Gestalt Laws

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Katrin Wolf

Learning Goals

- Knowing the Gestalt Laws and recognizing their application in HCI

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Background

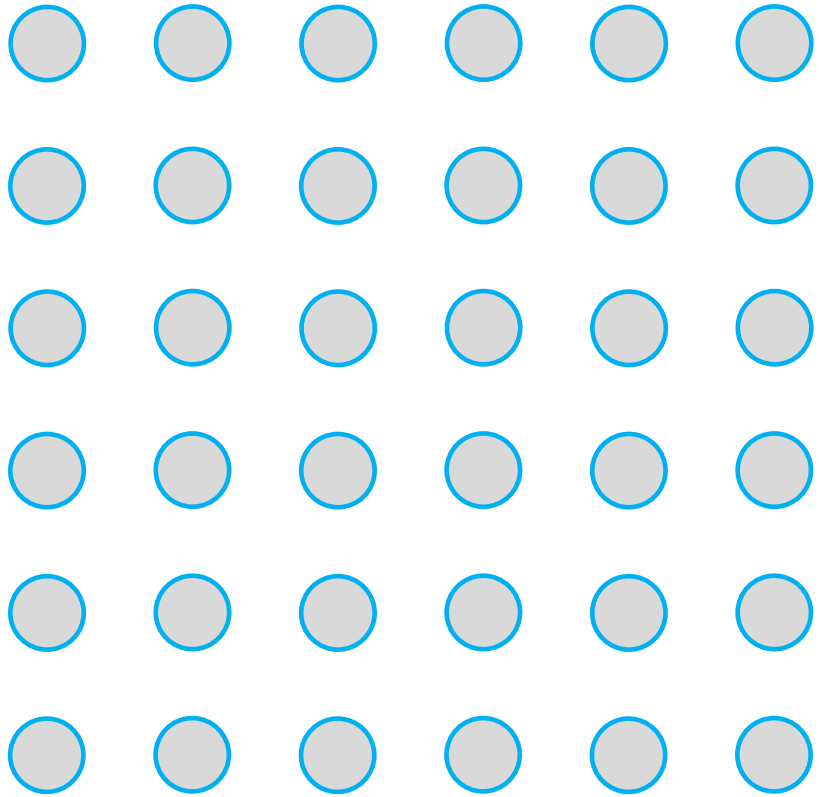
- Visual perception of objects and the environment through recognizing patterns or configurations (rather than individual elements)
- Wertheimer defines 1923 six Gestalt factors (later known as Gestalt Principles or Laws)[1]
- Stephen Palmer adds in the 90s three further Gestalt Laws [2]

[1] Wertheimer (1923) Untersuchung zur Lehre von Gestalt: http://gestalttheory.net/download/Wertheimer1923_Lehre_von_der_Gestalt.pdf
[2] Palmer (1999) Vision Science. MIT Press, Cambridge (USA), ISBN 0-262-16183-4

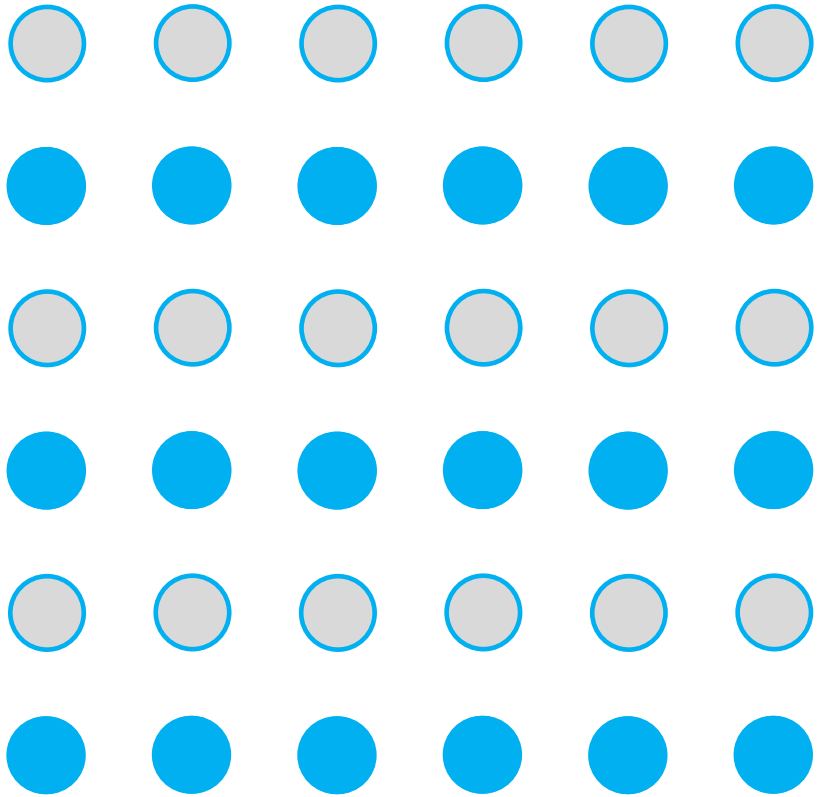
Gestalt Laws

- Proximity
- Similarity
- Simplicity (good form / Prägnanz)
- Continuation
- Closure
- Common fate
- Common region
- Concurrency / simultaneousness
- Connectivity

