

GD-105

# Intro to Visual Design

Design Component and Gestalt Principles

Winnie Lucas

## **Design:**

Creation of a plan for the construction of an object or system

# Visual Design

Creative process that uses visual information to develop *a message, idea, concept, tone* to a targeted audience.

Use of words, symbols, visual representation of ideas and messages.

## Visual Commination

# Uses of Visual Design

- Identity (logo, branding),
- publications,
- print advertisement, posters,
- visual art design,
- Typography,
- website,
- Interface design,
- page layout etc.

Identity (logo, branding)- *change a thing*

**BRAUN**

**DELL™**

**FedEx®**  
Federal Express

**intel®**

**Microsoft®**

**Nestlé®**

**FUJITSU**

**Shelter**

**STAPLES®**

that was easy.™

**Tropicana**

**VANS®**

**AA**

Identity (logo, branding) *Use abstract imagery*



Identity (logo, branding) *Use negative space effectively*



FedEx®



V&A

*Consider trend, logo life*

**3M**

1948



1950



1960

**3M**

1960



1951

**3M**

1952



1961, Gerald Stahl & Associates



1954



1954



1955

**3M**

1956



1978, Siegel & Gale

# Consider trend, logo life



ca 1920



1920, AR Saunders



1922



1947



1958, Raymond Loewy



1989, Siegel & Gale



2000, Landor Associates



BEFORE



AFTER



adidas®

ORIGINALS



adidas®



adidas®



1888



1891



1911



1924



1947



1956

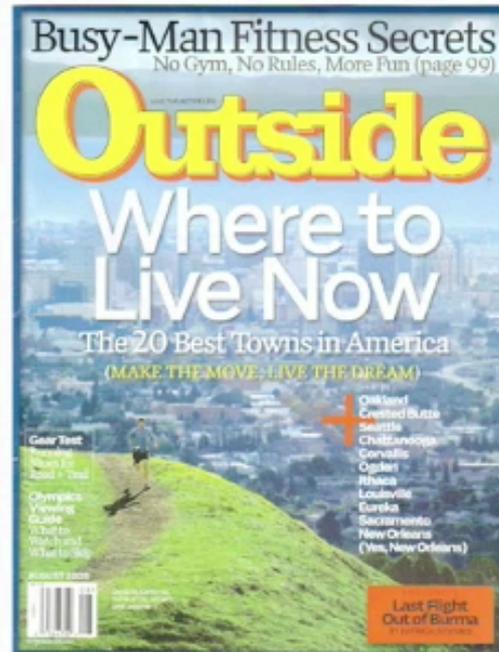


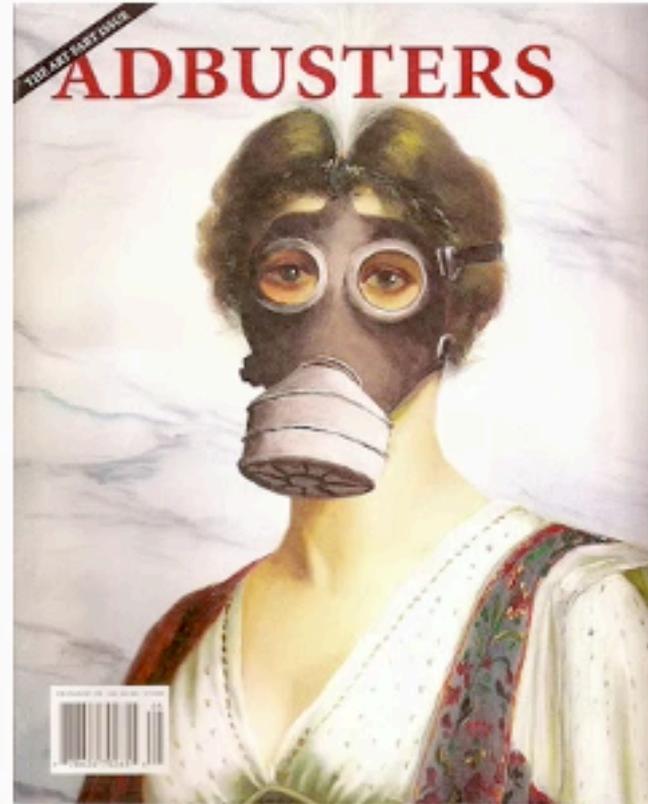
1972

*Similar style of layout, but their own type choice for the brand*



*Each magazine's cover design is consistent through out the years*







Vol. 479  
21 March  
1995  
£1.50

# PRIVATE EYE

## HUTTON: LATEST



INSIDE  
FREE 'A' LEVEL  
WITH EVERY ISSUE



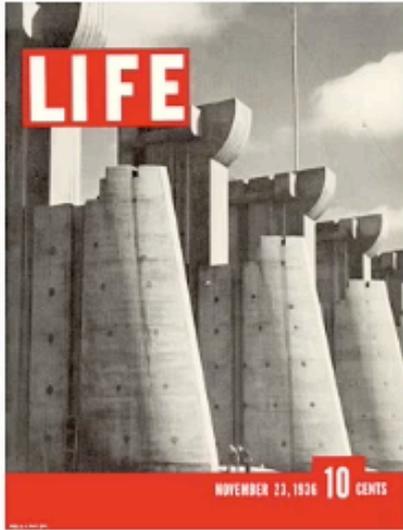
Vol. 479  
21 March  
1995  
£1.50

# PRIVATE EYE

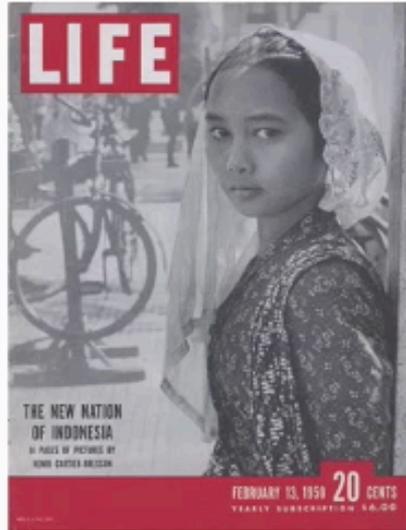
## LABOUR HONEYMOON



INSIDE: BROWN TONGUE OUTBREAK  
- EVERYONE SAYS GORDON MARVELLOUS



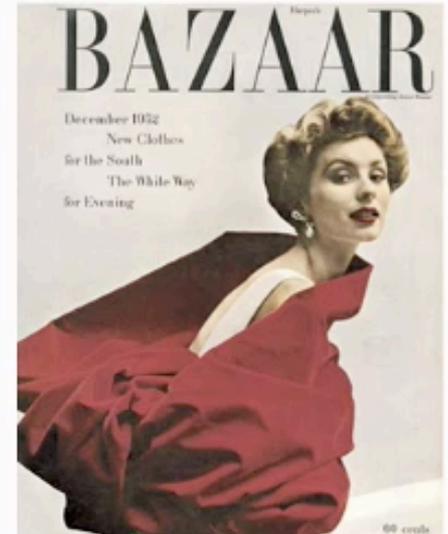
cover photo:  
Margaret Bourke-White



cover photo:  
Henri Cartier-Bresson

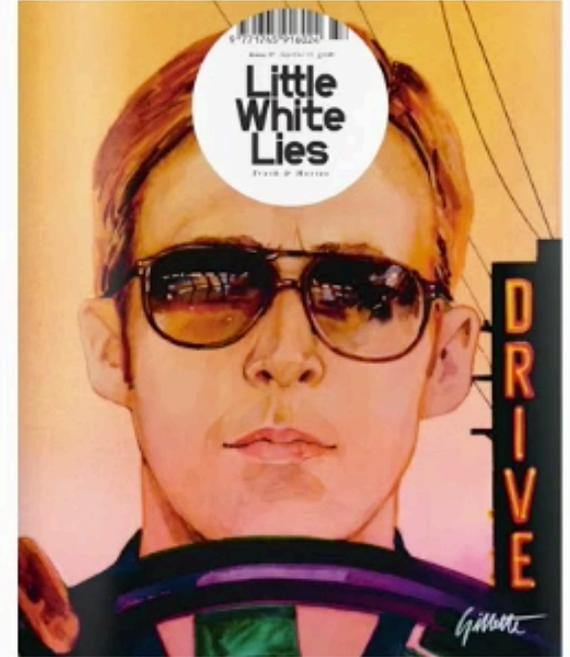
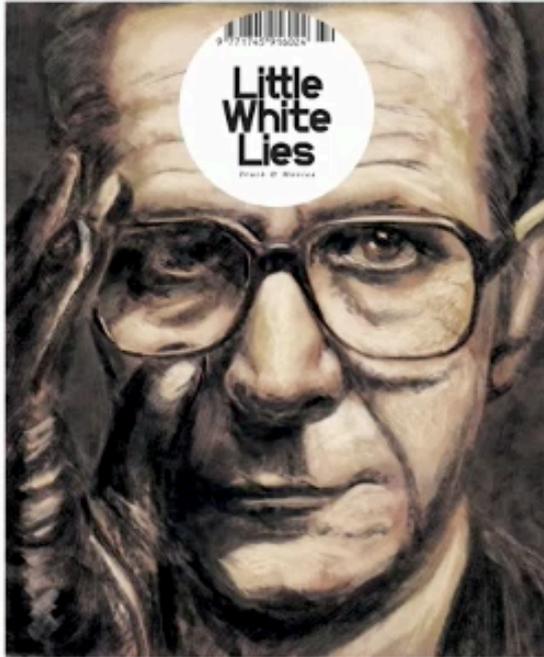


cover photo:  
Louise Dahl-Wolfe



cover photo:  
Richard Avedon

*Google image their cover: stylistic photo illustrations*









ear<sup>1</sup>

alternative  
modern rock  
+ xpo



[Matchbox 20](#)

Get a taste of the "Real World" on latest CD and spring tour )))



Dodge Neon R/T included!



[Natalie Merchant](#)

Check the new website Natalie designed for "Ophelia"! )))



[Bad Religion](#)

Get Warped with BR this summer, and maybe win a demo deal! )))



[Elvis Costello, Songs Of](#)

His pen is true: Costello covers CD, with liner notes by EC )))



[Paula Cole](#)

"This Fire" rages on for "Best New Artist" Grammy-winner! )))



[Superdrag](#)

Cool new Superdrag stuff - a "Head Trip In Every Key"! )))

ear<sup>1</sup>

[all music](#)  
[ambient/dance](#)  
[classical](#)  
[country](#)  
[jazz](#)

[modern rock/alt](#) [on tour](#) [rant](#) [new releases](#) [insiders club](#)  
[cool stuff](#) [BDS charts](#) [music news](#) [links](#) [centerstage](#) [on tv](#)

st  
rc



# The FeedRoom

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[ADD TO FAVORITES](#)

[PRIVACY POLICY](#)

**DREAMWORKS SKG**



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# RFU ONLINE





# Responsive Grid System

Spectacularly Easy Responsive Design

The Responsive Grid System isn't a framework. It's not a boilerplate either.  
It's a quick, easy & flexible way to create a responsive web site.

 Tweet 760

<http://responsivegridsystem.com>

-  Have Any Number
-  Scales to Any Width
-  It's Smart
-  Put the Content First

<http://www.responsivegridsystem.com/>

## New creative sites

- AIGA Portland: <http://aigaportland.org/>
- Lowdi: <http://lowdi.com/>
- The Mealings: <http://www.themealings.com.au/>
- Queen of Spades: <http://www.thequeenofspades.com/>
- Dangers of Fracking: <http://dangersoffracking.com/>
- Kinvara 3: <http://community.saucony.com/kinvara3/>
- Andy Patrick: <http://andypatrickdesign.com/>
- Ivan McClellan <http://ivanmcclellan.com/>
- Rule of three: <http://rule-of-three.co.uk/>







*Monkey: journey to west show*





La Linea - animation using line:

<http://www.youtube.com/watch?v=8SP14hTEbRw&feature=share&list=PLtcy5ATttB6caFQQ4G4InV0DFavalXxf7>

Don Hertzfeldt – it's such a beautiful day

<http://vimeo.com/ondemand/itssuchabeautifulday/61349288>

OK Go music videos

I won't let you down

[https://www.youtube.com/watch?v=u1ZB\\_rGFyeU](https://www.youtube.com/watch?v=u1ZB_rGFyeU)

- *As designers, be conscious of design principles and use them to your advantage*
- *It is not enough to say that a design is “good”*
- ***Know why it is good.***
- ***As designer, establish a style, brand is important***

Pixel/Rasterize vs. Vector graphics/path

# Components of Design

- Unity - design harmony
- Gestalt - psychology
- Space – white space (less is more)
- Dominance – focal point
- Hierarchy – levels of relative importance
- Balance – visual weight
- Design flow – the way the eye moves
- Color

Design is a a practice, also a training.  
For us, learn the rules before you break  
them.

# Components of Design

- Unity
  - Visual Unity. *Eg: element aligned to common axis*
  - Conceptual Unity. *Eg: diamond, mansion, piles of money -> concept of wealth*
  - *Use repetition, alignment, proximity to add visual unity*

# Good design, why

- Instinct
- Or: one or more Gestalt principles of perception are at play.
- Gestalt Psychology: how are your design perceived

# What is Gestalt?

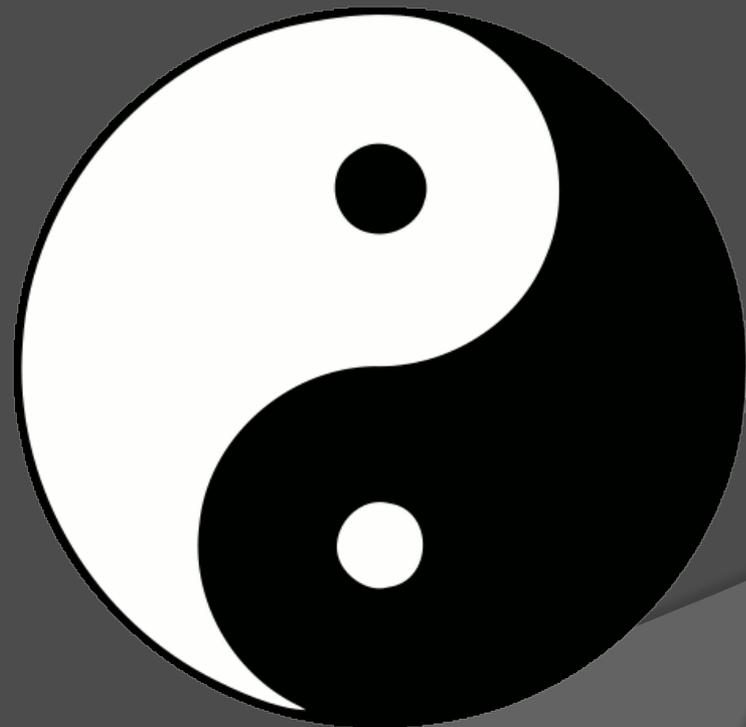
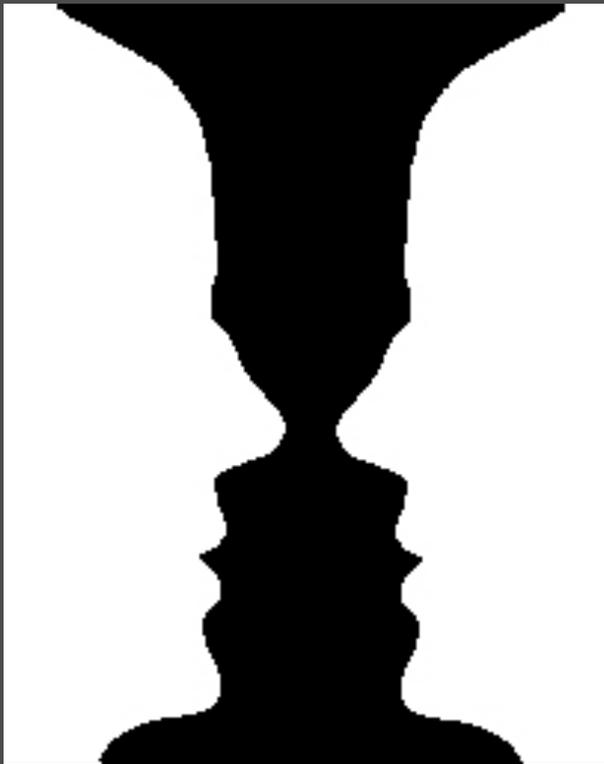
- The German word gestalt can be translated as “**shape**” or “**form**” and the term refers to how visual input is perceived by human beings.
- We see **the whole** before we see the individual parts.
- There are a variety of gestalt principles.

