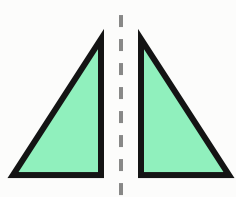
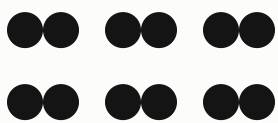


The 11 Gestalt Principles of Design



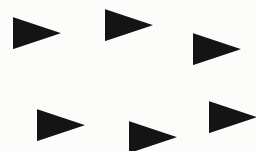
1. Symmetry

The eye prefers a composition made of equivalent parts.
Balance read before it is measured.



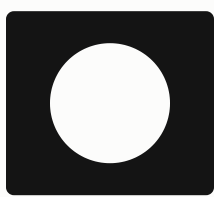
2. Proximity

Elements placed close together are read as related.
The cheapest grouping there is: margin.



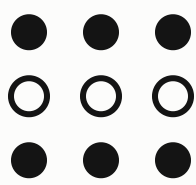
3. Common fate

Elements that move the same way are read as one group.
Motion groups harder than appearance.



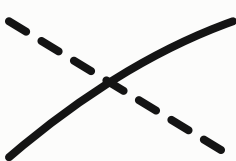
4. Figure-ground

Every composition splits into a subject and a background.
Decide which one is meant to be read first.



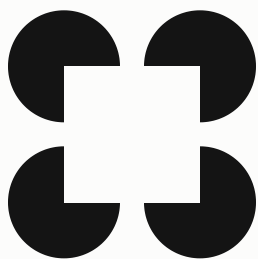
5. Similarity

Elements that share a form are read as related.
Unlike proximity, it works at any distance.



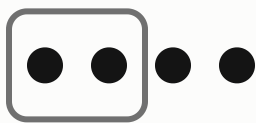
6. Continuation

The eye follows a continuous path through an intersection.
Alignment is this principle doing its job.



7. Closure

The eye completes a shape that is not fully drawn.
You are allowed to leave some of it out.



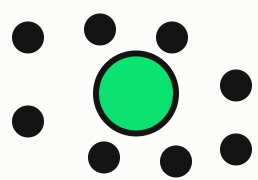
8. Common region

A shared boundary groups whatever it encloses.
This is what a card or a panel does.



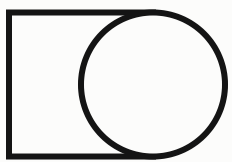
9. Uniform connectedness

Elements joined by a line are read as a single unit.
The strongest grouping on this sheet.



10. Focal point

The element that differs is where the eye starts.
Emphasis rather than grouping.



11. Prägnanz

The eye takes the simplest reading available to it.
The law the other ten are cases of.