

PART 1 RECOGNIZE AND ORGANIZE SHAPES

PART 2 GEOMETRY ANALYSIS AND HIERARCHY

PART 1

RECOGNIZE AND ORGANIZE SHAPES

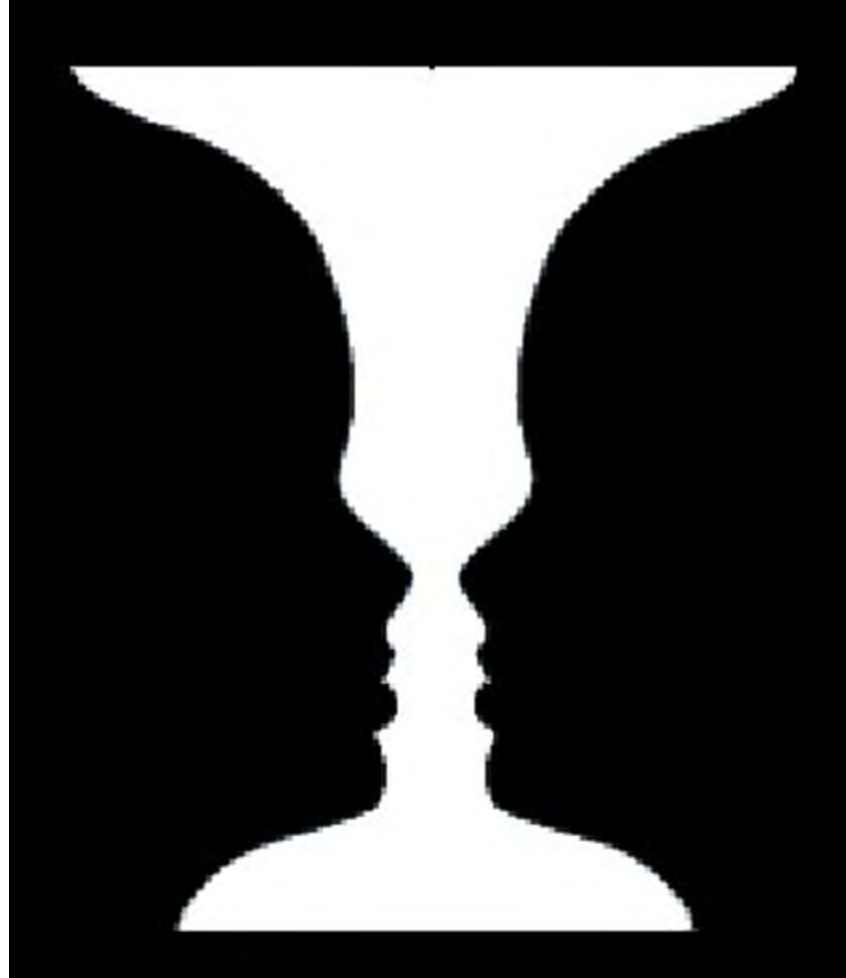
Understanding the Gestalt Principles of Visual Perception

RECOGNIZE SHAPES

Shape and Surface



Outline



Field

ambiguous relationship



Texture

ORGANIZE SHAPES

Search for RELATIONSHIP

Search for PATTERN

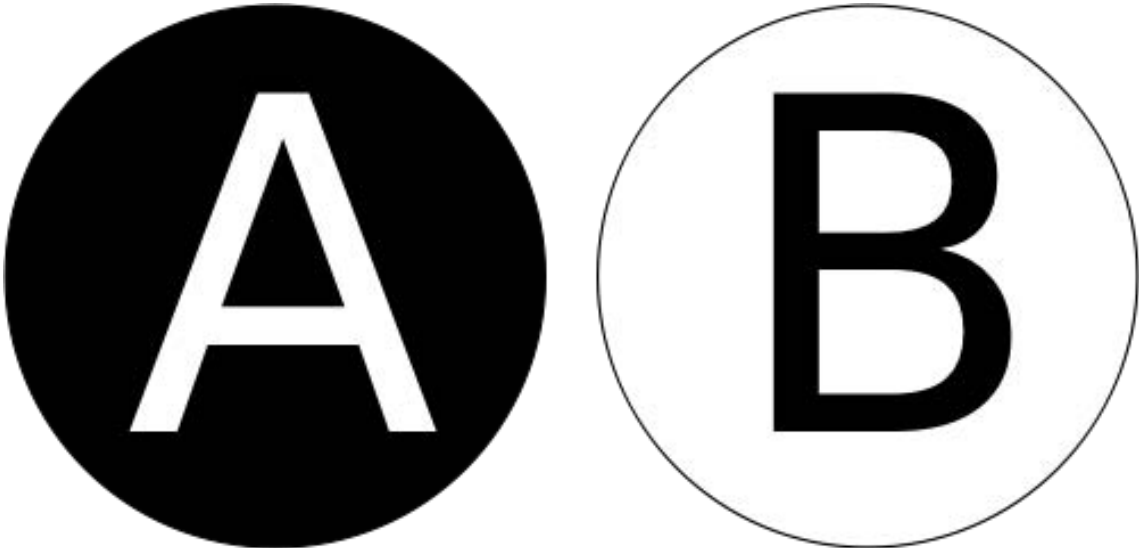
Search for STABILITY

Search for ORDER

Search for MEANING

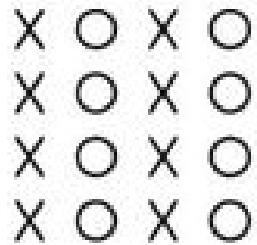
Figure & Ground

foreground-background
positive-negative
solid-void
interior-exterior
public-private