# Figure/Ground

- Elements are perceived as either
- Figure (focus) or ground (background)
- It occurs quickly and subconsciously
- Determine what to **FOCUS**
- What we can safely **ignore**

# Figure/Ground

- Classic example





Also called:

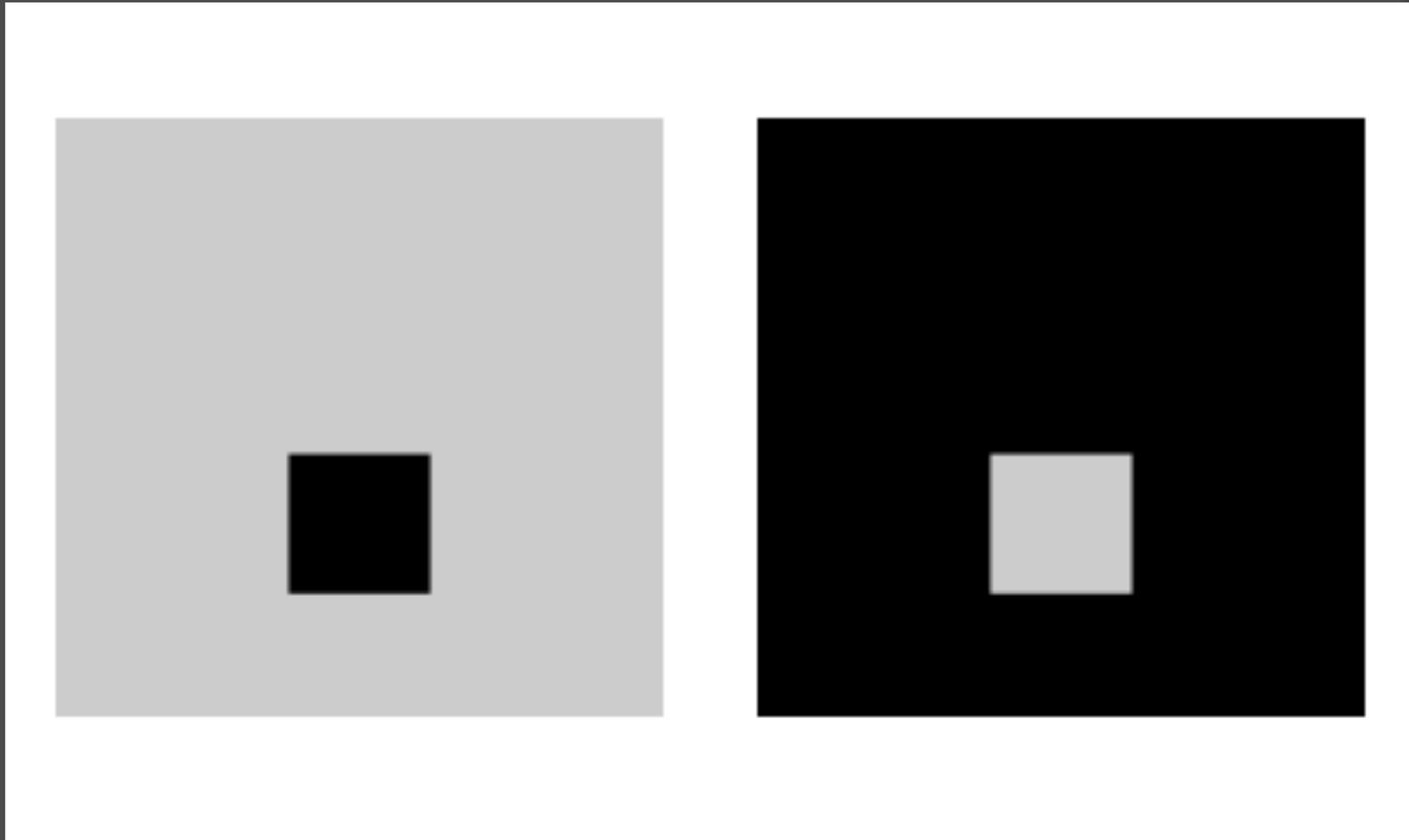
**Positive Space:**

Space occupied by an object, element, or subject in a composition.

**Negative Space:**

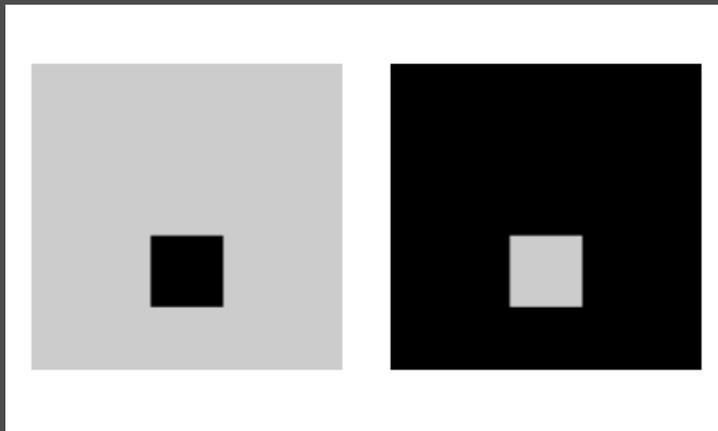
Unoccupied areas or empty space surrounding the objects or figures in a composition.

# Area



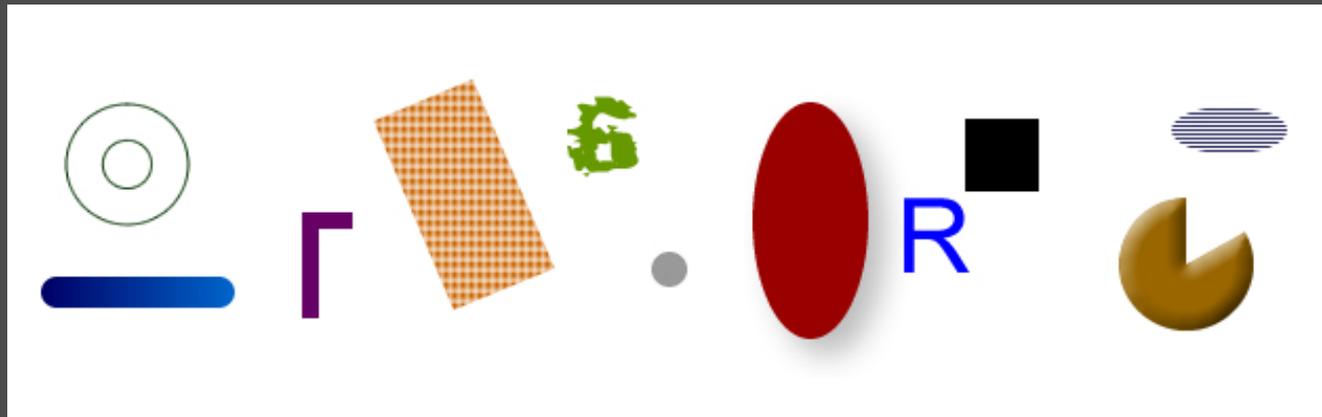
# Area

- The *smaller* of 2 overlapping objects is seen as *figure*.
- The *larger* is seen as *ground*.
- *Image right: (dark figure with a hole)*  
*darker objects appearing more as figure than ground.*

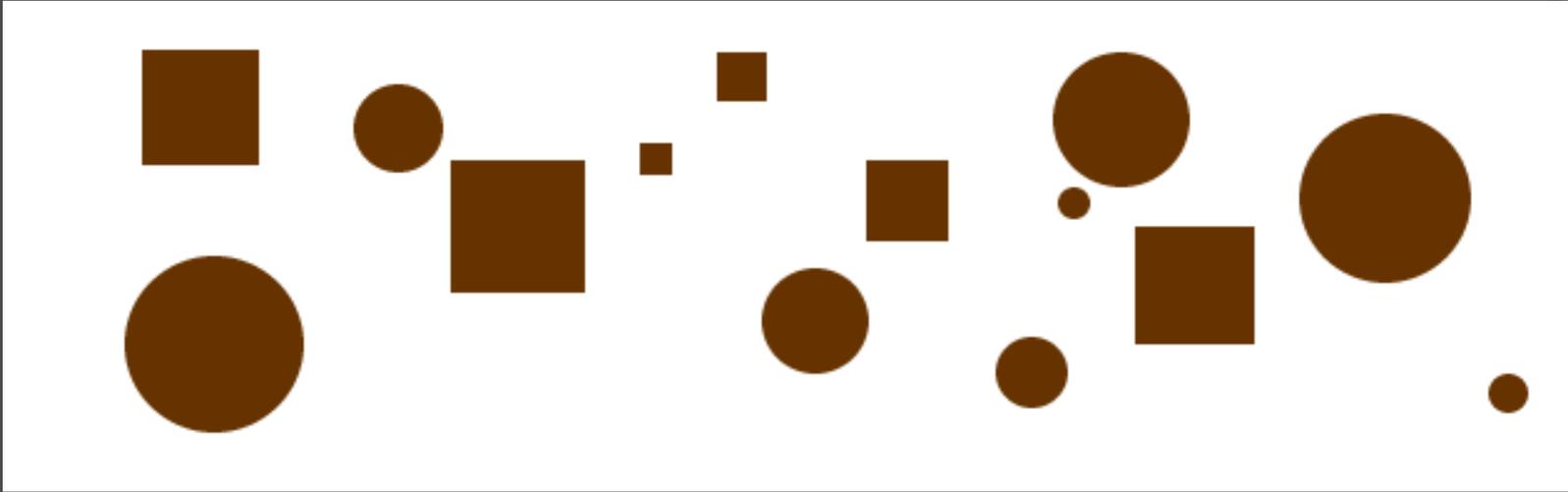


# Similarity

- Things are **similar** perceived to be more **related**.
- These include similarity of color, size, shape, texture, dimension, and orientation, to name just a few.

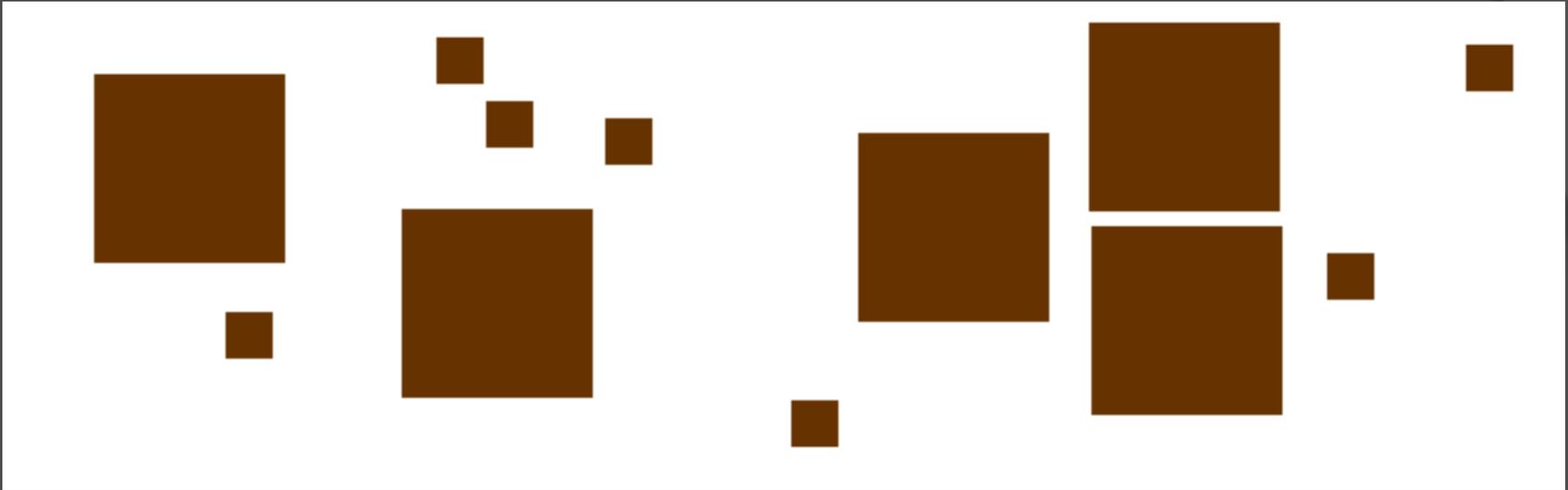


# Similarity



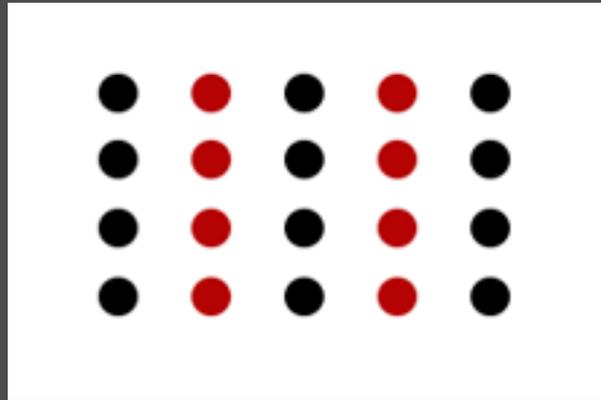
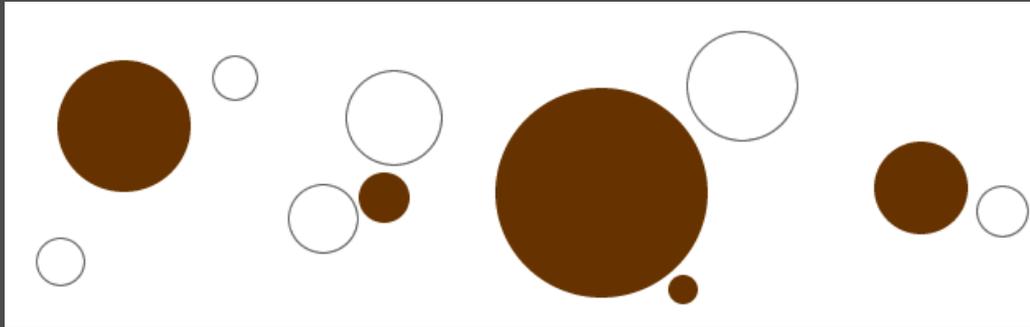
- There are differences between the many elements above, but there are also similarities.
- Shape - provides the strongest communication.

# Similarity



- Size – suggest relationships

# Similarity



- Similarity of color
- Or you can say fill, or texture

# Similarity – use at web

The screenshot shows the Apple Support website interface. At the top, there is a navigation bar with tabs for Store, Mac, iPod, iPhone, iPad, iTunes, and Support. Below the navigation bar, a section titled "Get support by choosing your product below" features six product categories: Mac, iPod, iPhone, iPad, iTunes, and All Products. Each category is represented by an image of the product. Below this section, there are five service categories: Videos, Manuals, Tech Specs, Downloads, and Communities, each with an icon and a brief description. Further down, there are three main sections: Apple ID, Contact Apple Support, and AppleCare Products. The Apple ID section includes a "Get started" link and icons for various services. The Contact Apple Support section features a "Get started" link and a photo of two Apple employees. The AppleCare Products section includes an "AppleCare Protection Plan" icon and a "Get started" link. At the bottom, there are two sections: Exchange and Repair Extension Programs, which lists various programs and an "All Programs" link, and Other Resources, which lists links for checking service and support coverage, repair status, AppleCare agreements, and a support site map.

Apple Support navigation: Store, Mac, iPod, iPhone, iPad, iTunes, Support

Get support by choosing your product below

Mac, iPod, iPhone, iPad, iTunes, All Products

Videos: Watch short video tutorials on how to use your Apple products.

Manuals: Learn how to set up, use and troubleshoot your Apple products.

Tech Specs: See specifications and system requirements for hardware and software.

Downloads: Get the latest software updates for your Apple products.

Communities: Find and share solutions with Apple users around the world.

Apple ID: Find your Apple ID or password, manage multiple Apple IDs, and more. [Get started](#)

Contact Apple Support: Find out all the ways you can get support and service for your Apple products. [Get started](#)

AppleCare Products: Extend support coverage for your Apple products. [Get started](#)

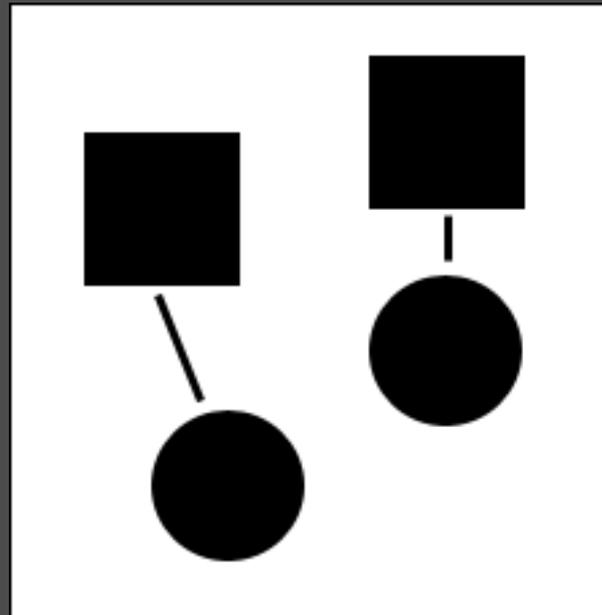
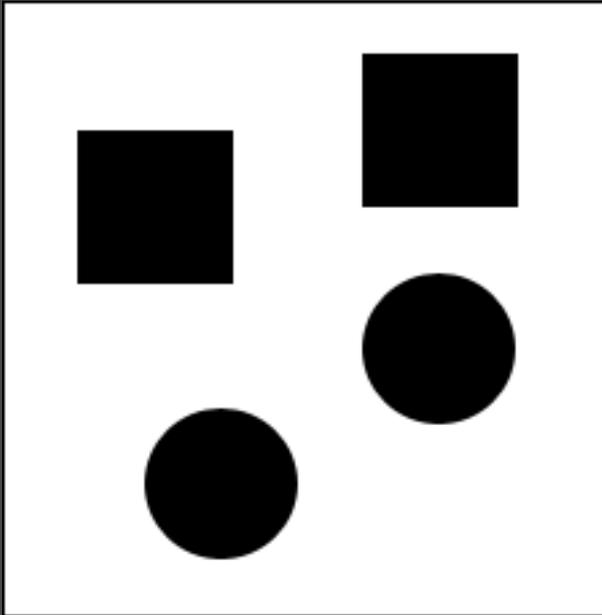
Exchange and Repair Extension Programs: View details on current programs.  
[USB Power Adapter Takeback Program](#)  
[iPod nano \(1st generation\) Replacement Program](#)  
[All Programs](#)

Other Resources:  
[Check your service & support coverage](#)  
[Check your repair status](#)  
[Register and view AppleCare agreements](#)  
[Support site map](#)

# Similarity - Through repetition of

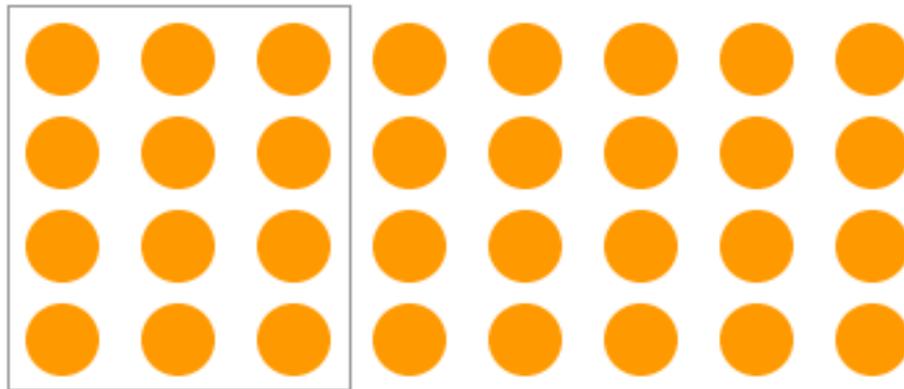
- Color
- Size
- Orientation
- Texture
- Font
- Shape
- We can design element so they appear more related.

