

# Color, Typography, Gestalt

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COMS 4170  
3 March 2025

# The main feature of many websites is to display information in a way that helps users accomplish a goal.

```
i:Exit --PrevPg <Space>NextPg v:View Attach. d:Del r:Reply j:Next ? :Help
624 Aug 03 T Martinez ( 37) Loans with tiny points are here now
625 0 Jul 01 R. Jackson ( 123) Loans with tiny rates are here now
626 Aug 05 Benjamin E. Mag ( 50) Long time no hear
627 May 17 Krista Aaron ( 44) long time no see...
628 0 Jun 03 Josiah House ( 35) Looking for a hot date tonight, tomorrow, or next week?
629 Jul 03 Brigitte I. Hay ( 63) Looking for a N.ew H.ome?
630 May 17 Joe Burns ( 58) Looking for you
631 Jun 01 Save in a poor ( 145) Low Rate Consolidation Mortgage Loan
632 + Jul 02 Igiel@virtualig ( 2) LowCost SoftWare OnCD
+ Mult: Mail/junk/spam (Msgs:950 Old:142 10M) -- (subject/date) (66%)
Date: Mon, 17 May 2004 03:40:09 +0100
From: Krista Aaron <Christinefeminine@highstream.com>
Subject: long time no see...

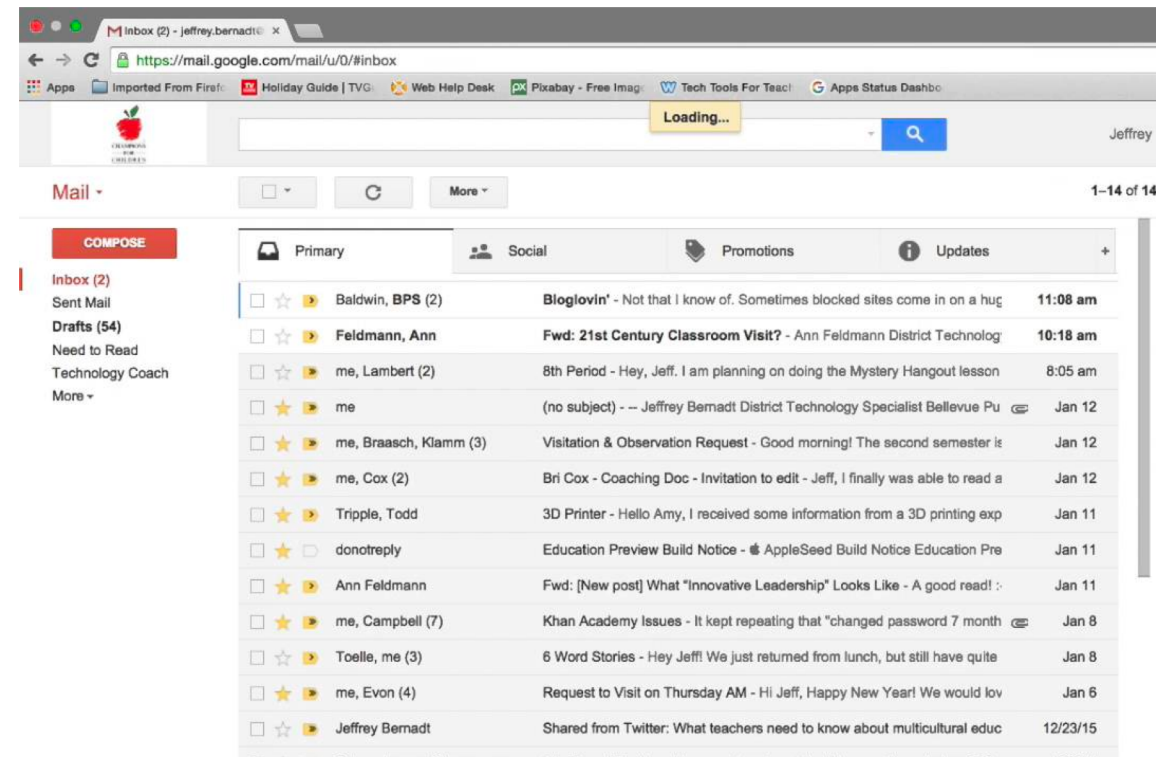
[--- Autoview using /usr/bin/elinks -force-html -dump '/tmp/mutt.html' ---]
My name is Jen and I'm new to this dating thing. I've checked out your profile
you put up and it's interesting. => I just want to get to know you a little
better if you don't mind, come check my profile out at:

www.livejen.com/chat.html

I also got a webcam so we can make it interesting, anyways hope you get back to
me.
bye :)

gxsnkxxgnduvy.jwyceudc.jobxs
zcozccrociesbehgbpow
rnxlfnjqbplipdkgwuyqofracsz
xmqaubxsbjrppoibvlpfhqowldtp
bixghvrxrtggfeocofzycb
hugzffaffulsklpzhrfxbtt
btpztlfotqmmoaiwlosqv
- 627/950: Krista Aaron long time no see... (66%)
Key is not bound. Press '?' for help.
```

Pine text-based email client



GMail



# Seven tools for visually indicating importance

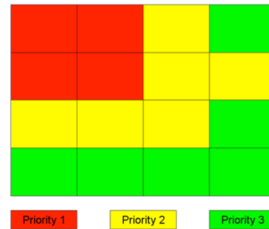
You are cordially invited to  
Robert and Alexandra's delectable after dinner  
party.

Wine and nibbles will be served.

When: February 20<sup>th</sup>, 2018 at 9:30pm.  
Where: the pad. If you need directions, ping us.

Kindly let us know if you will be attending by  
February 1<sup>st</sup>.

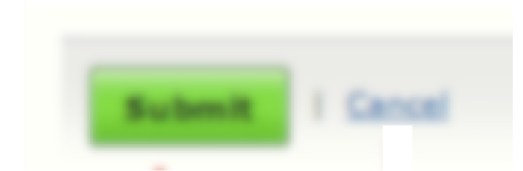
Conceptual grouping



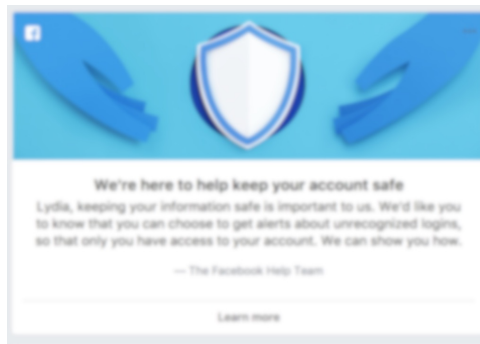
Location



Whitespace



Size



Images

You are cordially invited to  
**Robert and Alexandra's  
delectable after dinner party.**  
Wine and nibbles will be served.

Contrast



Color

The human brain is always interpreting meaning.



# Color and Meaning

In addition to signaling importance, colors have meaning.





# Where is color used? What does it mean?

The screenshot shows a Gmail inbox interface. The top navigation bar includes the Gmail logo, a search bar with a "Loading..." indicator, and the user's name "Jeffrey". Below the navigation bar, the inbox is organized into tabs: "Primary", "Social", "Promotions", and "Updates". The "Primary" tab is selected, displaying a list of 14 emails. Each email entry includes a checkbox, a star icon, a sender name, a subject line, a preview of the email content, and a timestamp. The contact list on the right side of the screen is titled "Search people..." and lists several contacts, with "Cadwallader, Julie" highlighted. The interface uses a clean, modern design with a white background and subtle color accents.

Sender	Subject	Preview	Time
Baldwin, BPS (2)	Bloglovin' - Not that I know of. Sometimes blocked sites come in on a hug		11:08 am
Feldmann, Ann	Fwd: 21st Century Classroom Visit? - Ann Feldmann District Technolog		10:18 am
me, Lambert (2)	8th Period - Hey, Jeff. I am planning on doing the Mystery Hangout lesson		8:05 am
me	(no subject) - -- Jeffrey Bernadt District Technology Specialist Bellevue Pu		Jan 12
me, Braasch, Klamm (3)	Visitation & Observation Request - Good morning! The second semester is		Jan 12
me, Cox (2)	Bri Cox - Coaching Doc - Invitation to edit - Jeff, I finally was able to read a		Jan 12
Tripple, Todd	3D Printer - Hello Amy, I received some information from a 3D printing exp		Jan 11
donotreply	Education Preview Build Notice - AppleSeed Build Notice Education Pre		Jan 11
Ann Feldmann	Fwd: [New post] What "Innovative Leadership" Looks Like - A good read! :		Jan 11
me, Campbell (7)	Khan Academy Issues - It kept repeating that "changed password 7 month		Jan 8
Toelle, me (3)	6 Word Stories - Hey Jeff! We just returned from lunch, but still have quite		Jan 8
me, Evon (4)	Request to Visit on Thursday AM - Hi Jeff, Happy New Year! We would lov		Jan 6
Jeffrey Bernadt	Shared from Twitter: What teachers need to know about multicultural educ		12/23/15



# Where is color used? What does it mean?

The screenshot displays the Amazon.com homepage for books. At the top, there is a navigation bar with the Amazon Prime logo, a search bar containing the word "Books", and a search icon. To the right of the search bar, it says "Shop Valentine's Day Deals". Below the search bar, there are links for "Departments", "Browsing History", "Lydia's Amazon.com", "Today's Deals", "Gift Cards", "Registry", "Sell", and "Help". On the far right of this bar, there are links for "EN", "Hello, Lydia", "Account & Lists", "Orders", "Prime", and a shopping cart icon with "1" item.

Below the navigation bar, there is a secondary menu with links: "Books", "Advanced Search", "New Releases", "Amazon Charts", "Best Sellers & More", "The New York Times® Best Sellers", "Children's Books", "Textbooks", "Textbook Rentals", "Sell Us Your Books", "Best Books of the Month", and "Kindle eBooks".

The main content area is divided into several sections:

- Popular in Books:** A list of categories including Award Winners, Bargain Books, Best Books of the Month, Best Books of 2017, Books in Spanish, Children's Books, Deals in Books, and Top 20 Lists in Books.
- More in Books:** A list of categories including 100 Books to Read in a Lifetime, Amazon Book Review Blog, Amazon Books on Facebook, Amazon Books on Twitter, and Amazon First Reads.
- Amazon Kindle:** A list of categories including Kindle eBooks, Kindle Deals, Kindle Unlimited, Prime Reading, and Spanish Kindle eBooks.
- Textbooks:** A list of categories including Textbooks Store, Textbook Rentals, Sell Us Your Books, and Kindle eTextbooks.


The central part of the page features a carousel of book covers with the following details:

- The Craft of Research, Third Edition:** by Wayne C. Booth, Gregory G. Colomb, and Joseph M. Williams. 384 reviews.
- A Manual for Writers of Research Papers, Theses, and Dissertations, 7th Edition:** by Kate L. Turabian and Wayne C. Booth. 753 reviews.
- Academic Writing for Graduate Students, 3rd Edition:** by John M. Swales and Christine B. Feak. 128 reviews. Price: \$25.65. Prime eligible.
- The Craft of Research, 2nd edition:** by Wayne C. Booth and Joseph M. Williams. 384 reviews.
- A Manual for Writers of Research Papers, Theses, and Dissertations, Ninth Edition:** by Kate L. Turabian, Wayne C. Booth, Gregory G. Colomb, and Joseph M. Williams. Price: \$18.00. Prime eligible.

Below the carousel is a section titled "More from the Amazon Book Editors" with four sub-sections:

- Best Books of the Month:** Top 10, Literature & Fiction, Kids & Teens Books, Mystery & Thriller. See all categories.
- Celebrity Picks 2017:** Sheryl Sandberg, John Green, Gabrielle Union, Denis Leary. See all Celebrity Picks.
- Best Books of 2017:** Top 100 Print Books, Fiction, Children's Books, Biographies & Memoirs. See all.
- Amazon Book Review:** Weekend Reading, Resolution Cage Match, Graphic Novels for Kids, Sticky Fingers: Jann Wenner. See more posts.

# What are your associations with these colors?



<b>Culture</b>	<b>Red</b>	<b>Blue</b>	<b>Green</b>	<b>Yellow</b>	<b>White</b>
<b>United States</b>	Danger	Masculinity	Safety	Cowardice	Purity

# And the associations in France?

					
<b>Culture</b>	<b>Red</b>	<b>Blue</b>	<b>Green</b>	<b>Yellow</b>	<b>White</b>
<b>United States</b>	Danger	Masculinity	Safety	Cowardice	Purity
<b>France</b>	Aristocracy	Freedom Peace	Criminality	Temporary	Neutrality



# Do you see any contradictions?



Culture	Red	Blue	Green	Yellow	White
United States	Danger	Masculinity	Safety	Cowardice	Purity
France	Aristocracy	Freedom Peace	Criminality	Temporary	Neutrality
Egypt	Death	Virtue Faith Truth	Fertility Strength	Happiness Prosperity	Joy
India	Life Creativity		Prosperity Fertility	Success	Death Purity
Japan	Anger Danger	Villainy	Future Youth Energy	Grace Nobility	Death
China	Happiness	Heavens Clouds	Ming Dynasty Heavens Clouds	Birth Wealth Power	Death Purity

# Do you see any contradictions?

Culture	Red	Blue	Green	Yellow	White
United States	Danger	Masculinity	Safety	Cowardice	Purity
France	Aristocracy	Freedom Peace	Criminality	Temporary	Neutrality
Egypt	Death	Virtue Faith Truth	Fertility Strength	Happiness Prosperity	Joy
India	Life Creativity		Prosperity Fertility	Success	Death Purity
Japan	Anger Danger	Villainy	Future Youth Energy	Grace Nobility	Death
China	Happiness	Heavens Clouds	Ming Dynasty Heavens Clouds	Birth Wealth Power	Death Purity



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# Do you see any contradictions?



Culture	Red	Blue	Green	Yellow	White
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India	Life Creativity		Prosperity Fertility	Success	Death Purity
Japan	Anger Danger	Villainy	Future Youth Energy	Grace Nobility	Death
China	Happiness	Heavens Clouds	Ming Dynasty Heavens Clouds	Birth Wealth Power	Death Purity

# What does blue mean in India?



Culture	Red	Blue	Green	Yellow	White
United States	Danger	Masculinity	Safety	Cowardice	Purity
France	Aristocracy	Freedom Peace	Criminality	Temporary	Neutrality
Egypt	Death	Virtue Faith Truth	Fertility Strength	Happiness Prosperity	Joy
India	Life Creativity		Prosperity Fertility	Success	Death Purity
Japan	Anger Danger	Villainy	Future Youth Energy	Grace Nobility	Death
China	Happiness	Heavens Clouds	Ming Dynasty Heavens Clouds	Birth Wealth Power	Death Purity

# COLOR EMOTION GUIDE

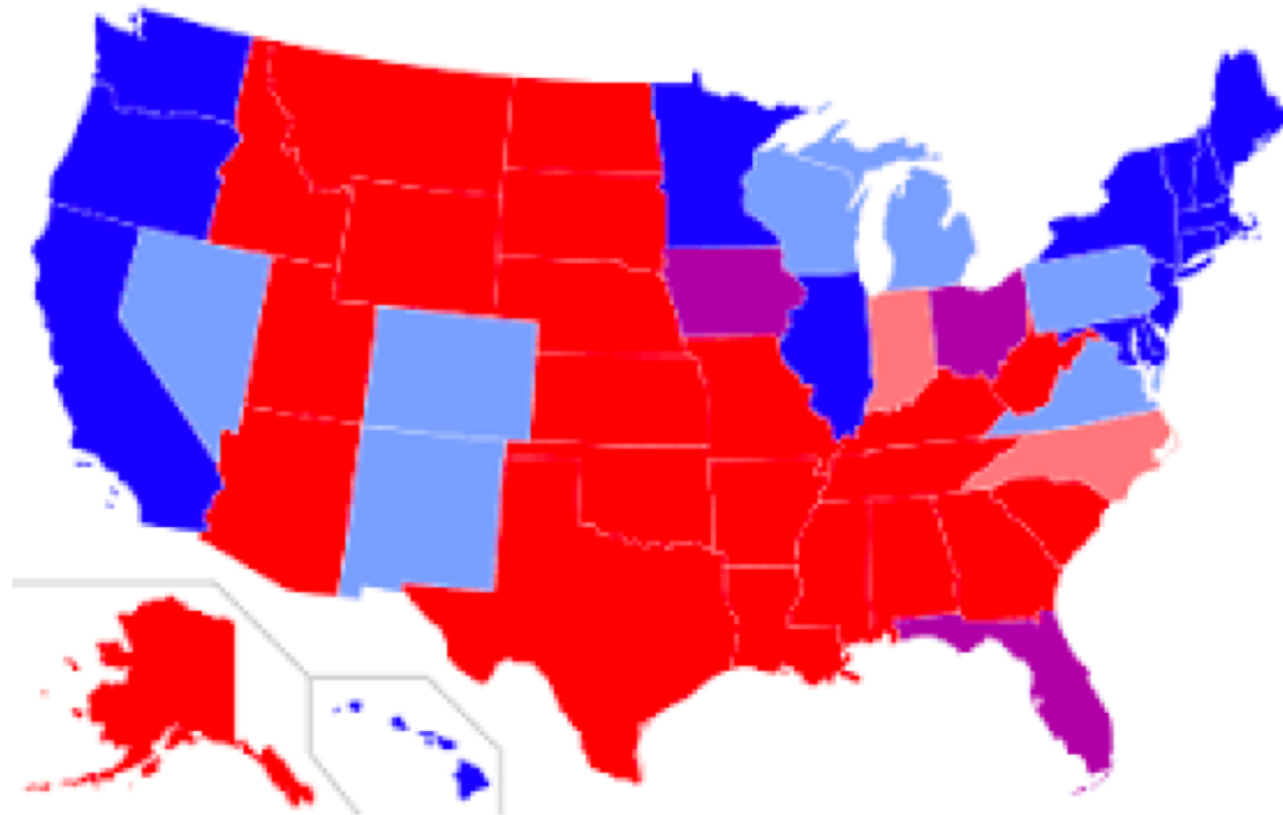


Is this true?  
Probably not. Don't rely on it in a design.

What cultural associations do these colors have?

