

Business Communication and Digital Media

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gestalt
PRINCIPLES

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SIMILARITY

Regardless of how elements are positioned in terms of closeness to one another, the human eye tends to group them by colour, shape, and size (Warje, n.d.). When elements share a similar characteristic, we can assume they belong to the same group (Harley, 2020).

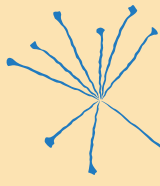
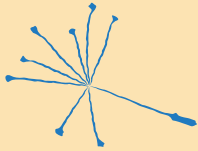
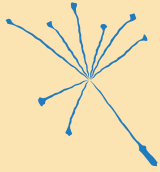


REFERENCES Harley, A., 2020. *Similarity Principle in Visual Design*. [Online] Available at: <https://www.nngroup.com/articles/gestalt-similarity/> [Accessed 23 March 2025]. Warje, K., n.d. *Gestalt Principles*. [Online] Available at: <https://thedecisionlab.com/reference-guide/psychology/gestalt-principles> [Accessed 23 March 2025]. **IMAGE REFERENCES** HappyAprilboy, n.d., *Red chair with floating red balloons among white chair on white background*. [Online] Available at: <https://depositphotos.com/photo/red-chair-floating-red-balloons-white-chair-white-background-minimal-253784798.html> [Accessed 23 March 2025]. Veleski, G., 2025. *Department of Candy Logo*. [Online] Available at: <https://www.linkedin.com/feed/update/urn:li:activity:7293540754277158915/> [Accessed 24 February 2025]

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CONTINUATION

The law of continuity implies that the mind innately follows elements placed as lines and patterns, as opposed to chaos and disorder (Interaction Design Foundation, n.d.). When the course followed by two separate points is smooth, the curve becomes the most natural path that the human mind will follow (Solanki, 2022).



BIKE FOREVER

REFERENCES Interaction Design Foundation, n.d. *The Law of Continuity*. [Online] Available at: <https://www.interaction-design.org/literature/topics/law-of-continuity> [Accessed 23 March 2025]. Solanki, G., 2022. *Use of GESTALT's law of Perceptual Organization in Marketing & Logo Design | Advantages & Techniques*. [Online] Available at: <https://www.marketingweekly.in/post/use-of-gestalt-s-law-of-perceptual-organization-in-marketing-logo-design-advantages-techniques> [Accessed 23 March 2025]. **IMAGE REFERENCES** Montingelli, M., n.d. *Bike Forever logo* [Online] Available at: <https://www.behance.net/gallery/103936309/Marcas/modules/597414911> [Accessed 23 March 2025]. pressmaster, n.d. *Dandelion outline*. [Online] Available at: <https://depositphotos.com/vector/dandelion-outline-11696955.html> [Accessed 23 March 2025].

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CLOSURE

When presented with an incomplete figure, the brain automatically completes the missing details to create an entirety. The mind's eye generates the absent elements from stored memories and preconceived ideas to fill in the gaps (Jethwani, 2025).



m' s s ' n g

REFERENCES Jethwani, A., 2025. *What is Closure? Learn the Gestalt Principle*. [Online] Available at: <https://octet.design/journal/closure/> [Accessed 24 March 2025]. **IMAGE REFERENCES** logothorns, 2014. *Missing by Nicole Nugent*. [Online] Available at: <https://www.instagram.com/p/uAbwFTKLpl/> [accessed 23 March 2025] tommasolizzul, n.d. *Male hand holding light bulb*. [Online] Available at: <https://depositphotos.com/photo/male-hand-holding-light-bulb-85132718.html> [accessed 23 March 2025]