# Uniform Connectedness



- Things that have a visual connectedness are more related
- Uniform connectedness trumps similarity

Here, even though the spacing and color is consistent within this collection of elements, those inside of the connecting lines are perceived to be more related than the rest:



...as are the ones connected by lines:



# Uniform connectedness in organizing a complex interface



TOP HEADLINES

U.S. NEWS

WORLD NEWS

POLITICS

BUSINESS

ENTERTAINMENT

HEALTH

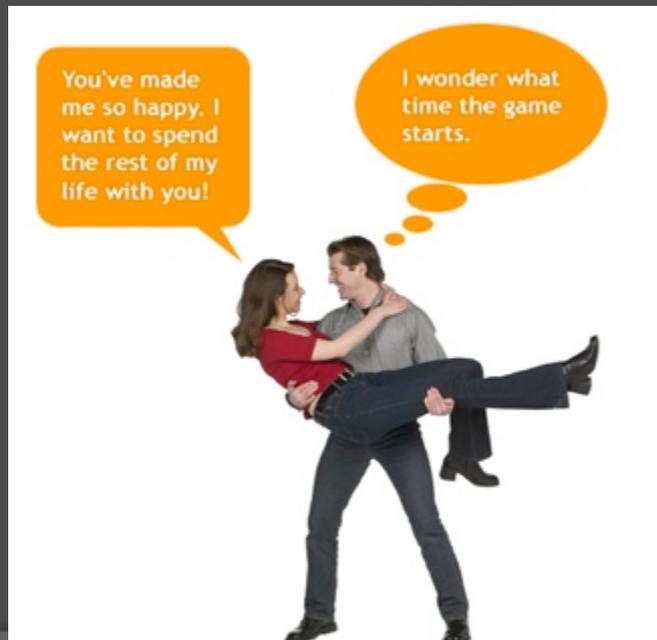
TECH &



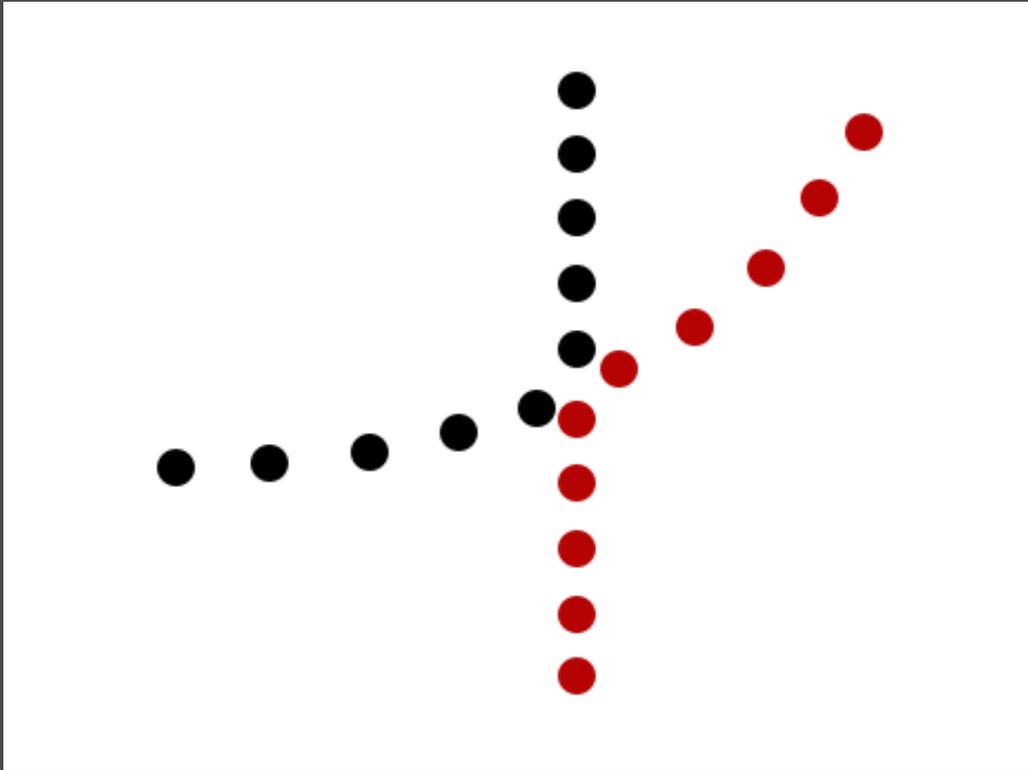
HIDE CHANNELS

## + WORLD NEWS CHANNELS

TOP WORLD NEWS	CONFLICT IN IRAQ	TERRORISM	AFRICA	AMERICAS
ASIA-PACIFIC	EUROPE	MIDEAST & N. AFRICA	SOUTH & CENTRAL ASIA	

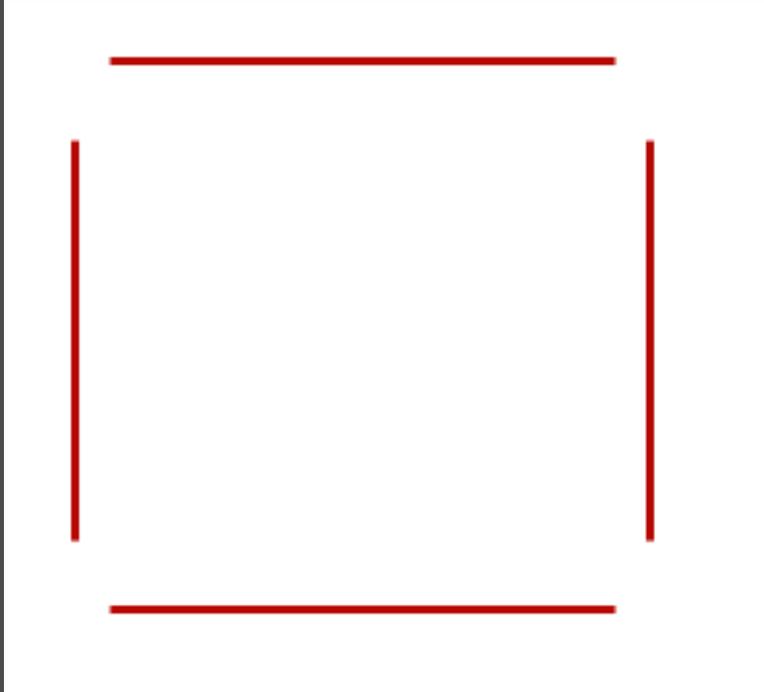


# Continuation (continuity)



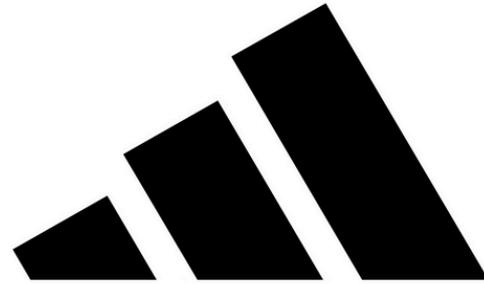
- Elements arranged on a line or curve are perceived to be more related.

# Closure



**LOOK INSIDE**

- When looking at a complex arrangement of individual elements, we tend to look for a recognizable pattern.
- To make sense

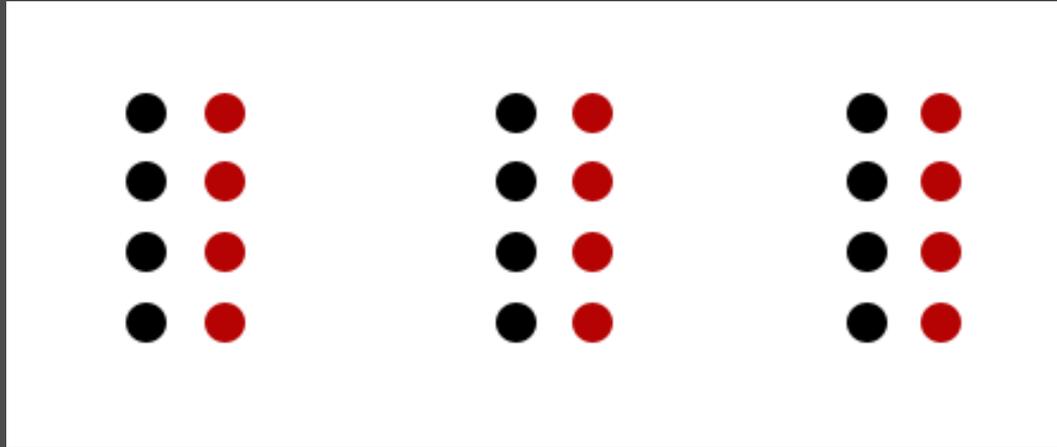


# Fun with closure

- The purchase of a home is likely the single most important financial decision you'll ever make.
- 1, 3, 5, \_\_, 9
- There once was a man from Nantucket...
- <http://youtu.be/Hodp2esSV9E>

Bobby McFerrin Demonstrates the Power of the Pentatonic Scale

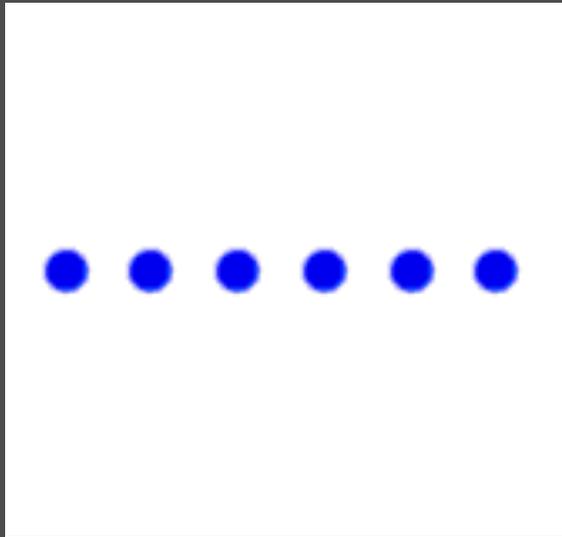
# Proximity



The relative nearness of the circles is stronger than the similarity of the colors.

Related items should be grouped together  
Eg: look at websites

# Common Fate



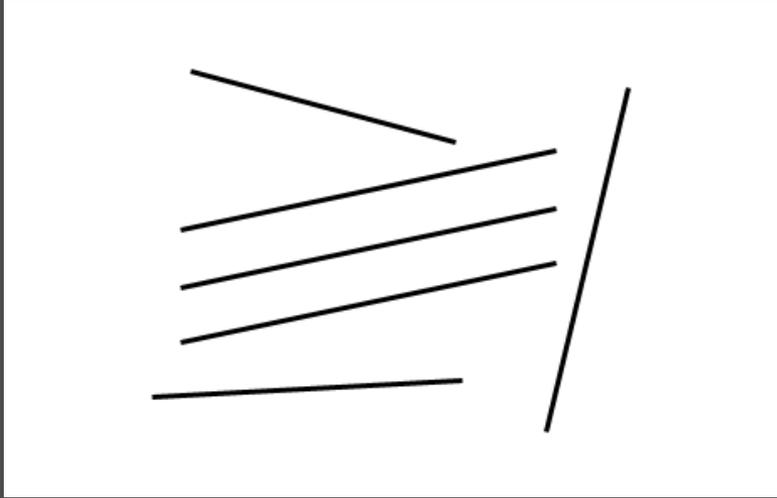
- Humans tend to perceive elements moving in the same direction as being more related than elements that are stationary or that move in different directions.

# Symmetry

{ } { } { }

- Symmetrical balance is even stronger than proximity

# Parallelism

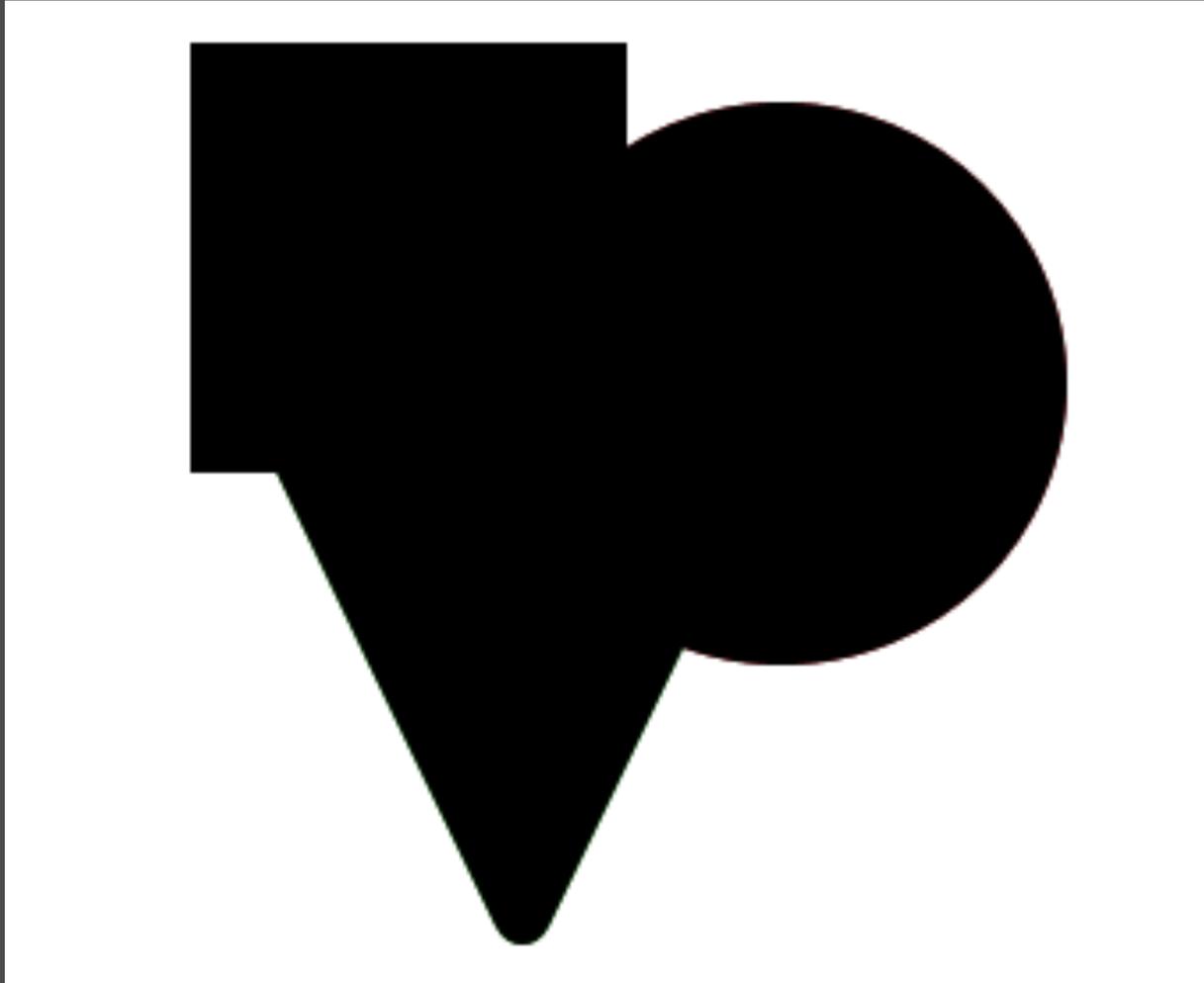


- Elements that are parallel to each other appear more related to each other.

