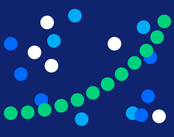
GESTALT PRINCIPLES OF DESIGN

1. Similarity

Visual elements that look alike are perceived as being related.

2. Proximity

Objects positioned close together are perceived as being related.



3. Continuity

The eye tends to follow smooth, continuous lines or paths.

4. Closure

The brain instinctively completes incomplete forms to create something visually coherent.

5. Figure/Ground

The brain separates a focal object (figure) from its background (ground).

6. Symmetry and Order (Prägnanz)

The brain perceives ambiguous or complex forms in their simplest, most familiar interpretation.

7. Common Fate

Objects that move in the same direction are perceived as a group.

8. Common Region

Elements within the same bounded area are seen as related.

9. Uniform Connectedness

Visually connected elements are seen as related.

10. Emergence

The brain perceives a whole before identifying its parts.

11. Invariance

The brain recognizes a familiar object even when its appearance has been altered.

12. Multistability

When an image is ambiguous, the viewer's perception can switch between multiple interpretations.