Proximity



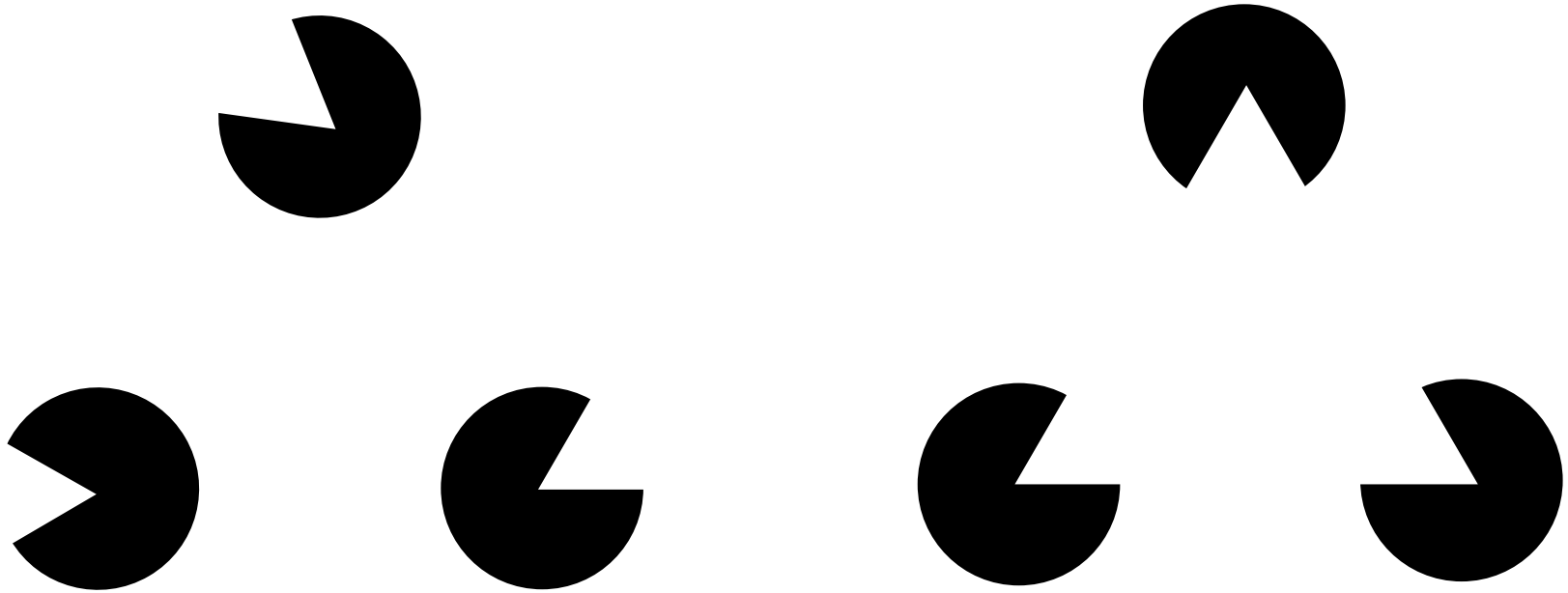
Similarity



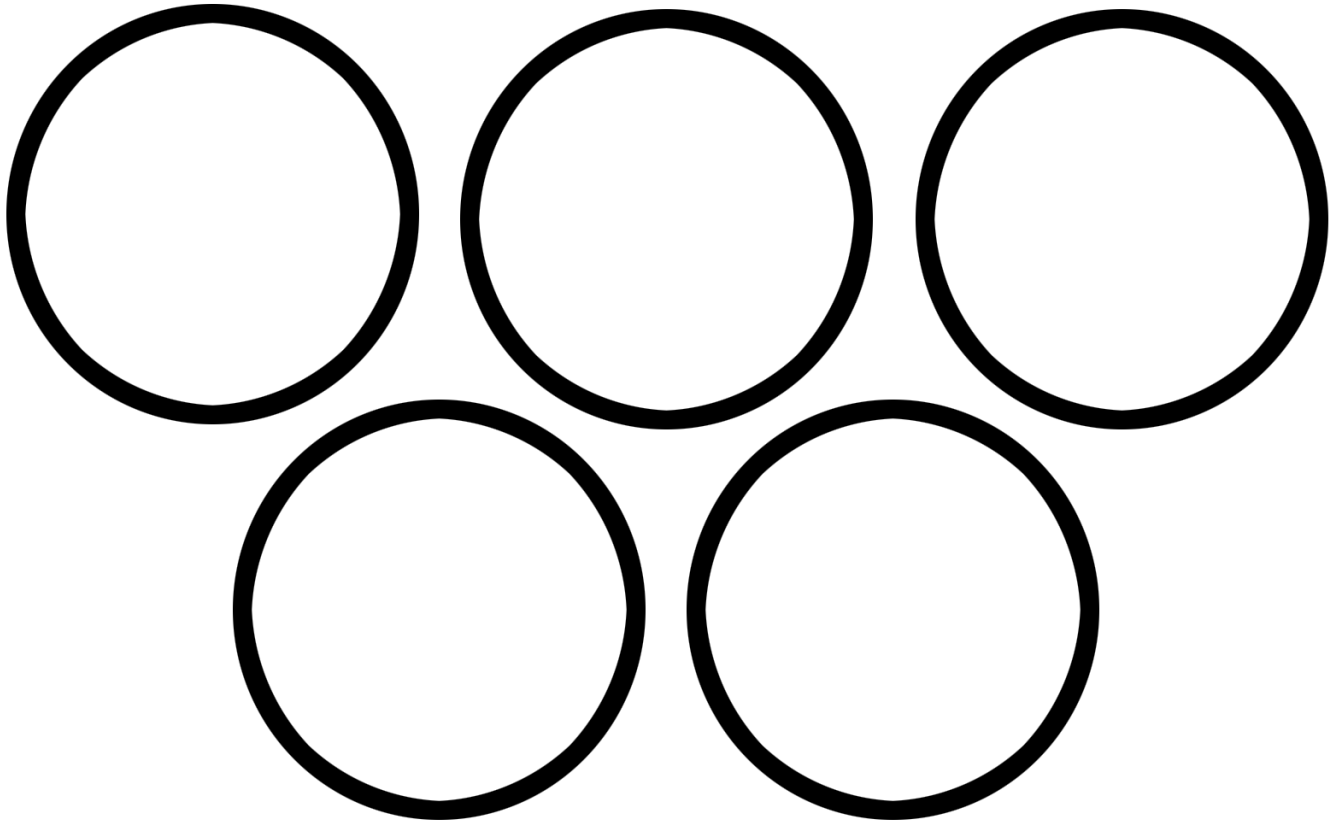
Gestalt Law Application

Image Source https://de.wikipedia.org/wiki/Gestaltpsychologie#/media/Datei:Tastatur_DE_hellgrau.svg by A.Illigen