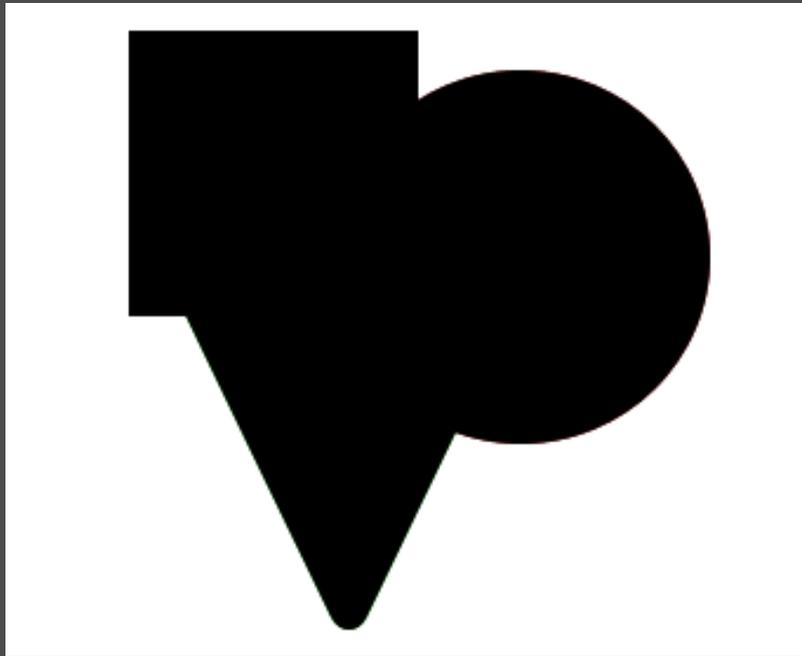
# Past Experience

- Elements tend to be grouped together if in the past experience of the observer they were often grouped together.
- Past experience could be individual or it could be something common most of us experience.

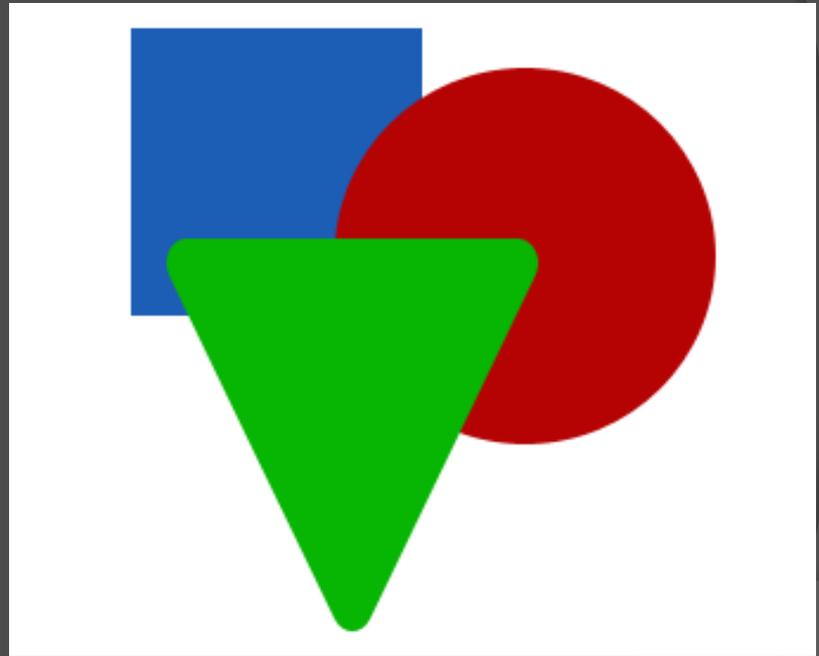
# Law of Prägnanz (Law of Simplicity)



# Law of Prägnanz (Law of Simplicity)



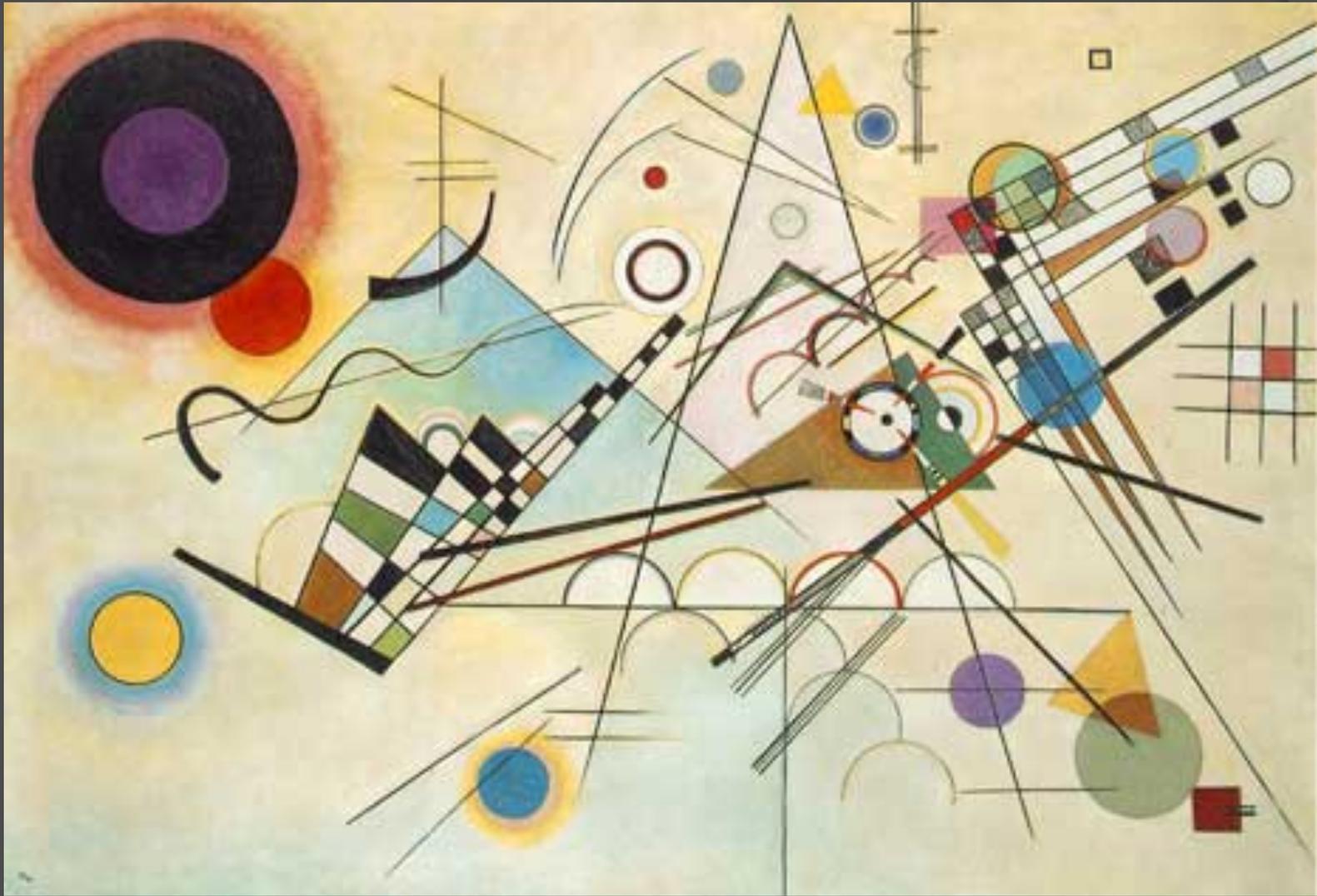
Ambiguous and complex as a whole



We will break it down to simple shapes

# Focal Point/Dominance

- A point of interest, emphasis, or difference will capture and hold the viewer's attention
- The focal point captures your attention and from there your attention flows to other parts of the painting.

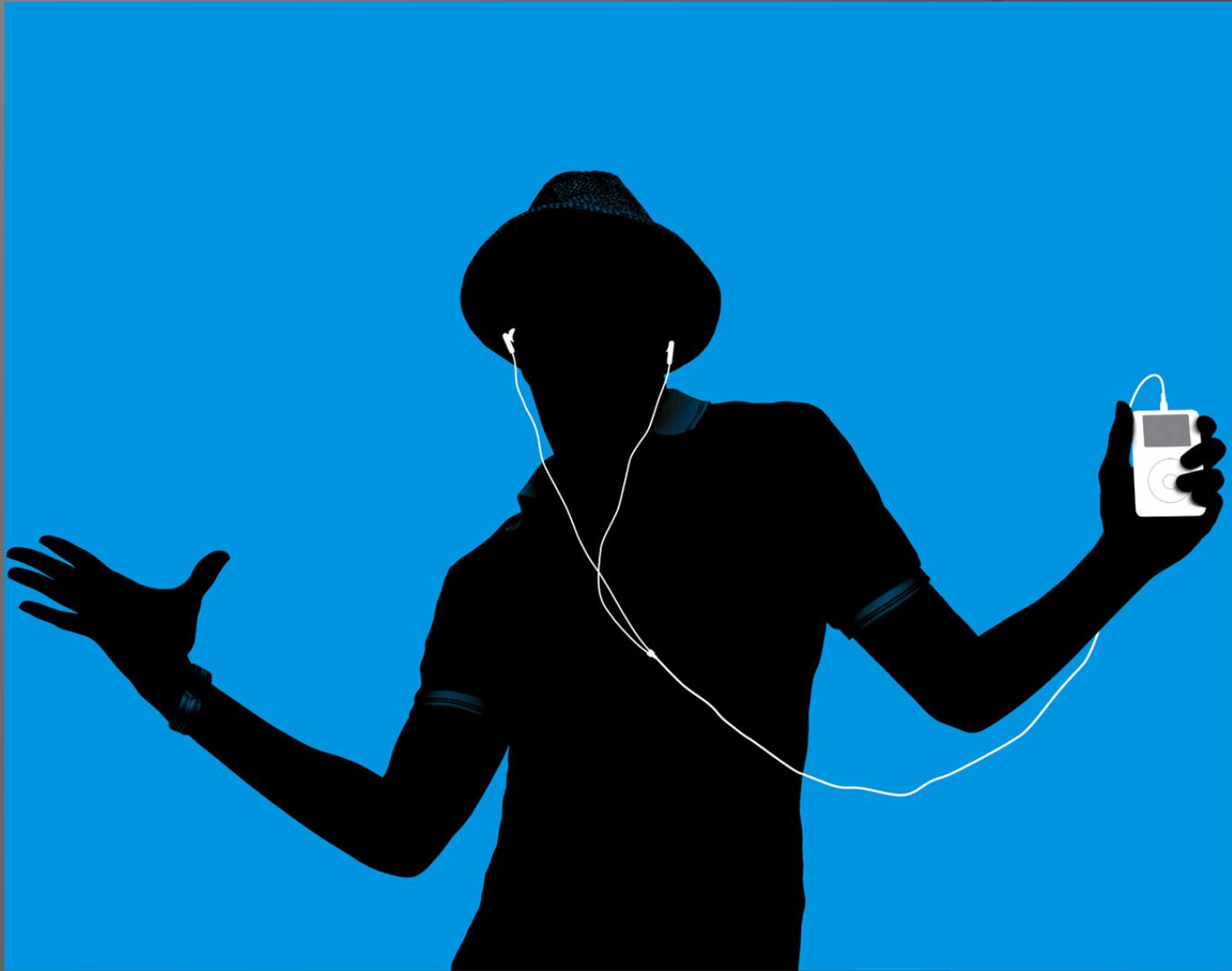


Kandinsky's Composition #8

# Creating focal point

- Contrast with more more visual weight
- Varying degree of emphasis
- “don’t make me think”



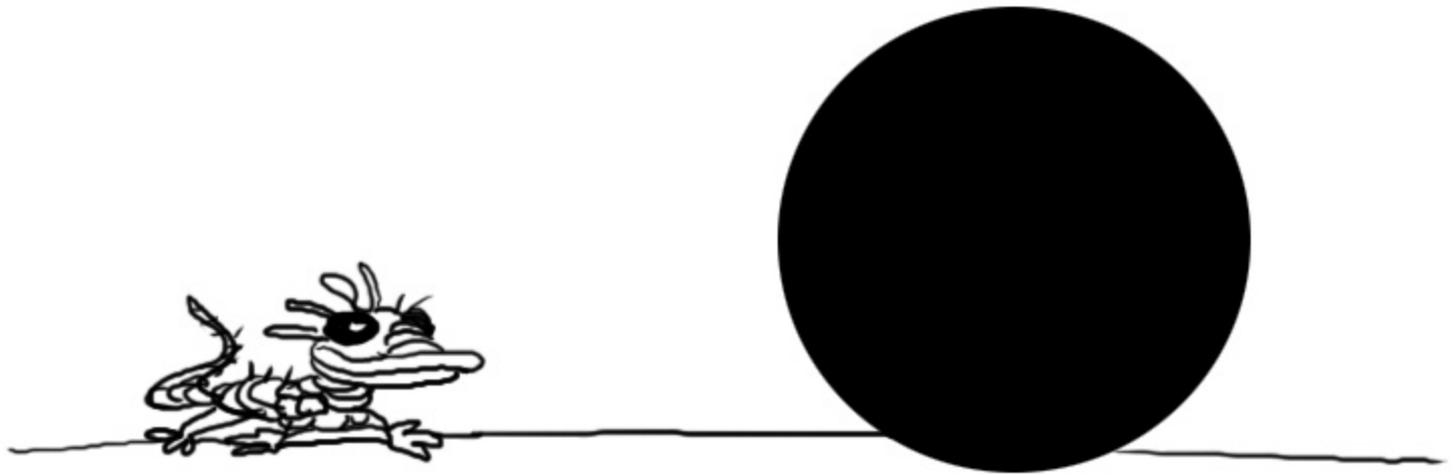




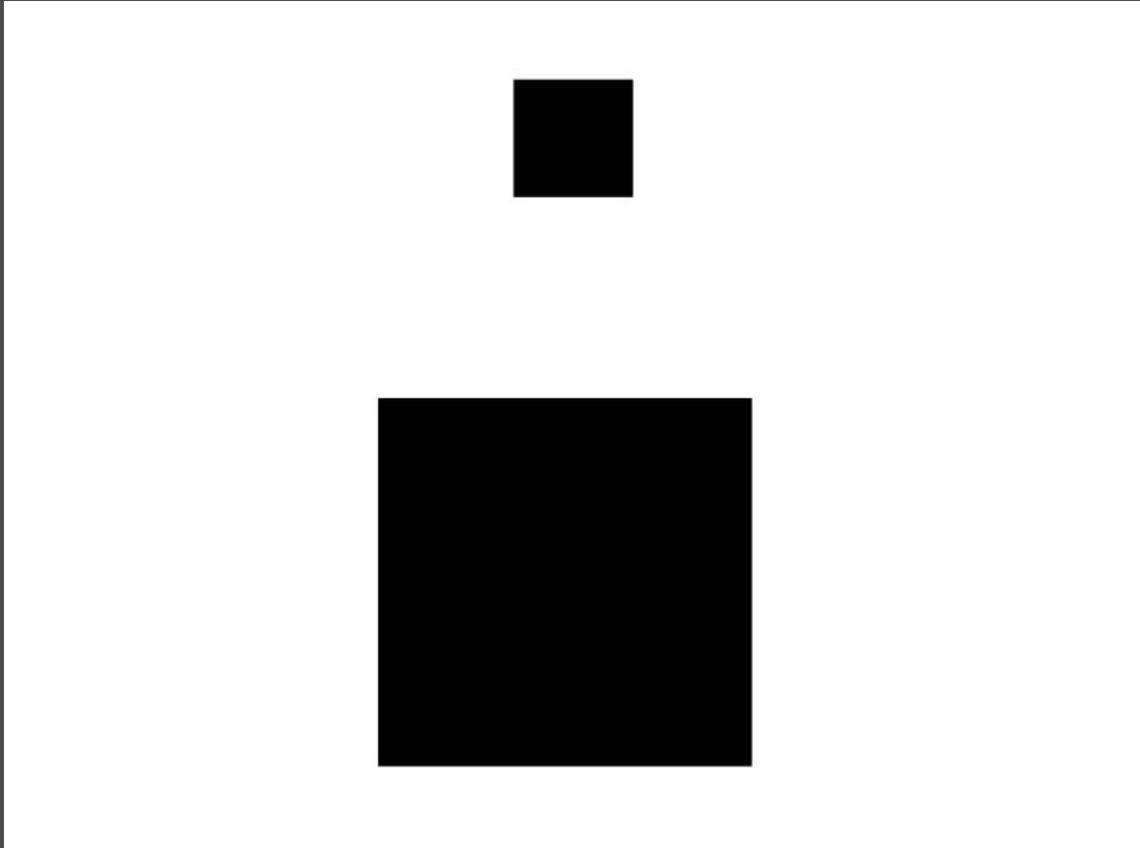


# Weight

- Size: larger = heavier
- Color: brighter = heavier: red > blue
- Density
- Value: darker = heavier
- White space/negative space = lighter
- Isolation make for weight
- Shape: simple geometry = heavier
- Knowledge influence weight



Top and bottom...