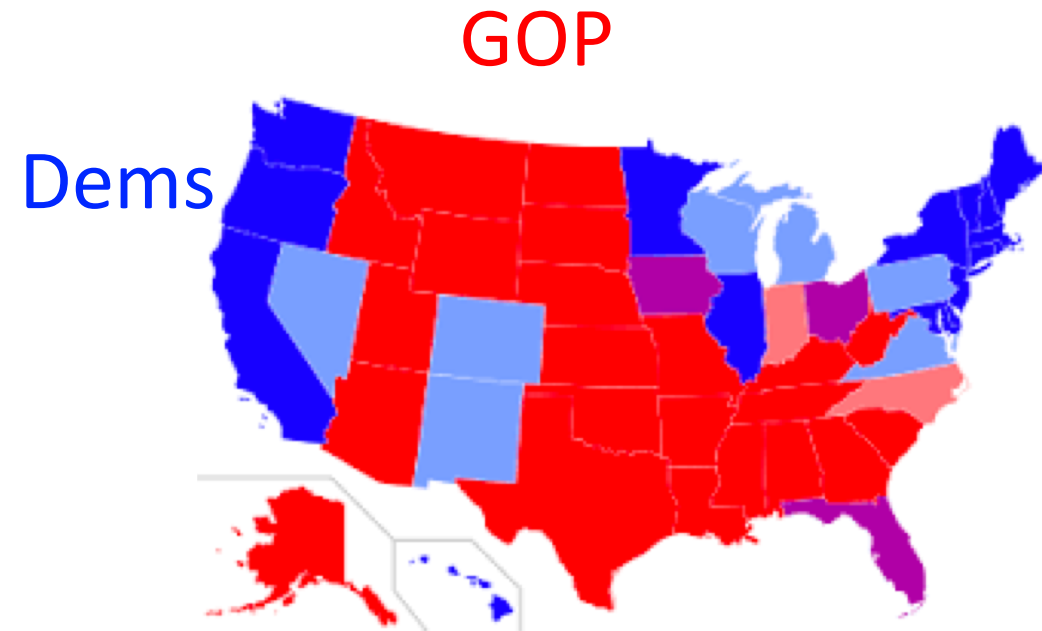
Republicans

Democrats

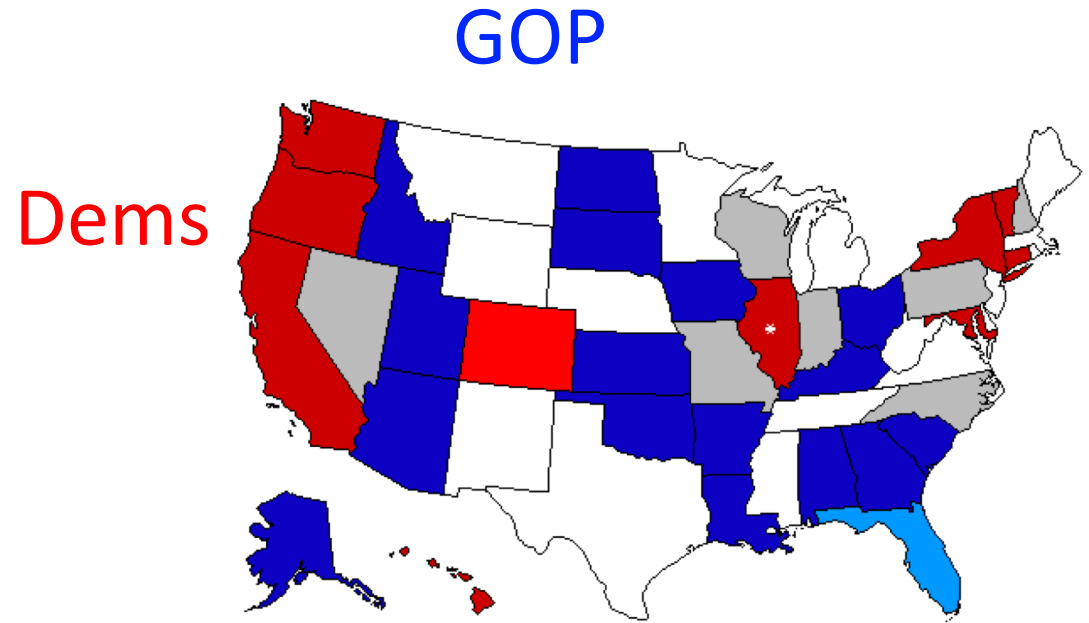




# When did the “red state” association start?

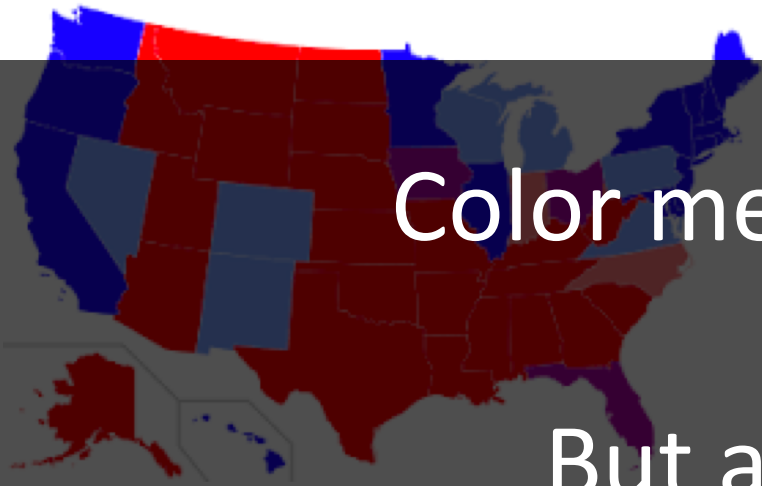


2016



1992

# Are color meanings arbitrary?



Color meanings are not absolute.

But at any time and place,  
they may mean something you don't intend.

					
Culture	Red	Blue	Green	Yellow	White
United States	Danger	Masculinity	Safety	Cowardice	Purity
France	Aristocracy	Freedom Peace	Criminality	Temporary	Neutrality
Egypt	Death	Virtue Faith Truth	Fertility Strength	Happiness Prosperity	Joy
India	Life Creativity		Prosperity Fertility	Success	Death Purity
Japan	Anger Danger	Villainy	Future Youth Energy	Grace Nobility	Death
China	Happiness	Heavens Clouds	Ming Dynasty Heavens Clouds	Birth Wealth Power	Death Purity

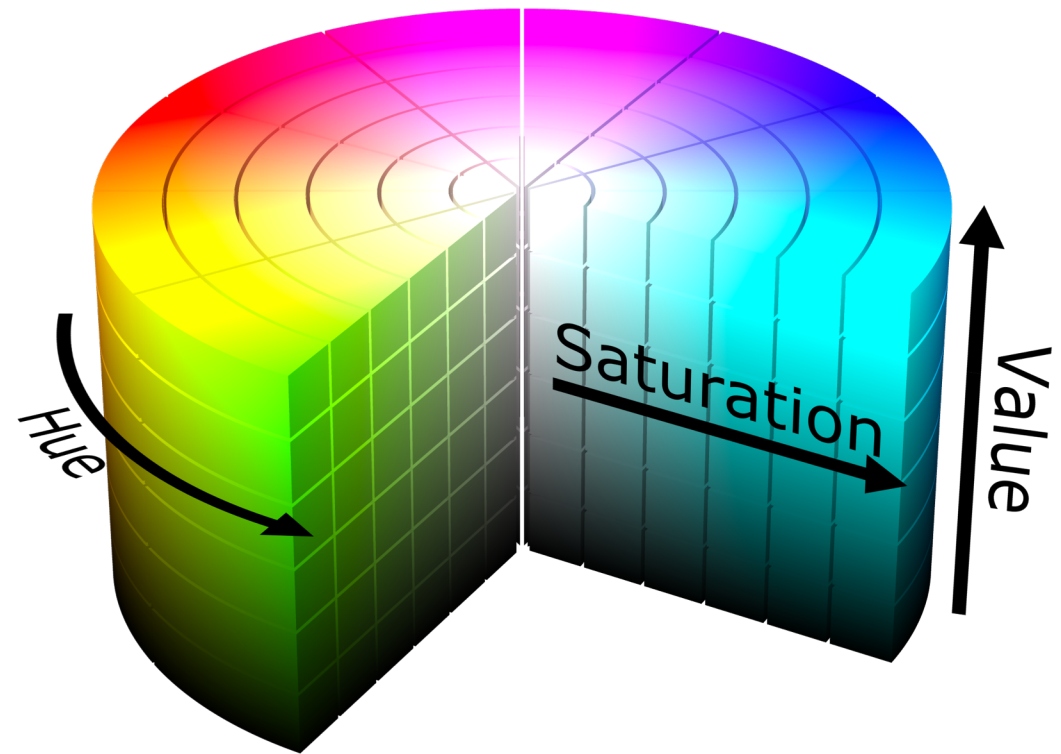
In your designs, stick to simple color meanings.



Don't use color as the only way to convey meaning.  
Use grouping, whitespace, position, size, contrast,

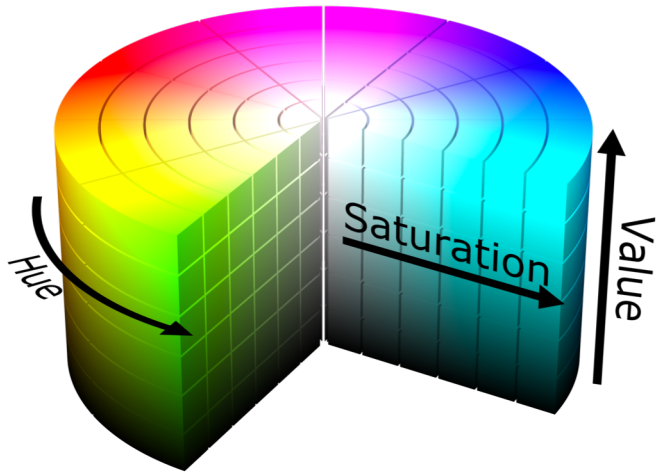
# Color Representation

There are three perceptual dimensions of color:  
HSV – Hue, Saturation, Value (Brightness)

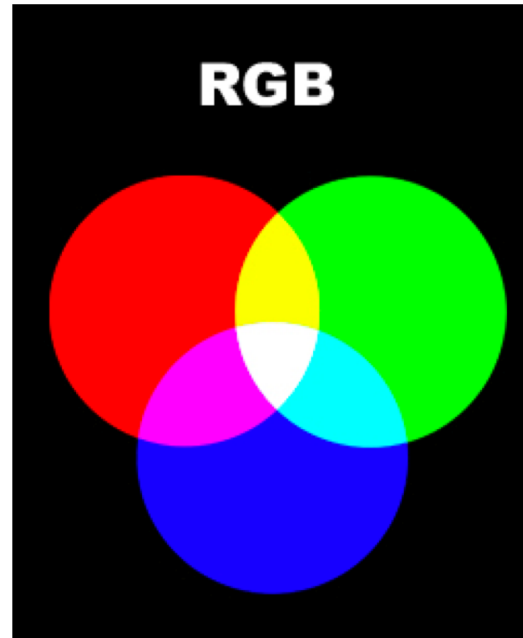




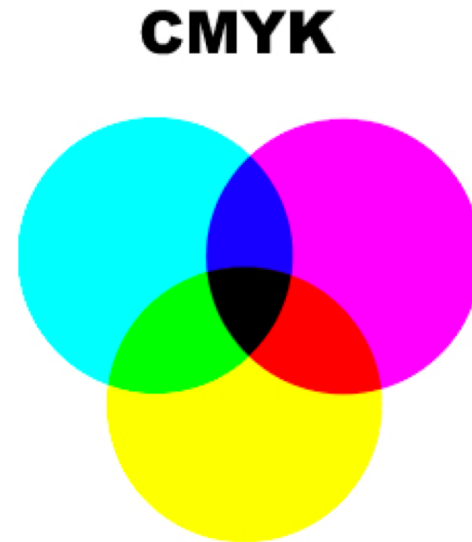
# There are many ways to represent color



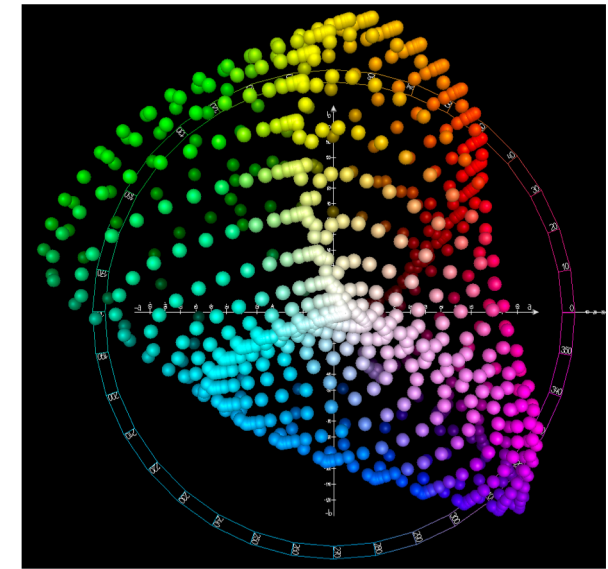
Hue, Saturation, Value



Red, Green, Blue

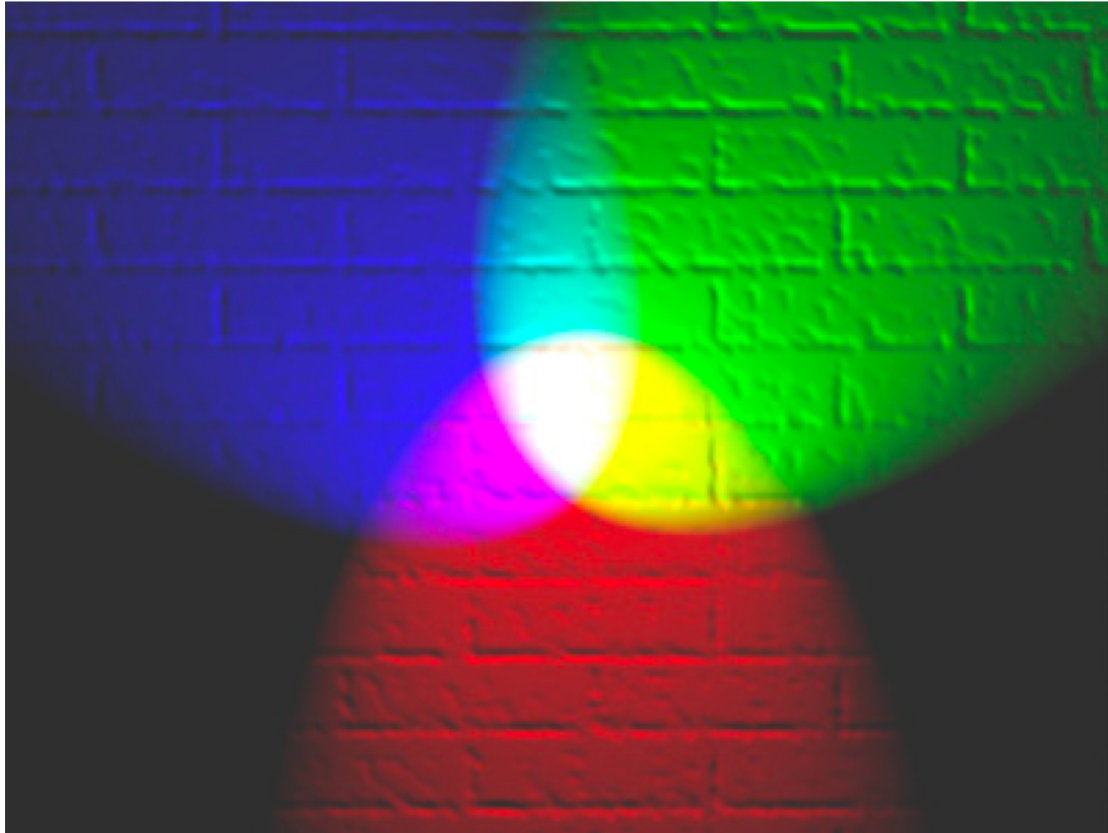


Cyan, Magenta, Yellow  
(Key = Black)  
Subtractive color model



Luminosity, a, b

# The web uses represents color in **RGB**



If you have have  
Red: **0**, Green: **0**, Blue: **0**  
What color will you get?

**Black**

If you have have  
Red: **100%**  
Green: **100%**  
Blue: **100%**  
What color will you get?

**White**

# Ways to specify a color in HTML

```
.blue_text{  
  color: blue;  
}
```

```
.blue_text{  
  color: rgb(0,0, 255);  
}
```

```
.blue_text{  
  color: #0000FF;  
}
```

```
.blue_transparent_text{  
  color: rgba(0,0, 255, 0.5);  
}
```

# Choosing color combinations

## Color Schemes

**complementary colors**  
 hues opposite the color wheel  
 complementary colors are more intense, and "vibrate" when placed next to each other as they compete for your attention

**split complementary colors**  
 one of the complementary colors is split off into a pair of neighboring hues

**analogous colors**  
 colors that neighbor one another on the color wheel  
 hues appear to "push" at each other, creating an optical illusion where each zone appears larger when it has your attention

**triad colors**  
 hues equidistant on the color wheel

### Color Wheel

- Y - yellow
- YG - yellow green
- G - green
- BG - blue green
- B - blue
- VB - violet blue
- V - violet
- M - magenta
- RM - red magenta

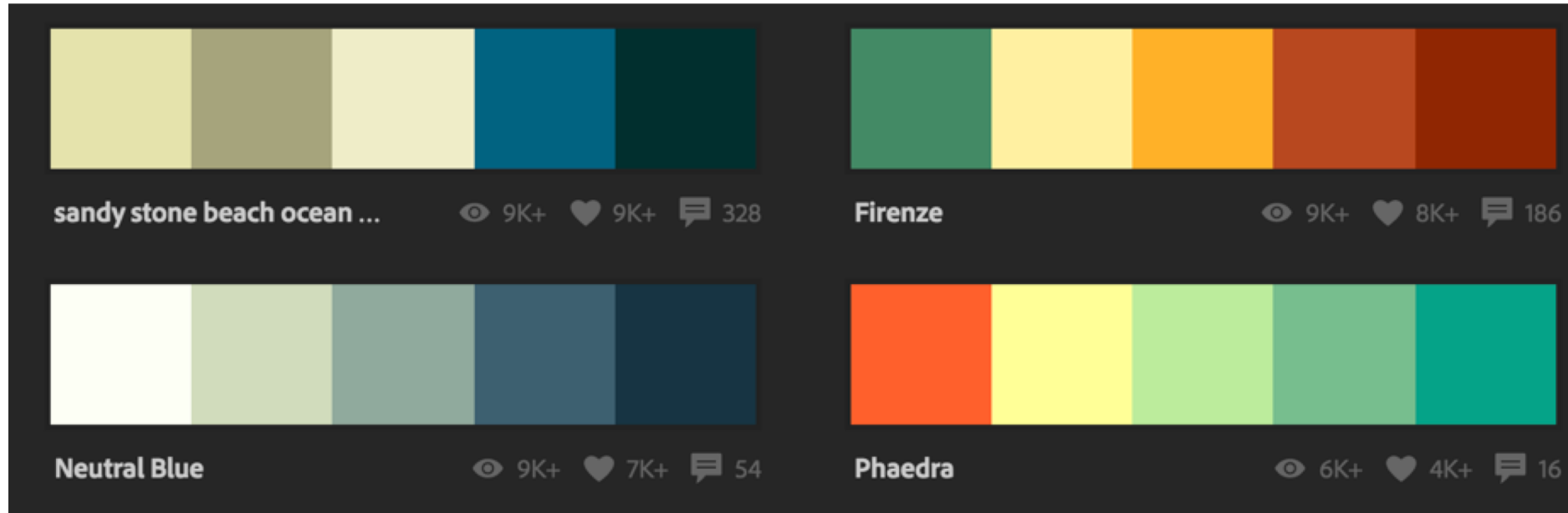
**complementary contrasting color**

**split complementary color**

**analogous color**

**triad color**

If you are not a color expert, get inspiration from experts.