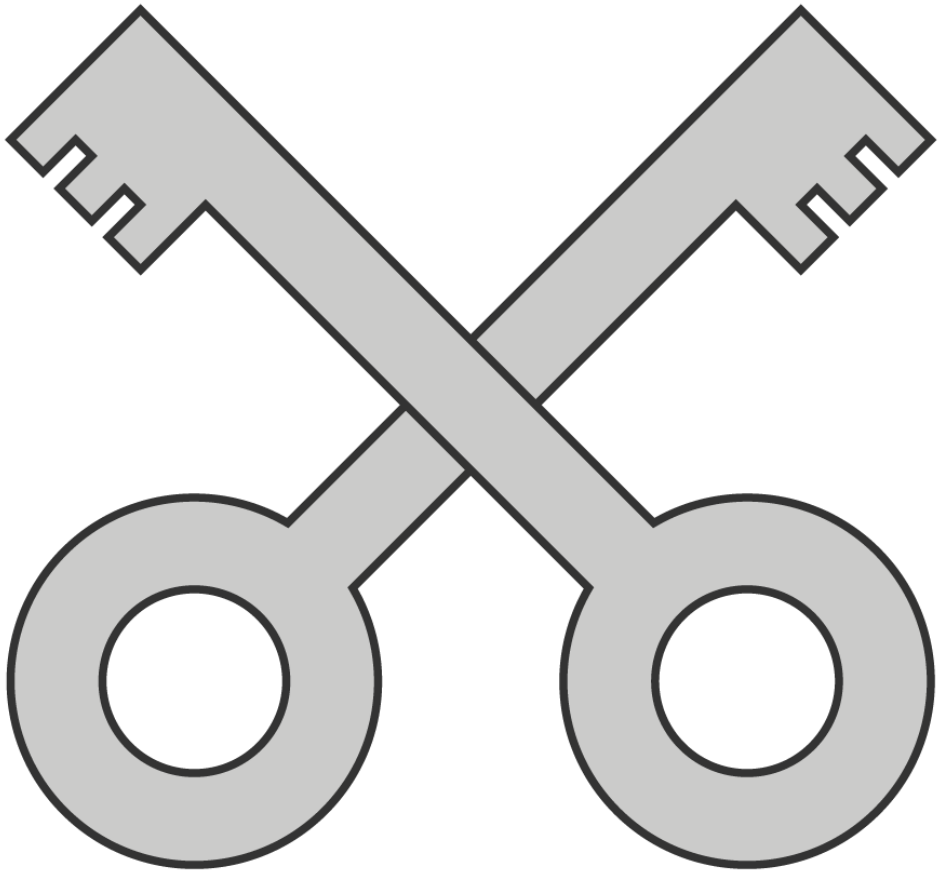
Simplicity / Good Form / Prägnanz



Simplicity / Good Form / Prägnanz



Continuation



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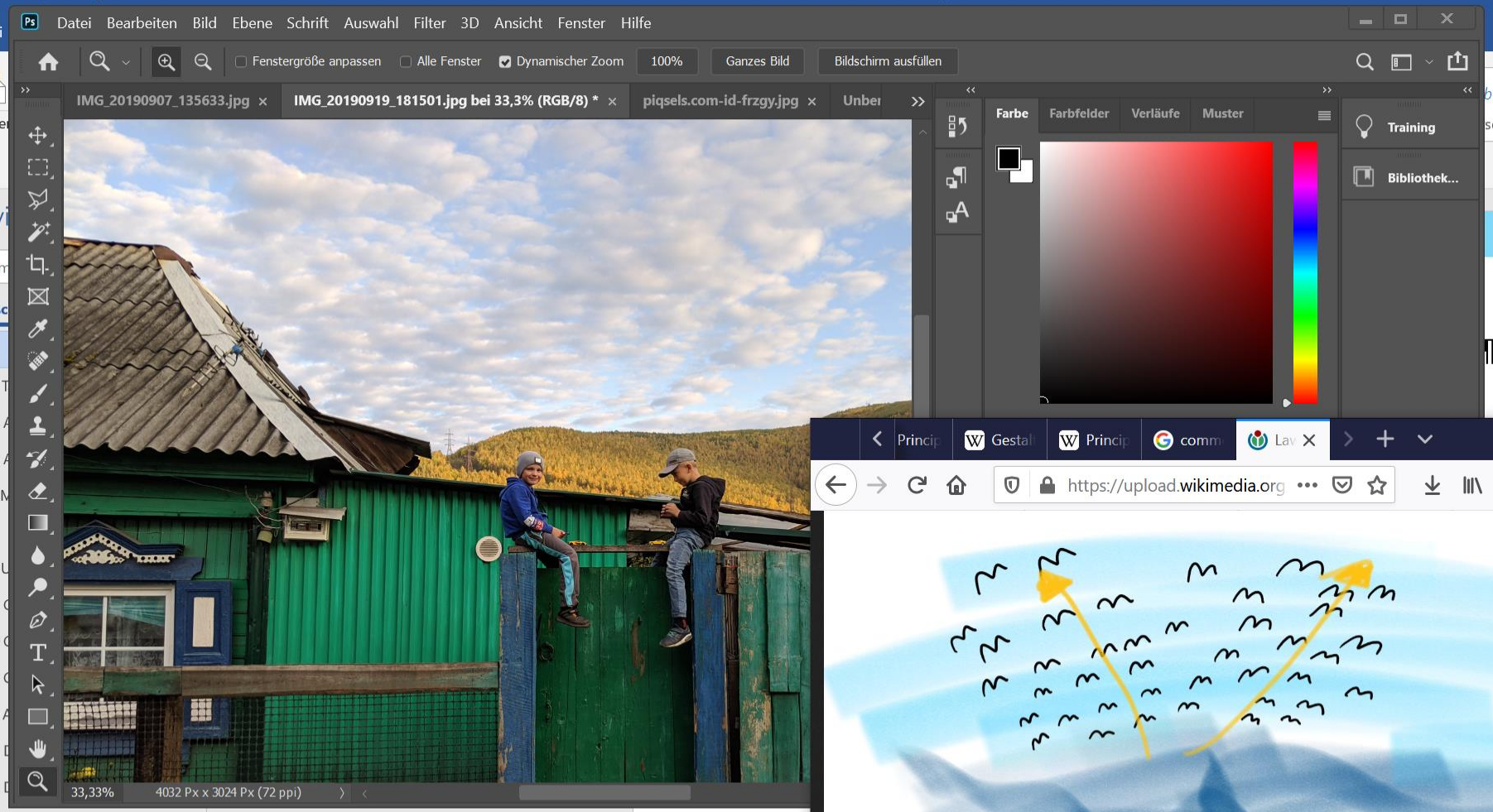