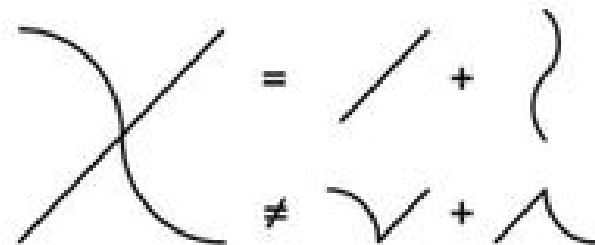




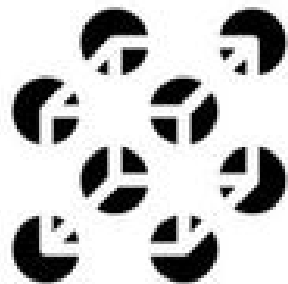
Proximity



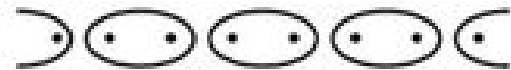
Similarity



Continuity



Closure

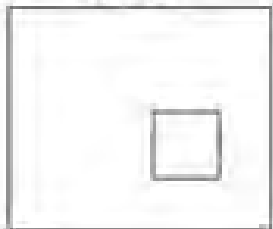


Common Region

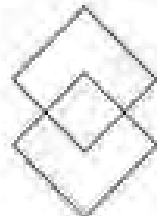


Connectedness

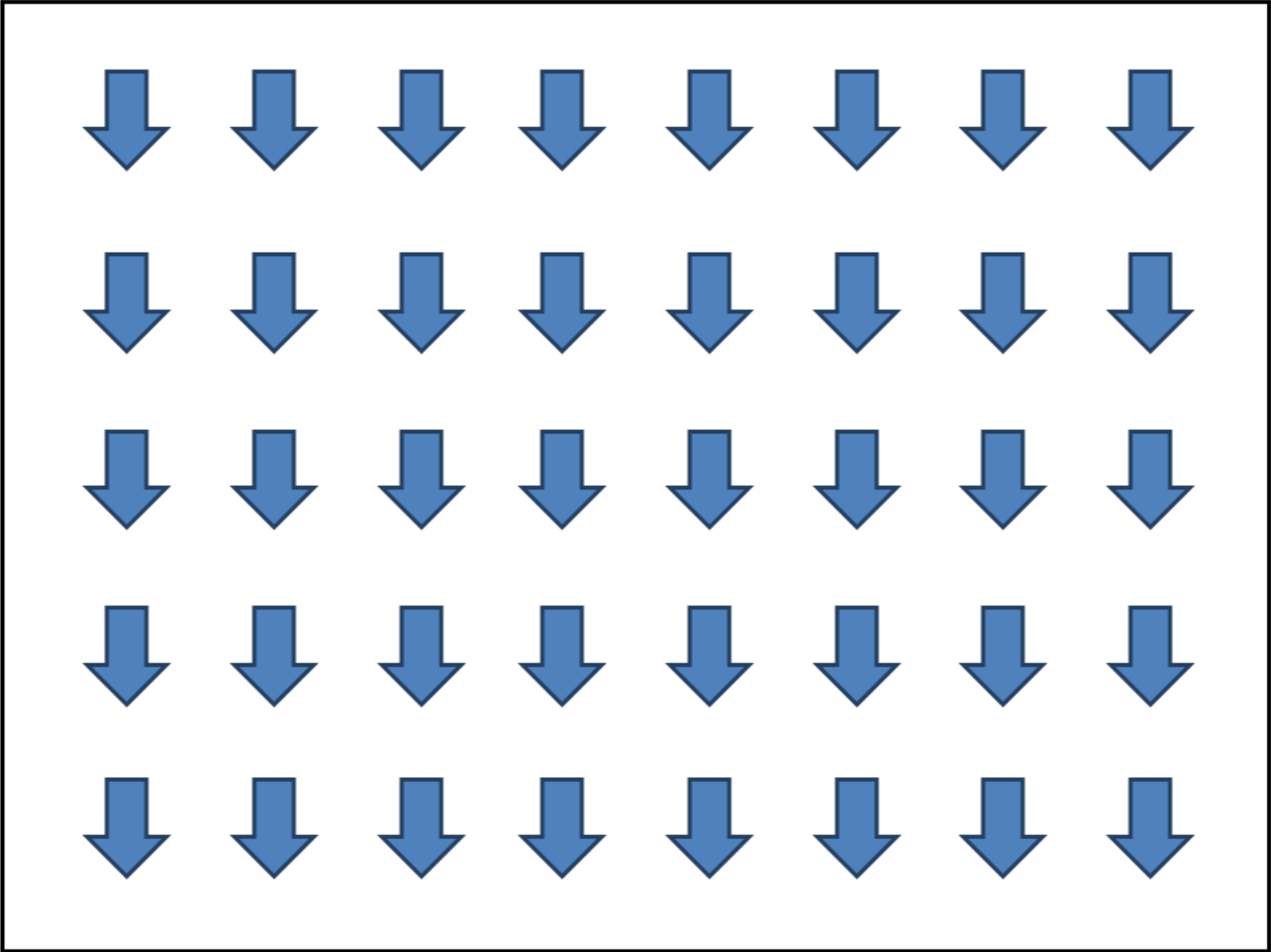
area



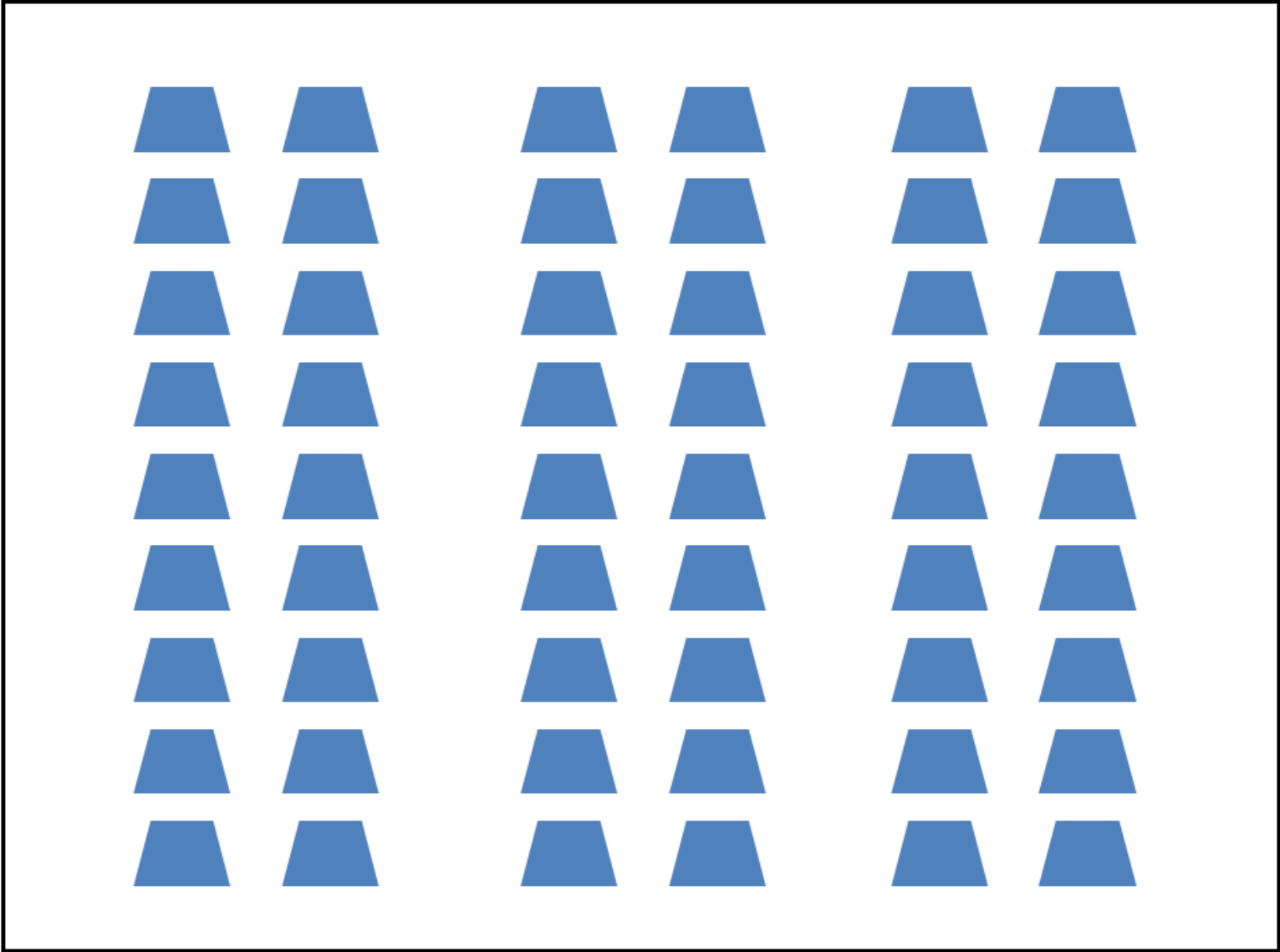
symmetry



