
Supplementary notes to Unit 3 project (MOSTLY FROM THE INTERNET)

Inquire into Gestalt Principles (web link):

This one in particular by Steve Bradley:

<http://vanseodesign.com/web-design/gestalt-principles-of-perception/>

and maybe Steve Bradley's book:

<http://www.smashingmagazine.com/2014/03/design-principles-visual-perception-and-the-principles-of-gestalt/> / see pdf of some pages.

Also this one: Gestalt Theory in Typography & Design Principles

<http://www.howdesign.com/resources-education/online-design-courses-education/gestalt-theory-typography-design-principles/>

Then possibly these???

Gestalt Psychology (note the reference to Kurt Koffka; and Steve Bradley uses the wrong reference !): https://en.wikipedia.org/wiki/Gestalt_psychology

Gestalt Principles

http://facweb.cs.depaul.edu/sgrais/gestalt_principles.htm

From the wikipedia.org/wiki/Gestalt_psychology page:

Gestalt psychology or **gestaltism** (German: *Gestalt* [ɡəˈʃtalt] "shape, form") is a theory of mind of the [Berlin School of experimental psychology](#). Gestalt psychology tries to understand the laws of our ability to acquire and maintain meaningful perceptions in an apparently chaotic world. The central principle of gestalt psychology is that the mind forms a [global whole](#) with self-organizing tendencies. This principle maintains that when the human mind (perceptual system) forms a percept or gestalt, the whole has a reality of its own, independent of the parts. The original famous phrase of Gestalt psychologist Kurt Koffka, "The whole is *other* than the sum of the parts" is often incorrectly translated ^[1] as "The whole is *greater* than the sum of its parts" and thus used when explaining gestalt theory, and further incorrectly applied to [systems theory](#).^[2] Koffka did not like the translation. He firmly corrected students who replaced "other" by "greater". "This is not a principle of addition" he said.^[3] The whole has an independent existence.

In the domain of [perception](#), Gestalt psychologists stipulate that perceptions are the products of complex interactions among various stimuli. Contrary to the [behaviorist](#) approach to understanding the elements of cognitive processes, gestalt psychologists sought to understand their *organization* (Carlson and Heth, 2010). The **gestalt effect** is the capability of our brain to generate whole forms, particularly with respect to the visual recognition of global figures instead of just collections of simpler and unrelated elements (points, lines, curves...).

In psychology, gestaltism is often opposed to [structuralism](#). Gestalt theory allows for the breakup of elements from the whole situation into what it really is.^[4]