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PROXIMITY

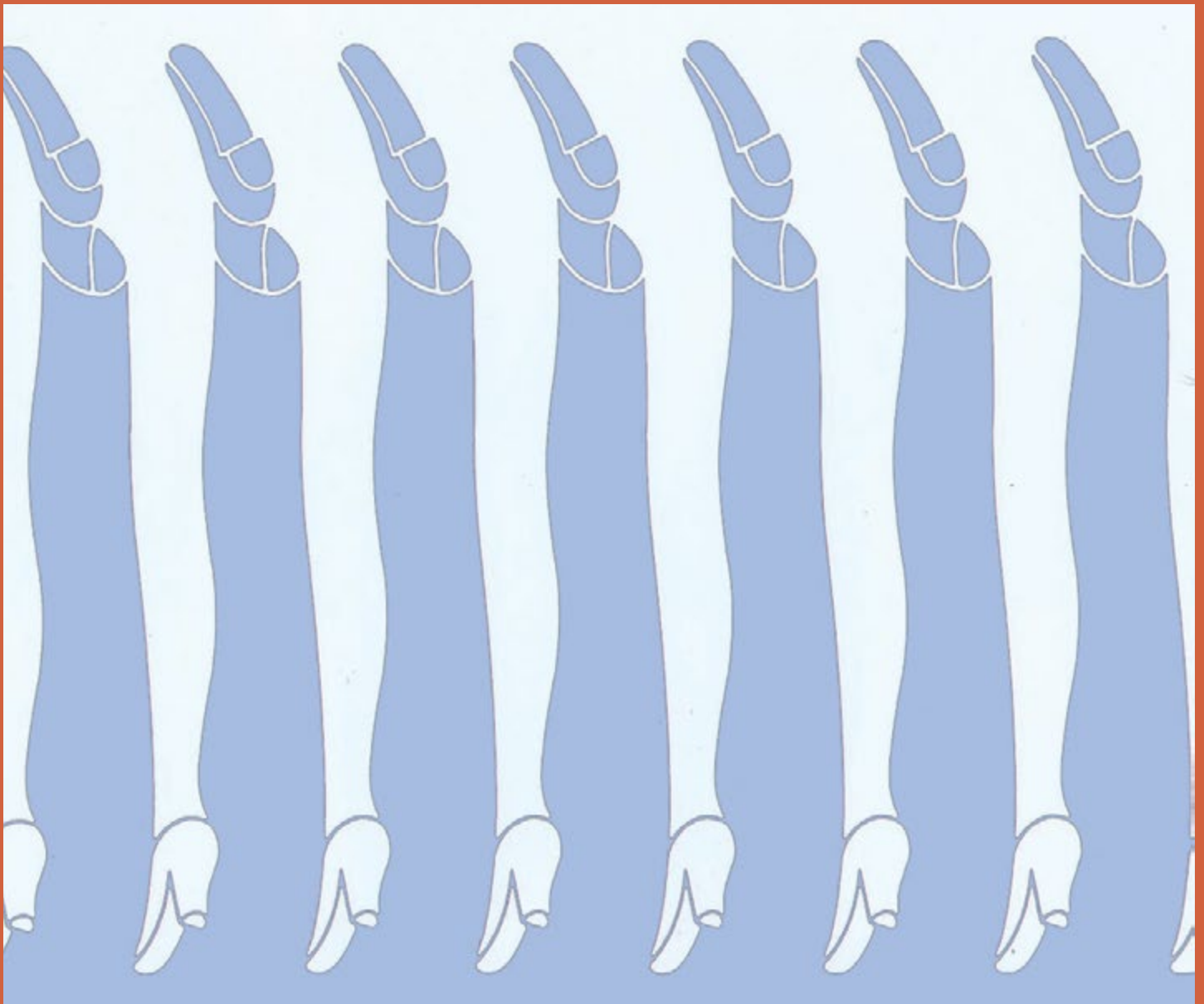
The Gestalt principle of proximity suggests that when objects are close to one another the eye perceives them as a group. Elements, regardless of their shape, size and colour, appear as a whole when they are positioned closer to each other (Kathryncodonnell, 2020).



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FIGURE/GROUND

The Gestalt principle of figure/ground is the ability to differentiate two images within one composition. One image is in the foreground while the other is in the background. The figure and ground complete the visual as a whole but are two entities on their own (inky, 2020)..



