between sensations. Sensations are favored according to nearness of parts. Closer parts form groups by visually uniting.

4. continuance

Grouping that results in a continuation of direction. Sensations are grouped into directional forms when the receiver reads motion implied by position.

5. closure

Grouping into recognizable forms or shapes. Sensations are grouped into a complete visual form through the principles of similarity, proximity, and continuance.