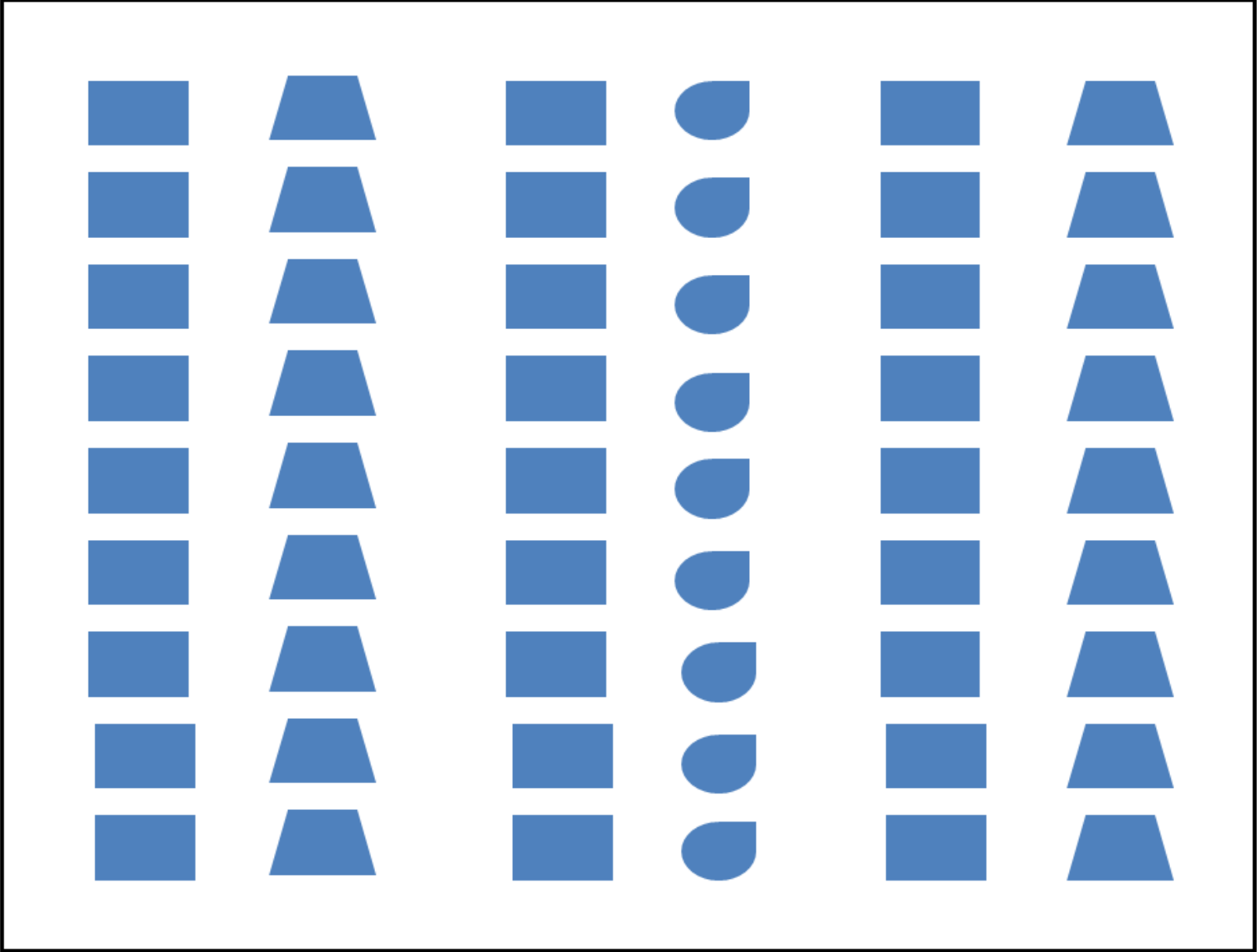
Proximity



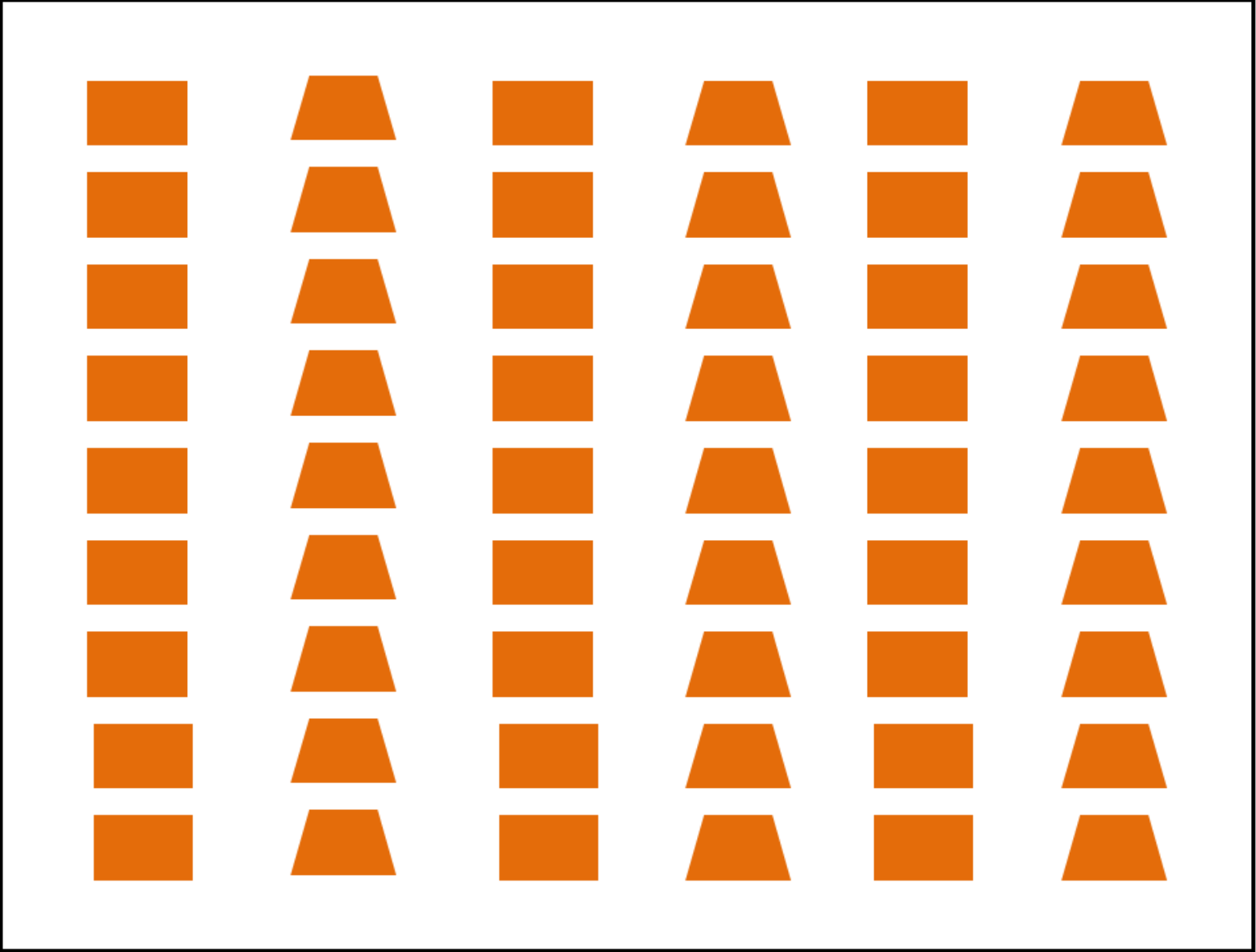
Proximity



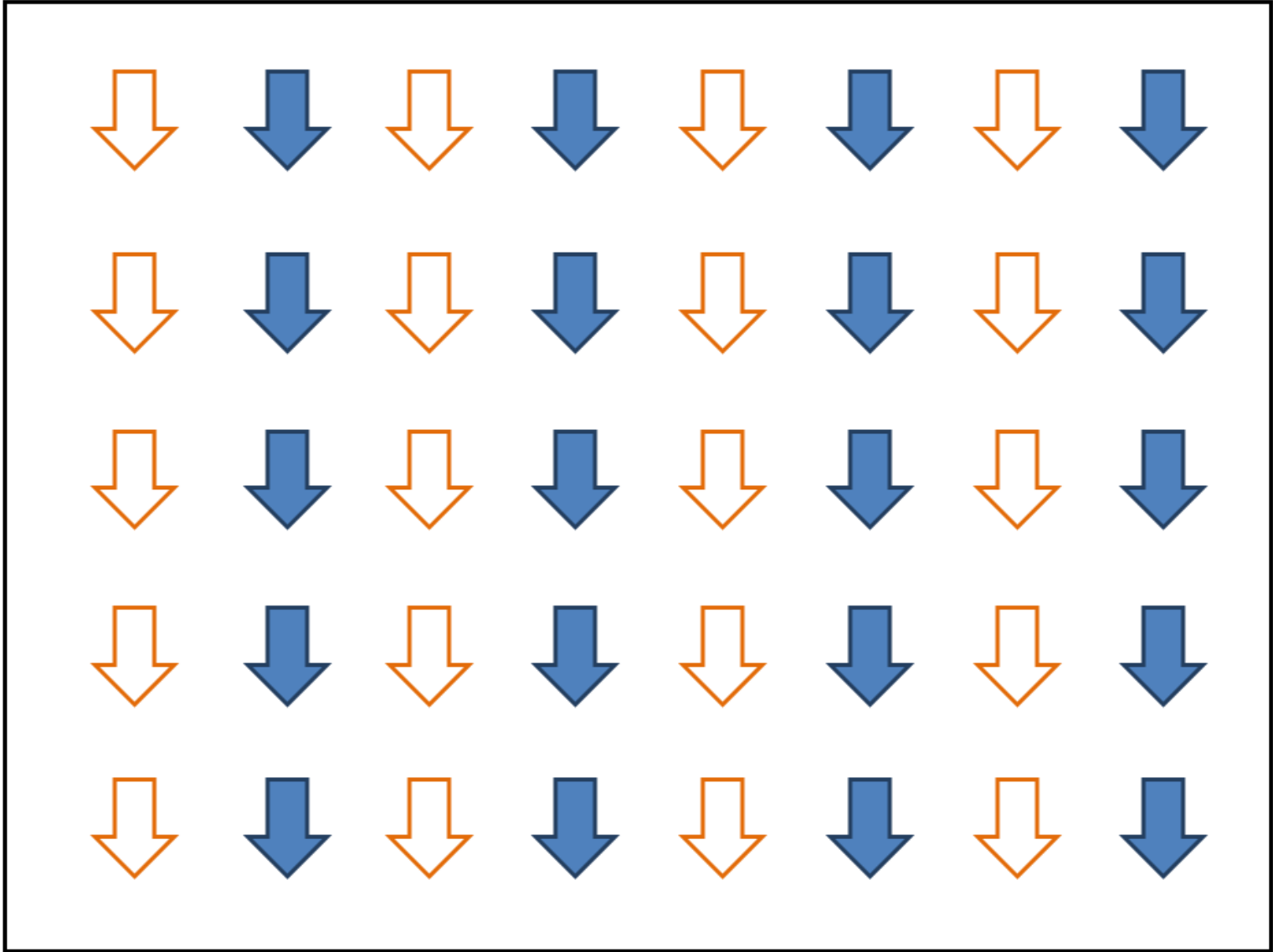
Proximity



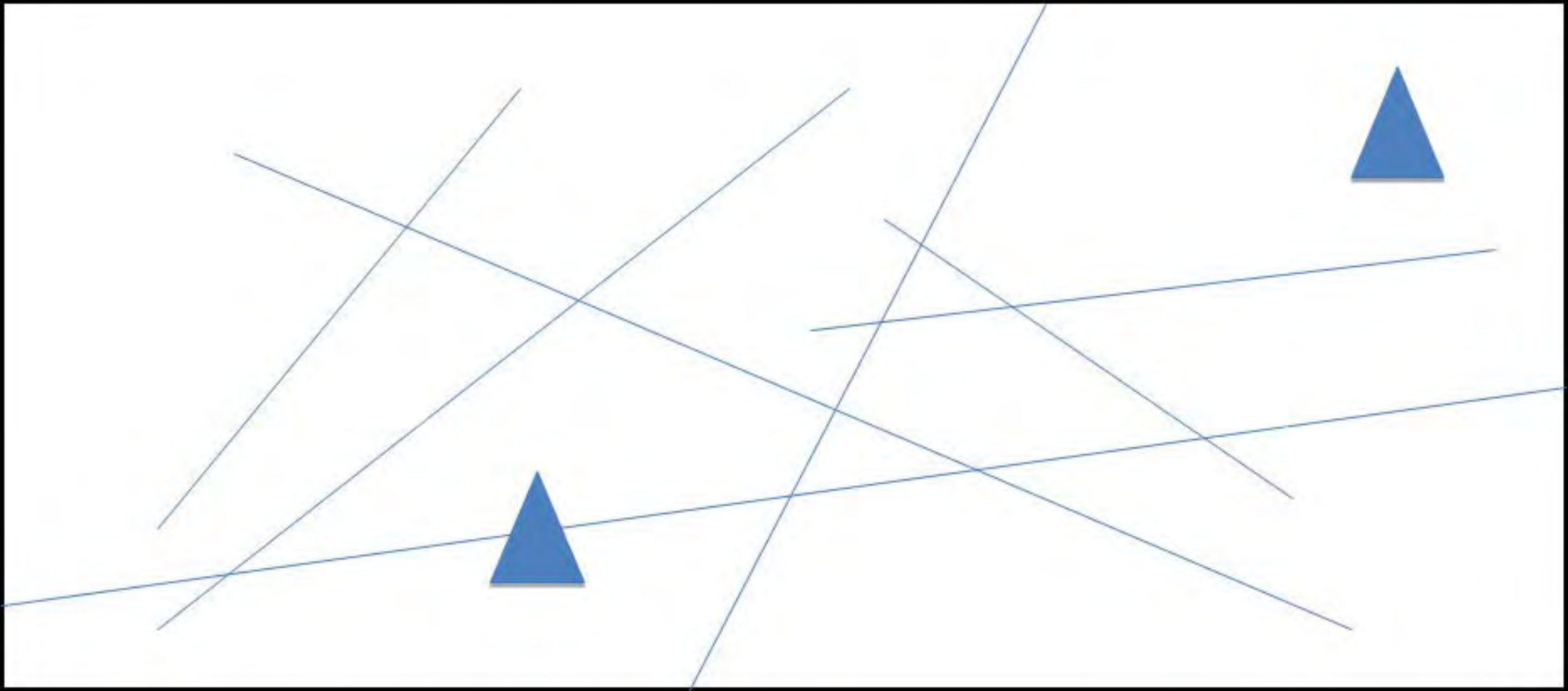
Similarity



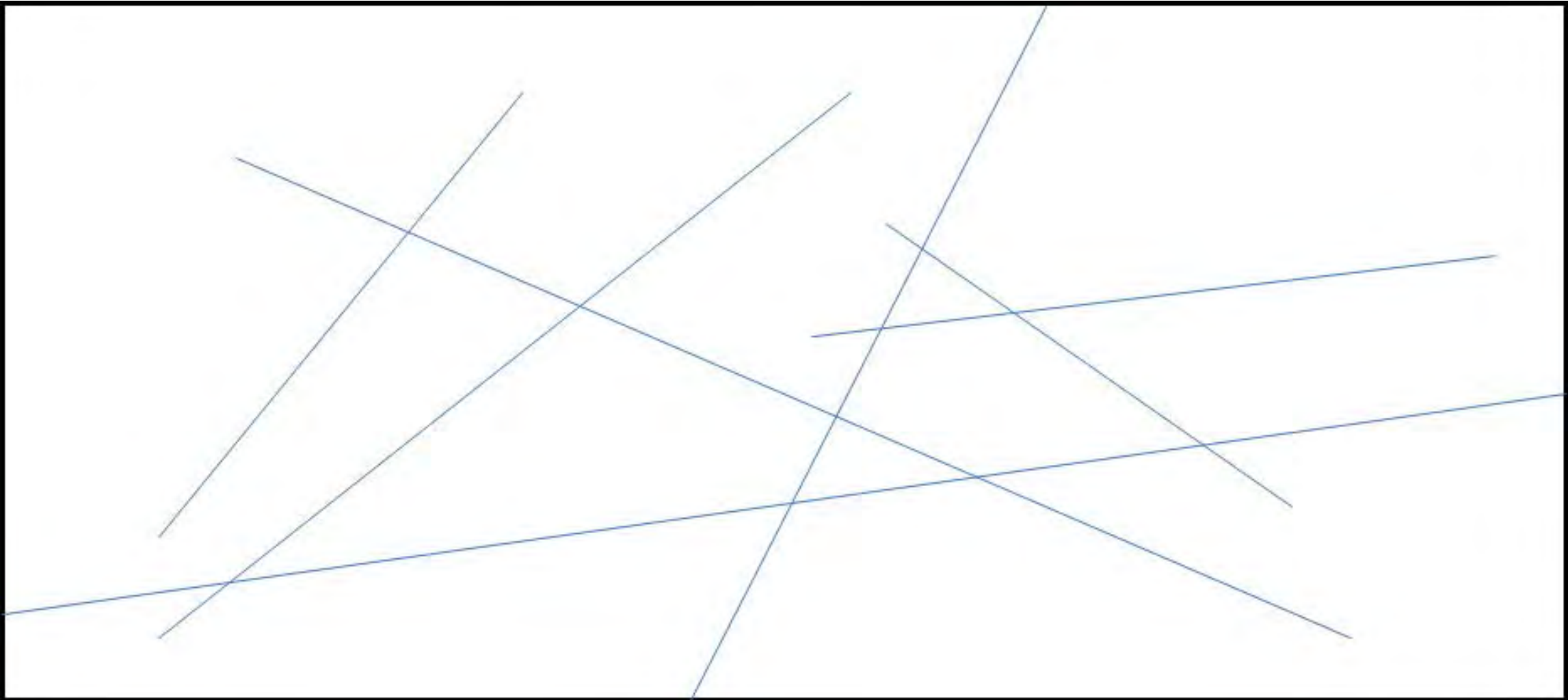
Similarity



Similarity

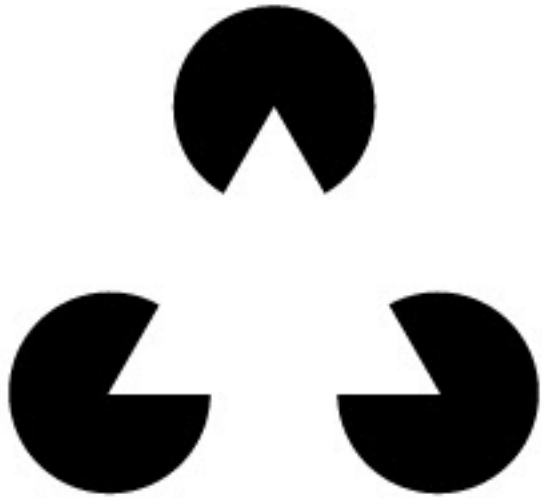


Similarity



Closure

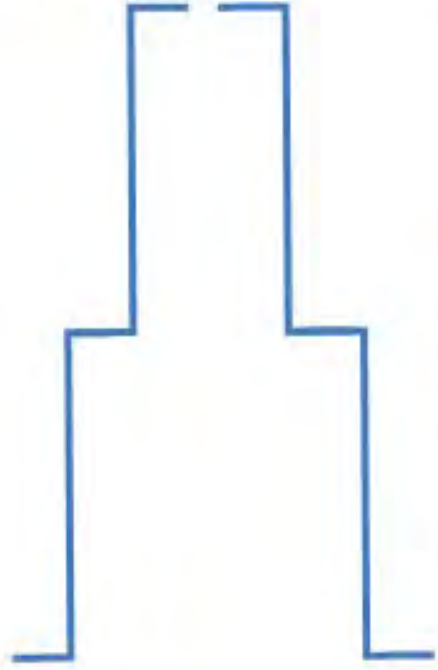
Searching stability