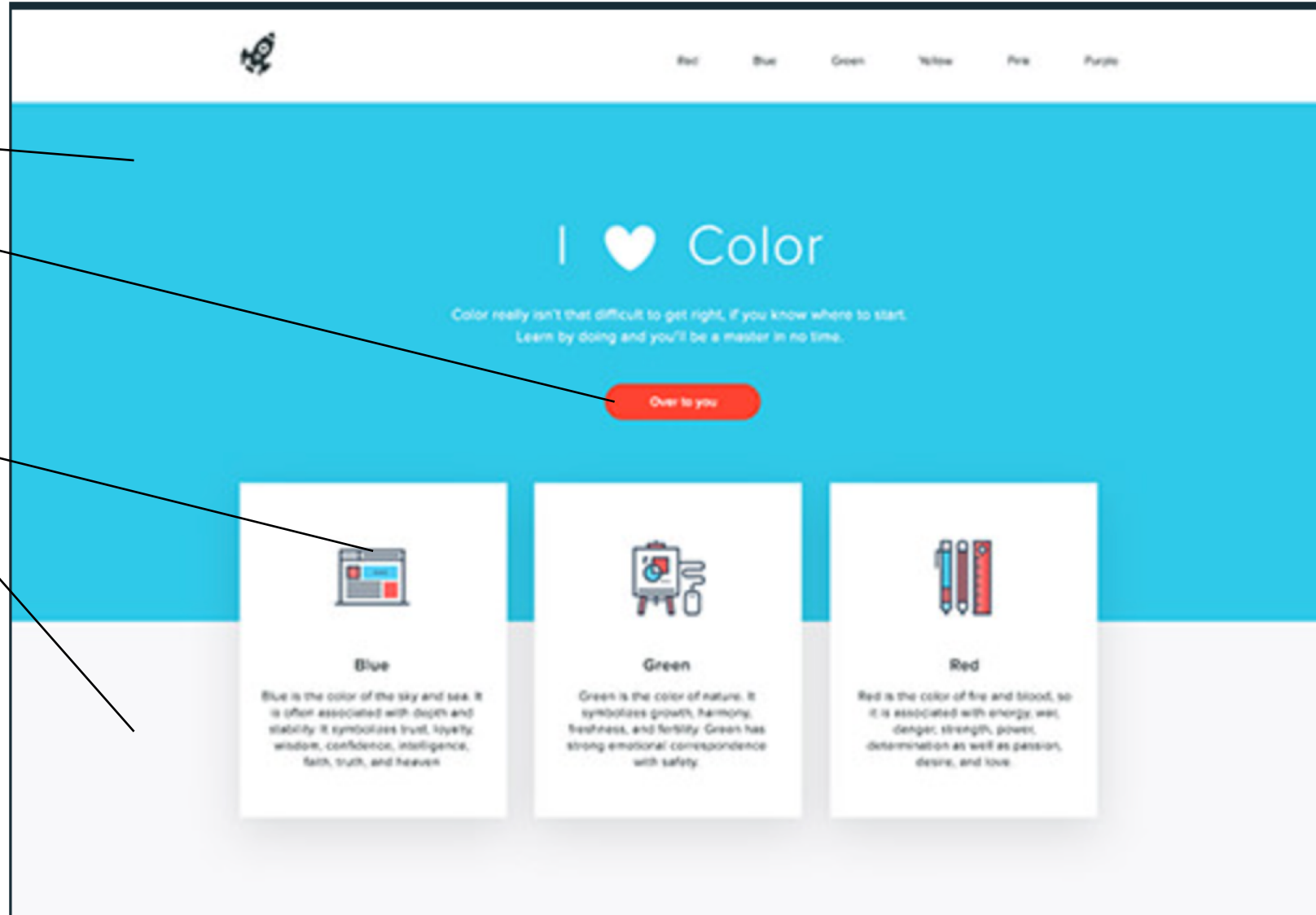


# Basic Web Color Advice

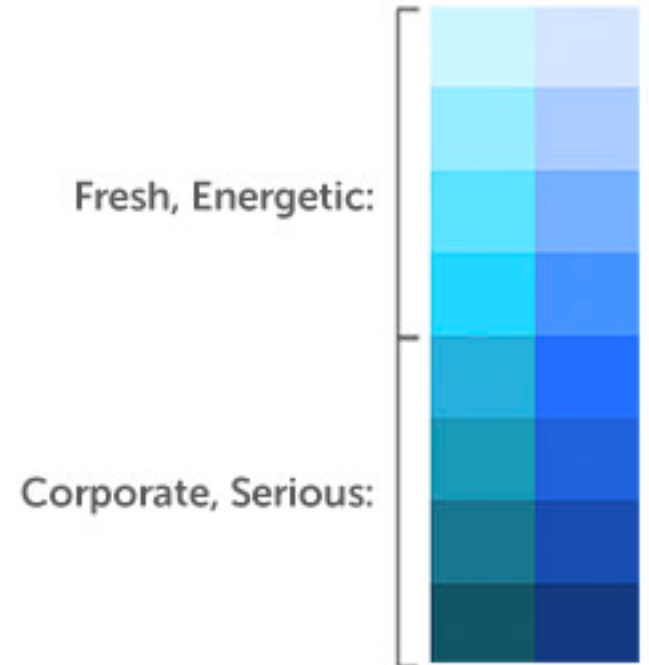
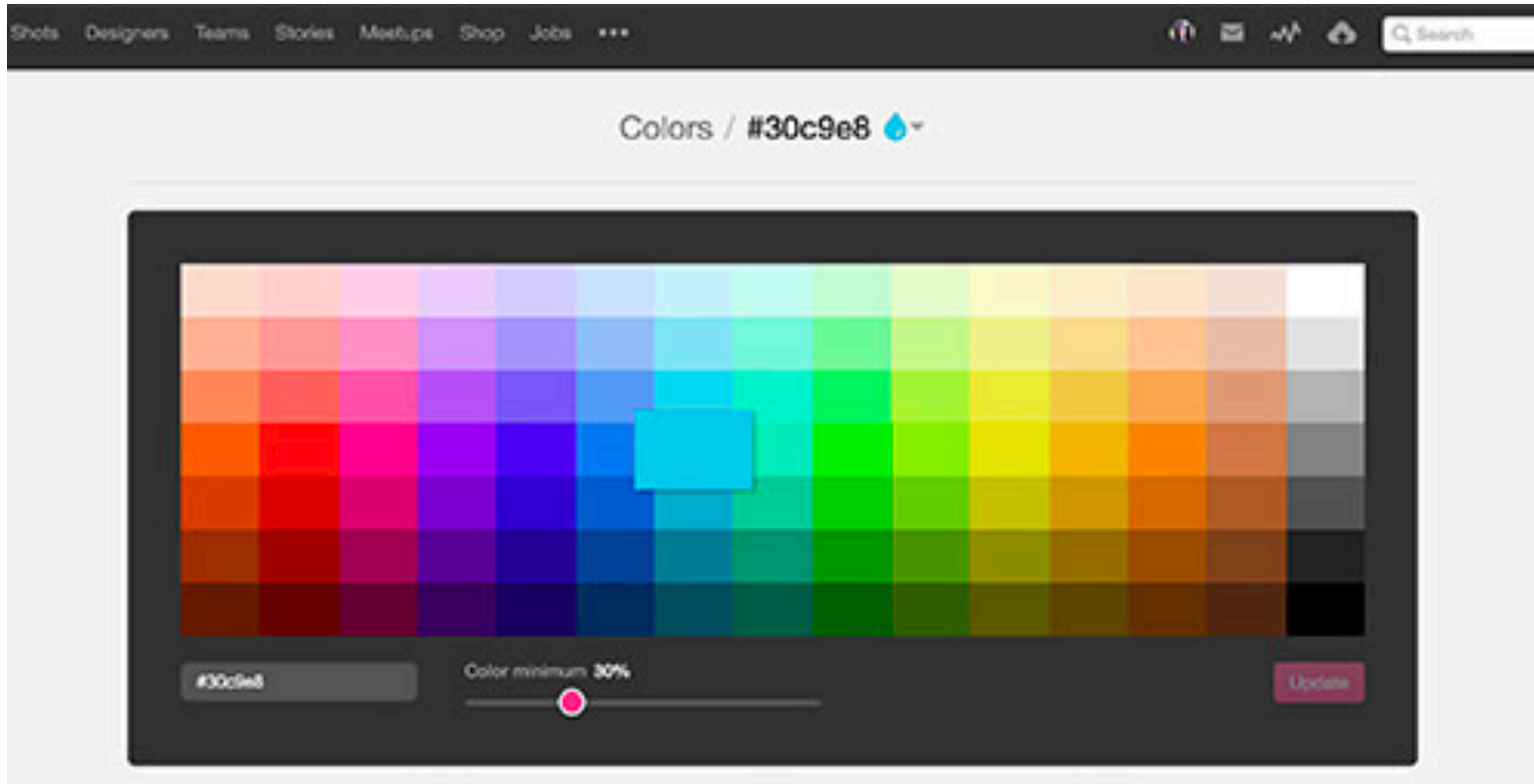


# Pick four colors (and a white background)

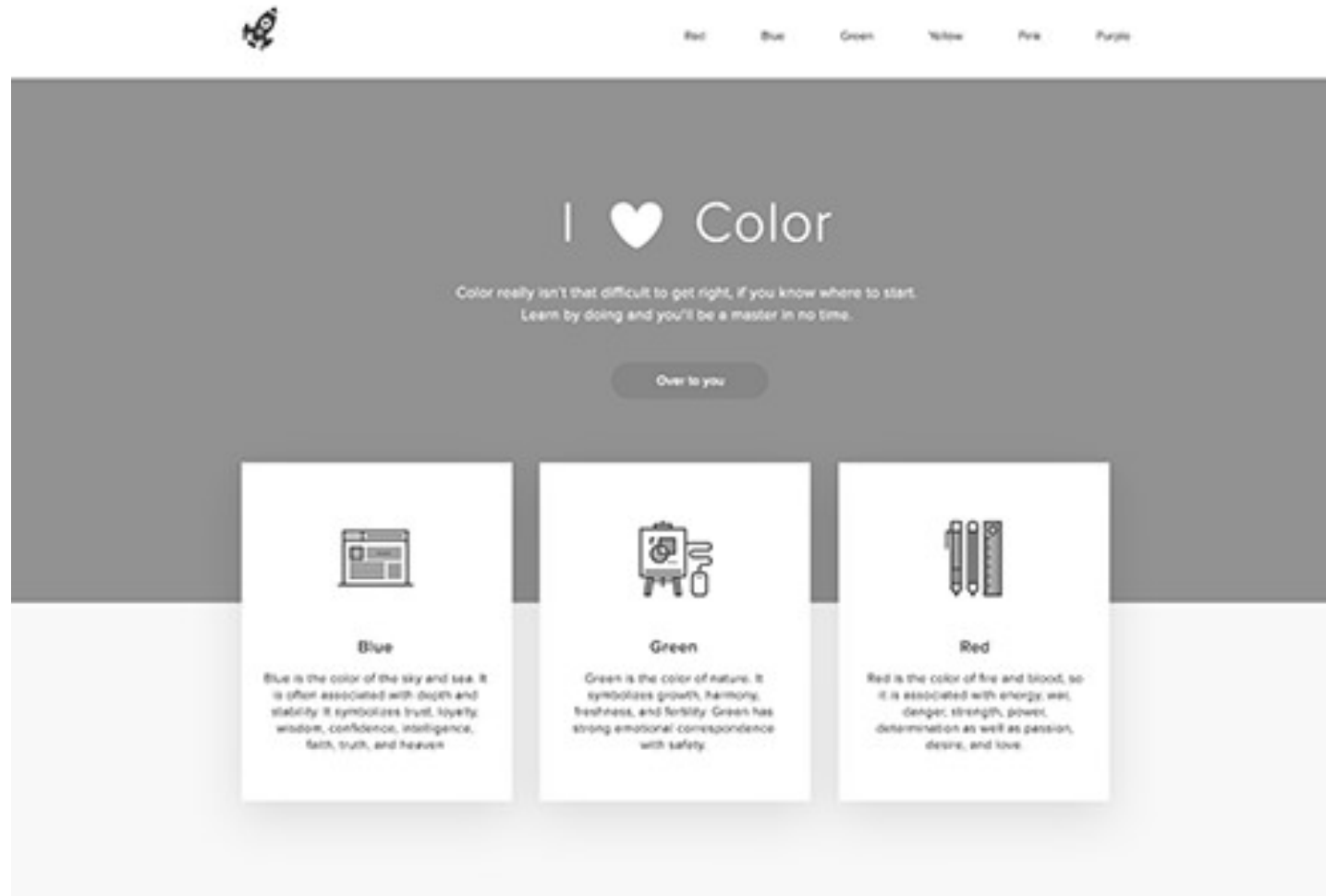
- A base color
- An accent color
- A light grey
- A dark grey



# There are tools to help pick base colors



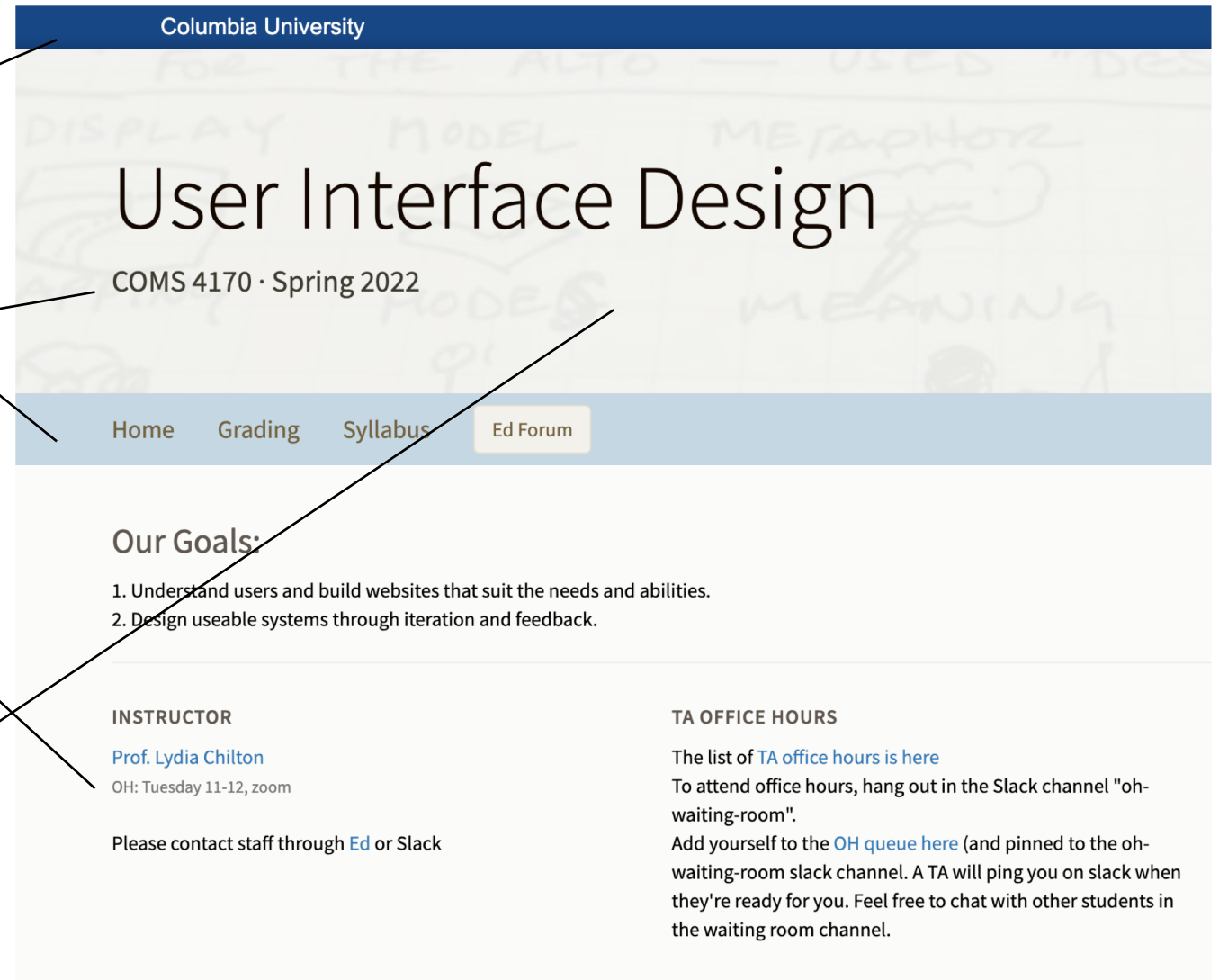
# Make your design in greyscale first!



# What are the 4170 site colors?

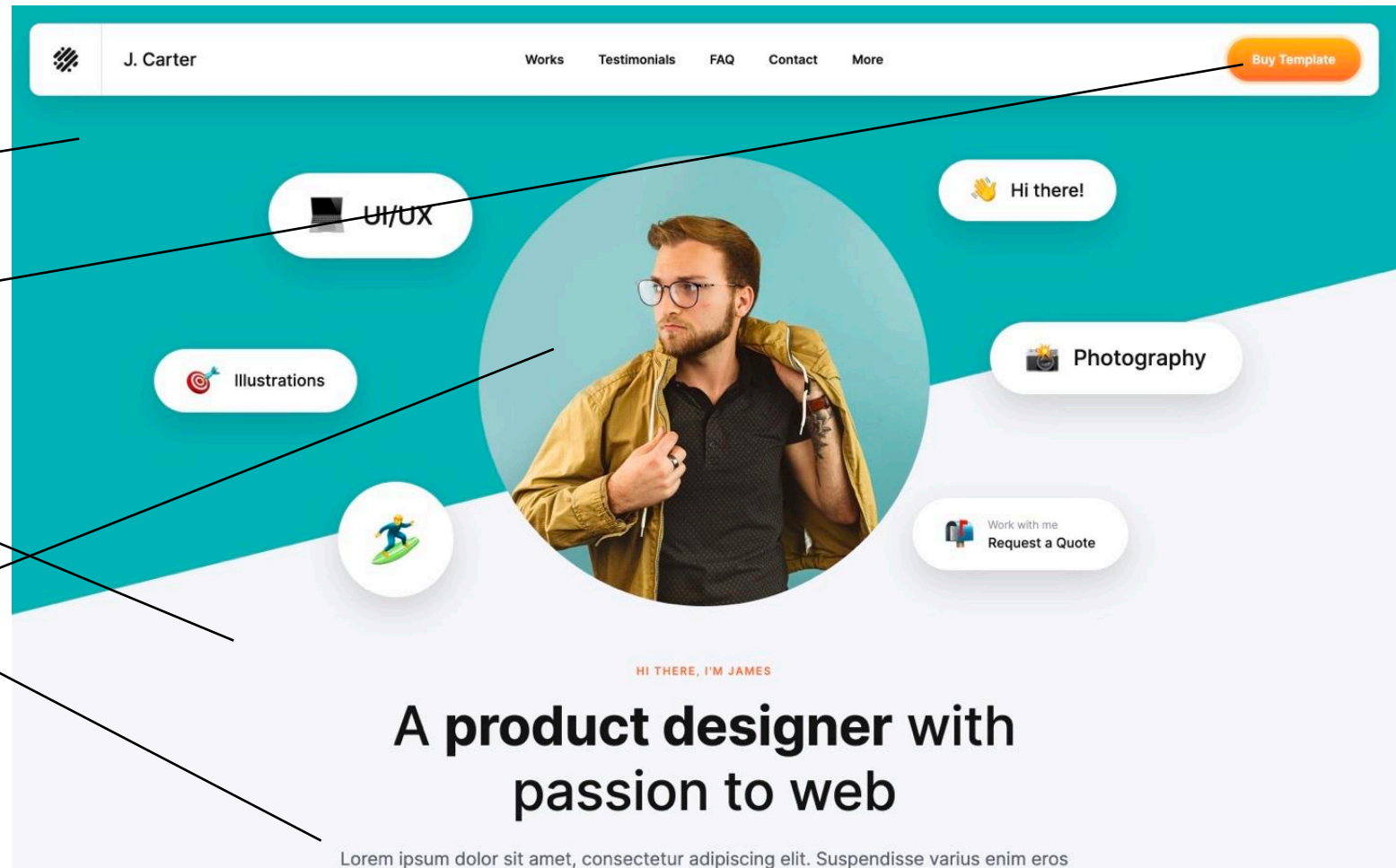
- A base color
- An accent color
- A light grey
- A dark grey

