

# VISUAL PERCEPTION

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DEPT. OF ARCHITECTURE

# GESTALT PRINCIPLES

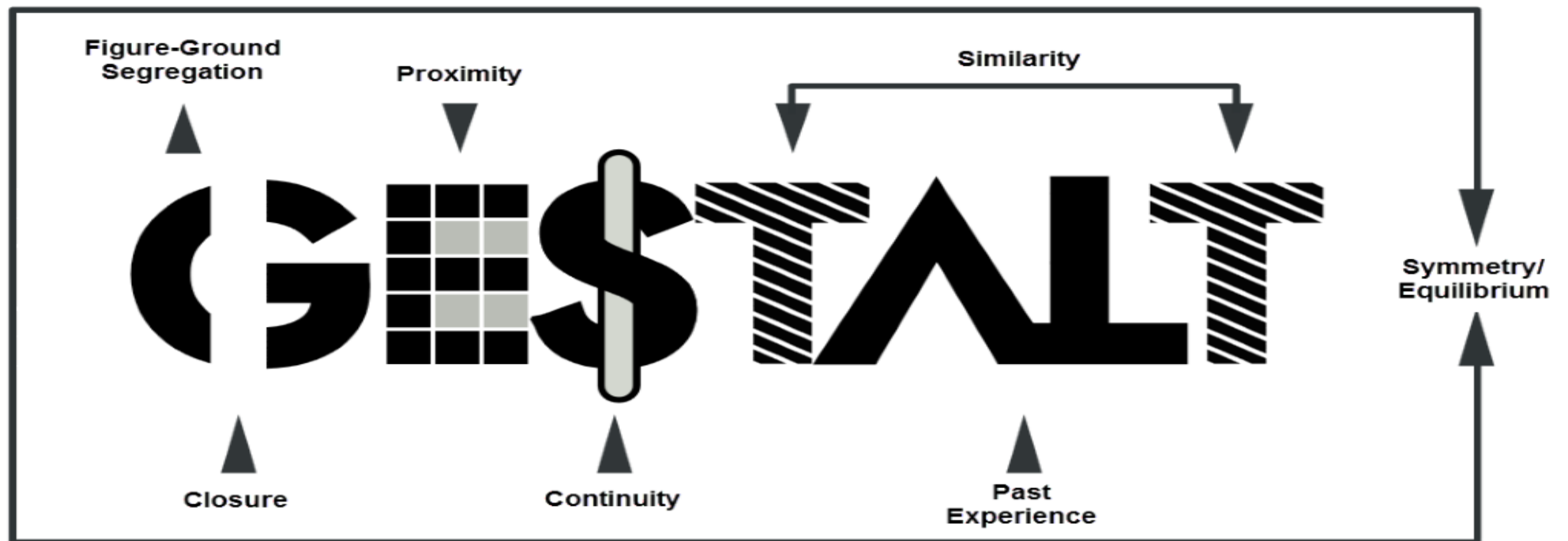
**What are Gestalt Principles?**



# GESTALT PRINCIPLES

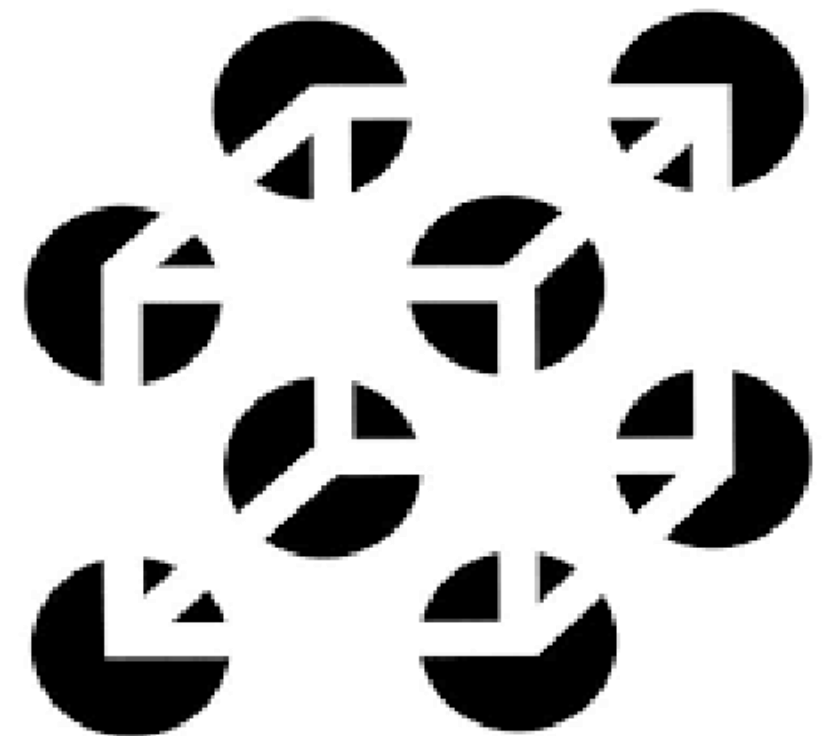
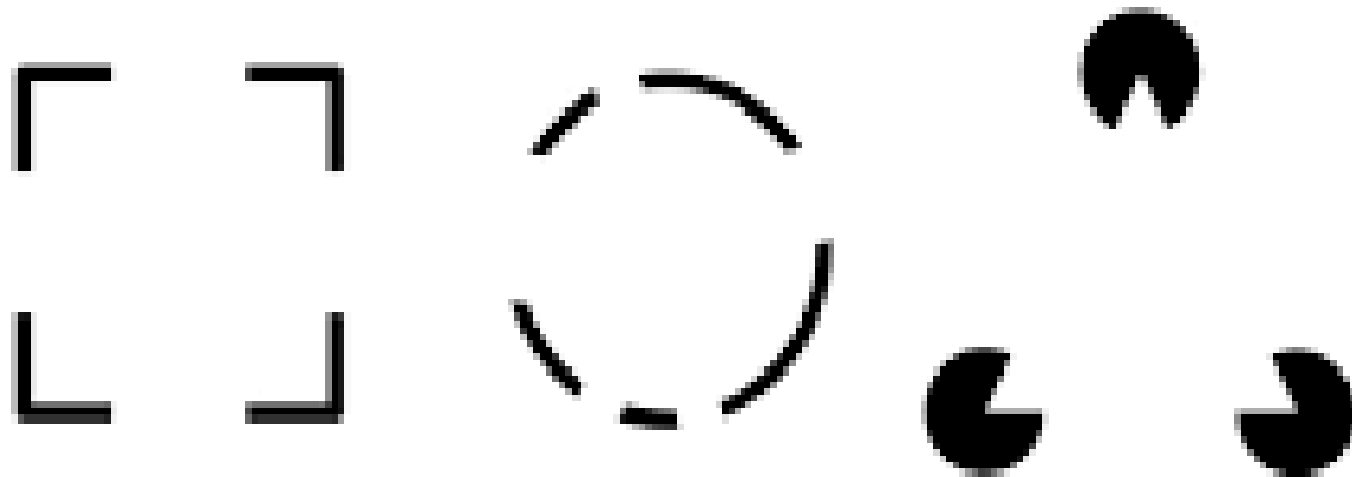
## What are Gestalt Principles?

- A set of laws arising from 1920s' psychology, describing how humans typically see objects by grouping similar elements, recognizing patterns and simplifying complex images.



# 1. CLOSURE PRINCIPLE

- Preferring complete shapes, we automatically fill in gaps between elements to perceive a complete image; so, we see the whole first.





# CLOSURE PRINCIPLE

National Library  
of France Paris



## 2.FIGURE/GROUND PRINCIPLE

Disliking uncertainty, we look for solid, stable items. Unless an image is truly ambiguous, its foreground catches the eye first.