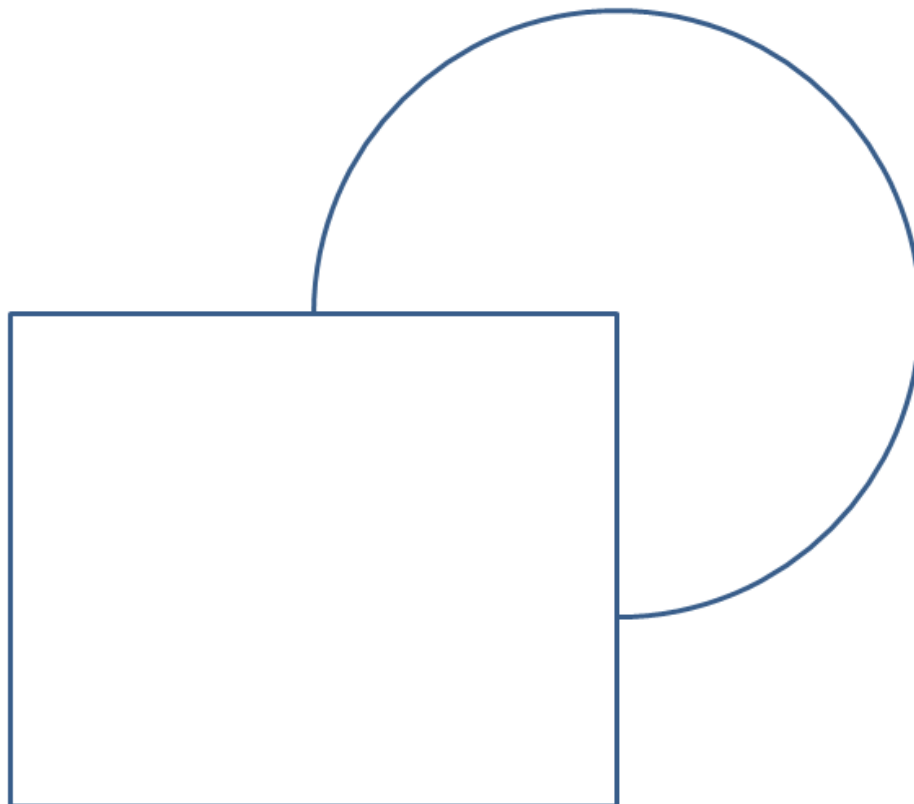
Oscar Muñoz, Re/trato, 2003

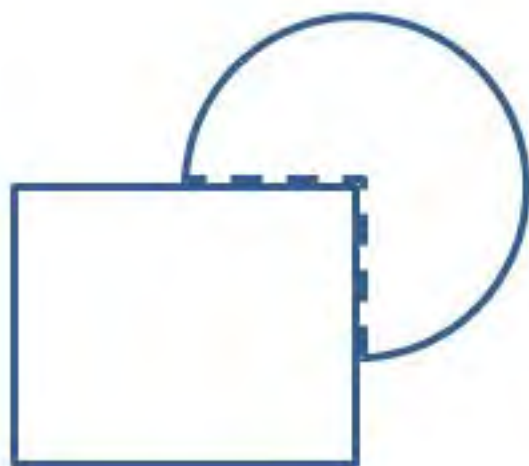
Closure



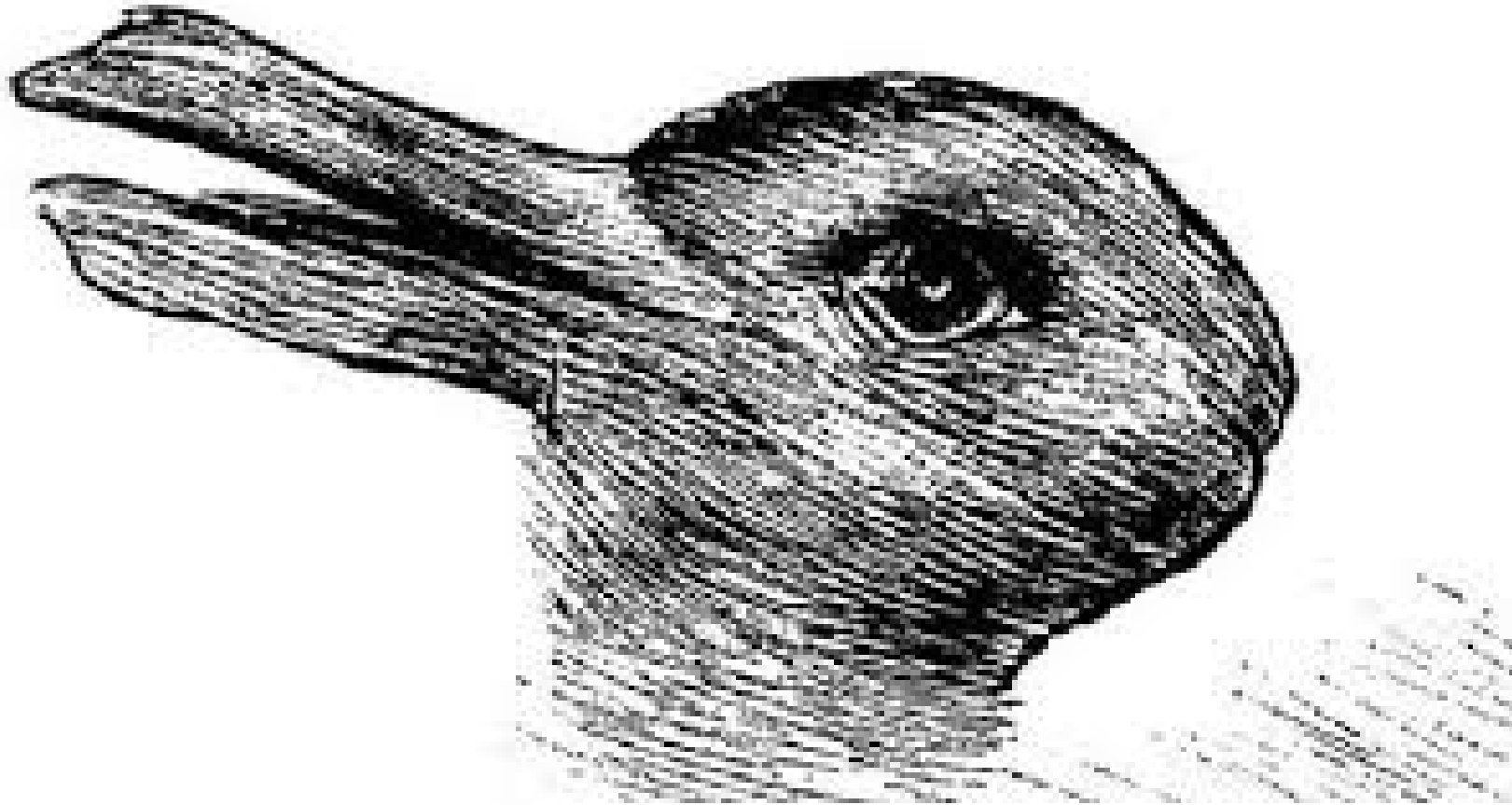
Prägnanz

Simplicity, Order





Projection



This visualization compares the mentions of Apple, Google, and Microsoft across the web over the next five years.

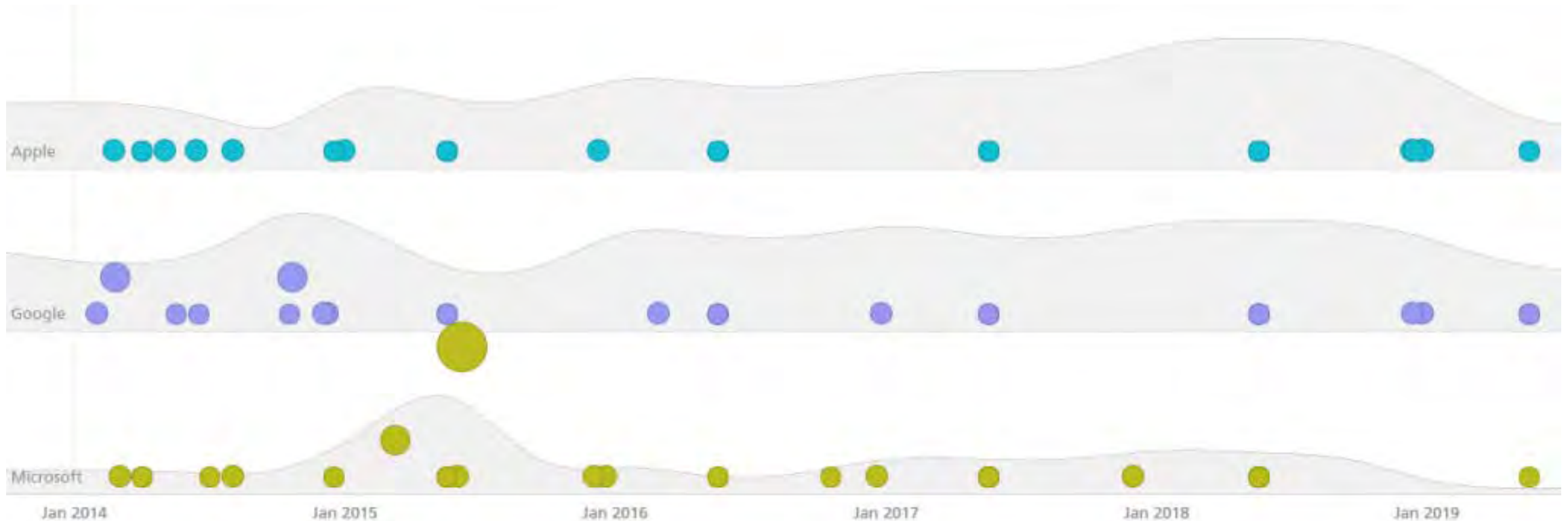


Figure & ground