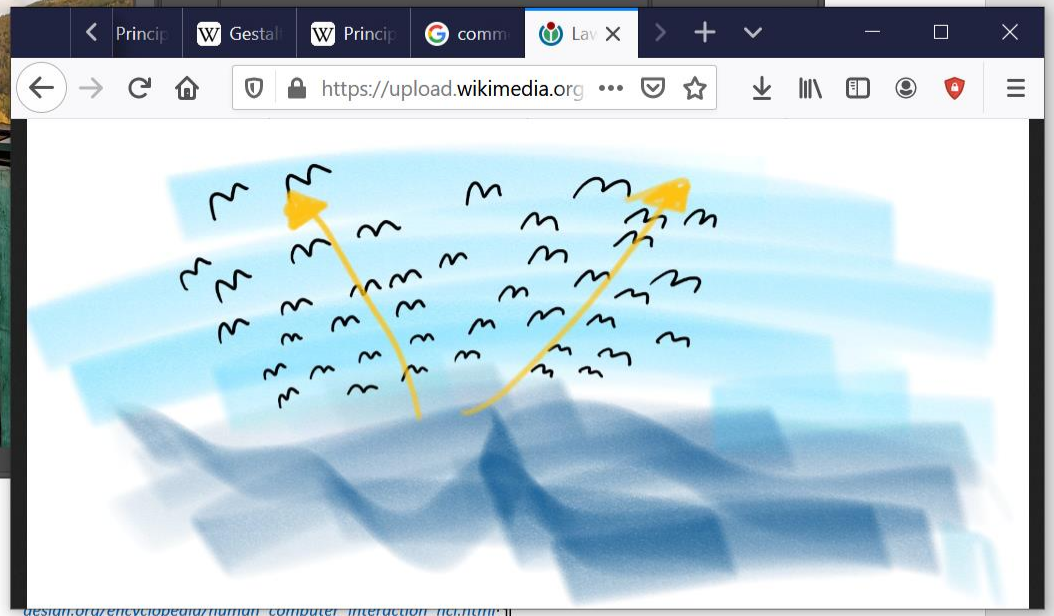

assignment1-intro - Word

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Submission:

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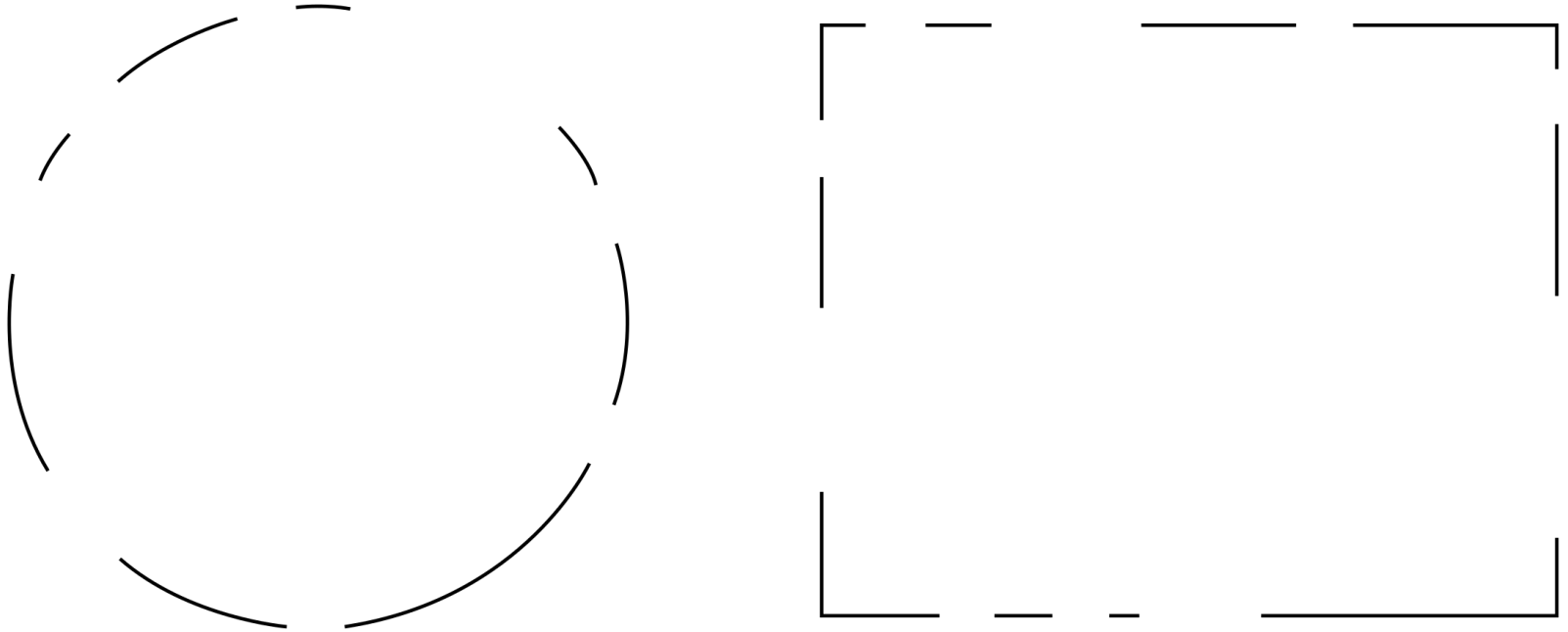
- B)·Maslow's·Hierarchy·of·Needs·(2·points)¶