Top and Bottom:

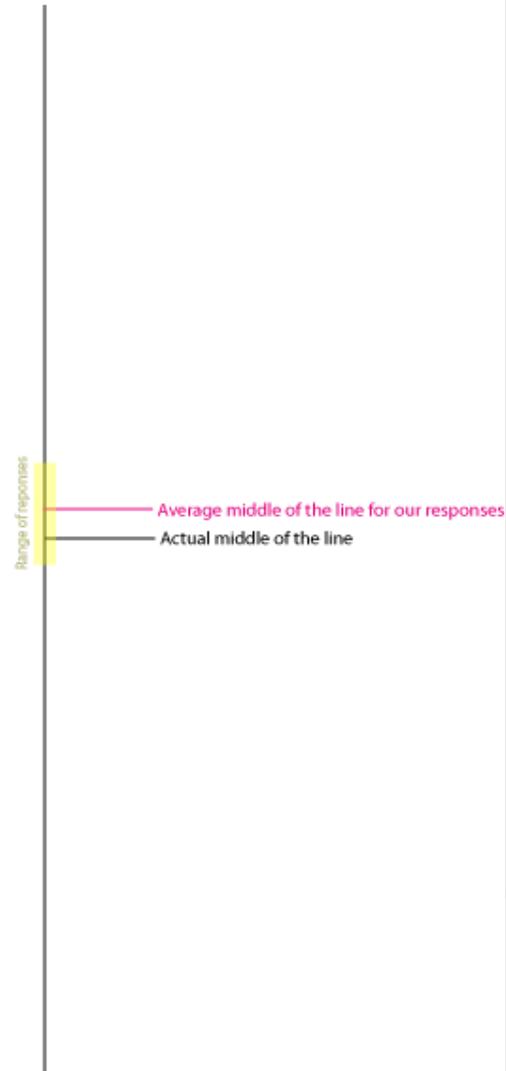
“weight counts more in the upper region...”

(Arnheim, p.30)

Therefore, objects in the upper region need to be smaller than objects in the lower region.

In general, people tend to divide the line *higher* than the middle.  
A shorter top-half looks like a “normal” halfway point to us.

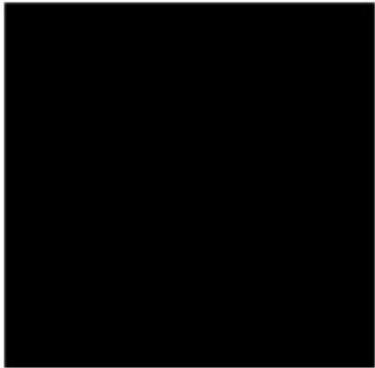
Without measuring (i.e. entirely “by eye”), draw a horizontal line that bisects the vertical line below.  
Try to get the top and bottom halves of the bisected line to look as close to equal as possible.



ES

ES

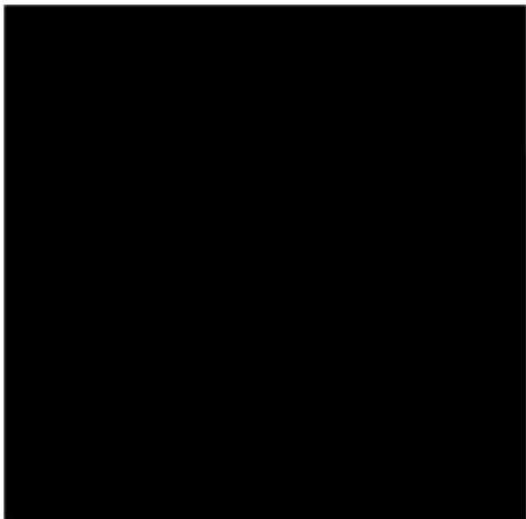
# Left and Right

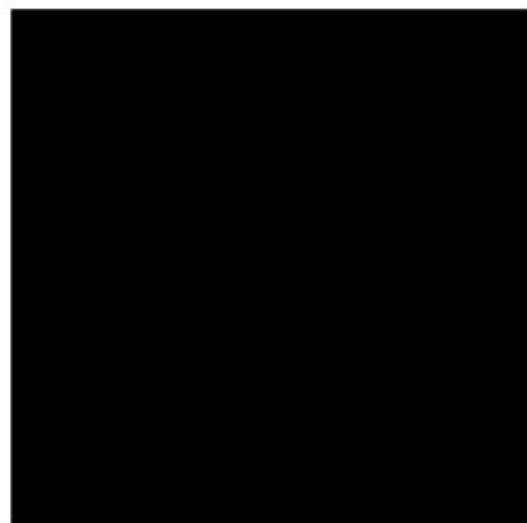


## **Left and Right**

Any pictorial object looks heavier at the right side of the picture.

To compensate for this, generally, an object on the left needs to be larger than the object on the right to create visual balance.









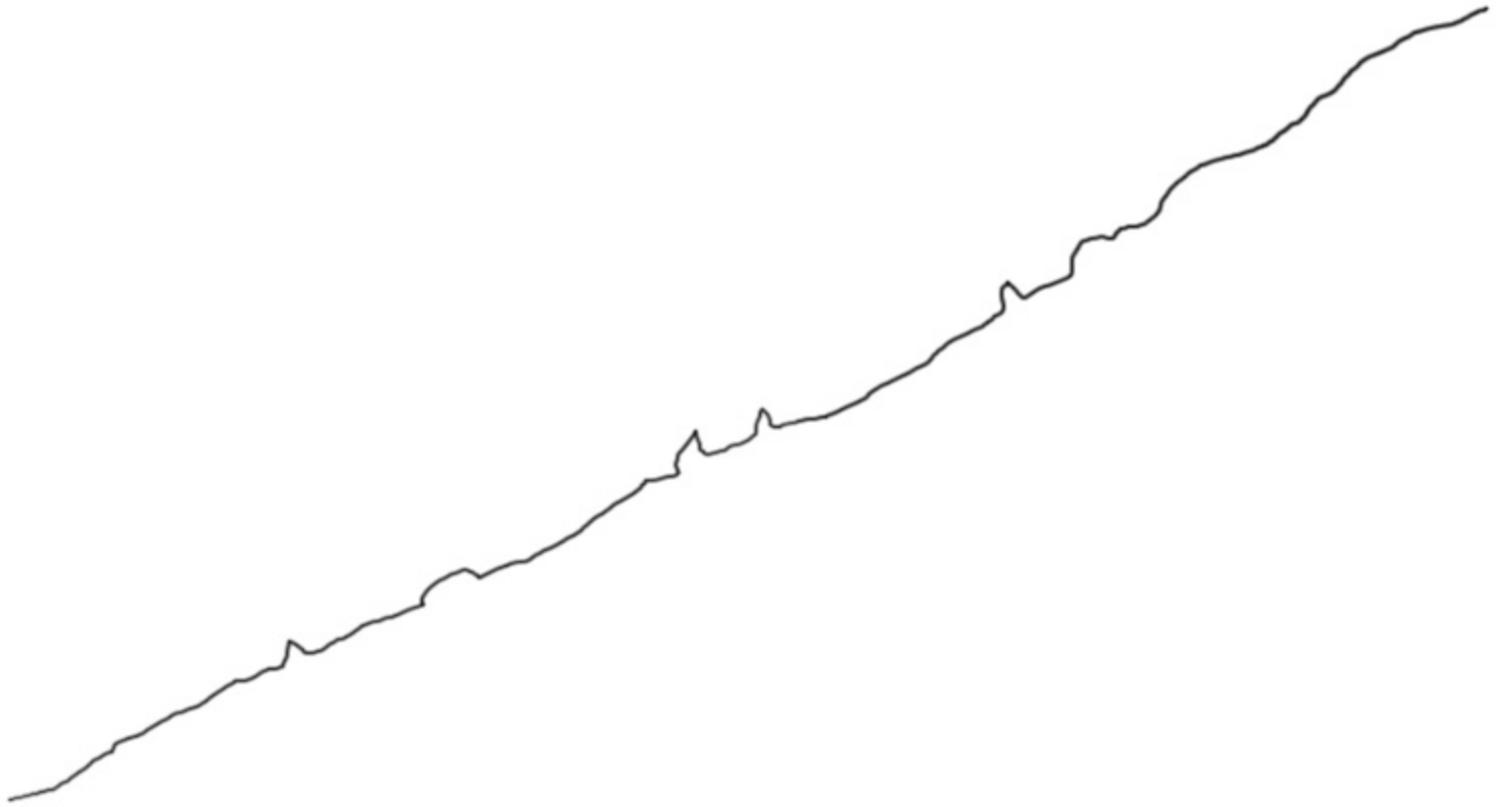
## Left and Right

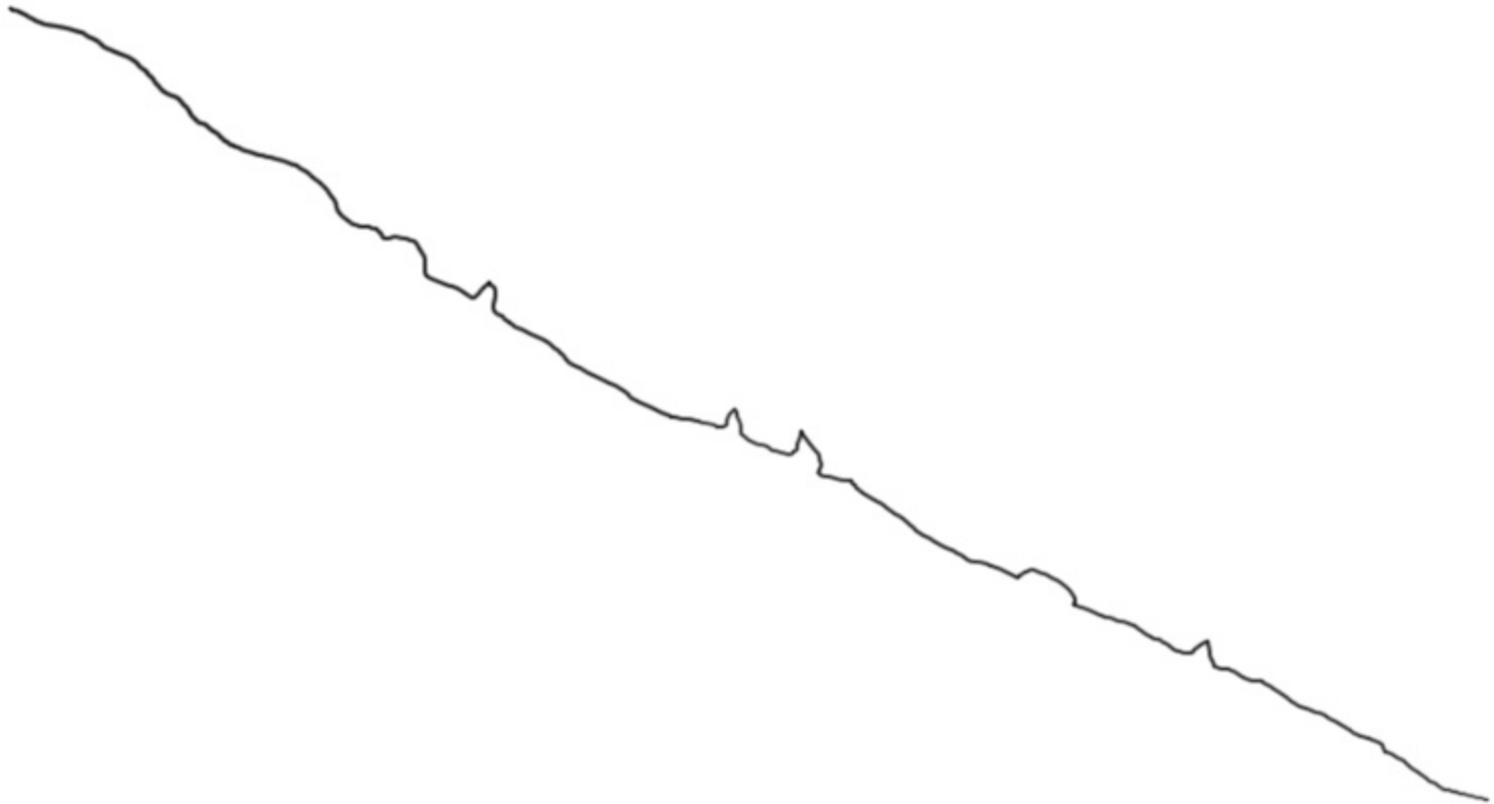
Pictorial movement from the left to the right is perceived as being easier, requiring less effort, while the opposite direction overcomes more resistance.

Is this cultural?

## Left and Right

A diagonal that runs from bottom left to top right appears to ascend, while the opposite descends.





## **Spatial Depth:**

The greater the spatial depth an area of the visual field reaches, the greater the weight it carries.



The Taj Mahal



## Color:

Vivid color has more weight.

Therefore, a vivid colored object needs to be smaller than a less vivid object.

red > blue

**white  
expands**

black  
contracts

**white  
expands**

black  
contracts



## **Intrinsic Interest:**

Subject matter, formal complexity, intricacy, peculiarity.

Think of this as “the most detailed” element

## **Isolation:**

Objects surrounded by empty space have more visual weight.



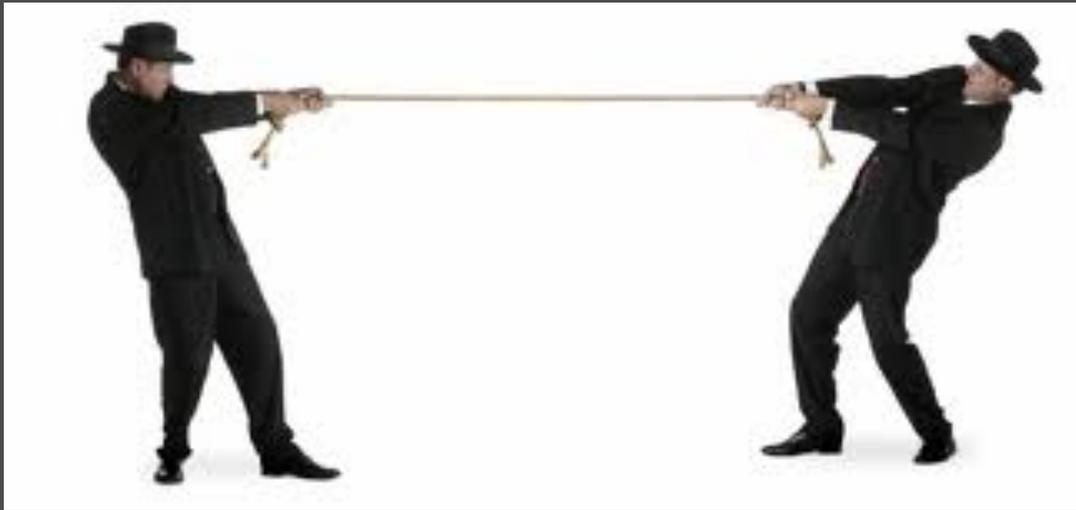


Thomas Eakins, "The Agnew Clinic"

Balance

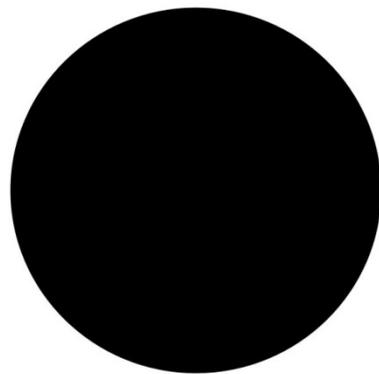
# Balance (physical)

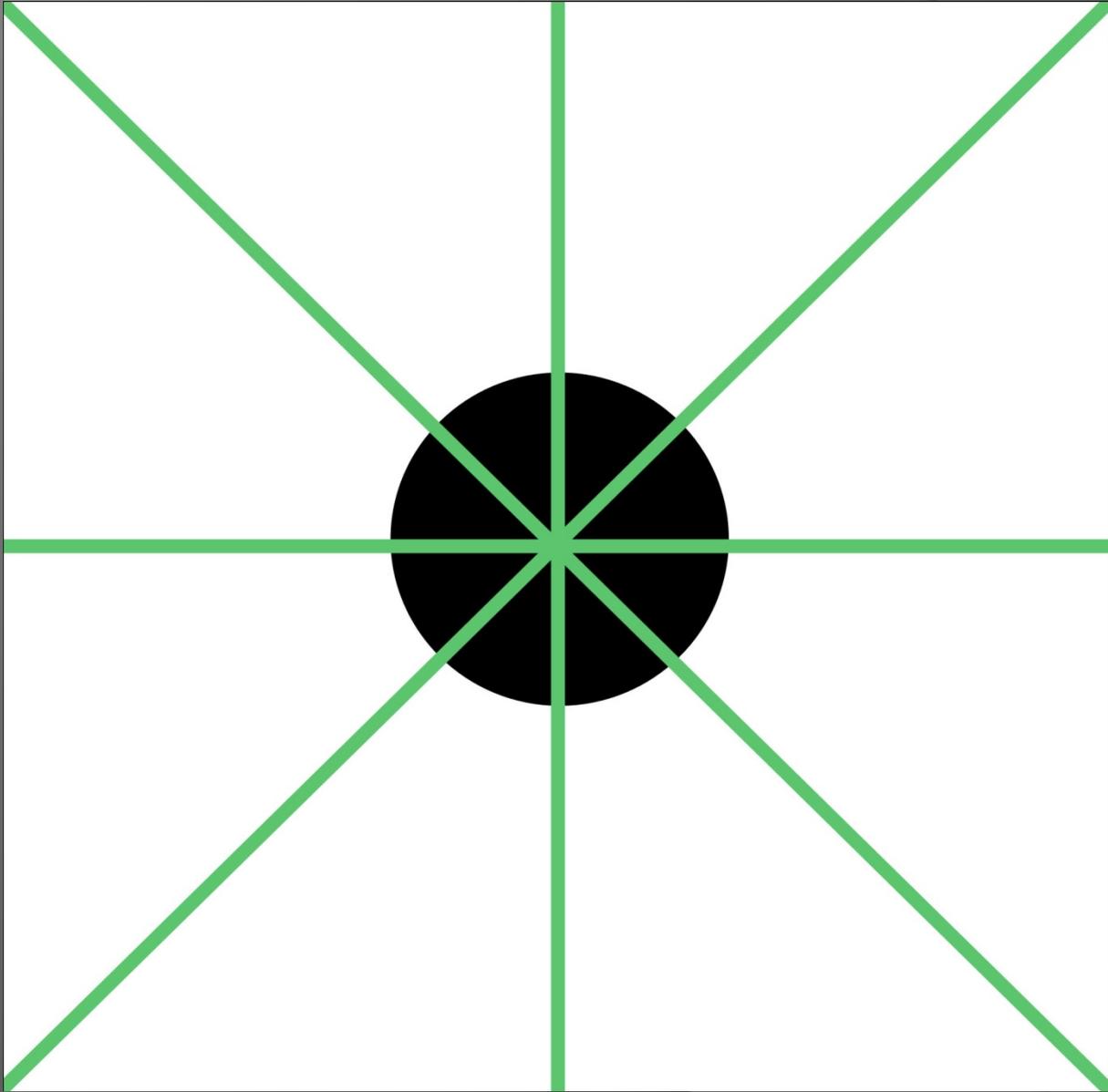
- Balance is a state in which the forces acting upon a body compensate one another. It is achieved by two forces of equal strength pulling in opposite directions.