The first thing you notice when looking at this visualization is that the bubbles stand out against the backdrop of the area charts. This is appropriate considering the designer wants the viewer to explore deeper information that's embedded within the bubbles. The area chart which is grayed out simply shows the trend over time, and isn't meant to be explored.

Proximity

The bubbles are organized in 3 distinct groups along the horizontal line. We can identify the 3 groups of bubbles easily because of how close they are to each other. Notice that enough space is given between each group to make them distinct. This uses the principle of Proximity.

Similarity

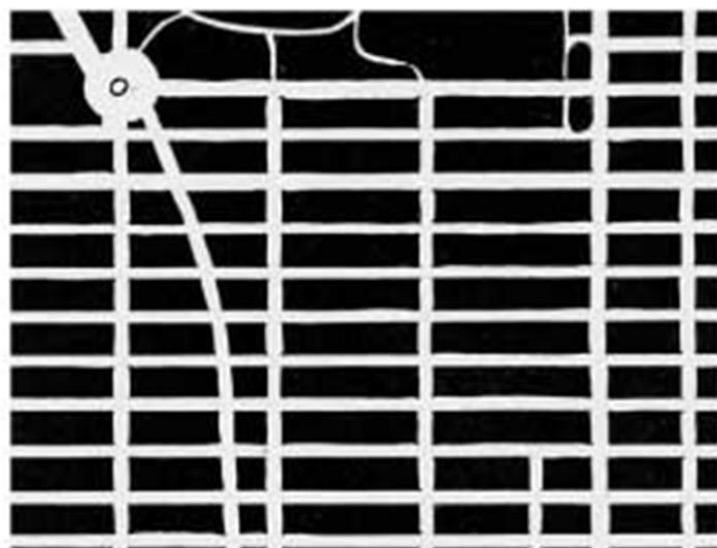
Further, we notice that the bubbles are of three colors – green, purple, and blue. This Similarity brings out the grouping even more clearly.