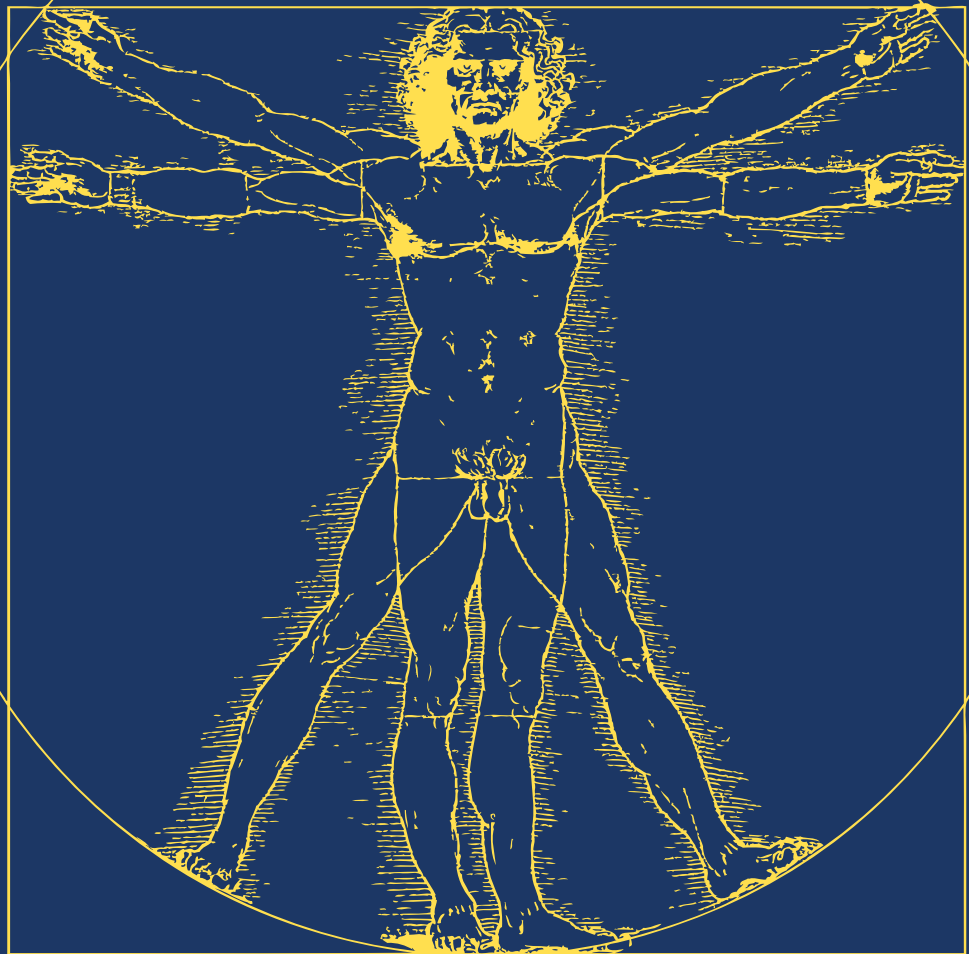
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SYMMETRY & ORDER

The symmetry and order gestalt principle refers to the visual balance a viewer perceives when objects, shapes and elements are placed in symmetrical order in relation to one another (Warje, 2024).

Leonardo da Vinci's Vitruvian Man is a perfect example of symmetry and order. Da Vinci suggests that the human figure fits perfectly into a square when standing upright while forming the perfect circle when his arms and legs are spread (Gardner, 1959).

Designed in 1925, the Coco Chanel logo depicts perfect symmetry and order (Taylor, 2021).



REFERENCES Gardner, H., 1959. *Helen Gardner's Art Through The Ages*. 4 ed. Brace: Harcourt, Brace & World Inc.. Taylor, J., 2021. *The Chanel Logo: The Origin, Design, and Meaning Behind a Legendary Status Symbol*. [Online] Available at: <https://madisonavenuecouture.com/blogs/news/chanel-logo-origin-design-meaning> [Accessed 8 March 2025]. Warje, K., 2024. *Gestalt Principles*. [Online] Available at: <https://thedecisionlab.com/reference-guide/psychology/gestalt-principles> [Accessed 8 March 2025]. **IMAGE REFERENCES** Coco Chanel Logo [Online] Available at: seeklogo.com [accessed 28 February 2025] halina_photo, n.d. *Vitruvian Man by Leonardo da Vinci* [Online] Available at: <https://depositphotos.com/editorial/vitruvian-man-by-leonardo-da-vinci-163702618.html> [accessed 8 March 2025]