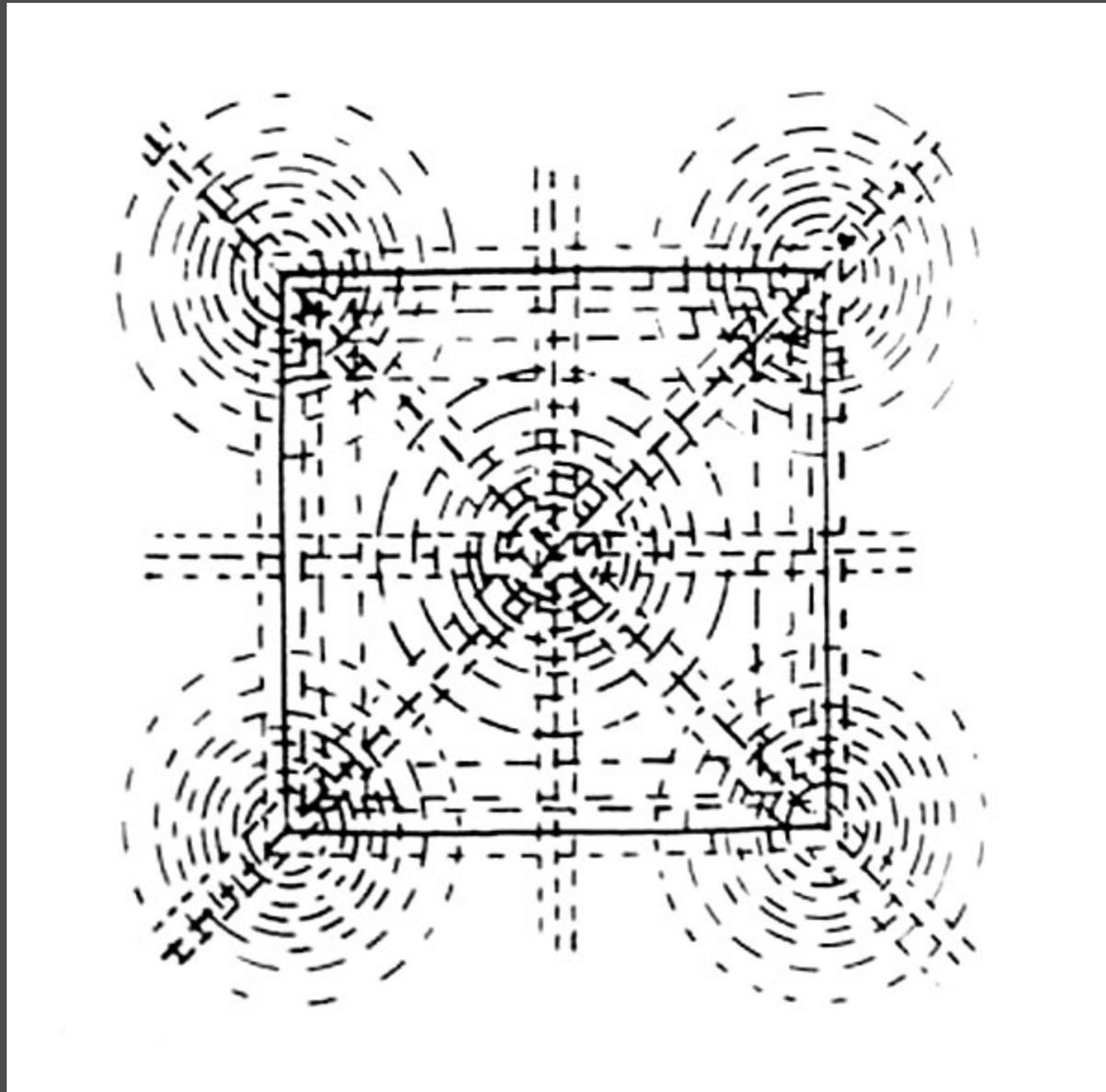


## Balance (visual):

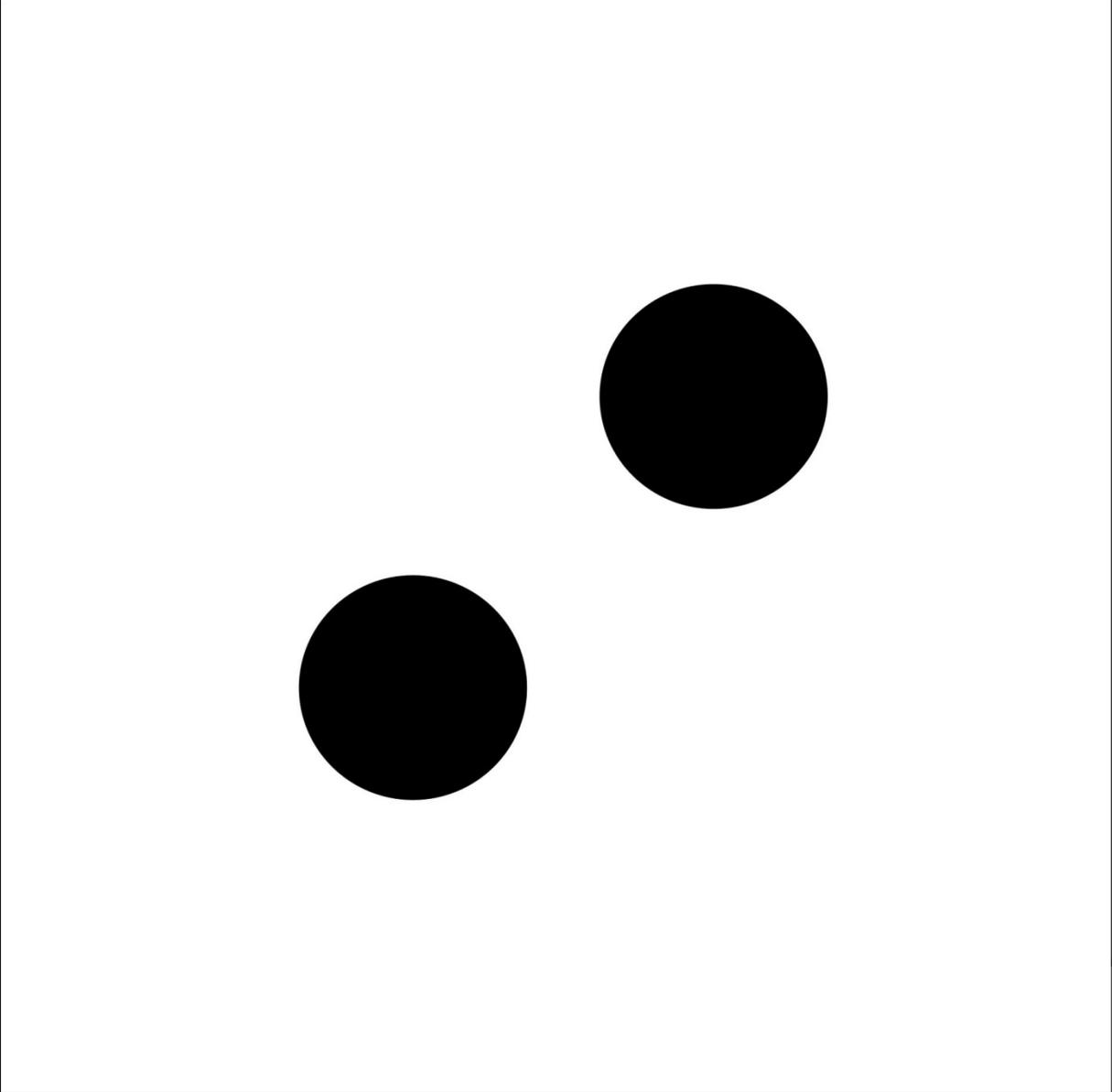
- Is a state of distribution in which all action has come to a standstill.
- All factors such as shape, direction, and location are mutually determined in such a way that no change seems possible.

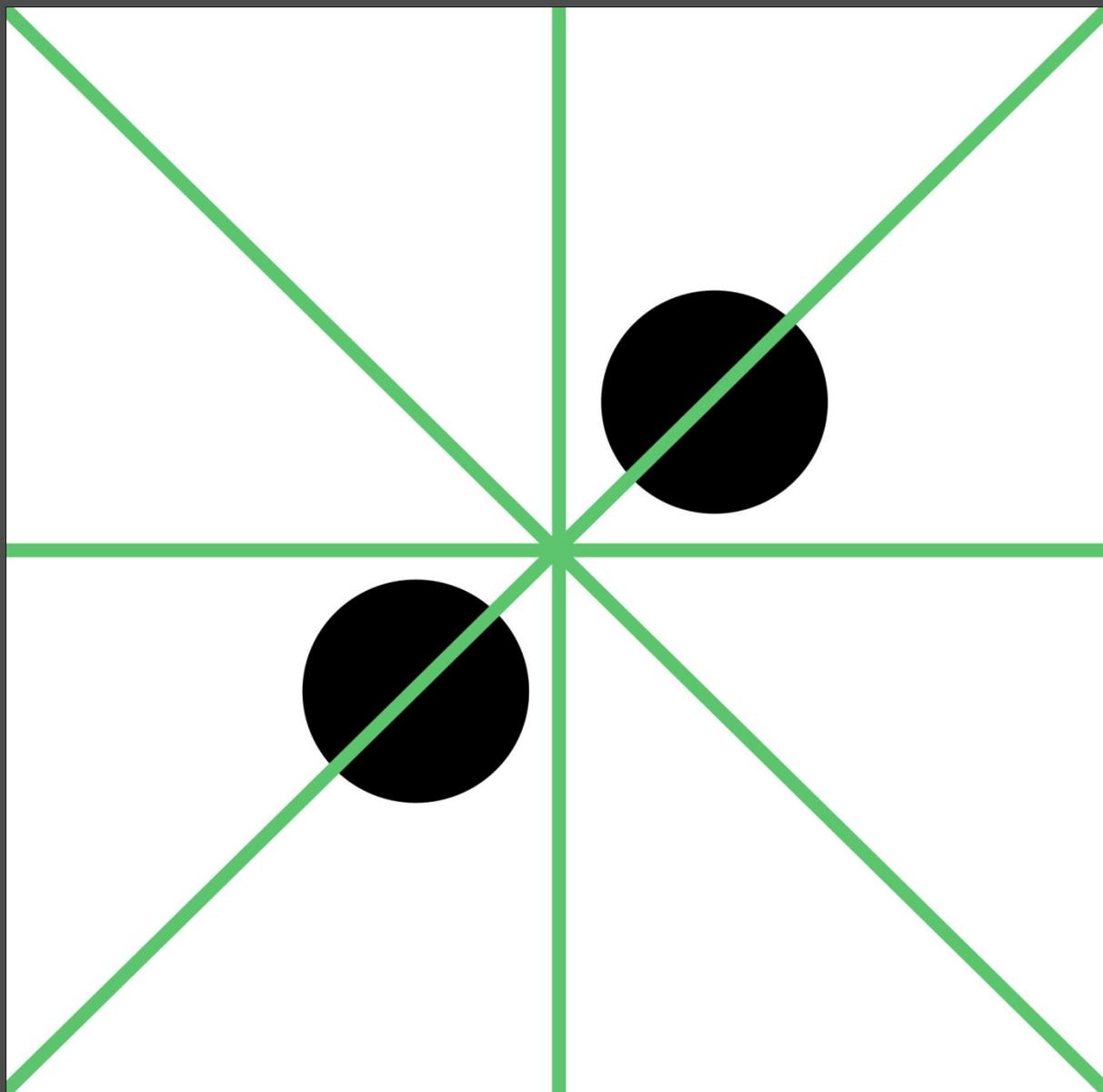


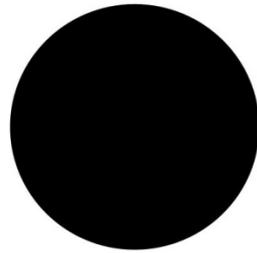
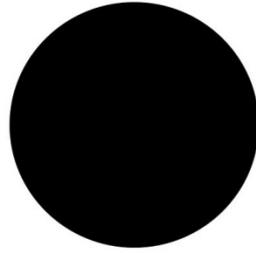


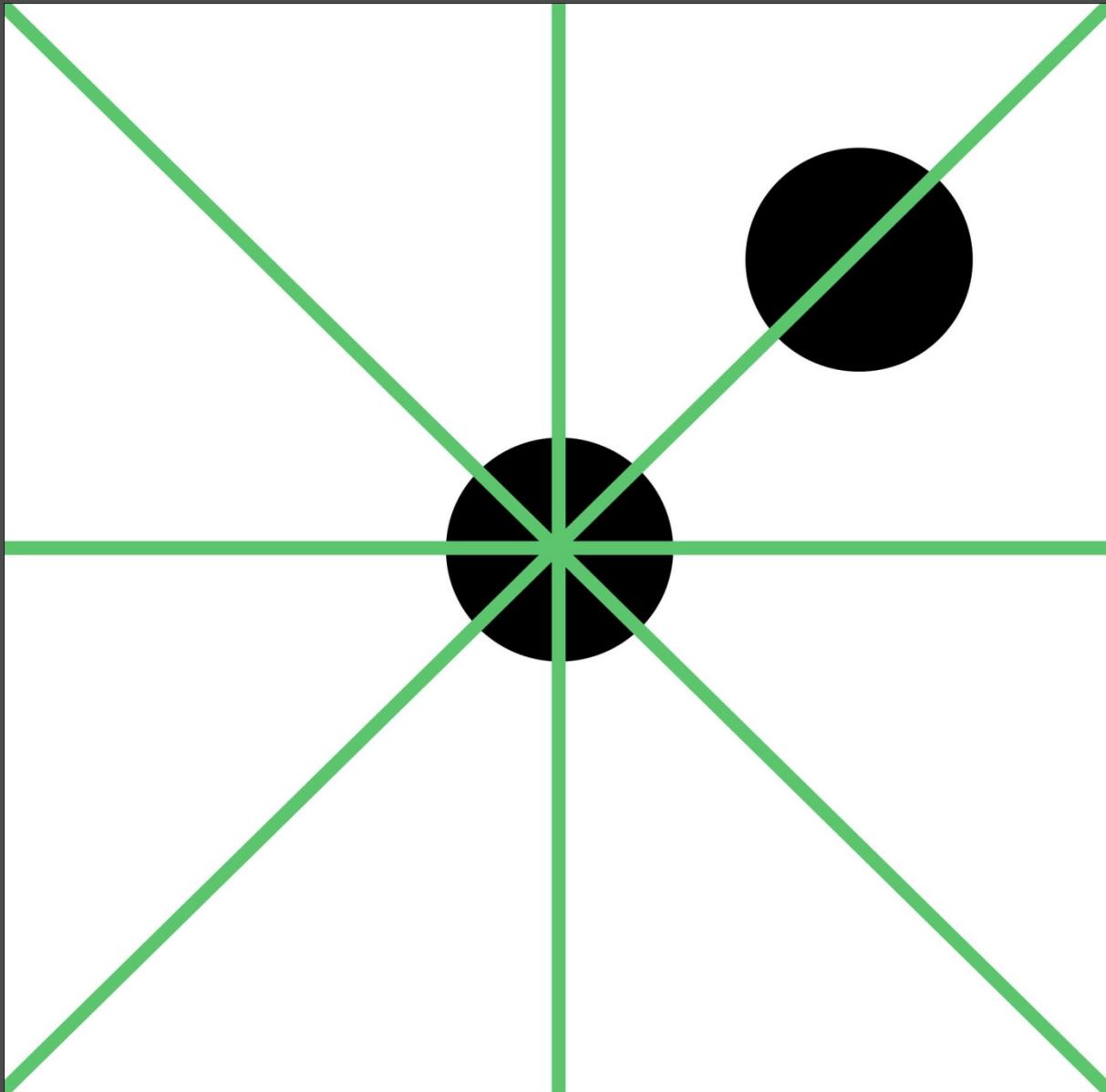


Structural Skeleton (Arheim)









Aka Structural framework:  
Krause, 79-89

Alignment between elements...