The·motivation·theory·of·Maslow·was·already·published·in·1943.·Since·then·psychologists·have·extended·Maslow's·theory·[1]·and·have·proposed·new·concepts·[2].¶

Closure



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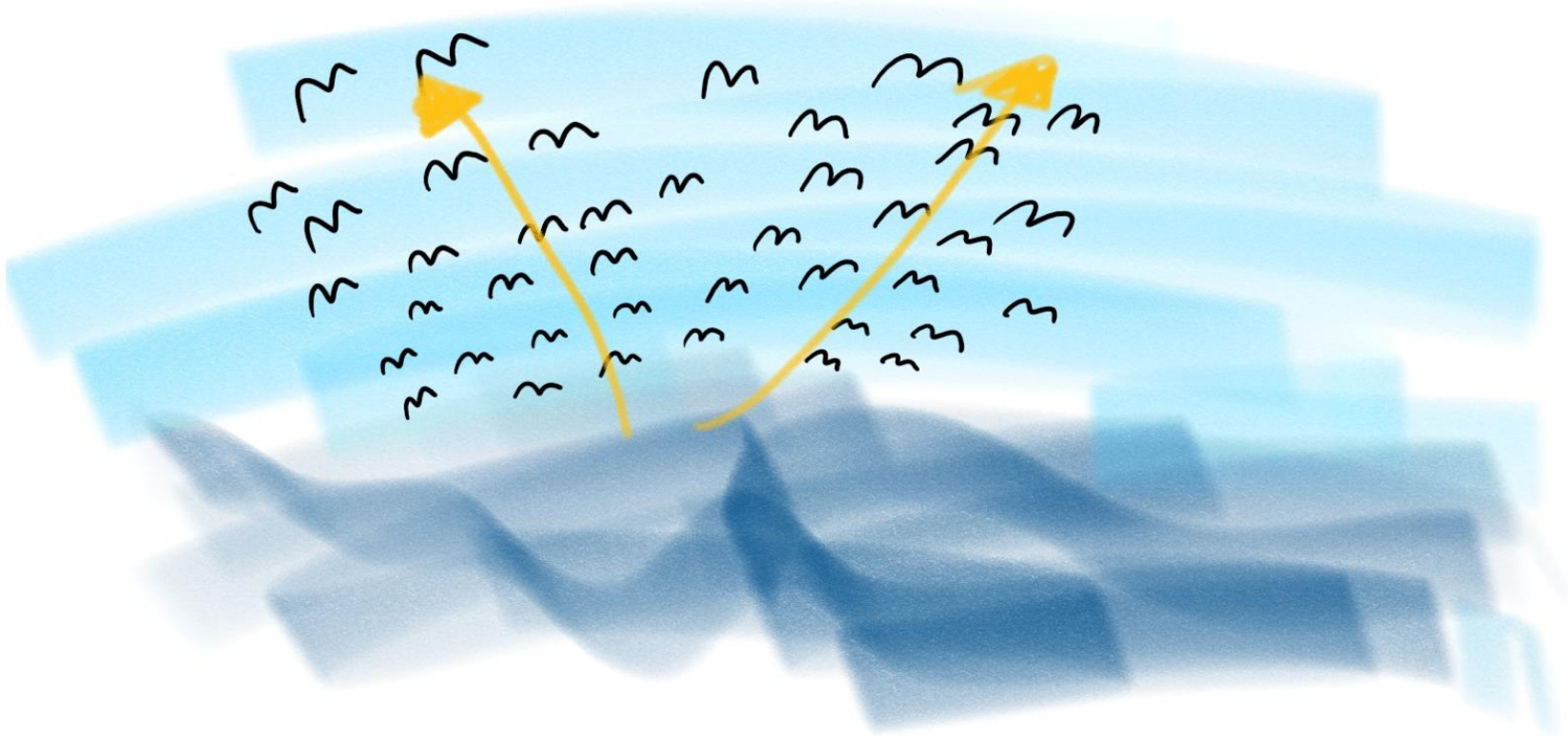
Common Fate