# FIGURE/GROUND PRINCIPLE

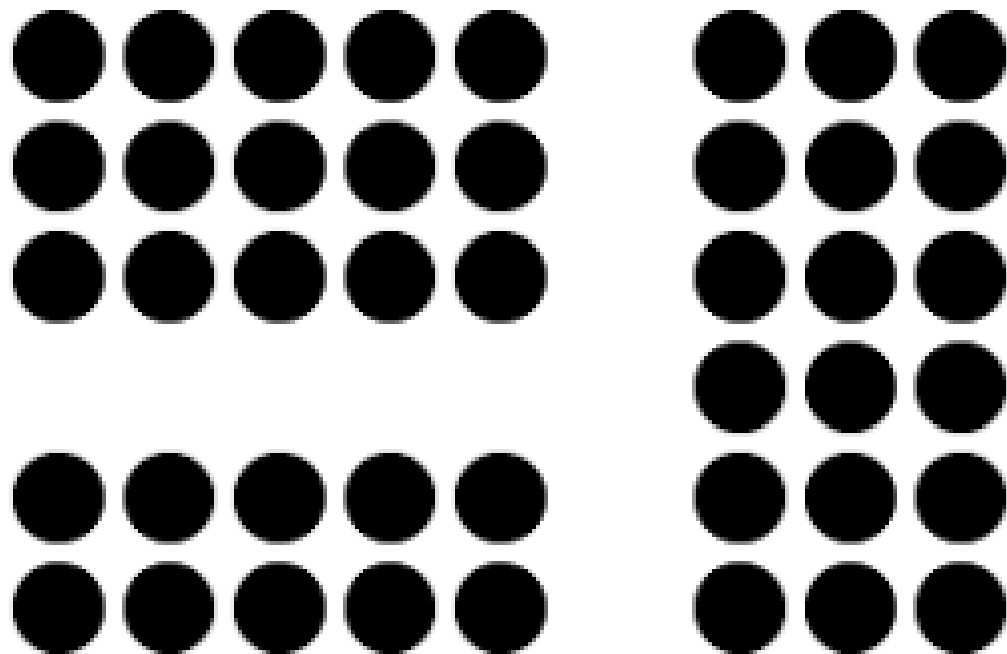
Network of Open  
Spaces





# 3. PROXIMITY PRINCIPLE

**Unity leads to proximity:** We group closer-together elements, separating them from those farther apart.





# PROXIMITY PRINCIPLE

Corridor as a set  
of arches



# PROXIMITY PRINCIPLE

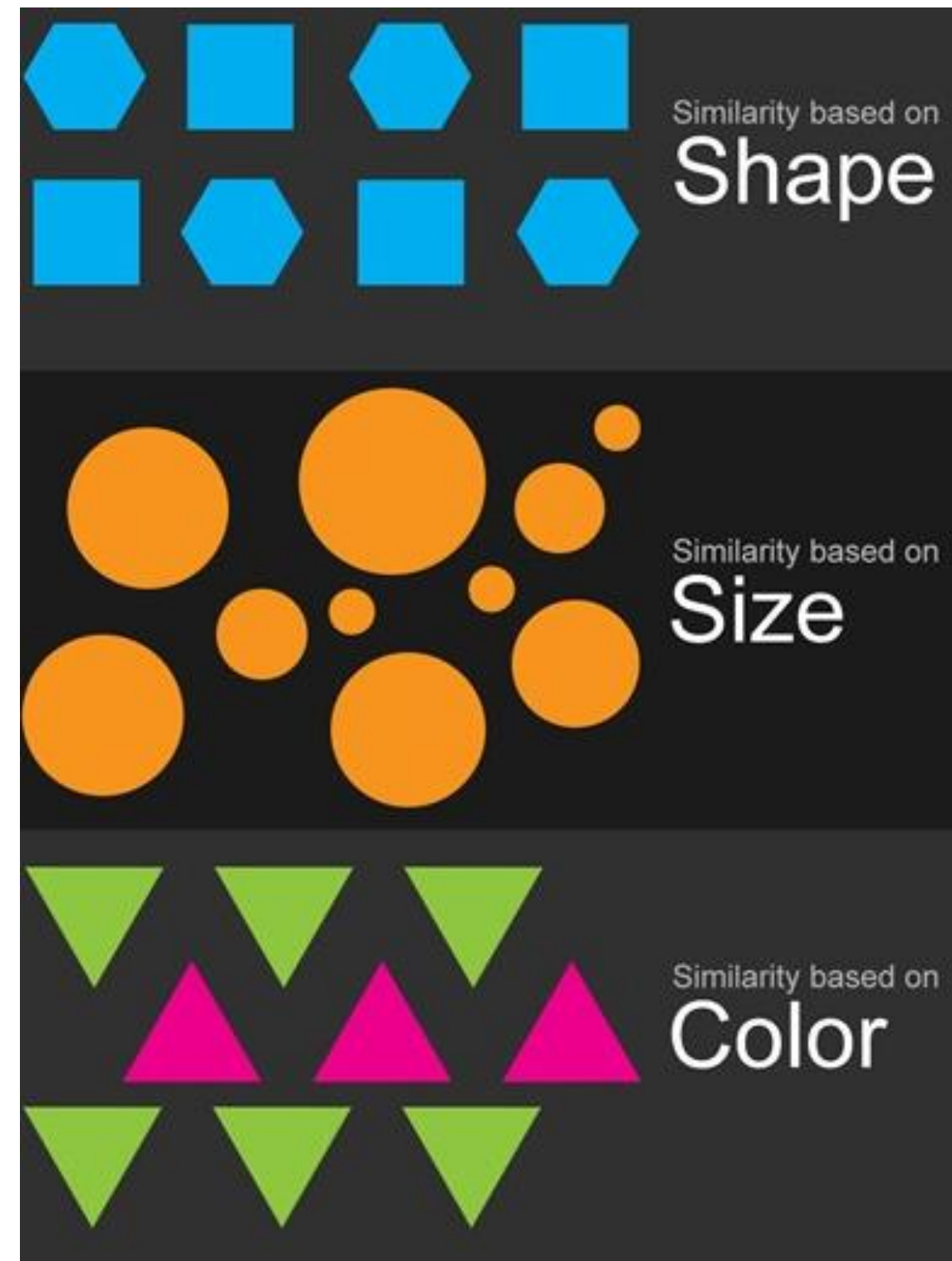
The whole mass  
as a set of  
smaller masses