BARCELONA



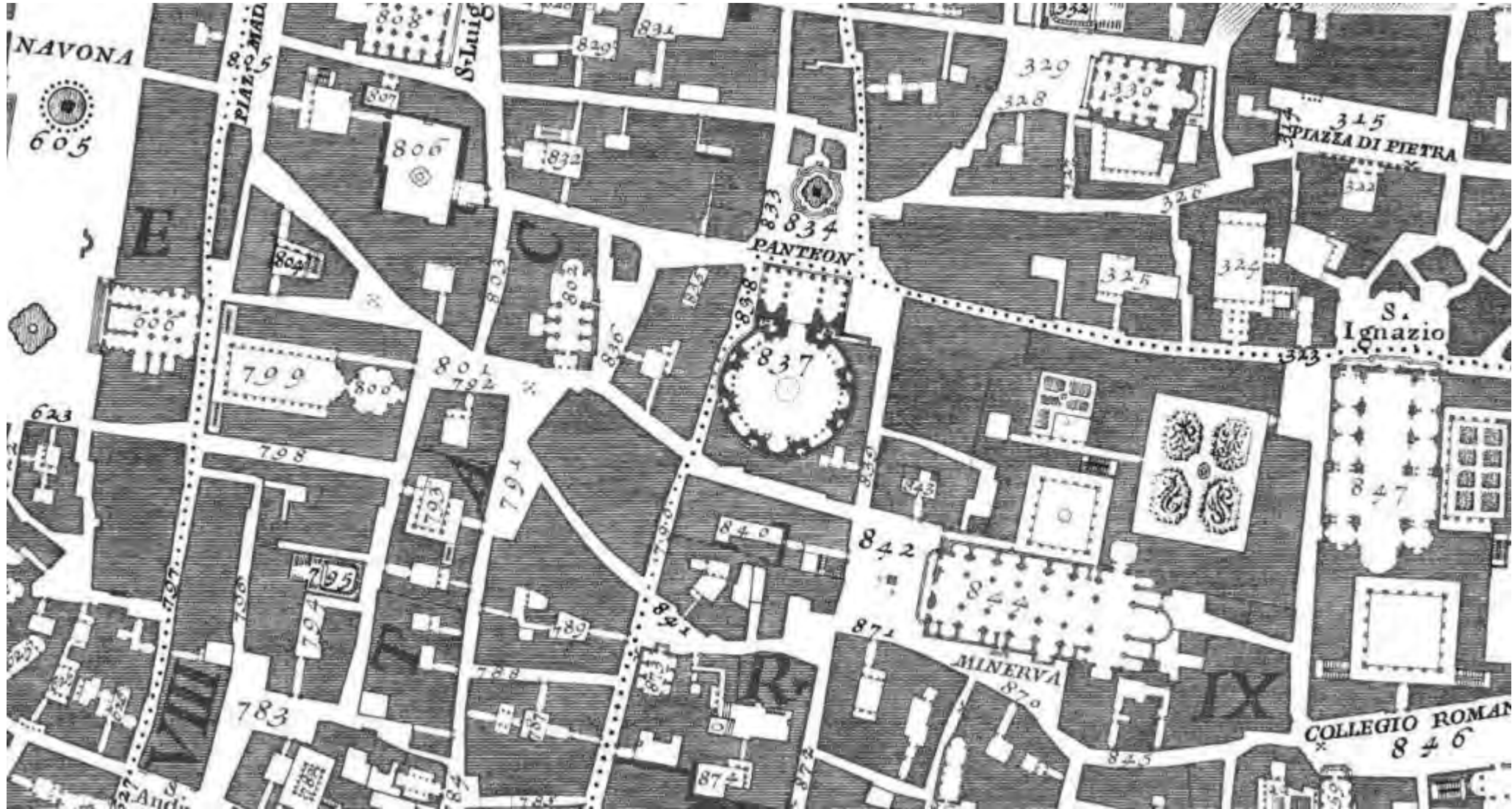
COPENHAGEN



NEW YORK

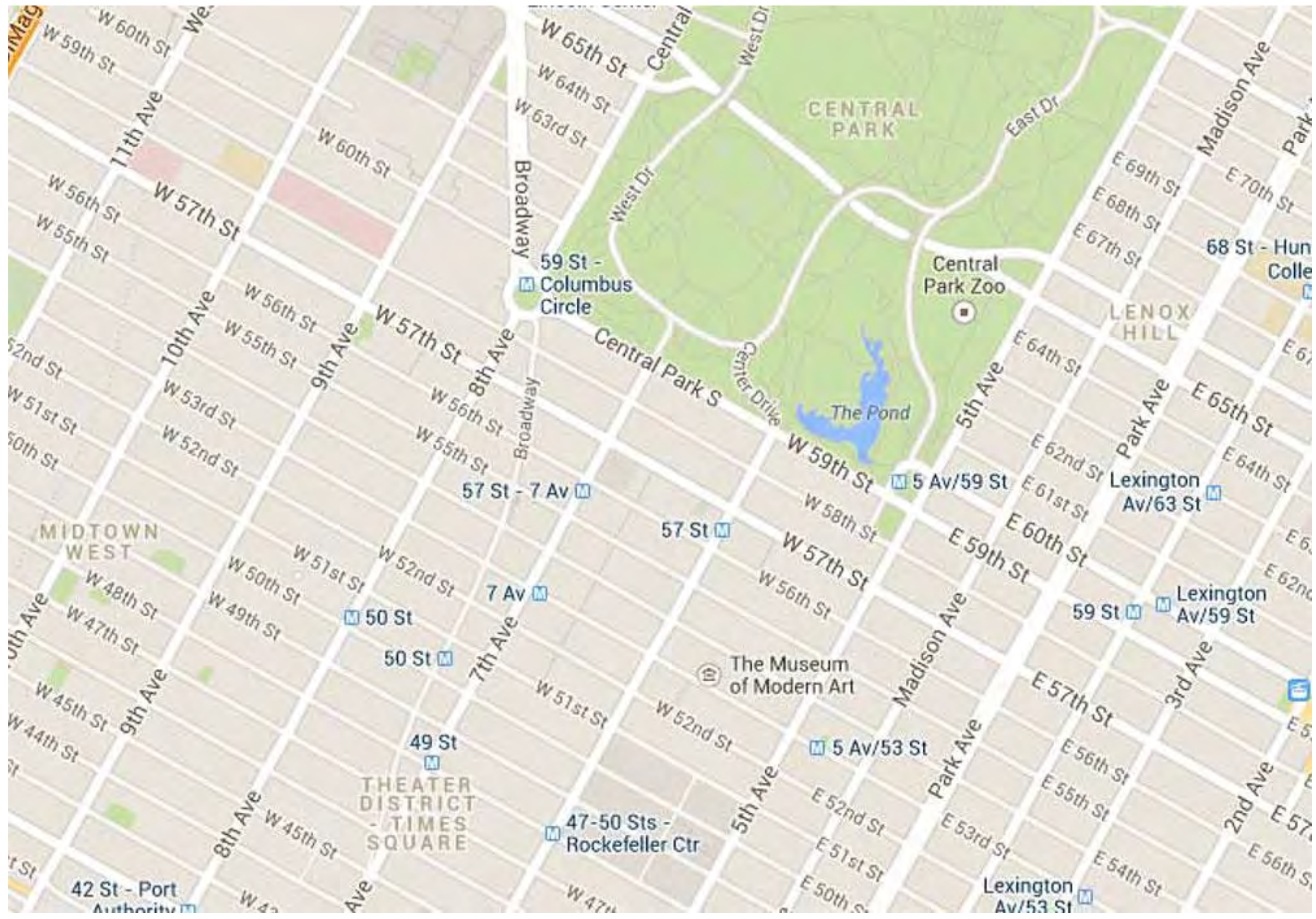


PARIS



Part of Nolli's drawing of Rome, engraved in 1748. In the Nolli map it is not just the streets and squares which are left white but also the interiors of churches and other major public buildings. As such, what the figure-ground is revealing is the relationships between public and private space.