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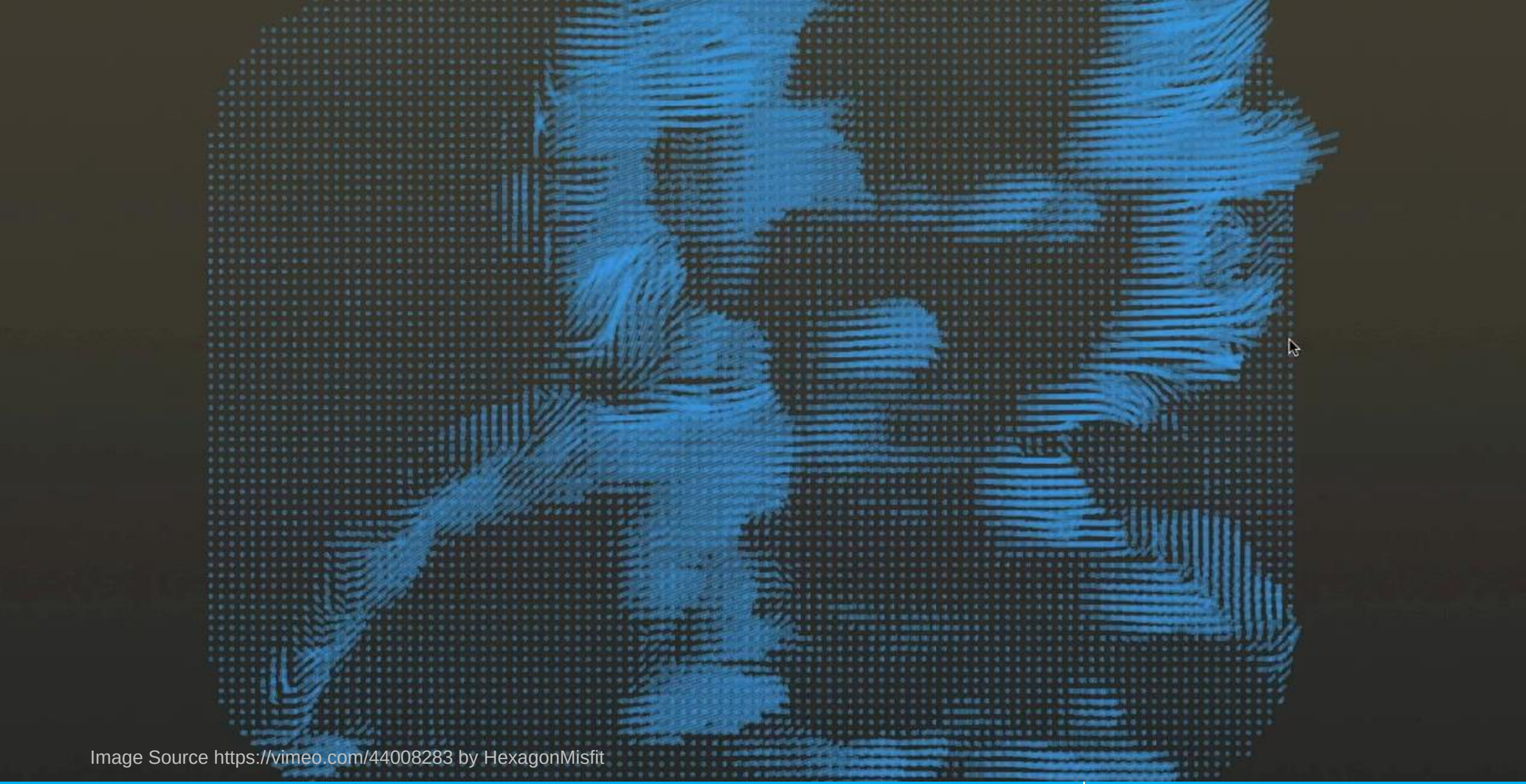

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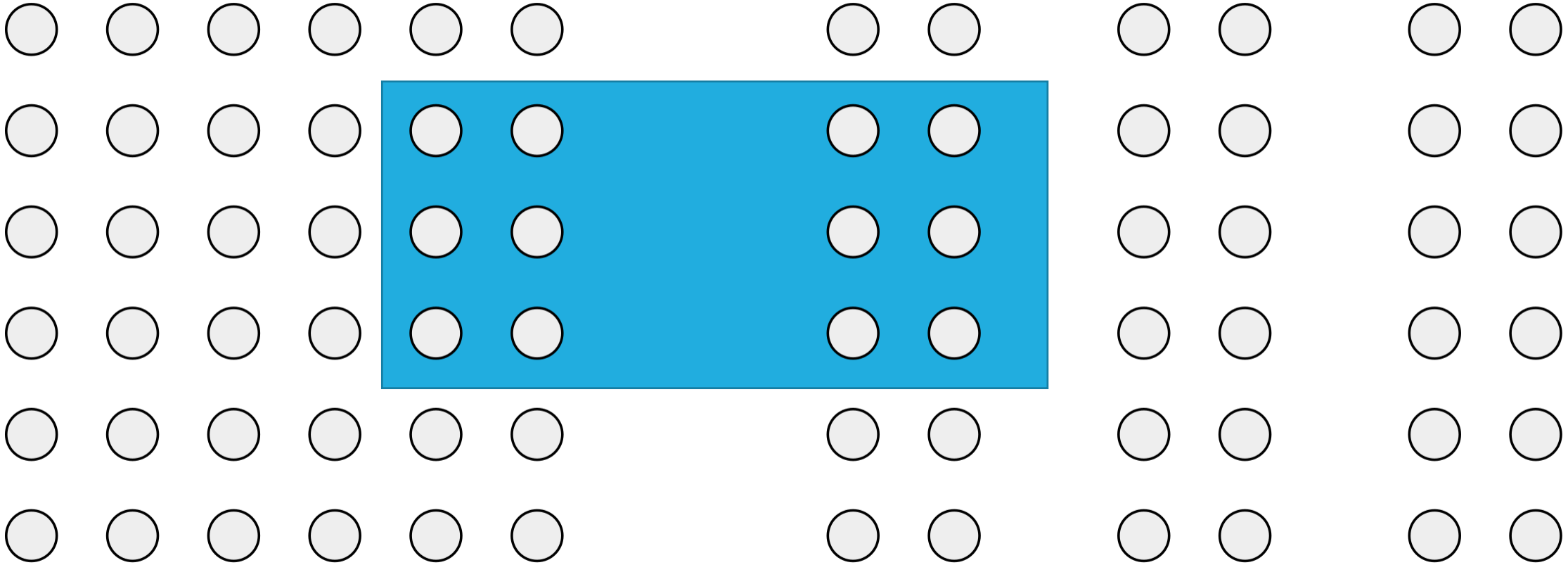
Common Region