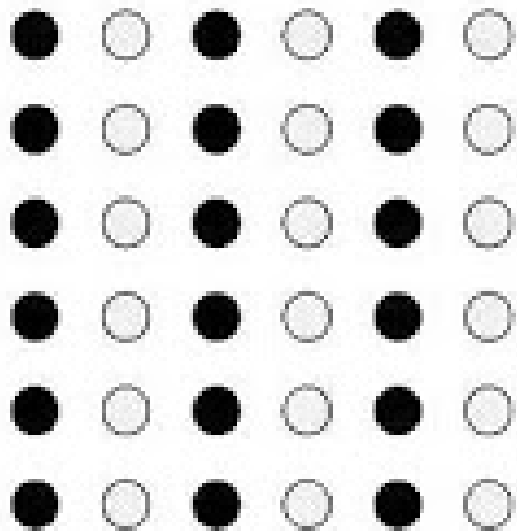
## 4. SIMILARITY PRINCIPLE

The human eye tends to build a relationship between similar elements within a design. Similarity can be achieved using basic elements such as shapes, colors, and size.



# SIMILARITY PRINCIPLE

Sydney Opera





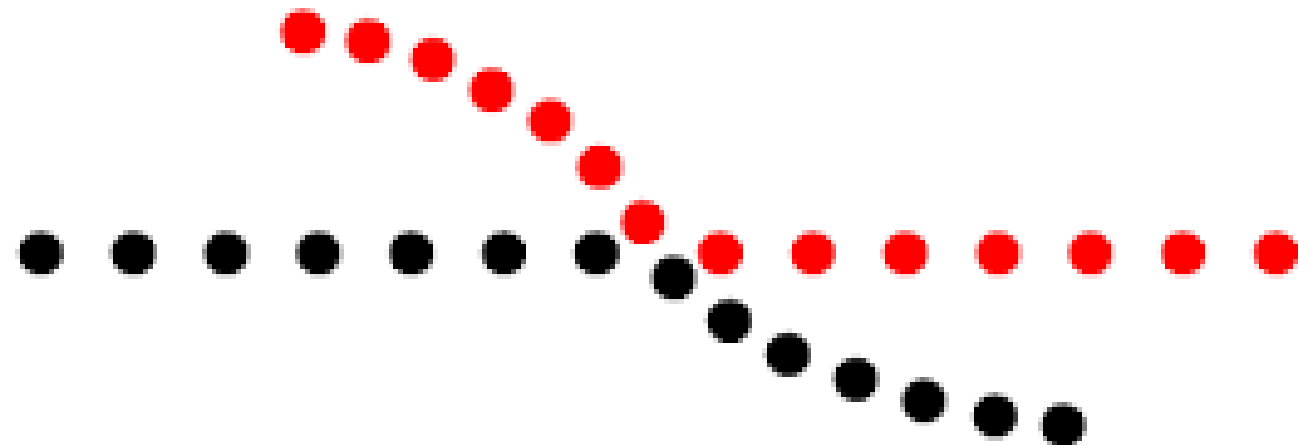
# SIMILARITY PRINCIPLE

Voids and Solids  
Similarity



# 5. CONTINUATION PRINCIPLE

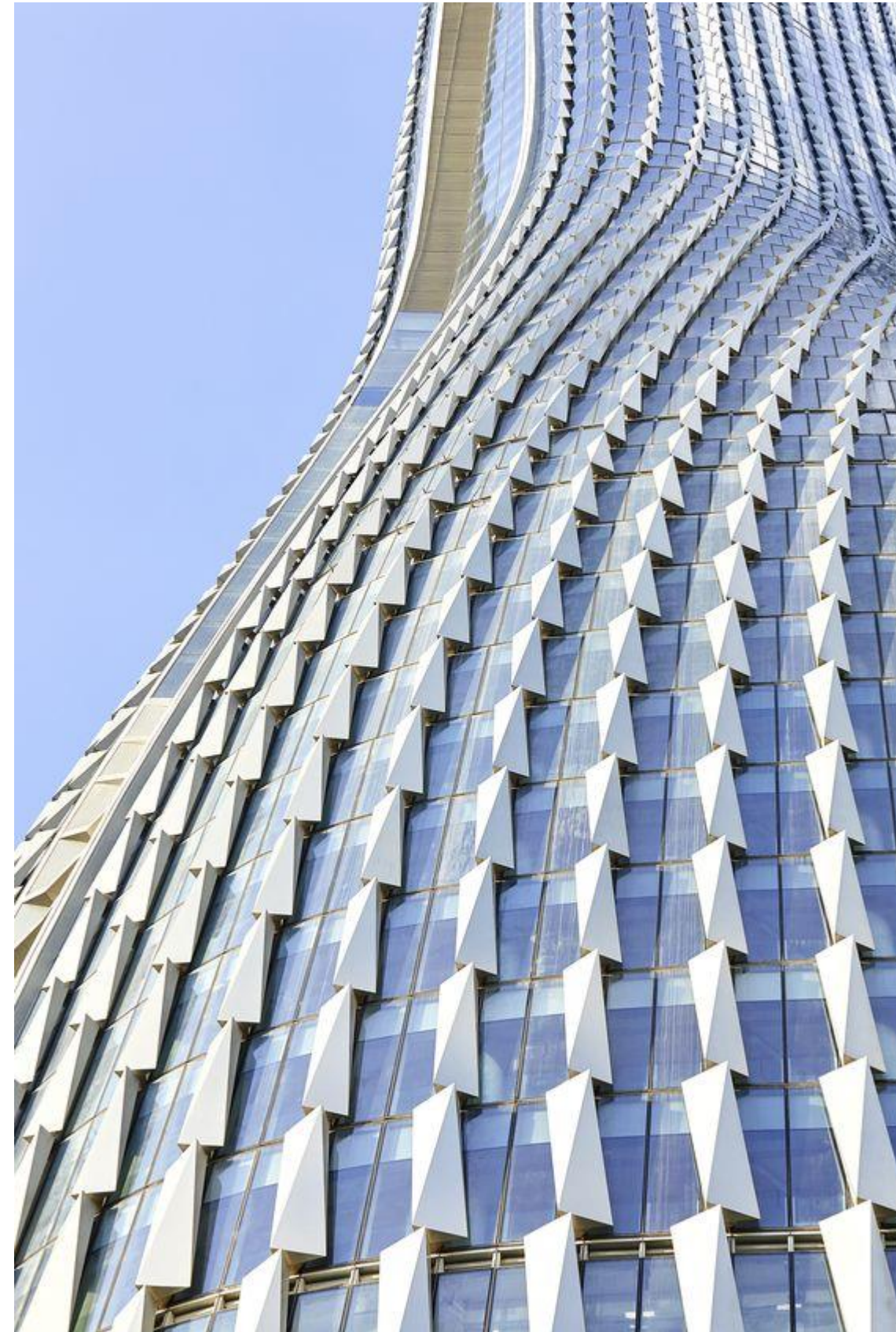
The human eye follows the paths, lines, and curves of a design, and prefers to see a continuous flow of visual elements rather than separated objects.





# CONTINUATION PRINCIPLE

The whole as a  
set of the  
continuity of  
elements





# CONTINUATION PRINCIPLE

The whole as a  
set of the  
continuity of  
elements







Continuation  
Similarity  
Figure/Ground  
Fully Closed  
Proximity





**Thank You**