I also use a texture/image for the hero



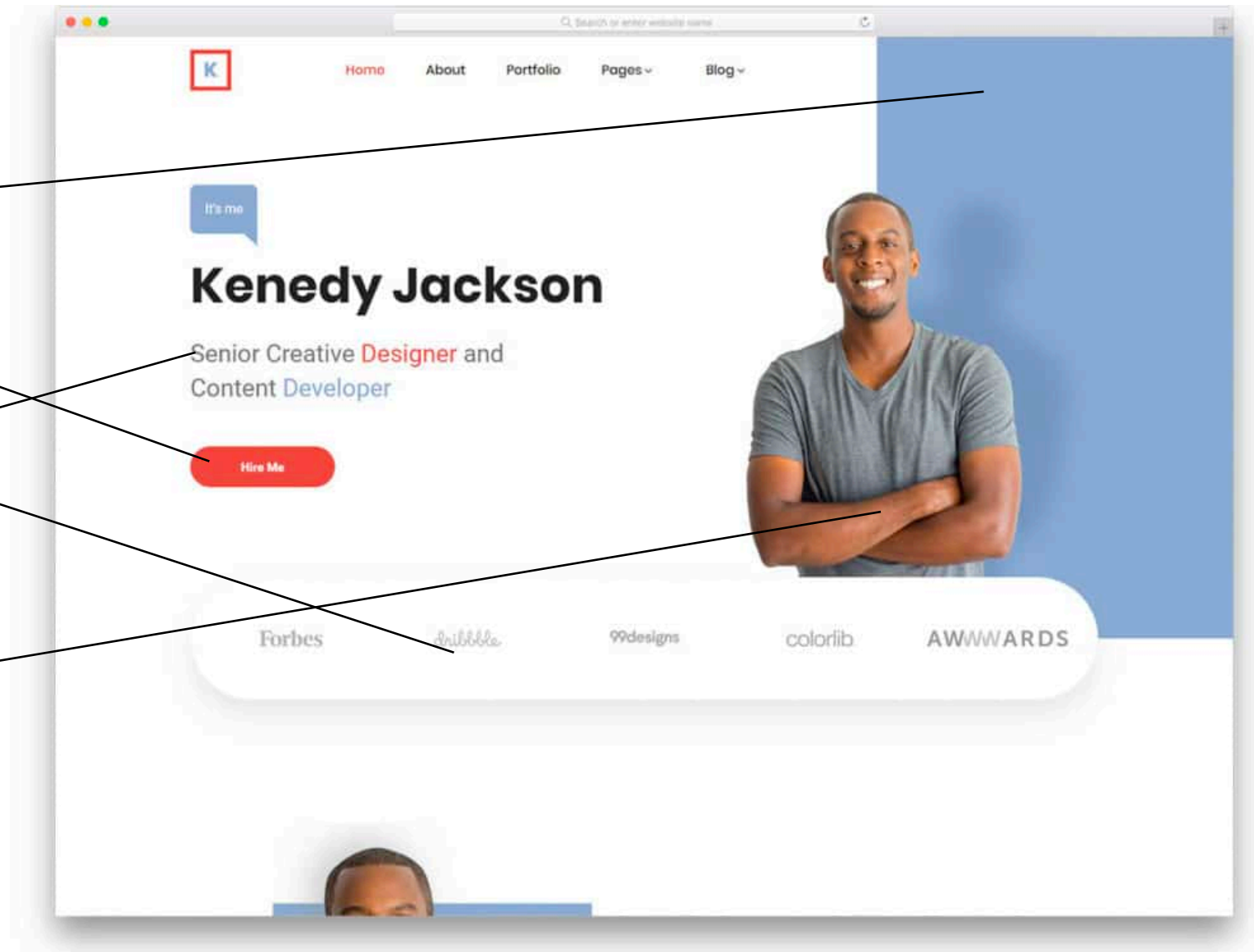
- A base color
- An accent color
- A light grey
- A dark grey

Image



- A base color
- An accent color
- A light grey
- A dark grey

Image





- A base color
- An accent color
- A light grey
- A dark grey

Image



# Hello

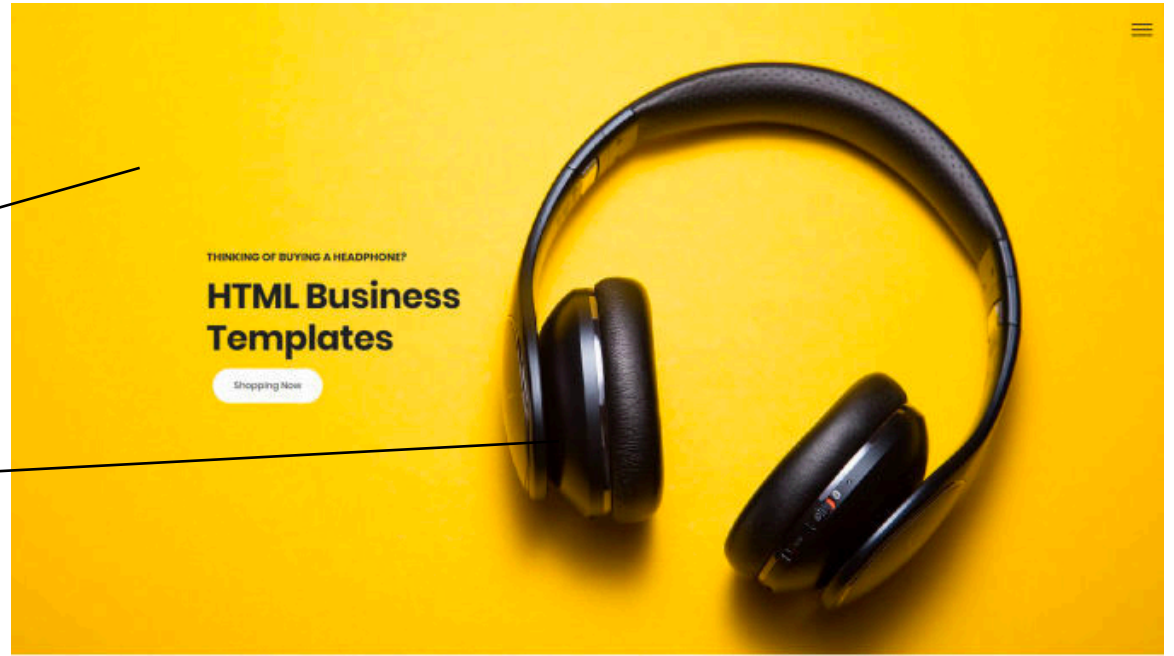
Here's who I am & what I do



I'm a paragraph. Click here to add your own text and edit me. It's easy. Just click "Edit Text" or double click me to add your own content and make changes to the font.

I'm a great place for you to tell a story and let your users know a little more about you.

- A base color
- An accent color
- A light grey
- A dark grey



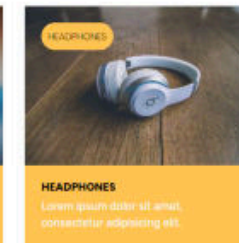
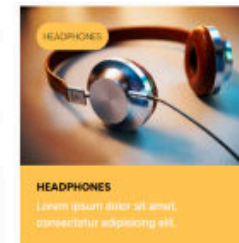
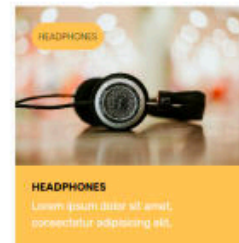
Find a quality and right headphones not easy

**Lorem ipsum dolor** sit amet, consectetur adipiscing elit. Asperiores porro, sed ipsum est voluptates consequatur quam. Qui id illo nisi dolores quidem maxime, ab, nobis consectetur, dolore et acat, ut inque Aram. A nesciunt, eius dolores magnam facere consectetur totam cupiditate, rem et quam commodi, fugit rerum minus, sed ut quasi delectis. Atque vel consectetur, mollitia repellendus voluptas corrupti odio accusantium architectu...

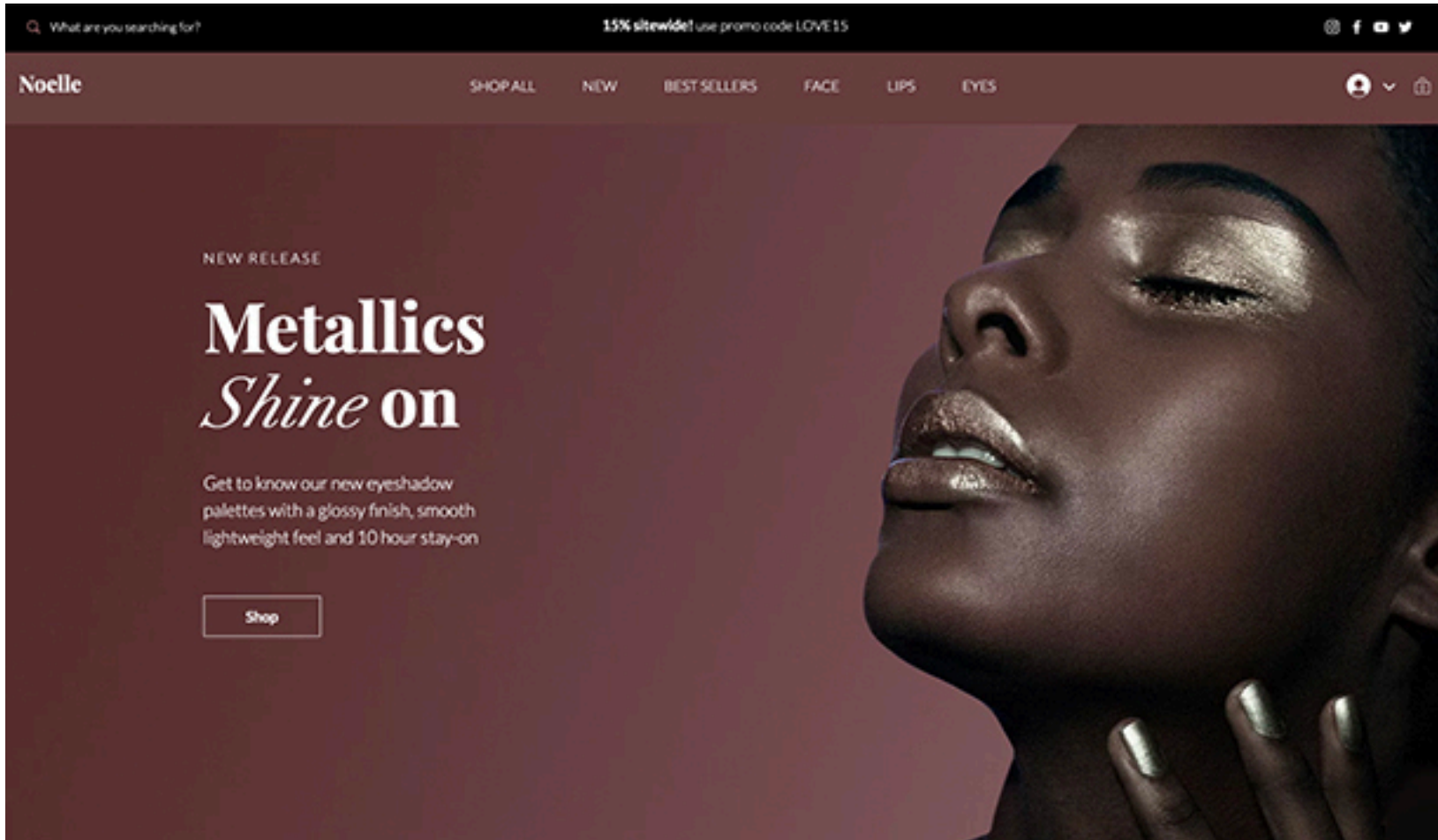
Business HTML Templates Free Download

Image

Hottest headphones of the month

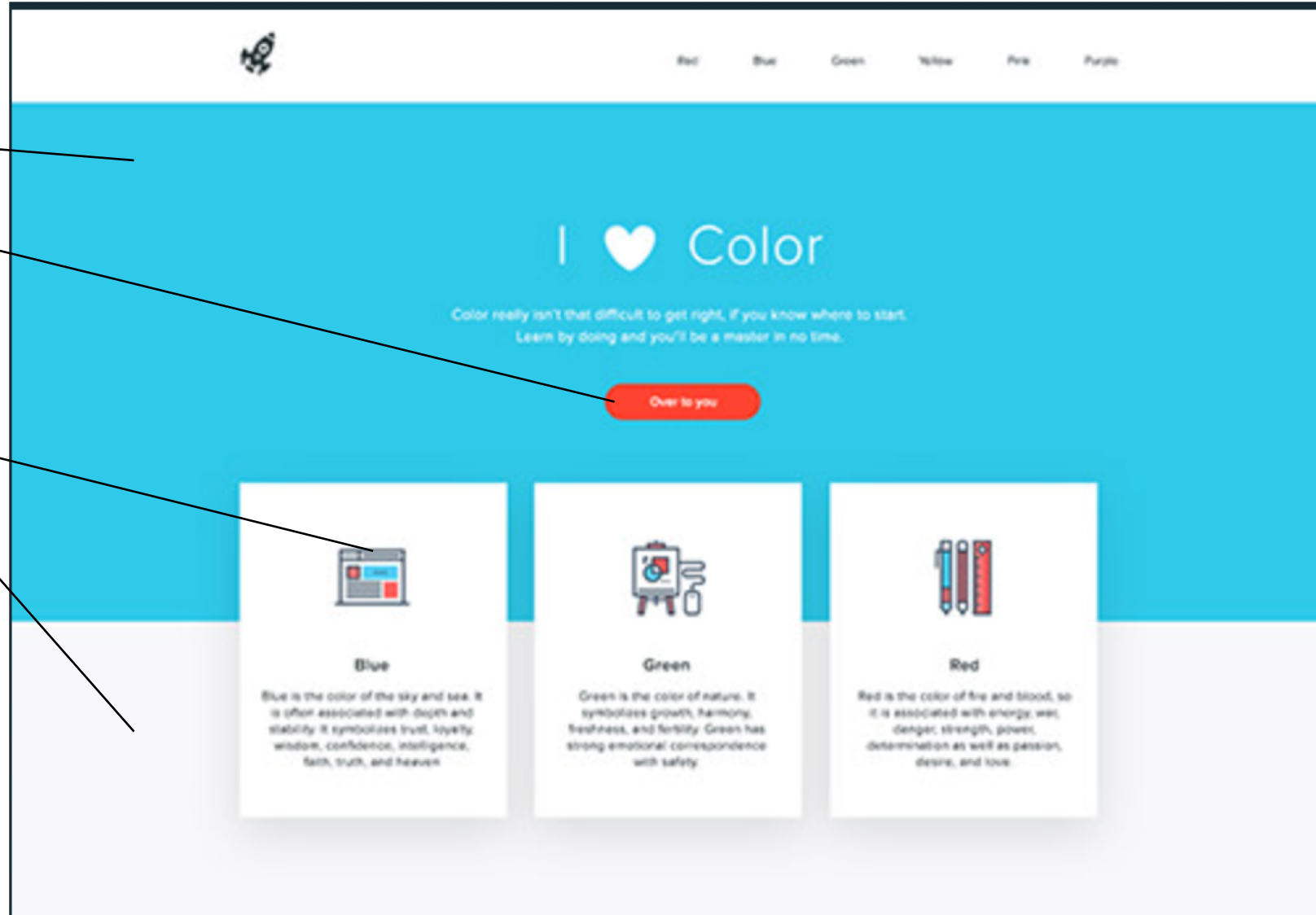


These rules are trickier for dark backgrounds. Please stick to a white background for now.



# Pick four colors (and a white background)

- A base color
- An accent color
- A light grey
- A dark grey



# Typography

Typography is an art form

A large, bold, black capital letter 'R' is centered on the page. The letter is a classic serif design, characteristic of the Gill Sans typeface, with a thick vertical stem and a curved top that tapers into a diagonal leg.

Gill Sans, designed by Eric Gill and released  
by the Monotype Corporation in 1928



# Six Typographic terms





---

S S

Gill Sans Calibri

S

Six Typographic Terms

} **Leading**

S

Six Typographic Terms

Six } x-height

Six

Gill Sans

Six

Lucida Bright  
*high x-height*

Six

Baskerville  
*Low x-height*

Typefaces with high x-height:  
easier to read at small point size

Typefaces with low x-height:  
harder to read at small point size

# Six Typographic Terms

The image features the title "Six Typographic Terms" in a white serif font against a dark grey background. Two horizontal white lines are drawn across the text. The word "Typographic" is highlighted with a red rectangular background. Above the top line, the word "ascenders" is written in a smaller white font, with a red rectangle highlighting the dot of the letter 'i'. Below the bottom line, the word "descenders" is written in a smaller white font, with a red rectangle highlighting the bottom part of the letter 'p'.

ascenders

descenders

# Six Typographic **Terms**

light

regular

**bold**

weight



# Weights and Styles

Roboto Thin & *Thin Oblique*

Roboto Light & *Light Oblique*

Roboto Regular & *Oblique*

**Roboto Medium & *Medium Oblique***

**Roboto Bold & *Bold Oblique***

**Roboto Black & *Black Oblique***

Roboto Condensed Light & *Condensed Light Oblique*

**Roboto Condensed & *Condensed Oblique***

**Roboto Condensed Bold & *Condensed Bold Oblique***

What indicates a serif font?

Oldstyle

The image shows the word "Oldstyle" in a black serif font. Four red square boxes are drawn around the top and bottom serifs of the lowercase letters 'l', 'd', 't', and 'l' to illustrate the characteristic features of a serif font. The first 'l' has a box around its top serif, the 'd' has a box around its top serif, the 't' has a box around its top serif, and the second 'l' has a box around its bottom serif.

# Serifs – there's more!



# Serif vs. Sans serifs

Diagonal stress

Serif  
(pronounced  
"sair iff," not  
"suh reef")

Serifs on lowercase  
letters are slanted

Oldstyle Goudy

Moderate thick/thin  
transition in the  
strokes

The diagram shows the word "Oldstyle" in a classic serif font. A diagonal line is drawn through the 'O' and 'l' with the label "Diagonal stress". A small circle is placed at the top of the 'l' with a line pointing to the label "Serif (pronounced 'sair iff,' not 'suh reef')". Another small circle is placed at the top of the 'e' with a line pointing to the label "Serifs on lowercase letters are slanted". The name "Goudy" is written to the right of the word. A bracket under the 'd' and 's' points to the label "Moderate thick/thin transition in the strokes".

No serifs  
anywhere

No stress because  
there's no thick/thin

Sans serif Franklin Gothic

No thick/thin transition  
in the strokes

The diagram shows the words "Sans serif" in a modern sans-serif font. A small circle is placed at the top of the 'S' with a line pointing to the label "No serifs anywhere". Another small circle is placed at the top of the 's' with a line pointing to the label "No stress because there's no thick/thin". The name "Franklin Gothic" is written below the word. A bracket under the 'S' and 's' points to the label "No thick/thin transition in the strokes".

# The Serif Hypothesis

**Serif fonts are faster to read.**

The little hooks indicate where your eyes should move next.

**There is no evidence to support this.**

Any differences in reading speed are dwarfed by individual differences, or familiarity.

# Who follows the Serif Hypothesis?

**The New York Times**

**THEATER** | It's a Theater, With Craft Beer and D.J.s Until 6 a.m.

LONDON — The stage filled with women in Princess Diana masks, smashing VHS cassettes with hammers. A dancer wove her way through a bar, muttering about kittens. A figure wrapped in a filthy comforter emerged from a tent, crawling among clubbers dressed in fetish gear.