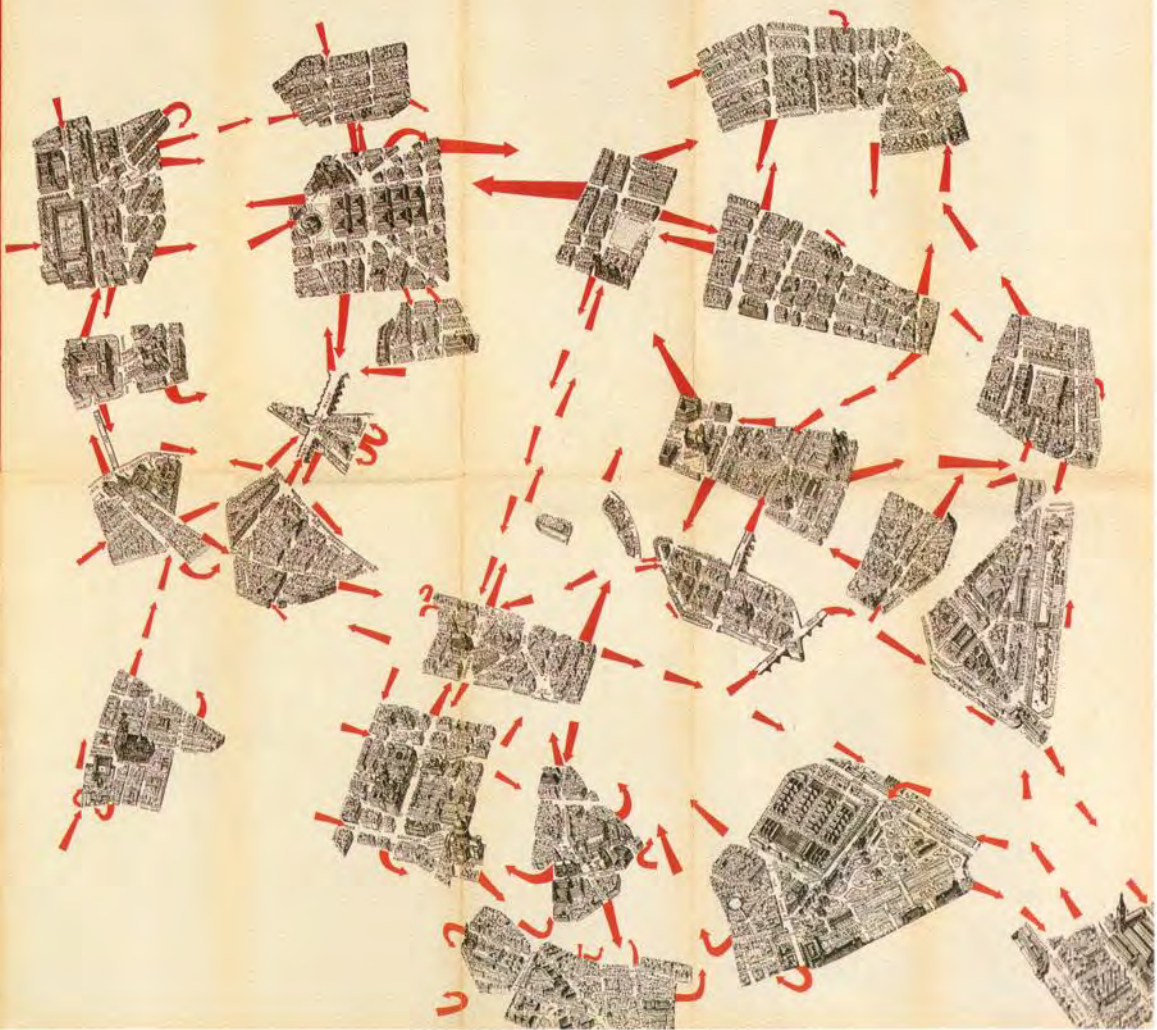


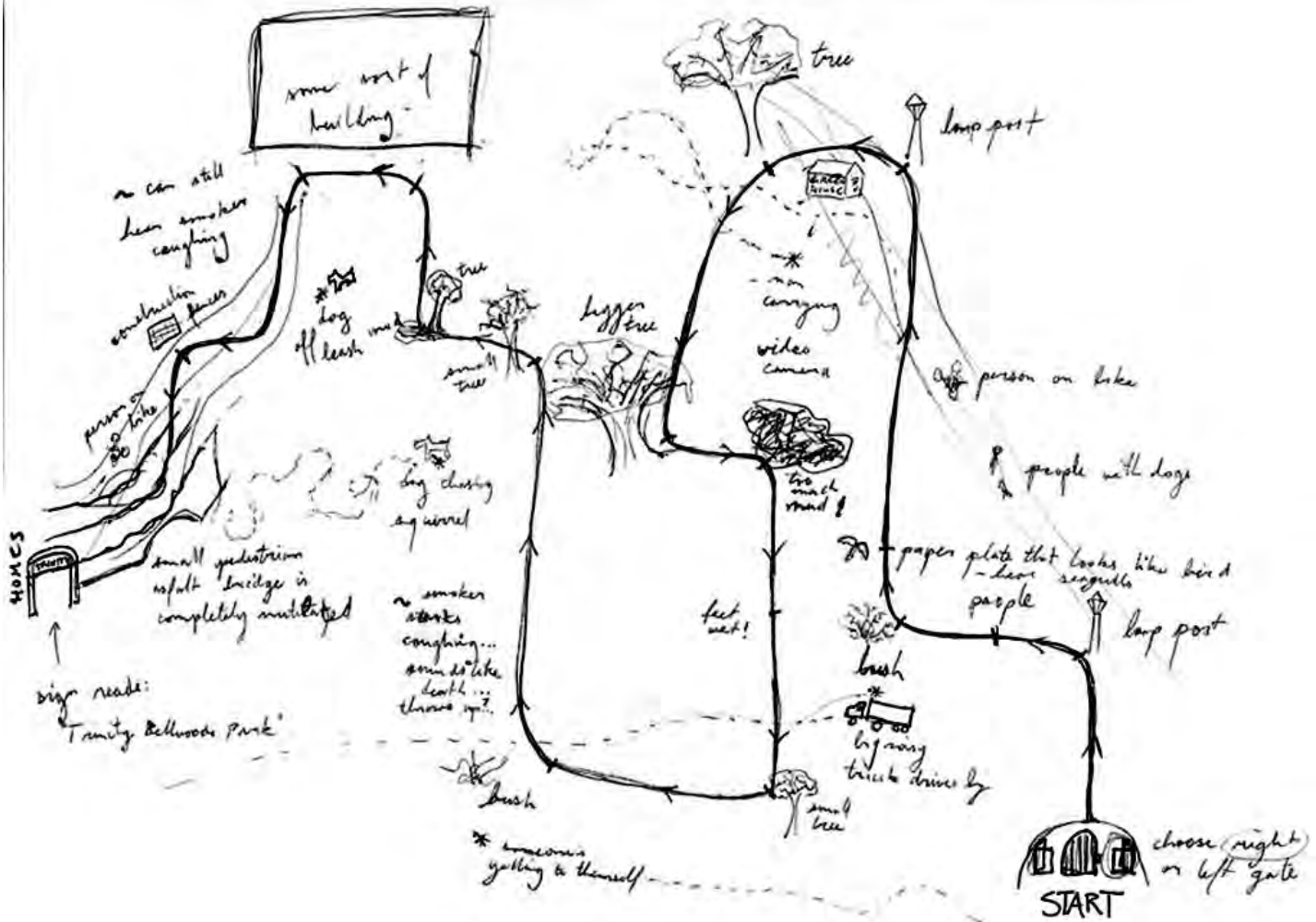
**GUIDE
PSYCHOGEOGRAPHIQUE
DE PARIS**

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DISCOURS SUR LES PASSIONS DE L'AMOUR
pentes psychogéographiques de la dérive et localisation
d'unités d'ambiriance





black buildings - town houses?