Can be used to create a sense of agreement,  
soundness and unity within a piece

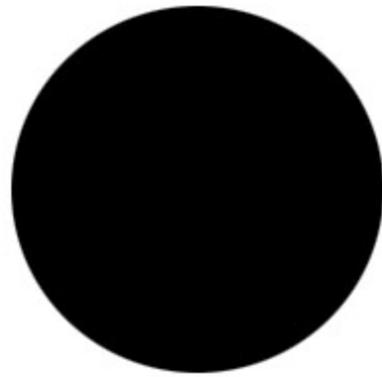
Visual perception is **dynamic**.

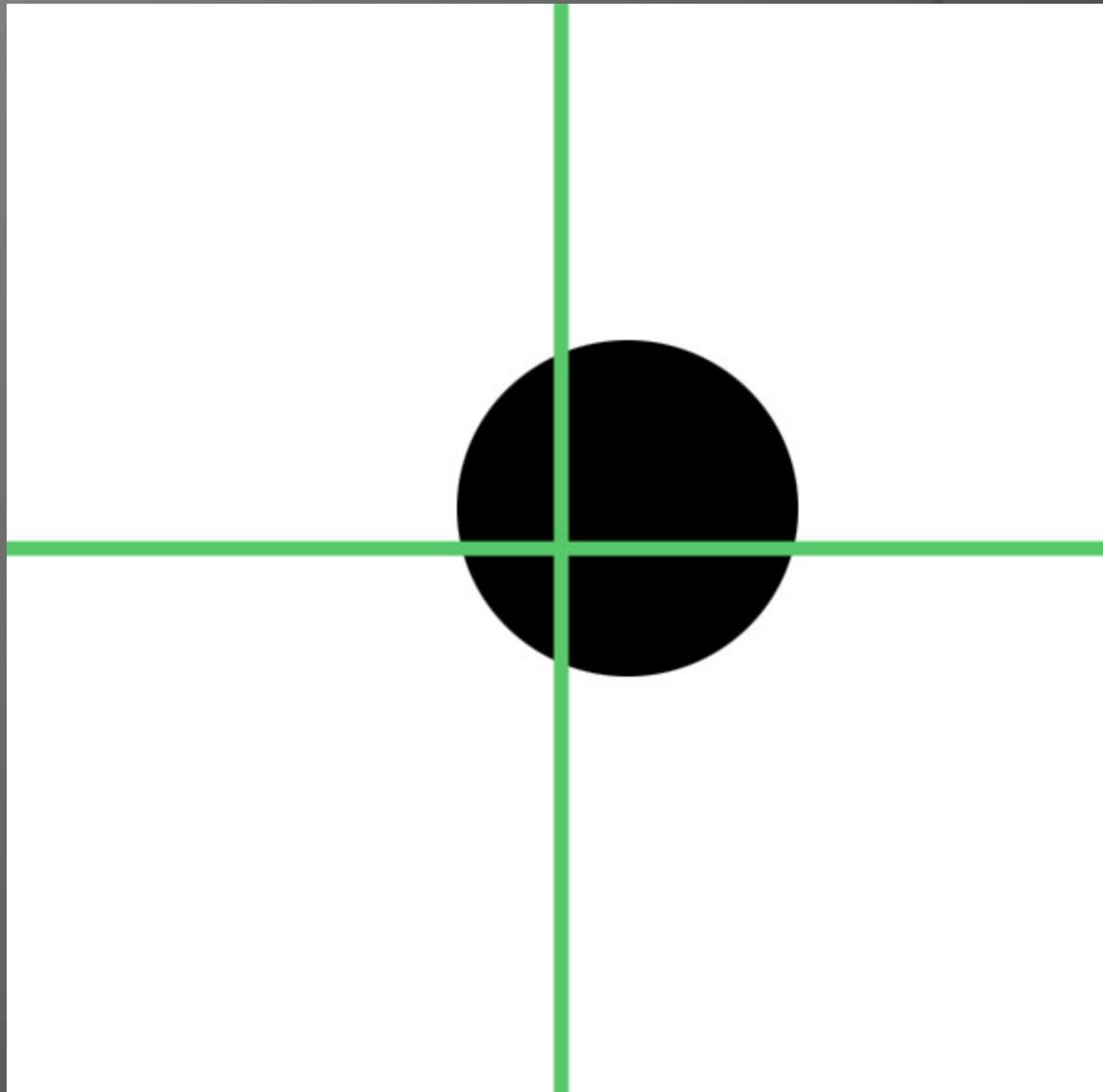
Images are static, *but “alive” with tension.*

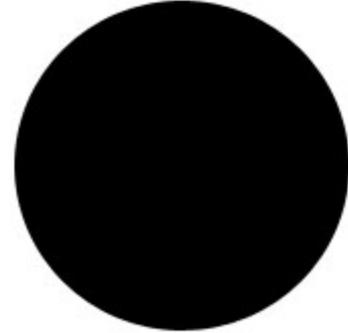
## **Location & Lever Principal:**

Objects off the structural skeleton have more weight.

The weight of the visual element increases in relation to its distance from the center.







## **Ambiguous:**

an unpleasant effect is produced by locations at which pulls are so equivocal and ambiguous that the eye cannot decide whether the disk is pressing in any particular direction.

It is unclear, wavering.

## **Composition:**

The way in which the components of a design are visually combined and arranged.

Composition can also set mode/emotion

Takes into account placement, grouping, alignment, visual flow and the divisions of space within a layout.

# INDIANAPOLIS MUSEUM OF ART IMA

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Today the IMA is open  
11am to 5pm and  
admission is FREE!



Museum Hours



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## IMA Calendar

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02/16

**Spaces, Symbols & Such**  
Tuesday » 1 pm

02/16

**Gallery Conversation:**  
**Birds & Bows: Asian**  
**Paintings and Ceramics**  
Tuesday » 2 pm

02/17

**Bending the Rules**  
Wednesday » 1 pm

02/18

**Framed! Go to the Edge**  
Thursday » 1 pm

02/18

**Meditation Hikes**  
Thursday » 4-5 pm

02/18

**Happy Hour**  
Thursday » 5-9 pm

02/18

**Chef's Taste Series**  
Thursday » 6:30-8:30 pm



## IMA Stream

Lovely! RT @remesnik: I kissed Andrew this morning & got worst shock ever. Our love is electrical! Excited about @imamuseum family membership.

Tweet | 02.15.2010



### The Pharmacy

Blog | 02.15.2010

Happy President's Day! From the collection: "The Presidents of the United States"

<http://bit.ly/91ac0w>

Tweet | 02.15.2010



### More Than Peanuts

Blog | 02.12.2010

In the Mood for Love? Take the Tag Tour:

<http://bit.ly/bMj2J>

Tweet | 02.12.2010

Cool! There's an electric car INSIDE the Museum. Want to know why? <http://bit.ly/b5hFcm> Pictures coming.

Tweet | 02.11.2010



### Staying Motivated

Blog | 02.11.2010



### So You Think You Can Blog, Jenni Clarkson?

Blog | 02.10.2010

Snowed in? Spend the day exploring our NEW Web site: <http://www.imamuseum.org/> Be sure to check out the Collections Search!



## 100 Acres

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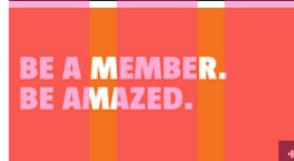
## The Toby



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## IMA Membership



## Nourish Café



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EDITOR'S CHOICE

Dreamliner • Mayhem in Mali • Costa Concordia • Oscar nominations • Saudi beheading • CES 2013 • Syrian refugees



BOULENT KILIC/AFP/GETTY IMAGES

### Syria rebels claim to have taken key military base

Syrian rebels say they have captured a base used to bomb opposition forces -- but U.N. envoy Lakhdar Brahimi insists there can be "no military solution." [FULL STORY](#)

- U.N.: Syrian war most complex in world
- Sheltering refugees from bitter cold
- Special | iReport | CNNArabic.com

#### DREAMLINER WOES

- U.S. opens probe into Dreamliner
- Dreamliner probe aimed at reliability
- Experts: 787 problems not unusual



Click to play

### Why Syrian refugee lives in dread

With young lives shattered by the continuing war in Syria, refugee Saleh tells CNN how he lives in fear that when the phone rings it will mean he has lost another brother in the fighting. [WATCH | REFUGEES FULL COVERAGE](#)

#### SYRIA CRISIS

#### SYRIAN REFUGEES »



Sheltering refugees from bitter winter

2:23



Tracking violence against women

5:58



Sami: Why I fight the Assad regime

2:03

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#### CNN TV



Focus on plight of Syrian refugees  
Digging in for Winter

TV Programs

#### Full Schedule

#### WEATHER

Enter a U.S. Zip or intl city

GO

#### London, United Kingdom

#### Current conditions

Cloudy 1° | Hi 5° | Lo 2° | Feels like -1° | 10-day

**Symmetry:** When a perceived object is given equal value and function in the whole. It is the quality of being made up of similar parts facing each other or around an axes.

. . . It is the most elementary form of balance, evoke feelings of *consistency, elegance and classicism*, and can be boring: non-dynamic.

Example: most invitation

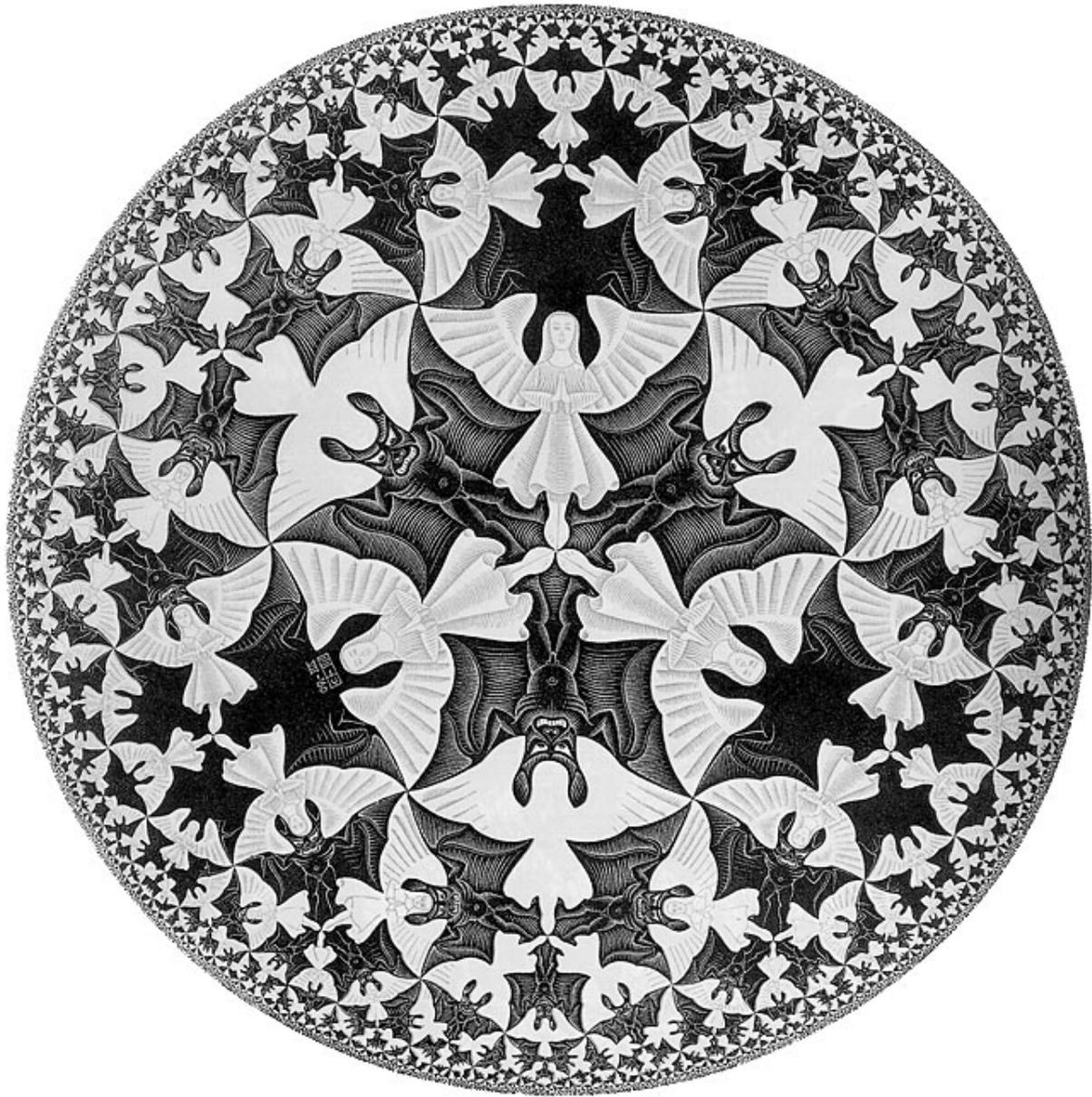


Leonardo's Last Supper is a great example of symmetrical balance in art. For everything on the left side of the painting there's something of equal weight on the right.

The entire painting is balanced around the central figure of Jesus Christ, which makes perfect sense given what the painting is about.



M.C. Escher

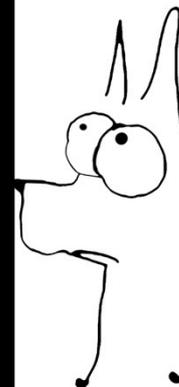


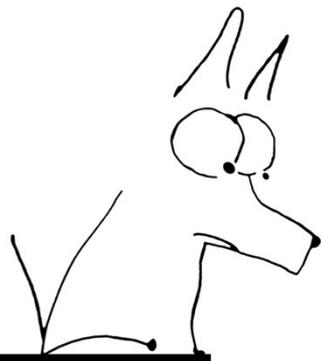
M.C. Escher

- By training your eye and learning to control the weight of different elements you'll be able to achieve balance in your compositions and create more appealing designs.

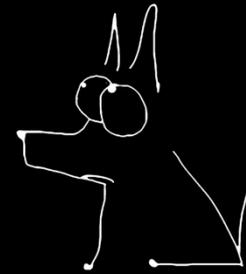
















## **Principle of Unequal Spacing:**

By varying the measurements between an object and other elements...the division of space within a layout can be enhanced

## Rule of Thirds:

- The visual field is divided into three equal vertical parts and three equal horizontal parts.
- Placing objects, or dividing the space in relation to these thirds tends to be visually pleasing.

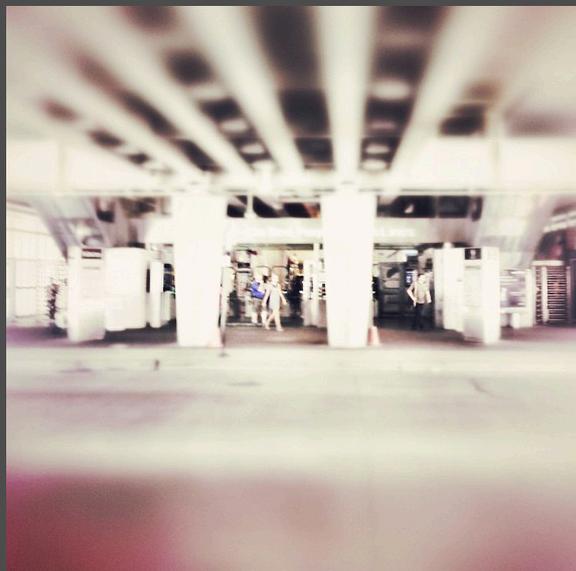


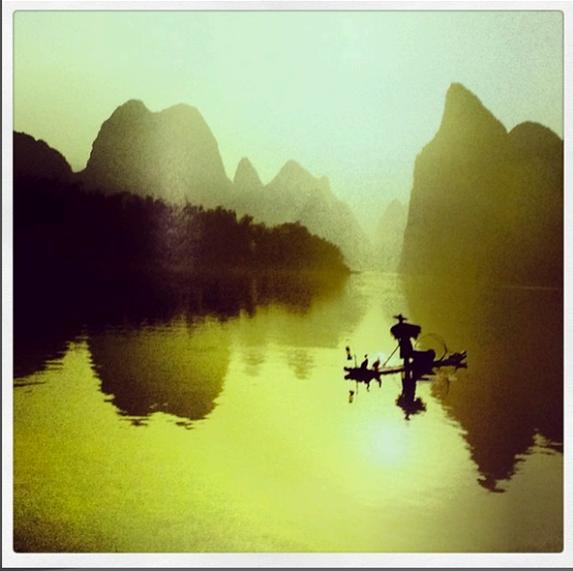


Dead center - ambiguity









Unequal spacing creates “tension” and energy

It is an interplay of **directed tensions**.

“These tensions are not something the observer adds, for reasons of his own, to static images. Rather, these tensions are as inherent in any percept as size, shape, location or color.”