**VICE News**

Watch **VICE News Tonight** on HBO weekdays at 7:30.

Subscribe



## Should you?

BUDAPEST, Hungary — An hour's drive from the capital, across the flat and frozen Hungarian plain, the small town of Halásztelek is noisy with construction work as builders put the finishing touches on new single-story houses. They look like a 1950s American suburb that was dropped in the middle of Central Europe, but their humble appearance belies great ambition.





**UI Designers**

JAKE-CLARK.TUMBLR

# Like colors, fonts have cultural connotations



**MOTHERBOARD**  
TECH BY VICE

## **Scientists Found Breathable C Another Galaxy for the First Ti**

Molecular oxygen is a key component of the air humans breathe, and now astronomers have spotted it a half-billion light years away. But don't hold your breath for quasar whippets.

San Serif =  
Modern, simple

**The New York Times**

## Microbes Point the Way to Shipwrecks

Distinct microbiomes flourish around sunken ships as they become artificial reefs, new research in the Gulf of Mexico reveals.

Serif =  
Intellectual, Elite

# Mixing fonts: Concordant fonts

## Typography

FROM WIKIPEDIA, THE FREE ENCYCLOPEDIA

Typography is the art and technique of arranging type, type design, and modifying *type glyphs*. Type glyphs are created and modified using a variety of illustration techniques. The arrangement of type involves the selection of typefaces, point size, line length, leading (line spacing), adjusting the spaces between groups of letters (tracking) and adjusting the space between pairs of letters (kerning).

Adobe Caslon Semibold  
48 pt

Adobe Caslon Smallcaps, 14 pt

Adobe Caslon Regular, 12 pt

Mixing fonts of the same font-family is great.

# Mixing fonts: Contrasting fonts

## Typography

From Wikipedia, the free encyclopedia

Typography is the art and technique of arranging type, type design, and modifying *type glyphs*. Type glyphs are created and modified using a variety of illustration techniques. The arrangement of type involves the selection of typefaces, point size, line length, leading (line spacing), adjusting the spaces between groups of letters (tracking) and adjusting the space between pairs of letters (kerning).

Gill Sans Light  
48 pt

Gill Sans Light, 16 pt

UC Berkeley OldStyle, 12 pt

Mixing San Serif and Serif is ok. (But edgier)

# BAD font mix: Conflicting fonts

## Typography

From Wikipedia, the free encyclopedia

Typography is the art and technique of arranging type, type design, and modifying type glyphs. Type glyphs are created and modified using a variety of illustration techniques. The arrangement of type involves the selection of typefaces, point size, line length, leading (line spacing), adjusting the spaces between groups of letters (tracking) and adjusting the space between pairs of letters (kerning).

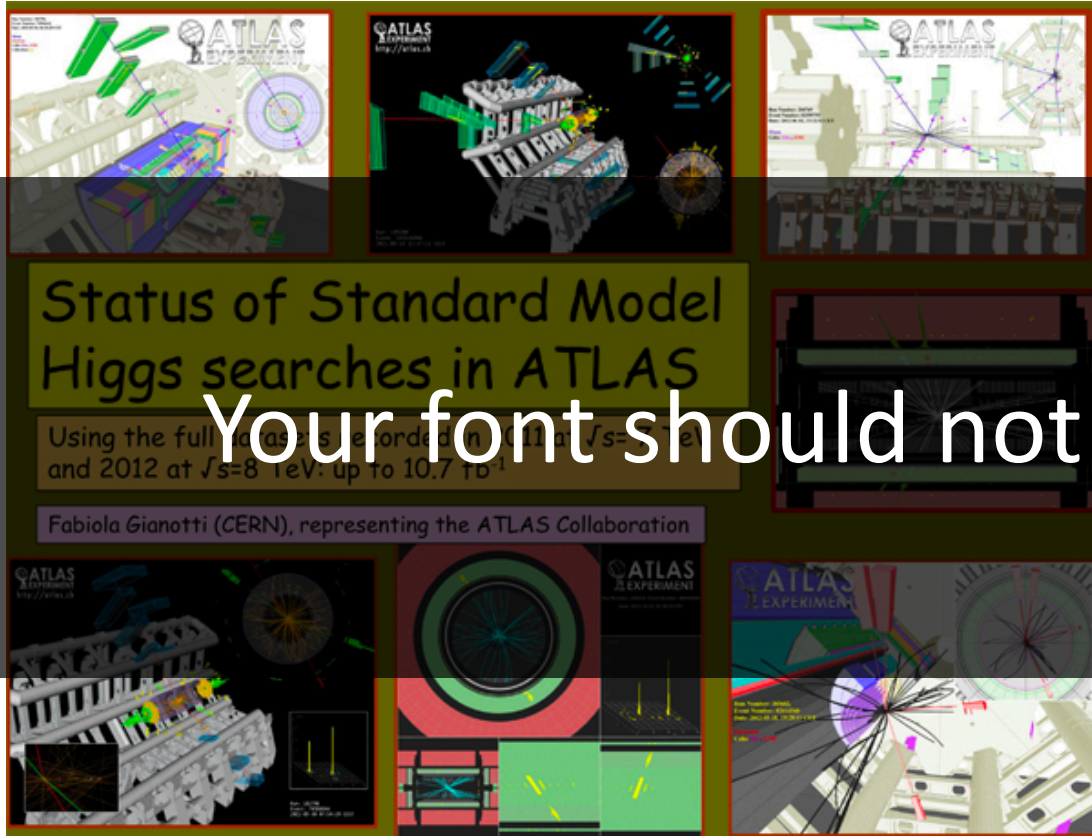
Arial  
36 pt

Futura Medium, 14 pt

Myriad Regular, 12 pt

Mixing multi San Serif or Serif fonts is considered bad.  
It doesn't look intentional.

# What connotation does this font have?



Your font should not detract from your message.

## Open Letter to Fans from Cavaliers Majority Owner Dan Gilbert

TOOLS [Print](#) [RSS](#) [Cavs Insider](#) [Discuss](#) [SHARE](#)

Dear Cleveland, All Of Northeast Ohio and Cleveland Cavaliers Supporters Wherever Tonight;

As you now know, our former hero, who grew up in the very region that he deserted is no longer a Cleveland Cavalier.

This was announced with a several day, narcissistic, self-promotional build-up culmin

# You're an idiot.

# Eight Gestalt Principles








# ge·stalt

/gə'SHtält/ 

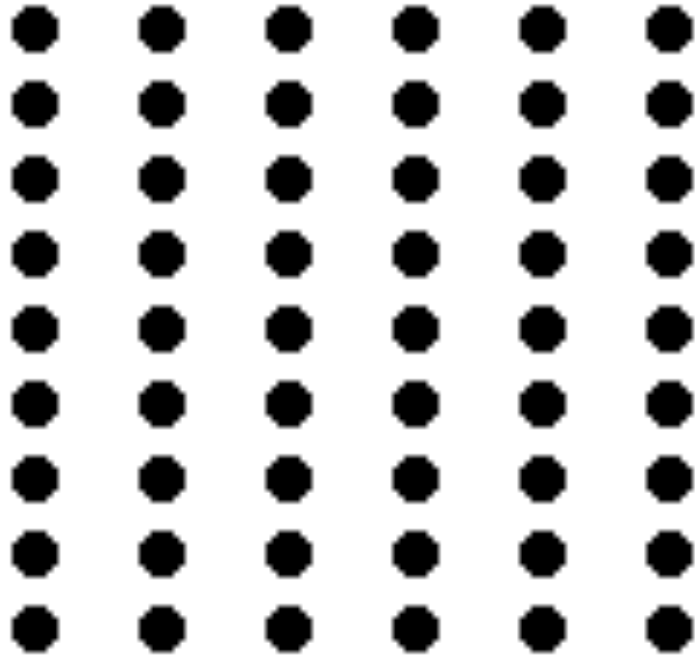
*noun* PSYCHOLOGY

an organized whole that is perceived as more than the sum of its parts.

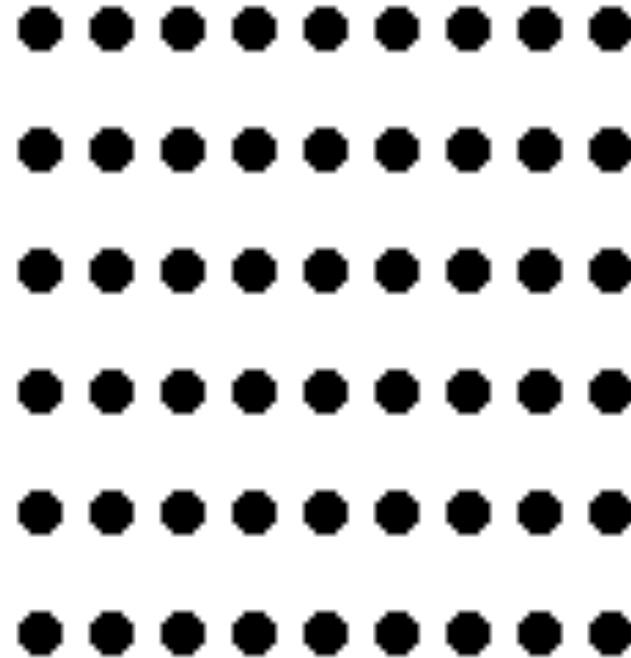
German ▾   	English ▾  
gestalt	shape

Gestalt Principle #1:

# Proximity



Dots appear as **columns**



Dots appear as **rows**

Gestalt Principle #1:

# Proximity

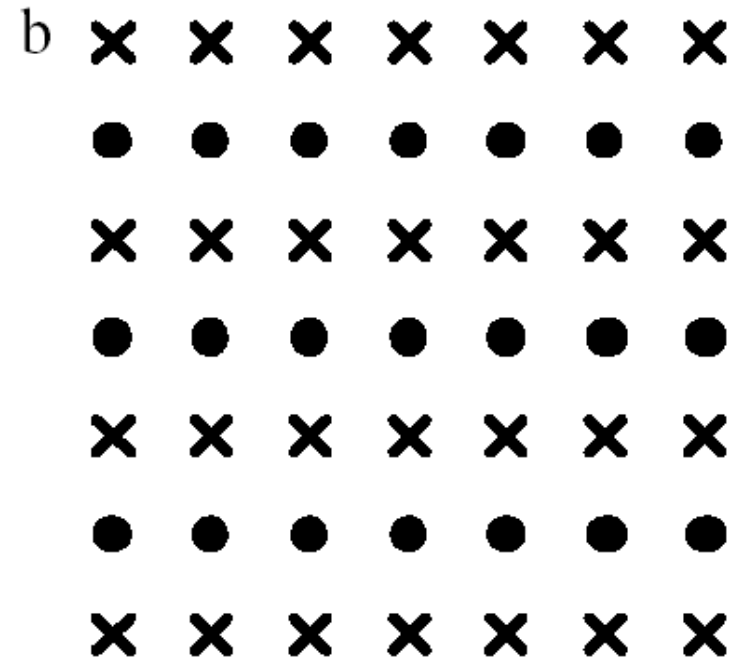
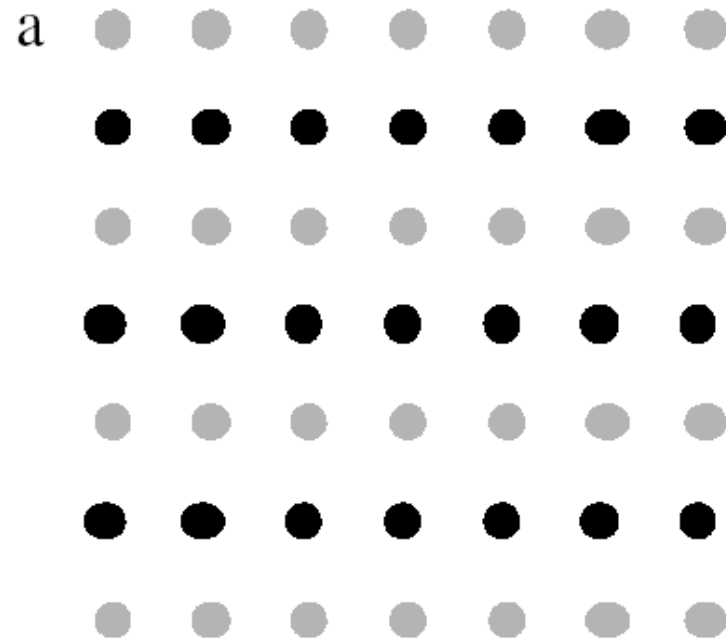


Dots appear as **two groups**



**X is in group a.**

# Similarity



# How is **similarity** used to convey meaning?

Tuesday, November 4 —Election Day

An American Menu  
\$75

Caesar salad with anchovies, egg, and  
Parmesan cheese

Clam chowder with Maine lobster  
and pancetta

Grilled chicken with house-made  
barbeque sauce with potato purée  
and greens

Apple and raspberry pecan crisp  
with vanilla ice cream

TUESDAY, NOVEMBER 4 – ELECTION DAY

**AN AMERICAN MENU**     \$75

**Caesar salad**  
with anchovies, egg, and Parmesan cheese

**Clam chowder**  
with Maine lobster and pancetta

**Grilled chicken**  
with house-made barbeque sauce with  
potato purée and greens

**Apple and raspberry pecan crisp**  
with vanilla ice cream

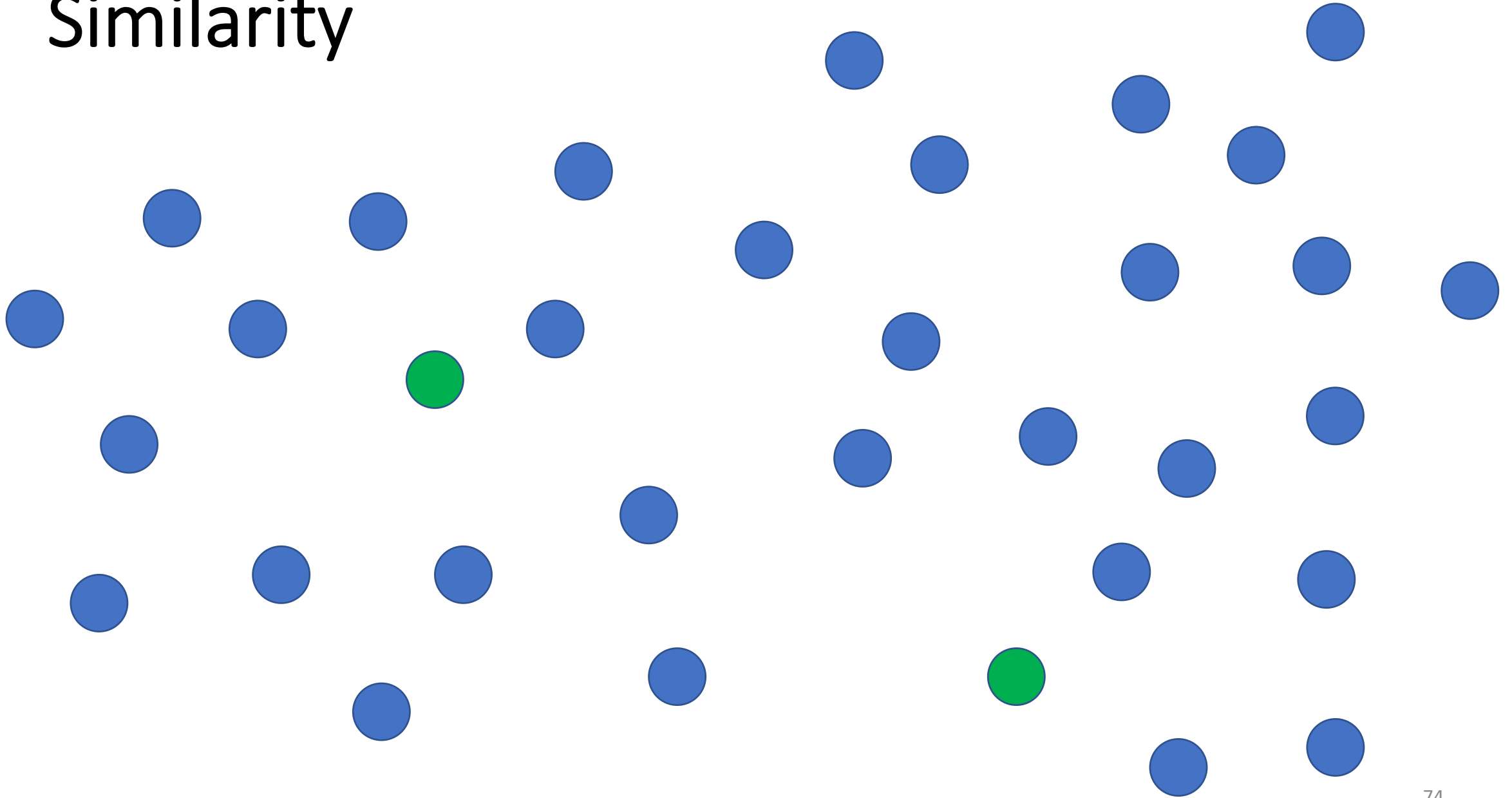
Gestalt Principle #2:

# Similarity

How many **green circles** are there?

Gestalt Principle #2:

# Similarity

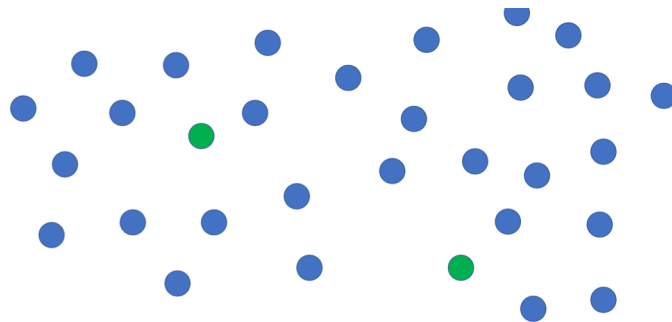




# Similarity

How many **green circles** are there?