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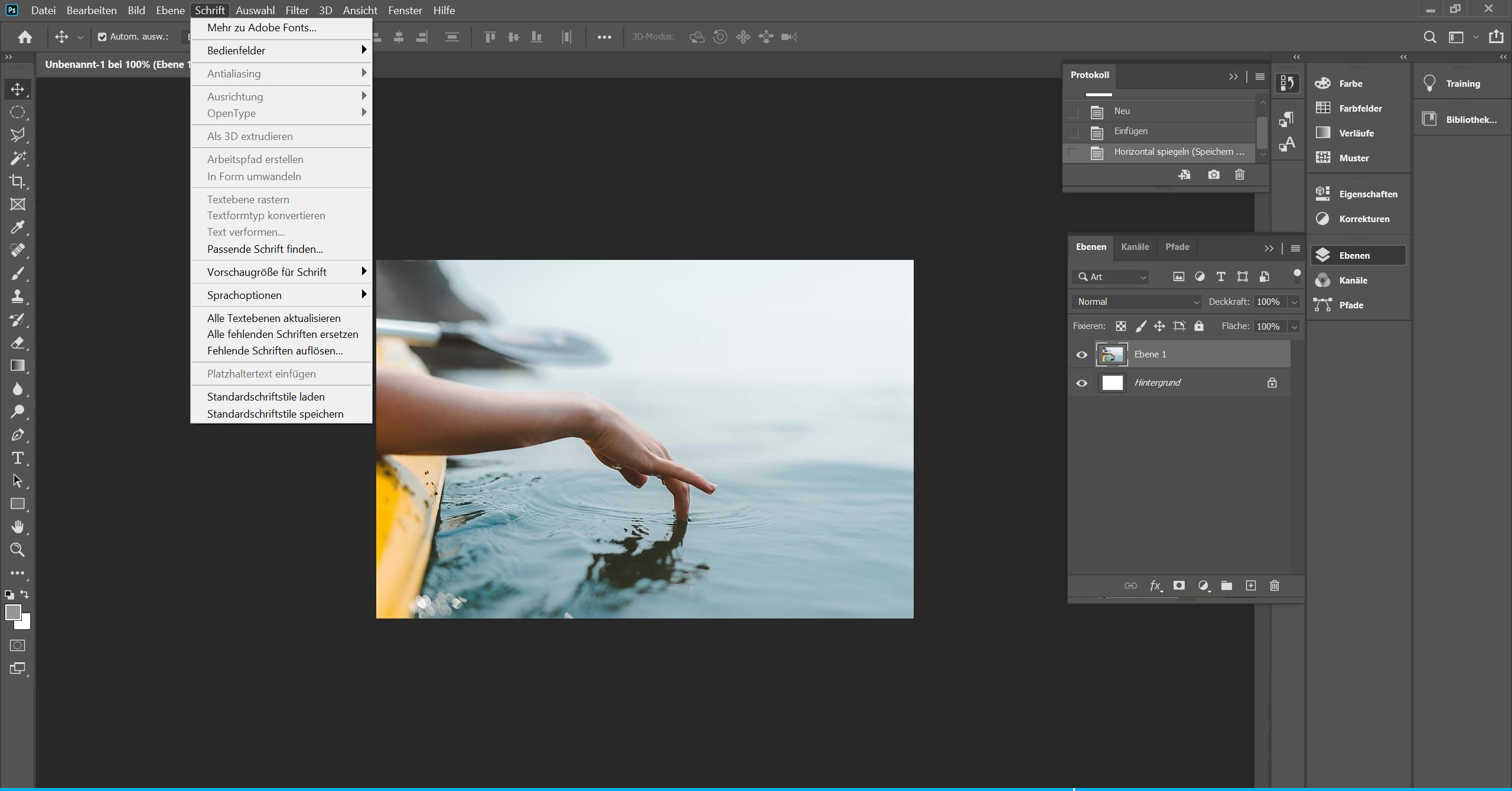
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Mehr zu Adobe Fonts...
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Fehlende Schriften auflösen...
Platzhaltertext einfügen
Standardschriftstile laden
Standardschriftstile speichern
Protokoll
Neu
Einfügen
Horizontal spiegeln (Speichern ...
Ebenen
Kanäle
Pfade
Art
Normal
Deckkraft: 100%
Fixieren:
Fläche: 100%
Ebene 1
Hintergrund
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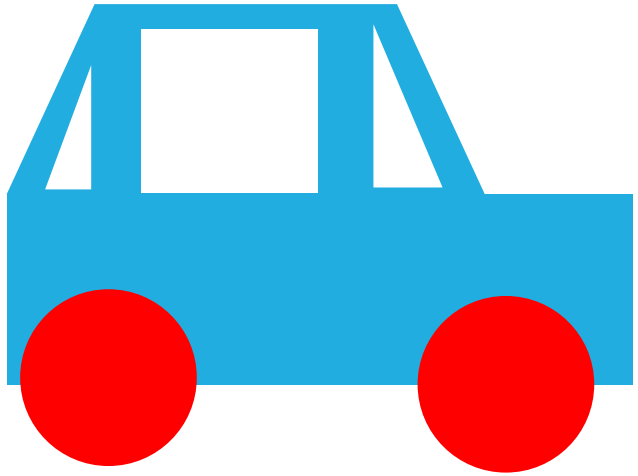
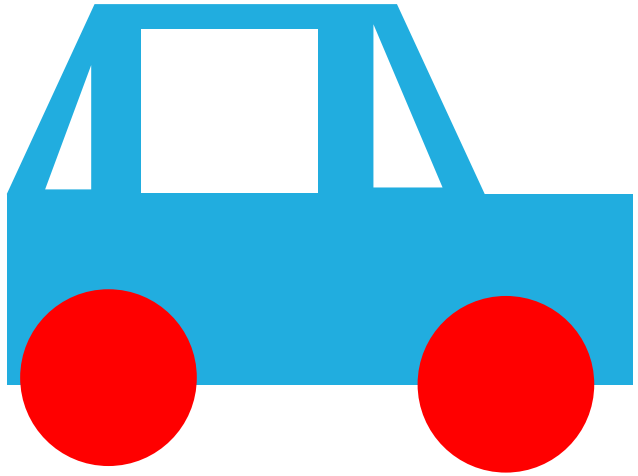
Concurrency