## Asymmetry:

the lack of equality or equivalence between parts of something

An asymmetrical image might be balanced, or might be unbalanced.





## **Unbalanced:**

a composition that looks accidental, transitory, and therefore, invalid. Incomprehensible, and ambiguous.

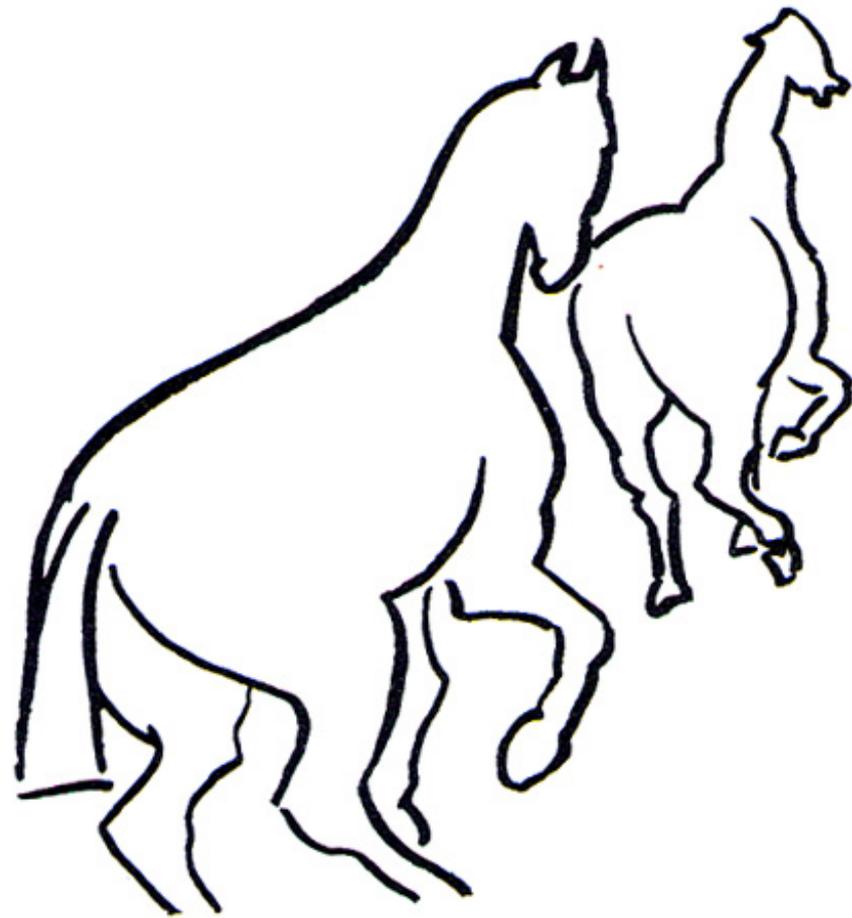
Balanced = Clarity / Clear relationships

Unbalanced = Unclear, ambiguous

Two properties of visual objects have a particular influence on equilibrium:

weight and direction



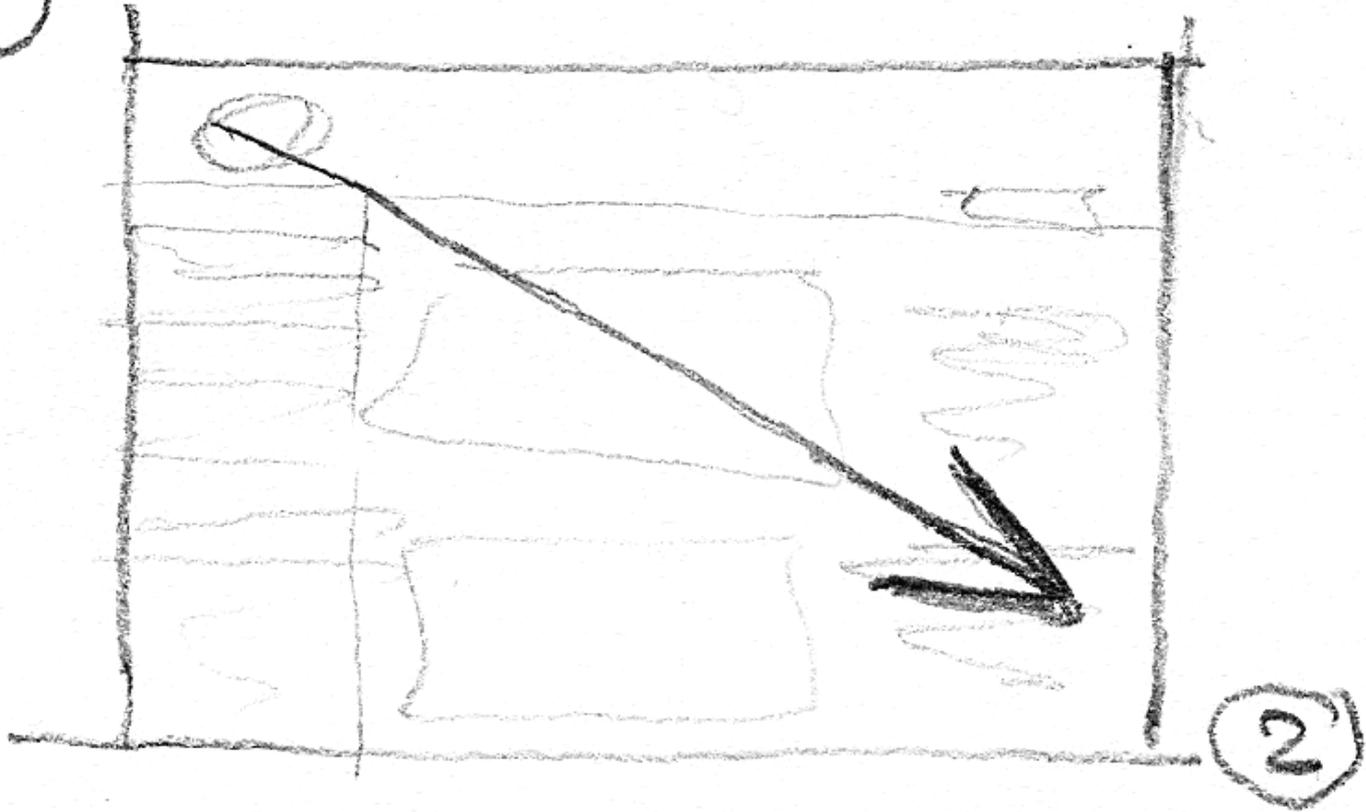


## Flow:

Carrying the viewer's eye from one place to another.

- Verbal Flow – the path taken when reading text on the page
- Visual Flow – the path taken when looking at images and graphics on the page

①



① to ②: ~~DEFAULT EYE MOVEMENT~~

# Regional Planning

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## Lorem Ipsum Dolor Set



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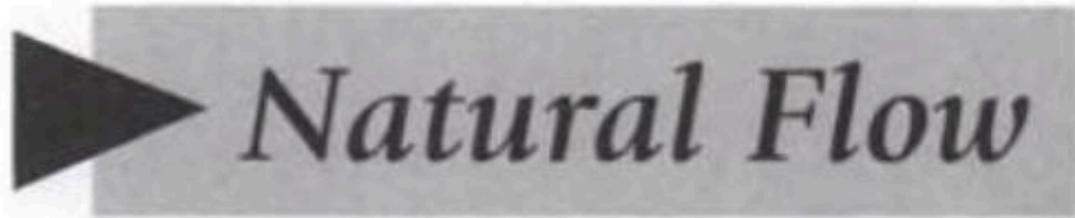
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# Improve visual flow

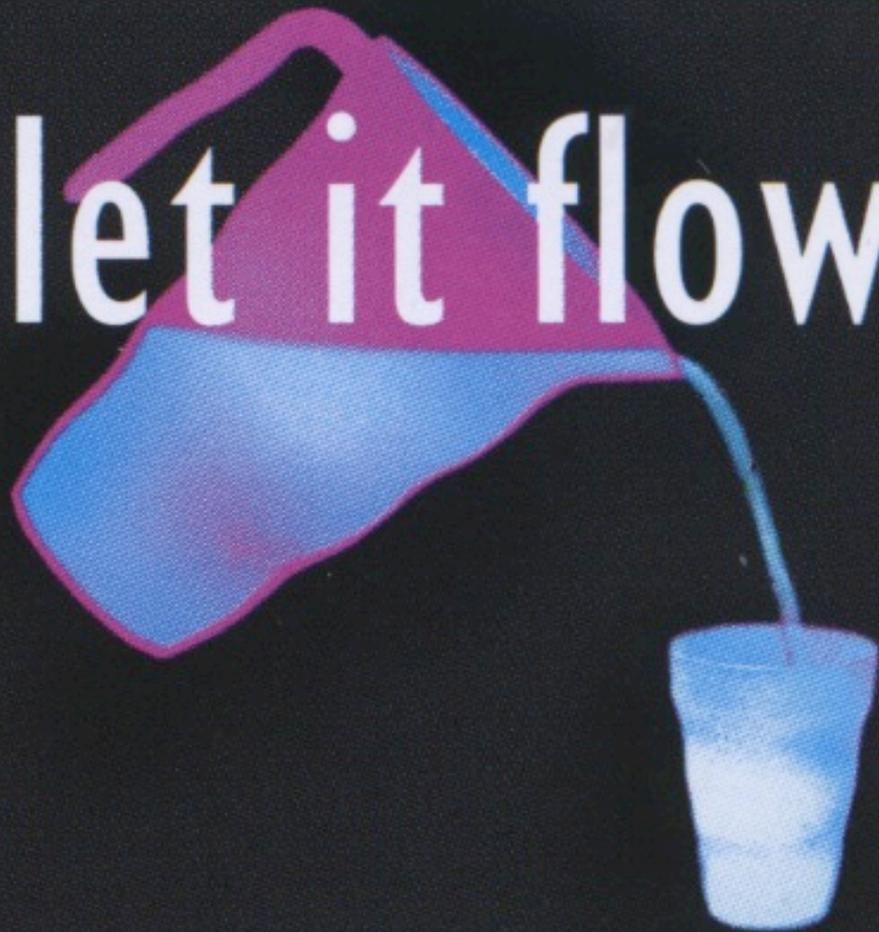
- Use the direction of images to control the the speed and direction of flow
- Create barriers when you want to reverse the eyes direction
- Create open paths to allow easy movement through your design
- Use contrasting colors and shapes to pull the eye

# Visual flow devices



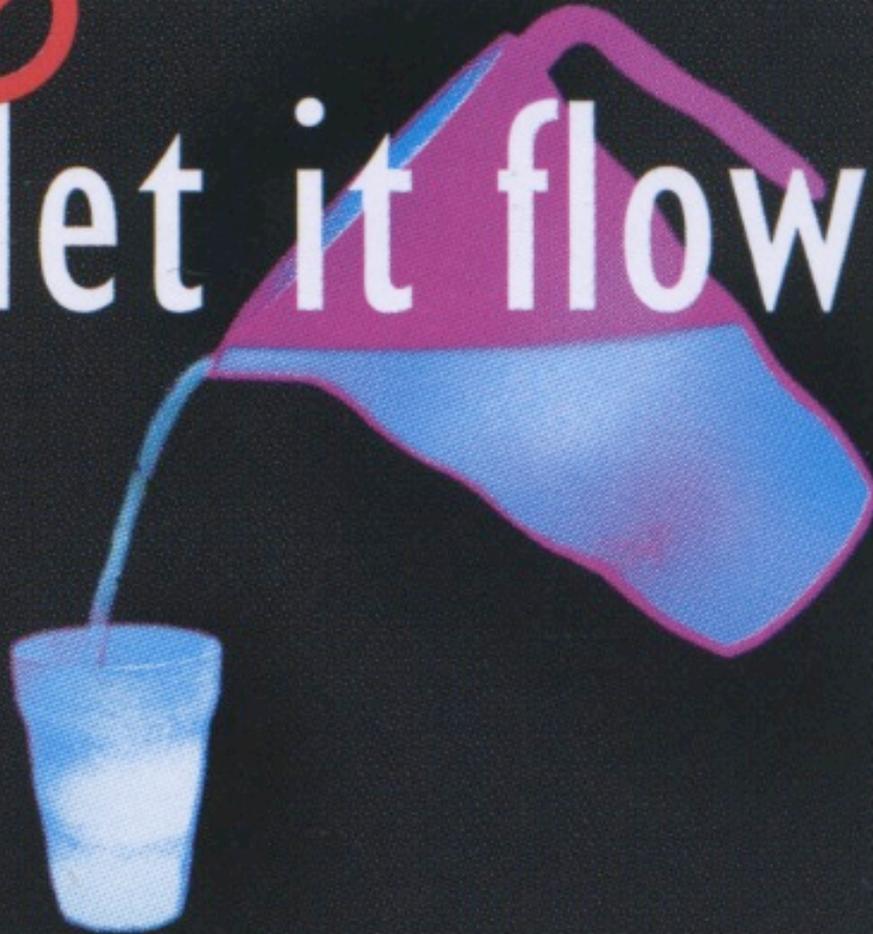
**Figure 7-9** The arrow and the hand dingbats are natural **visual flow** devices that point to important points.

let it flow





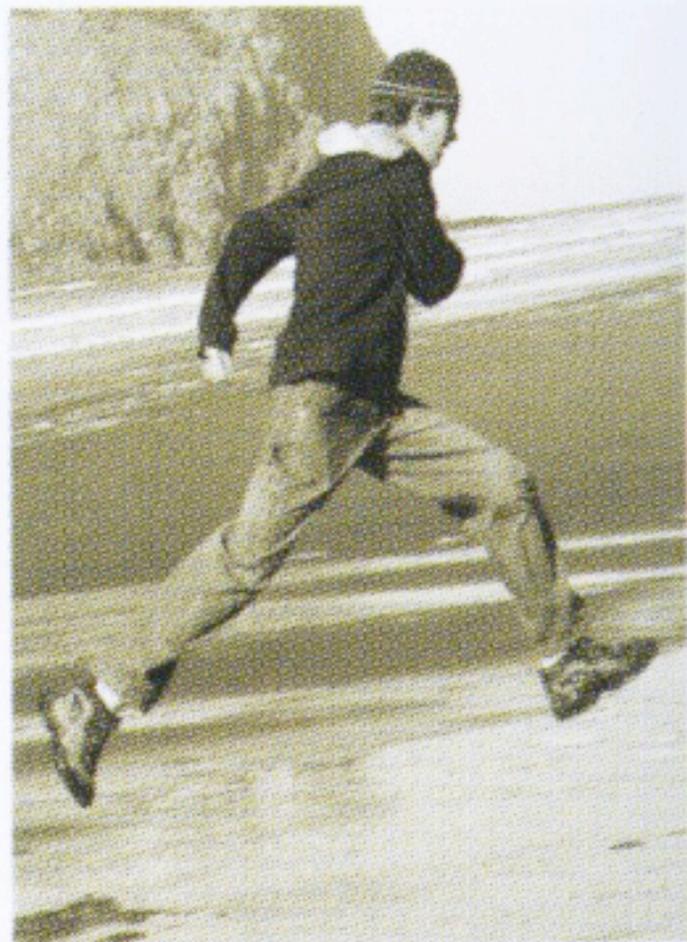
let it flow





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þkinn opq rstuv wxy zabode fghi þkinn opq rstuv wxy z ab cde fghi  
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íg hi kinnu þar stöw sýna he deig hi þkinn op qrs tæwæ yz ab cde  
fghi þkinn opq rstuv wxy z ab cde fghi þkinn opq rstuv wxy zabodeíg  
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*a Day at the*  
**Seashore**





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*a Day at the*  
**Seashore**



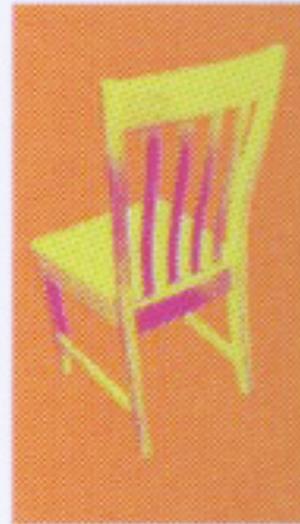
Handcrafted  
Contemporary  
Furniture

**TURNER & HOLMES**



Handcrafted  
Contemporary  
Furniture

**TURNER & HOLMES**



Handcrafted  
Contemporary  
Furniture

**TURNER&HOLMES**

Sign: which side your gas pump is located





## Libya To

Libya's government  
has been  
in the

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## News

1:00

...  
...  
...





TOP NEWS STORY

### Libya 'to halt military action'

Libya's government declares an immediate ceasefire after a UN Security Council resolution backs military action to protect civilians in the country.

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- Pakistan fury over drone deaths
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- Ivory Coast shelling 'war crime'
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- Air France charged in crash probe
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UK

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PM to 'judge Gaddafi by actions'

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- Ireland bow out with stylish win
- Mancini ready to drop Balotelli
- Ramsey and Bale earn Wales calls
- Abidal undergoes liver operation
- Lack of flair cost us - Dalglish
- Bin Hammam to challenge Blatter

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### World Service

Edit x

#### NEWS IN 32 LANGUAGES

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|---------|--------|--------|
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| Русский | Brasil | Mundo  |

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x

# Homework

- Analysis Paper