2



Colors are easy to scan for

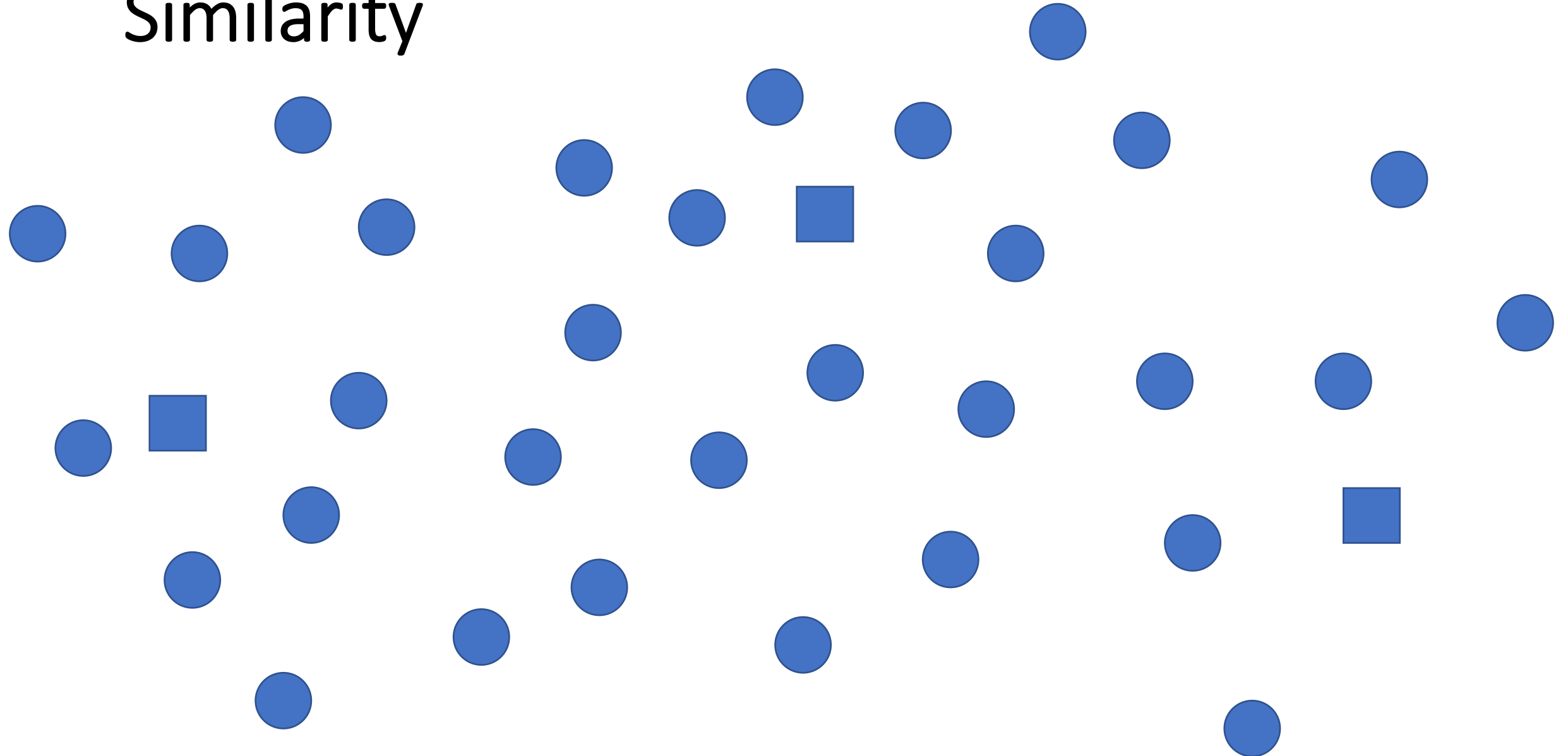
Gestalt Principle #2:

# Similarity

How many **rectangles** are there?

Gestalt Principle #2:

# Similarity



# Similarity

How many **rectangles** are there?

3



Shapes are hard to scan for

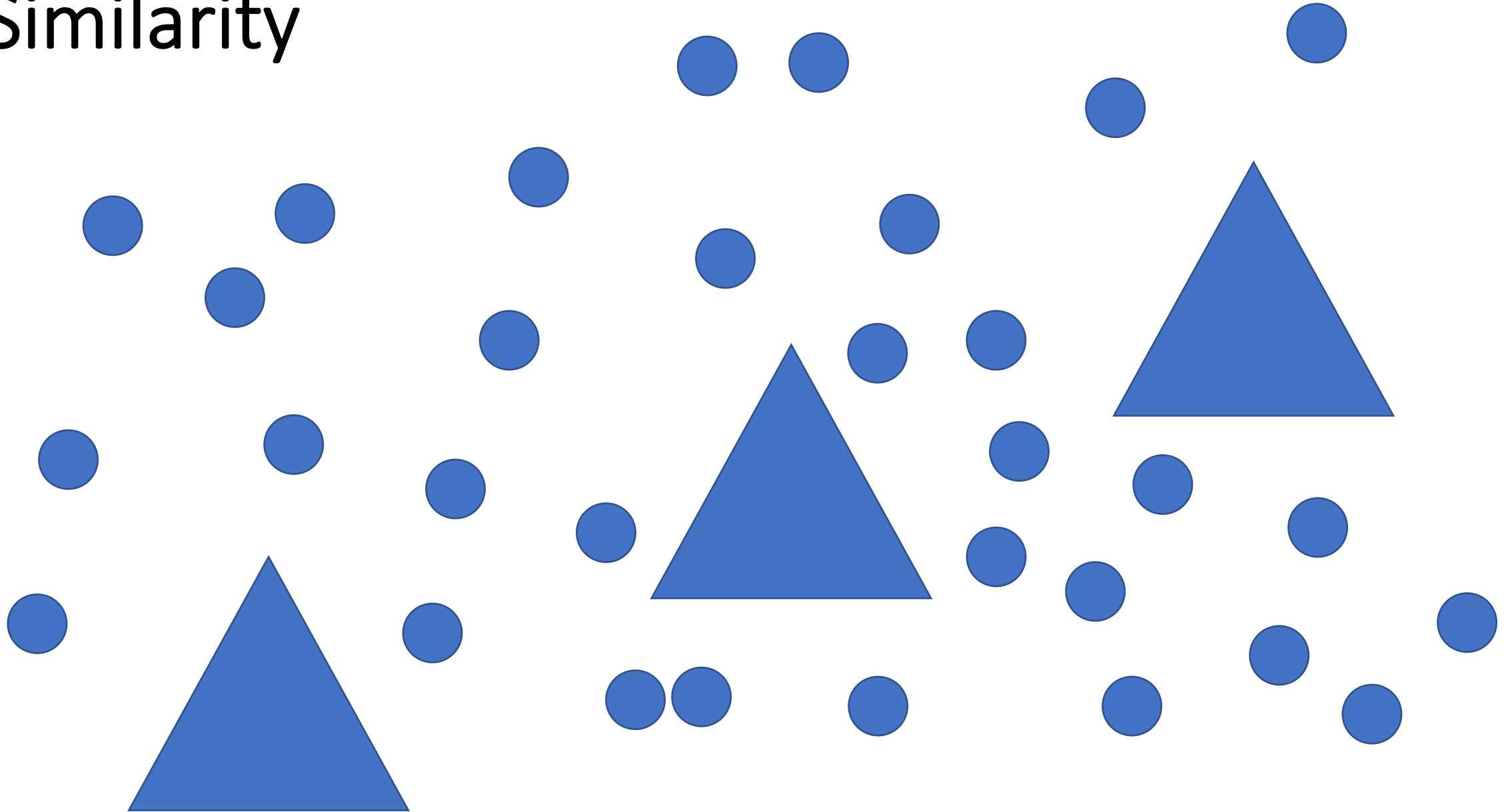
Gestalt Principle #2:

# Similarity

How many **triangles** are there?

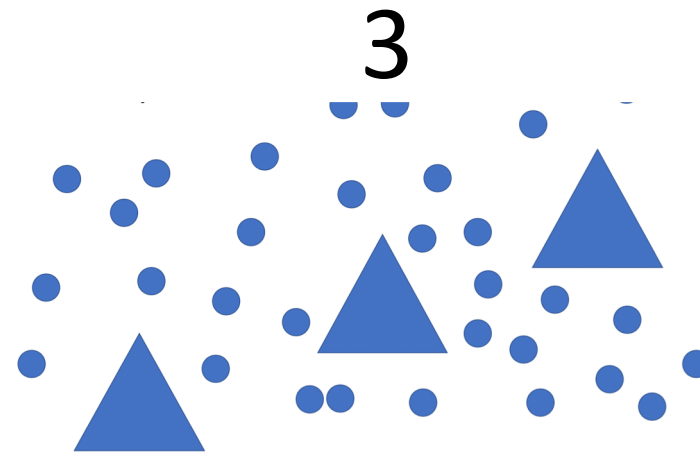
Gestalt Principle #2:

# Similarity



# Similarity

How many **triangles** are there?

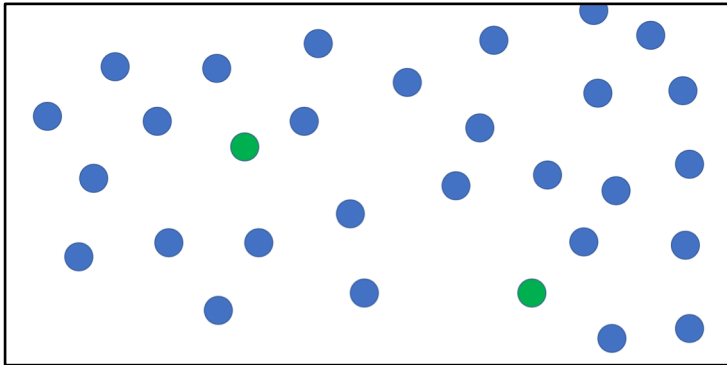


Size is easy to scan for

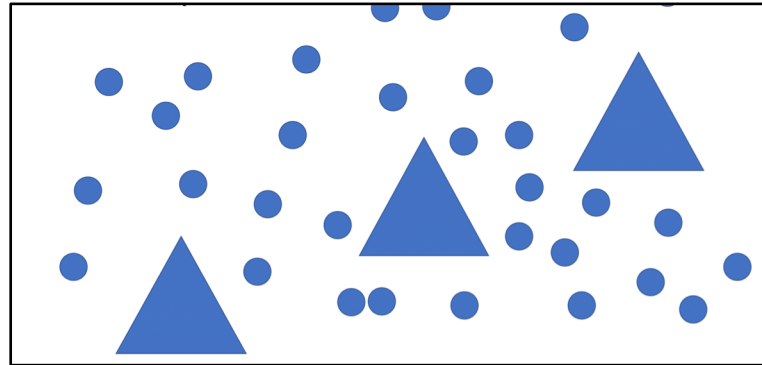


# What properties are easy to scan for similarity?

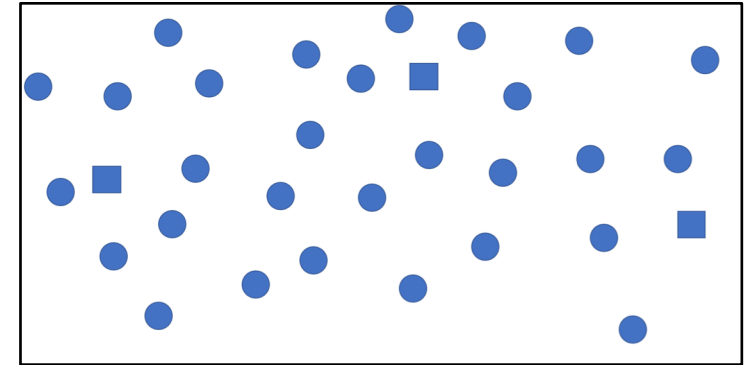
Color



Size



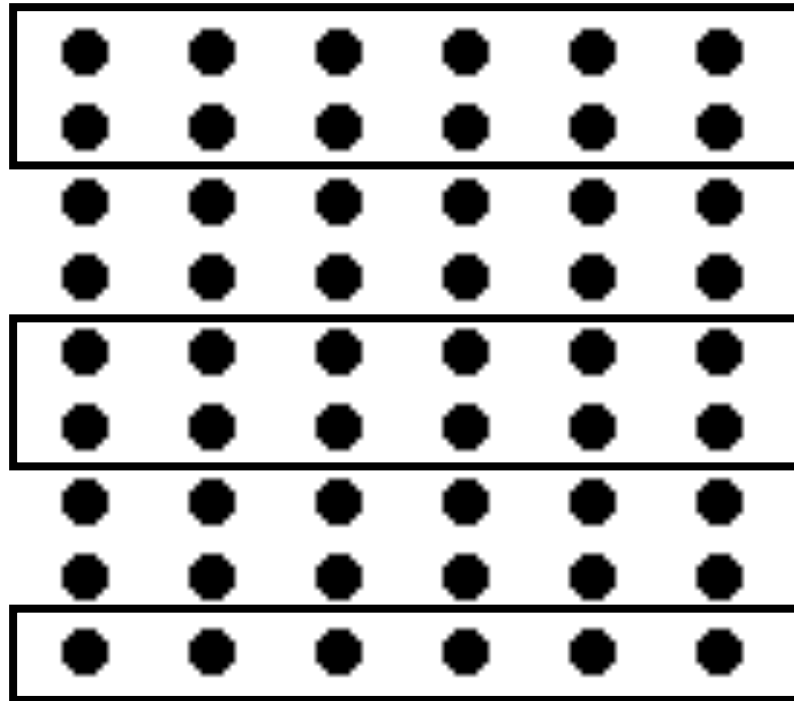
Shape



**Color** and **Size** scans better than **shape**

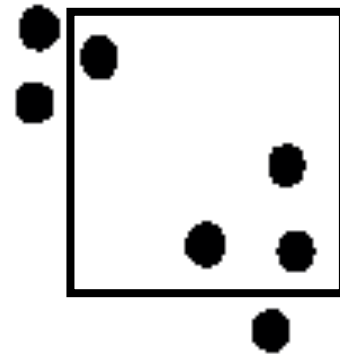
Gestalt Principle #3:

# Enclosure



Gestalt Principle #3:

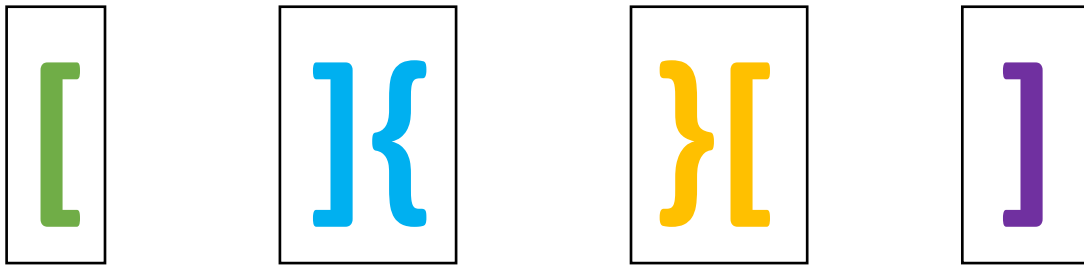
# Enclosure



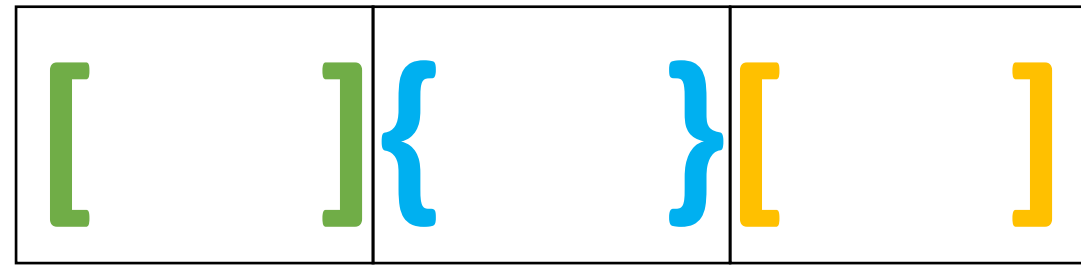
Gestalt Principle #4:

# Symmetry

[ ] { } [ ]



Proximity indicates 4 groups



Symmetry indicates 3 groups

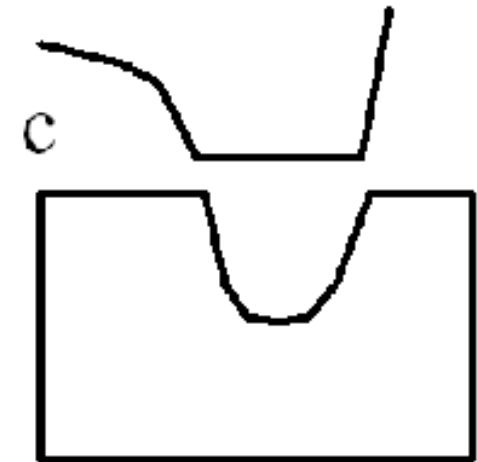
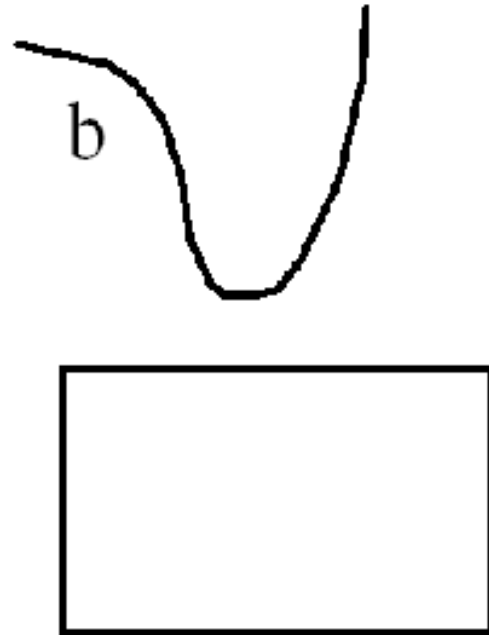
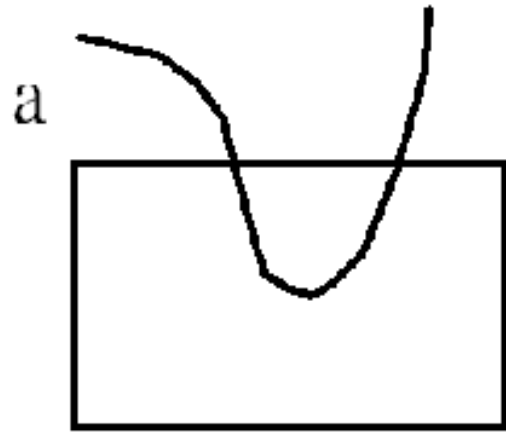
Gestalt Principle #5:

# Closure



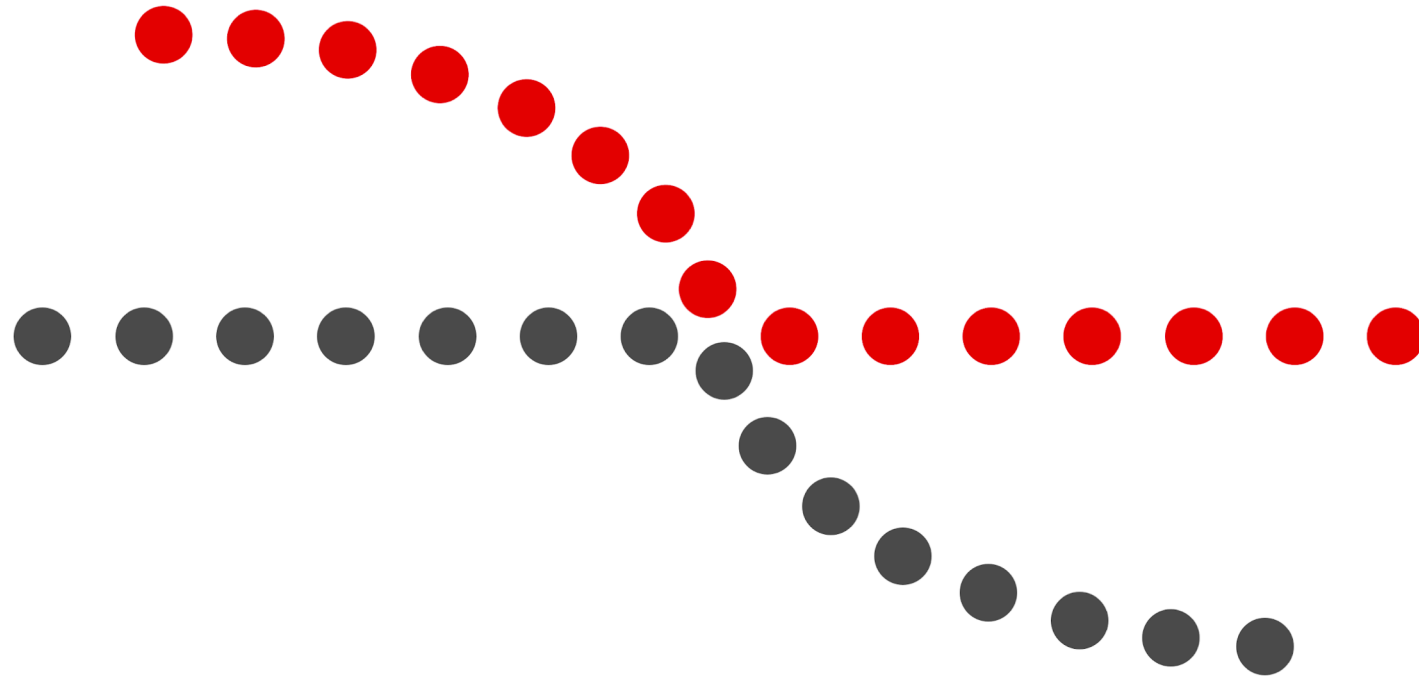
Gestalt Principle #6:

# Continuity



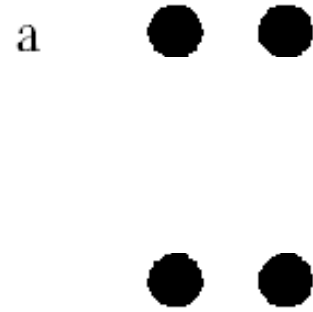
Gestalt Principle #6:

# Continuity



Gestalt Principle #7:

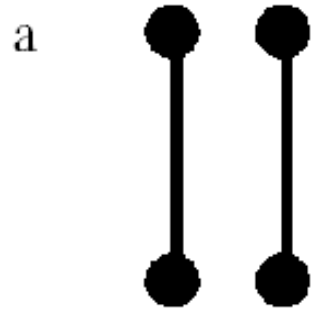
# Connection





Gestalt Principle #7:

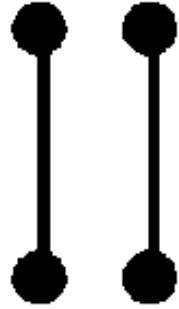
# Connection



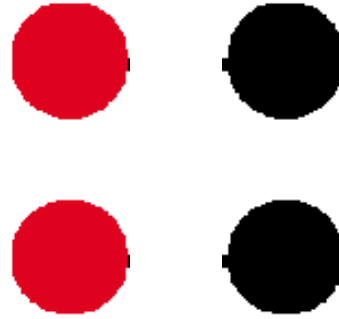
Gestalt Principle #7:

# Connection

a



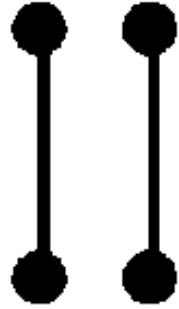
b



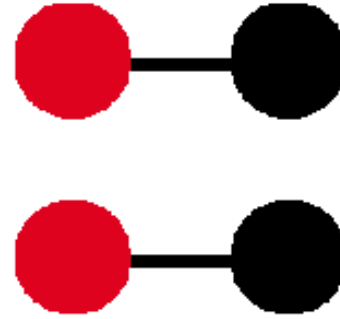
Gestalt Principle #7:

# Connection

a

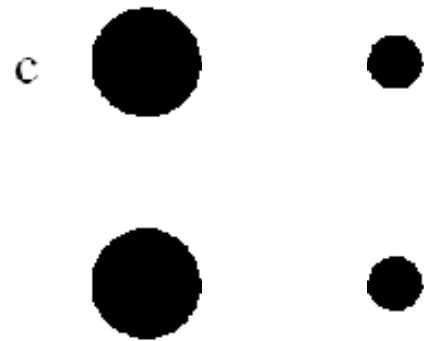
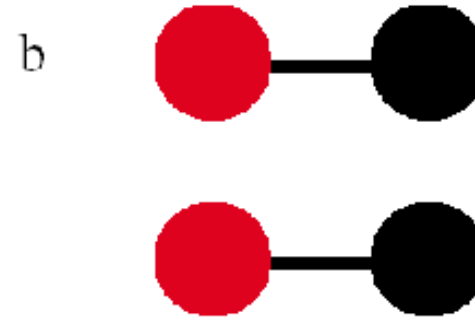
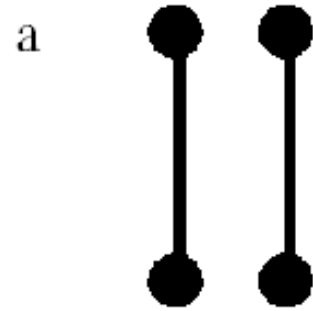


b

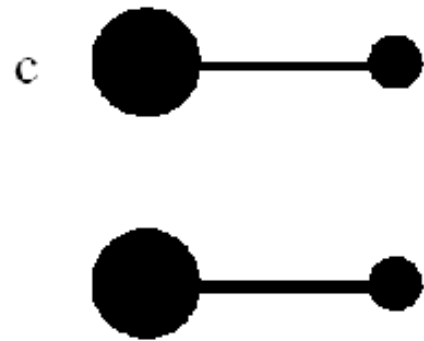
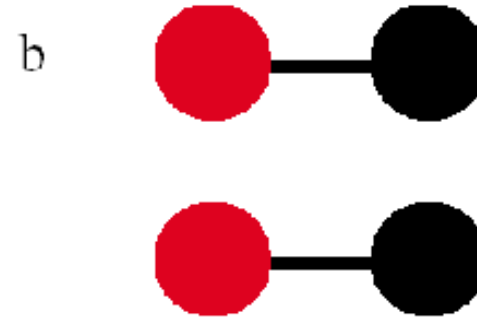
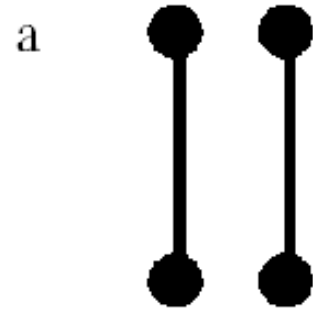


Gestalt Principle #7:

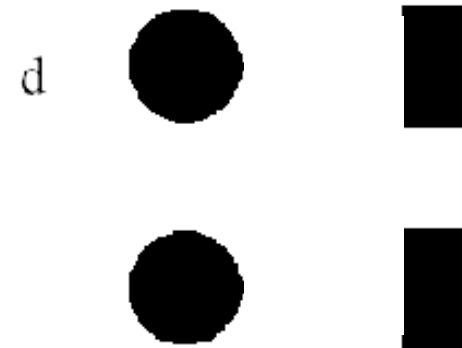
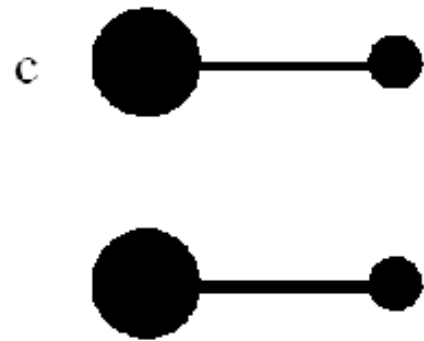
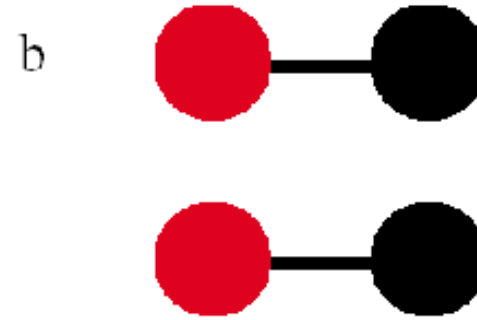
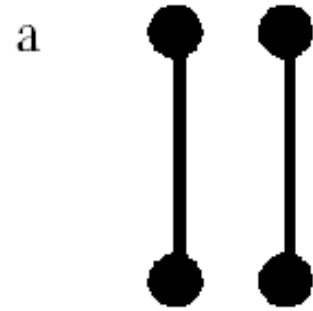
# Connection



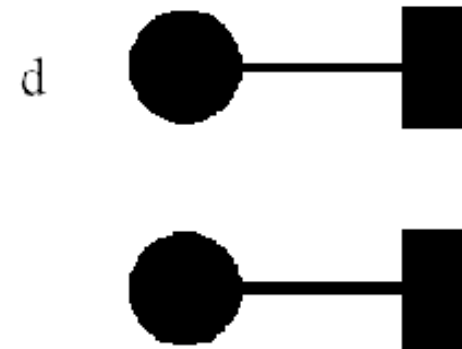
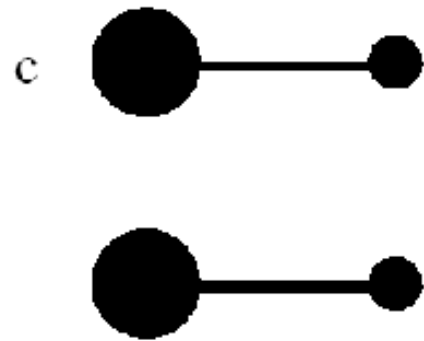
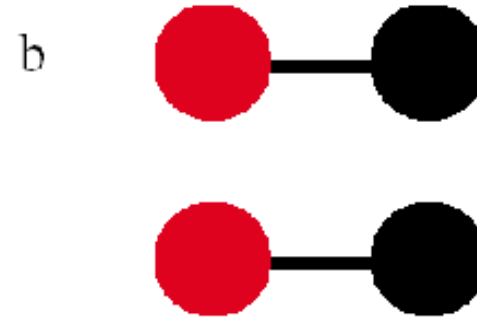
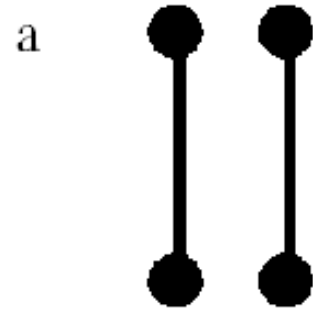
# Connection



# Connection



# Connection



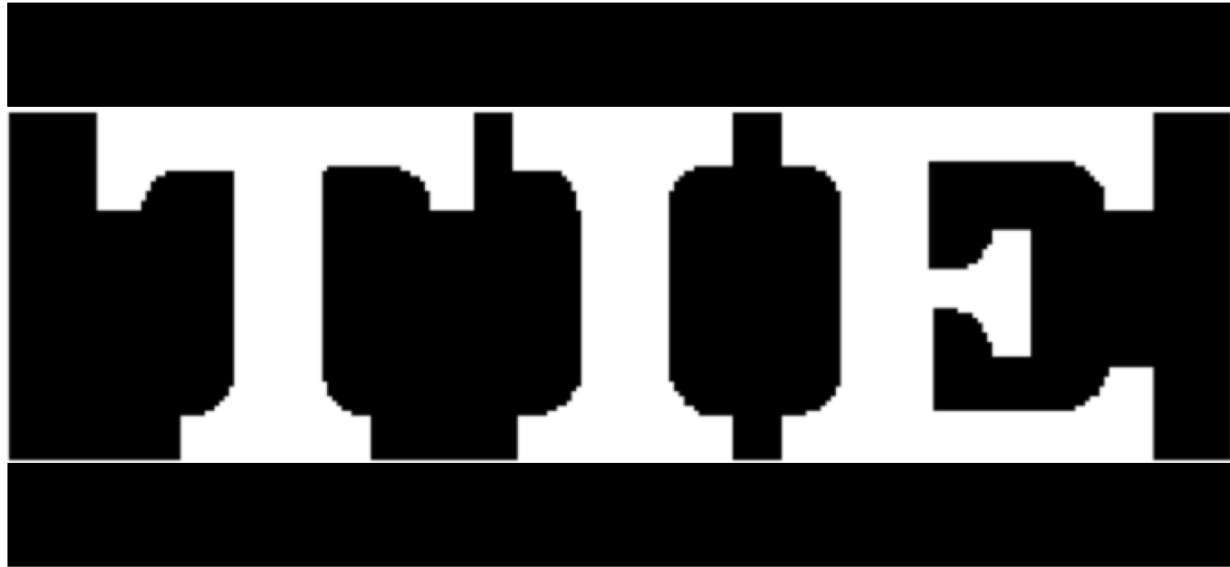
Gestalt Principle #8:

# Figure and Ground

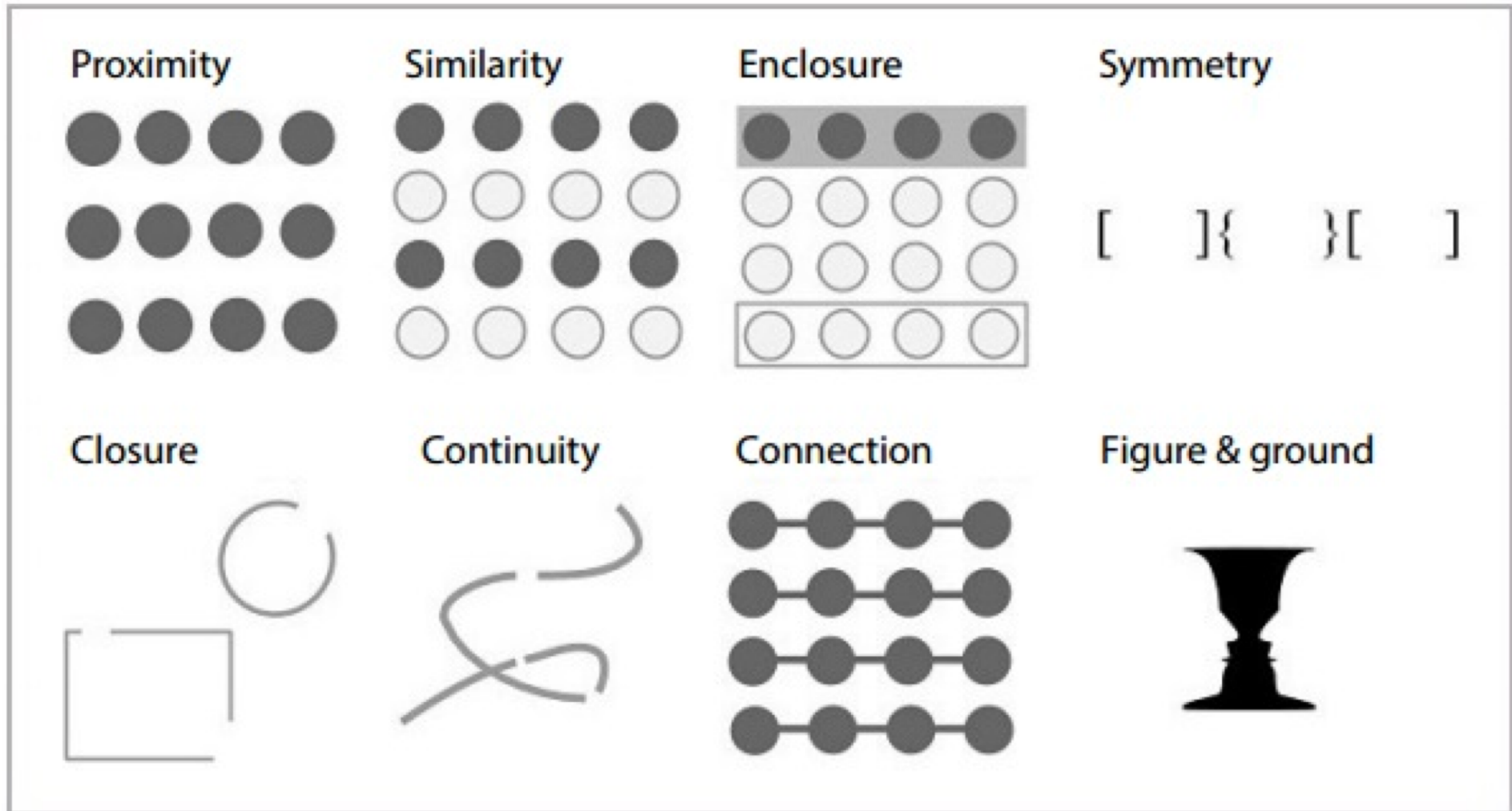




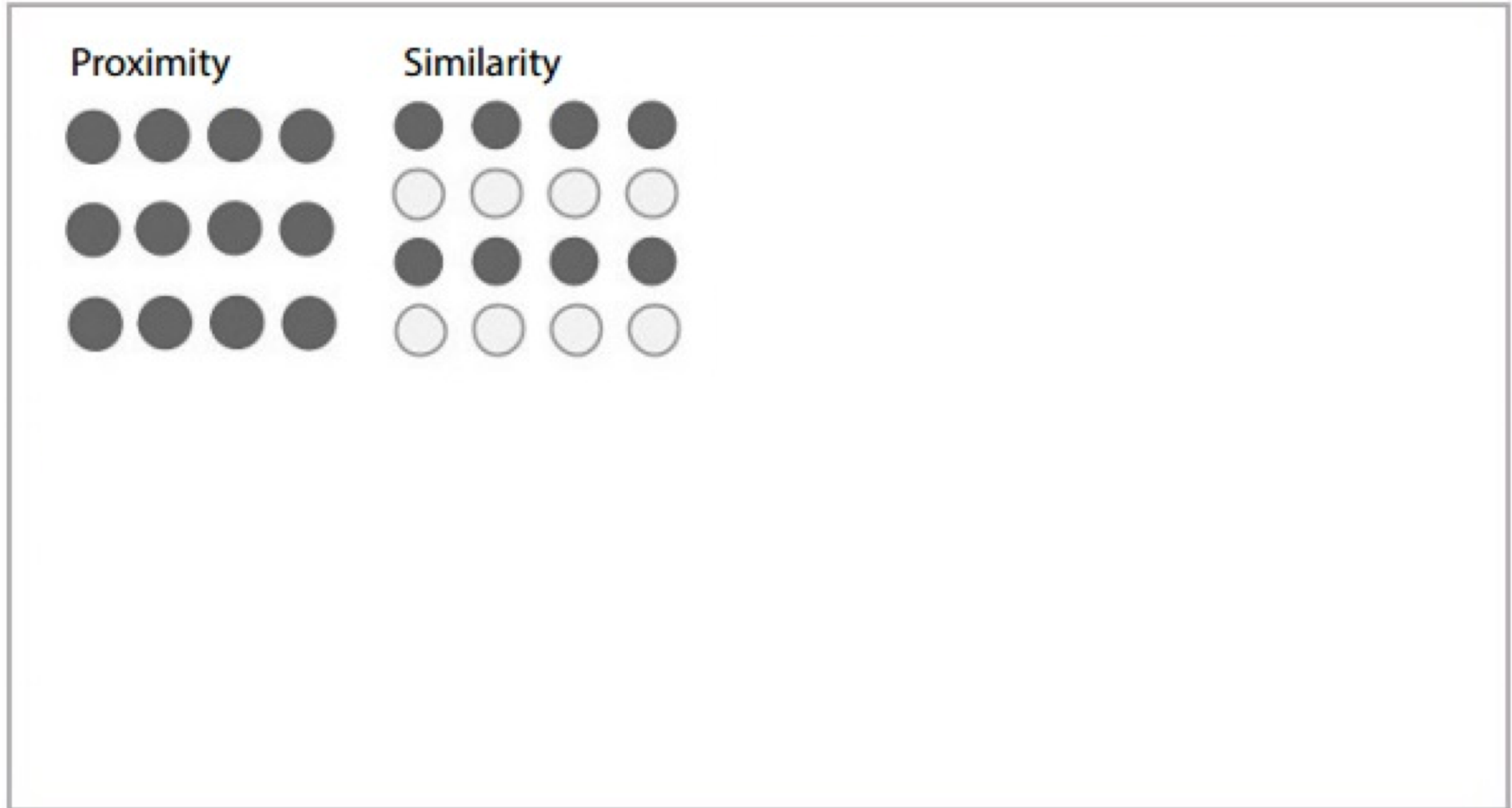




# 8 Gestalt Principles



## 2 Gestalt Principles I actually use



# I use **proximity** and **similarity** (contrast)

Tuesday, November 4 — Election Day

An American Menu  
\$75

Caesar salad with anchovies, egg, and  
Parmesan cheese

Clam chowder with Maine lobster  
and pancetta

Grilled chicken with house-made  
barbeque sauce with potato purée  
and greens

Apple and raspberry pecan crisp  
with vanilla ice cream

TUESDAY, NOVEMBER 4 — ELECTION DAY

**AN AMERICAN MENU** \$75

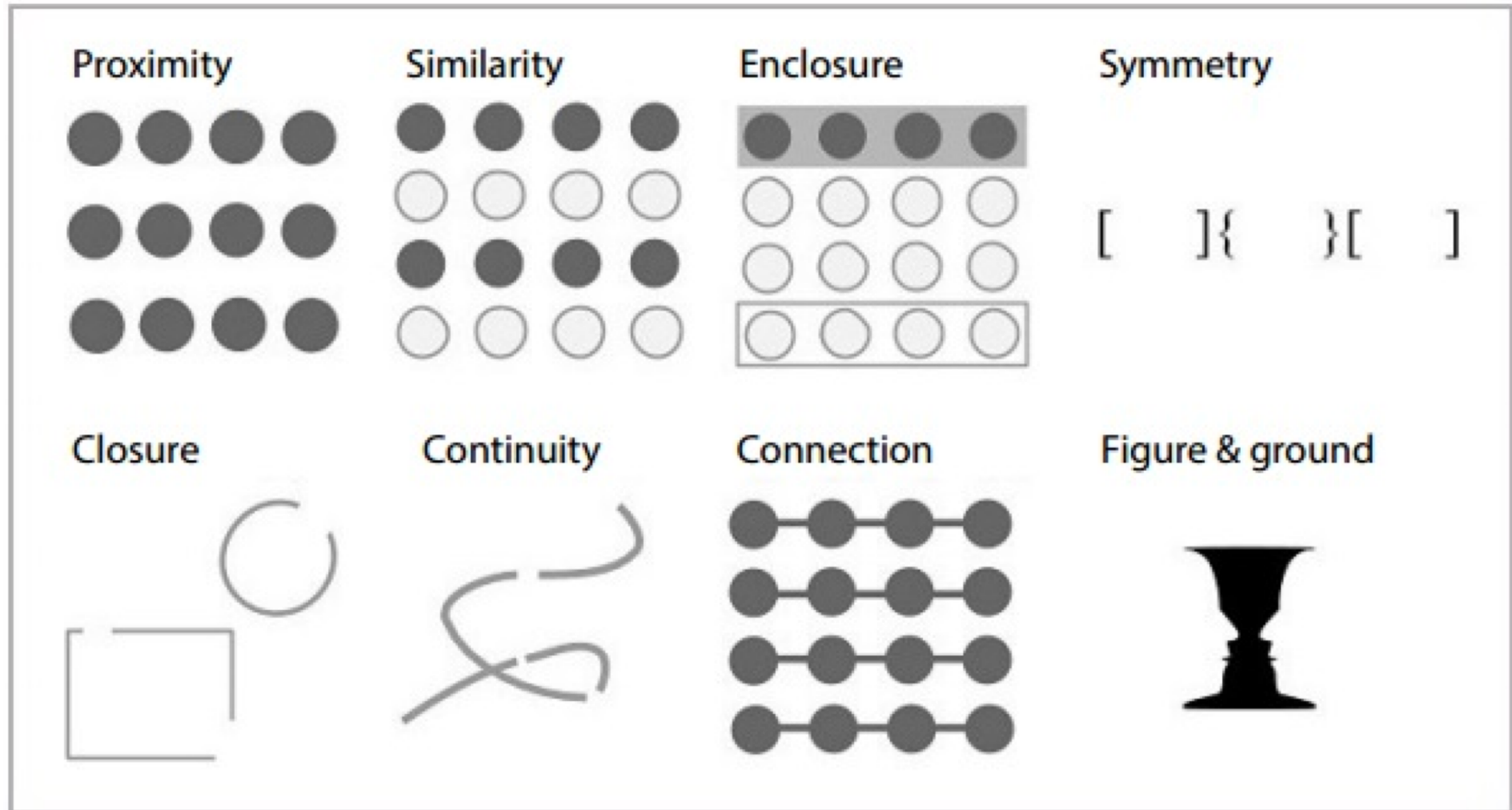
**Caesar salad**  
with anchovies, egg, and Parmesan cheese

**Clam chowder**  
with Maine lobster and pancetta

**Grilled chicken**  
with house-made barbeque sauce with  
potato purée and greens

**Apple and raspberry pecan crisp**  
with vanilla ice cream

# Quiz: 8 Gestalt Principles



# Quiz: what property is being used here?

For other uses, see [Design \(disambiguation\)](#).

**Design** can have different connotations in different fields of application (see [design](#) disciplines below), but there are two basic meanings of [design](#): as a verb and as a noun.

**Design** (as a verb: to [design](#)) is the intentional creation of a plan or specification for the construction of an object or system or for the implementation of an activity or process.

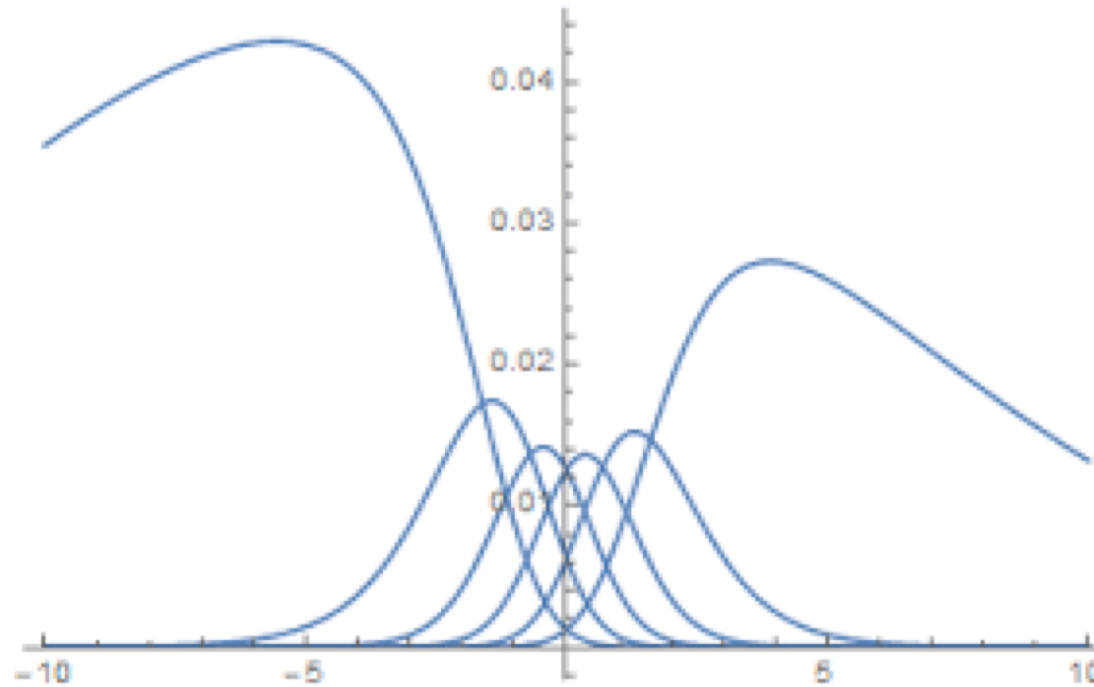
**Design** (as a noun: a [design](#)) can refer to such a plan or specification (e.g. a drawing or other document) or to the created object, etc., and features of it such as aesthetic, functional, economic or socio-political.

The process of creating a [design](#) can be brief (a quick sketch) or lengthy and complicated, involving considerable research, negotiation, reflection, modelling, interactive adjustment and re-[design](#). In some cases, the direct construction of an object without an explicit prior plan (such as in craftwork and some engineering, coding, and graphic [design](#)) is also considered to be a [design](#) activity.

<b>Contents</b> <a href="#">[hide]</a>	
1	<a href="#">Definitions</a>
2	<a href="#">Design as a process</a>
2.1	<a href="#">The rational model</a>
2.1.1	<a href="#">Example sequence of stages</a>
2.1.2	<a href="#">Criticism of the rational model</a>
2.2	<a href="#">The action-centric model</a>
2.2.1	<a href="#">Descriptions of <a href="#">design</a> activities</a>
3	<a href="#">Design disciplines</a>
4	<a href="#">Philosophies and studies of <a href="#">design</a></a>
4.1	<a href="#">Philosophies for guiding <a href="#">design</a></a>
4.2	<a href="#">Approaches to <a href="#">design</a></a>

**Similarity of Color**  
It is easy to scan for color

Quiz: what property is being used here?



## Continuity

Our minds perceive lines and curves  
as continuing on their trajectory



Quiz:

what property is being used on the right?



**Closure**

Our minds fill in missing details

Quiz:

what property is being used here?

You are cordially invited to  
Robert and Alexandra's delectable after dinner  
party.  
Wine and nibbles will be served.

When: February 20<sup>th</sup>, 2019 at 9:30pm.  
Where: the pad. If you need directions, ping us.

Kindly let us know if you will be attending by  
February 1<sup>st</sup>.

## **Proximity**


Similar data are close to each other

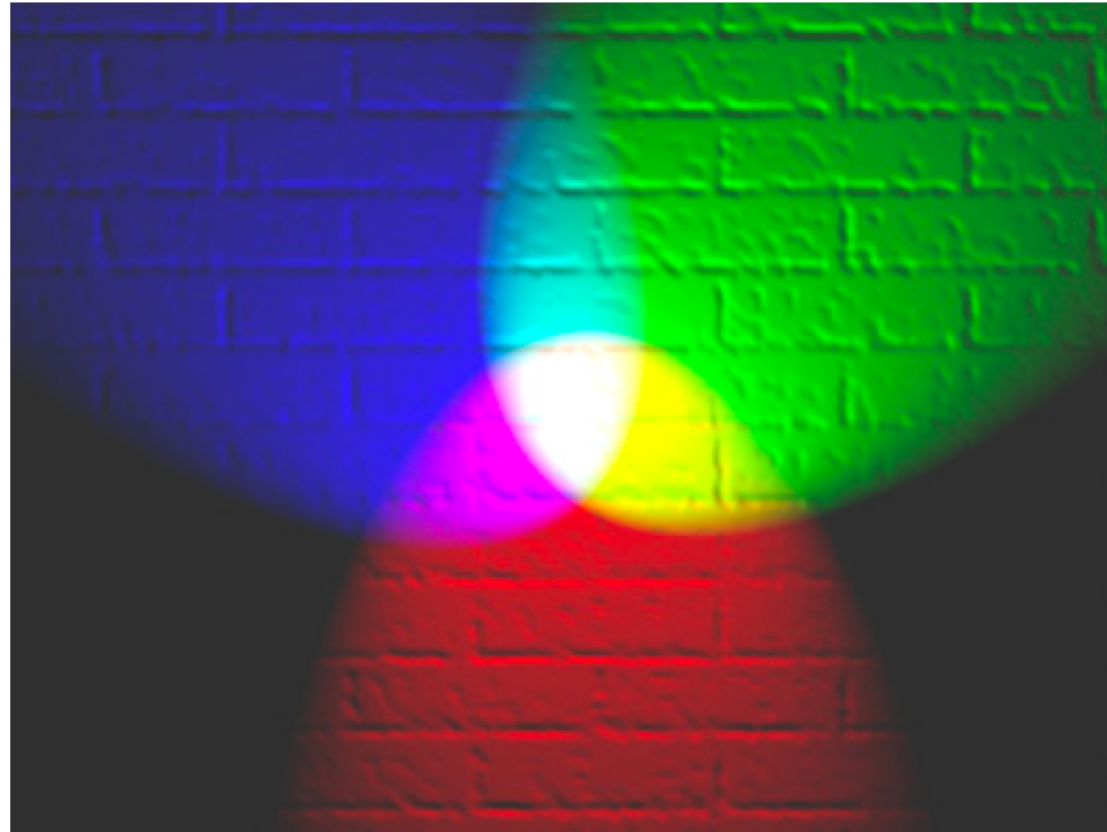
# Summary

The human brain is always interpreting meaning.



# Color Meaning and Representation

			
Culture	Red	Blue	Green
United States	Danger	Masculinity	Safety
France	Aristocracy	Freedom Peace	Criminality
Egypt	Death	Virtue Faith Truth	Fertility Strength
India	Life Creativity		Prosperity Fertility
Japan	Anger Danger	Villainy	Future Youth Energy
China	Happiness	Heavens Clouds	Ming Dynasty Heavens Clouds



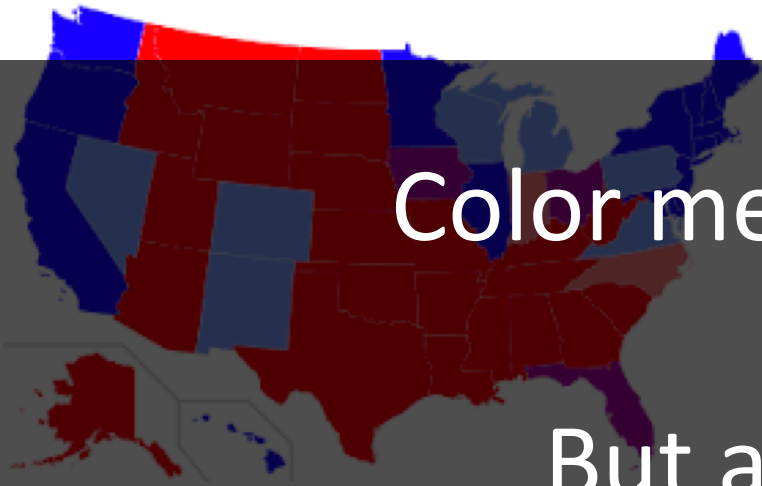
```
.blue_text{
  color: blue;
}

.blue_text{
  color: rgb(0,0, 255);
}

.blue_text{
  color: #000FF;
}

.blue_transparent_text{
  color: rgba(0,0, 255, 0.5);
}
```

# Are color meanings arbitrary?



Color meanings are not absolute.

But at any time and place,  
they may mean something you don't intend.

					
Culture	Red	Blue	Green	Yellow	White
United States	Danger	Masculinity	Safety	Cowardice	Purity
France	Aristocracy	Freedom Peace	Criminality	Temporary	Neutrality
Egypt	Death	Virtue Fidelity Truth	Fertility Strength	Happiness Prosperity	Joy
India	Life Creativity		Prosperity Fertility	Success	Death Purity
Japan	Anger Danger	Villainy	Future Youth Energy	Grace Nobility	Death
China	Happiness	Heavens Clouds	Ming Dynasty Heavens Clouds	Birth Wealth Power	Death Purity



In your designs, stick to simple color meanings.



Don't use color as the only way to convey meaning.  
Use grouping, whitespace, **position**, size, contrast,

# Typography Terms and Meaning



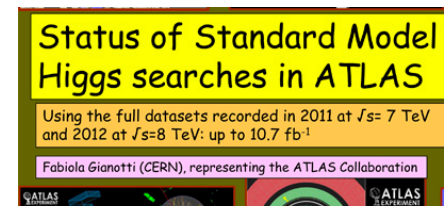
Microbes Point the Way to Shipwrecks

Serifs = “Intellectual, elite”

**Scientists Found Breathable C  
Another Galaxy for the First Ti**

Molecular oxygen is a key component of the air humans breathe, and now astronomers have spotted it a half-billion light years away. But don't hold your breath for quasar whippets.

San Serifs = “Modern, simple”

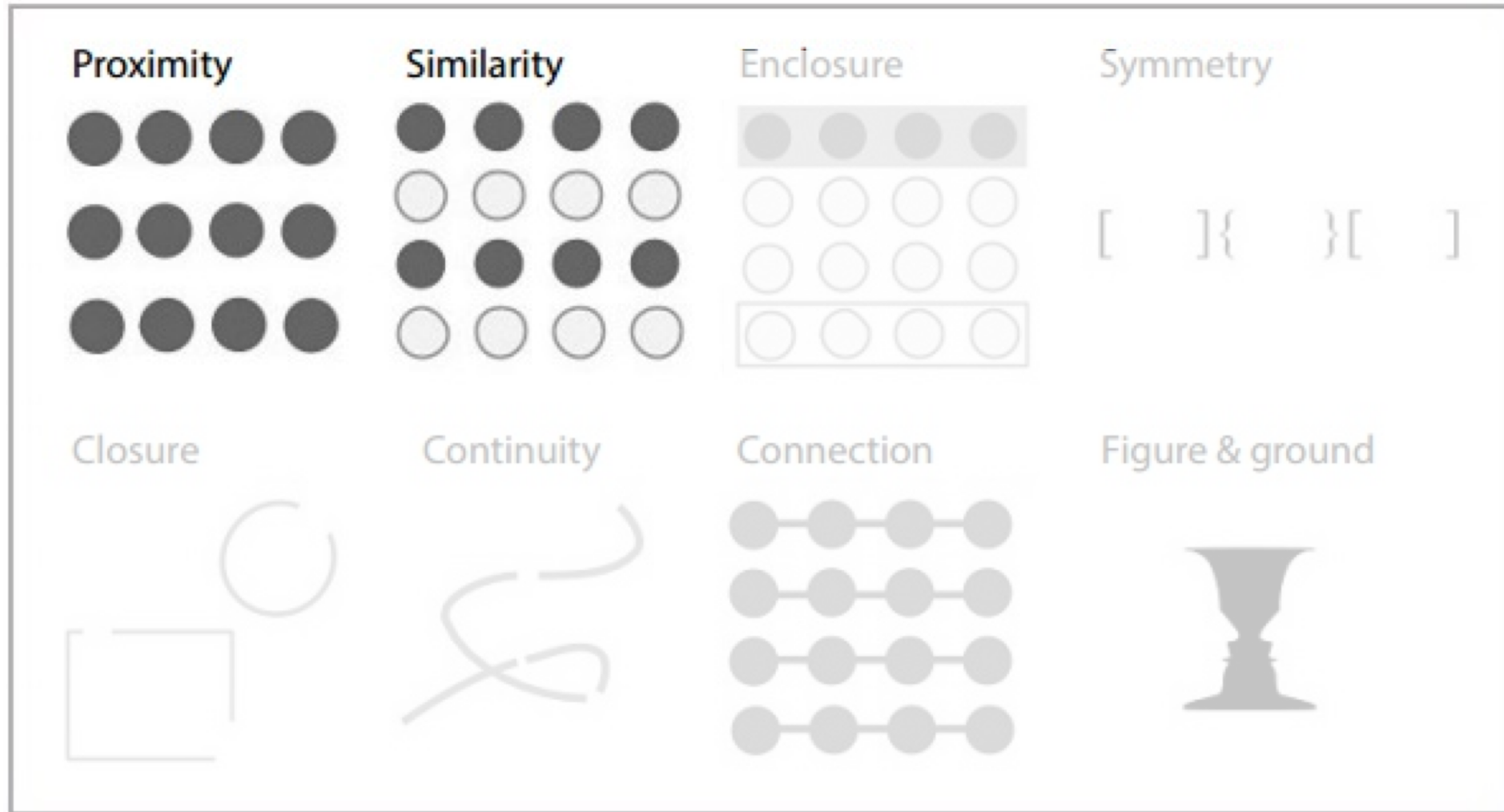


Comic Sans = “Idiotic”

Your font should enhance your message,  
not detract from it.



# 8 Gestalt Principles



# Pick four colors (and a white background)

- A base color
- An accent color
- A light grey
- A dark grey