Concurrency



Concurrency

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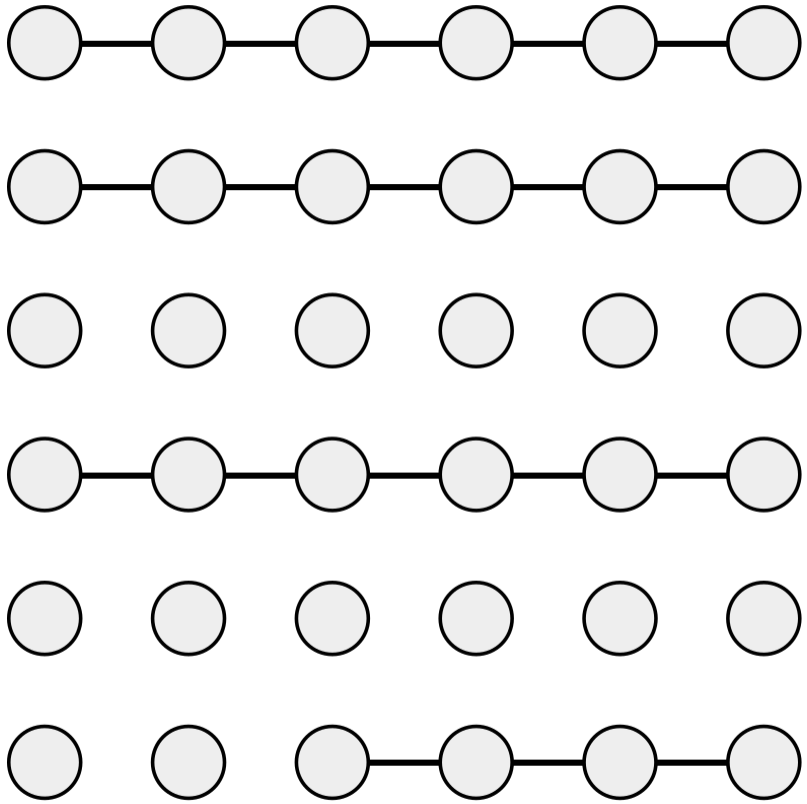
Connectivity



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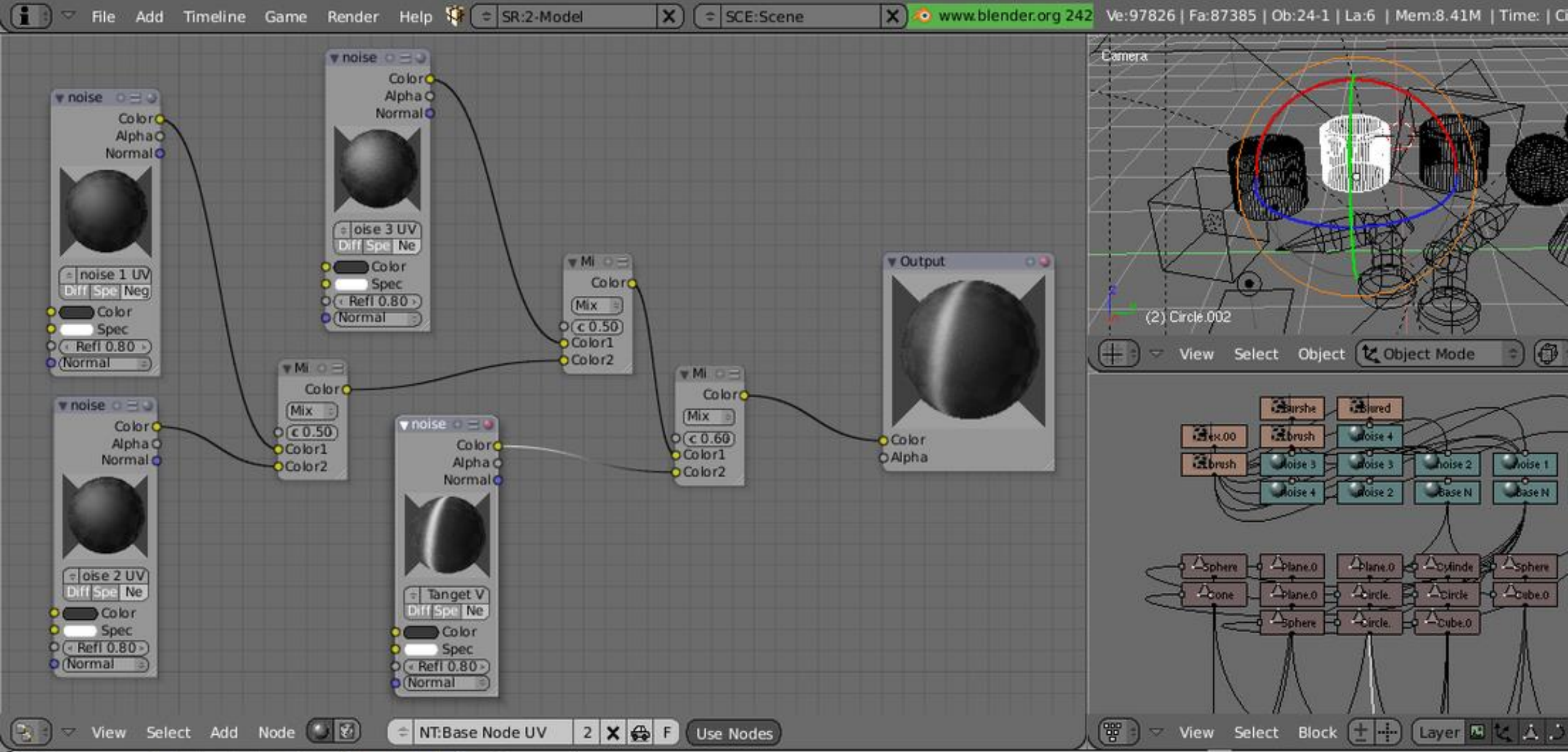

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