

Gestalt Laws and Design Research: How Grouping is related to Invariances.

Klaus Schwarzfischer

www.indukt.de

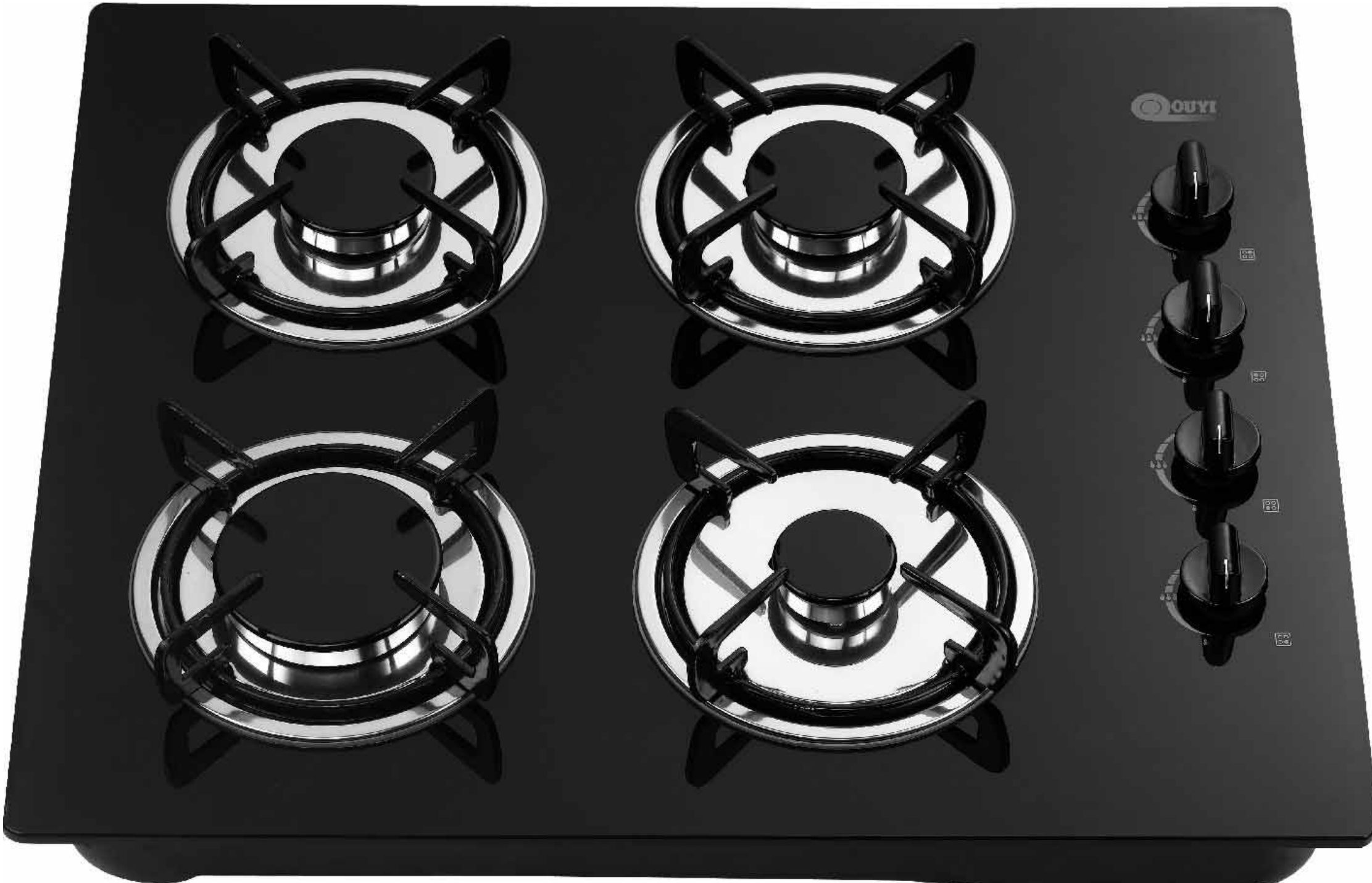
INDUKT Institute for System Communication and Design (Regensburg, Germany)

Design









OUYI

Icon 1

Icon 2

Icon 3

Icon 4

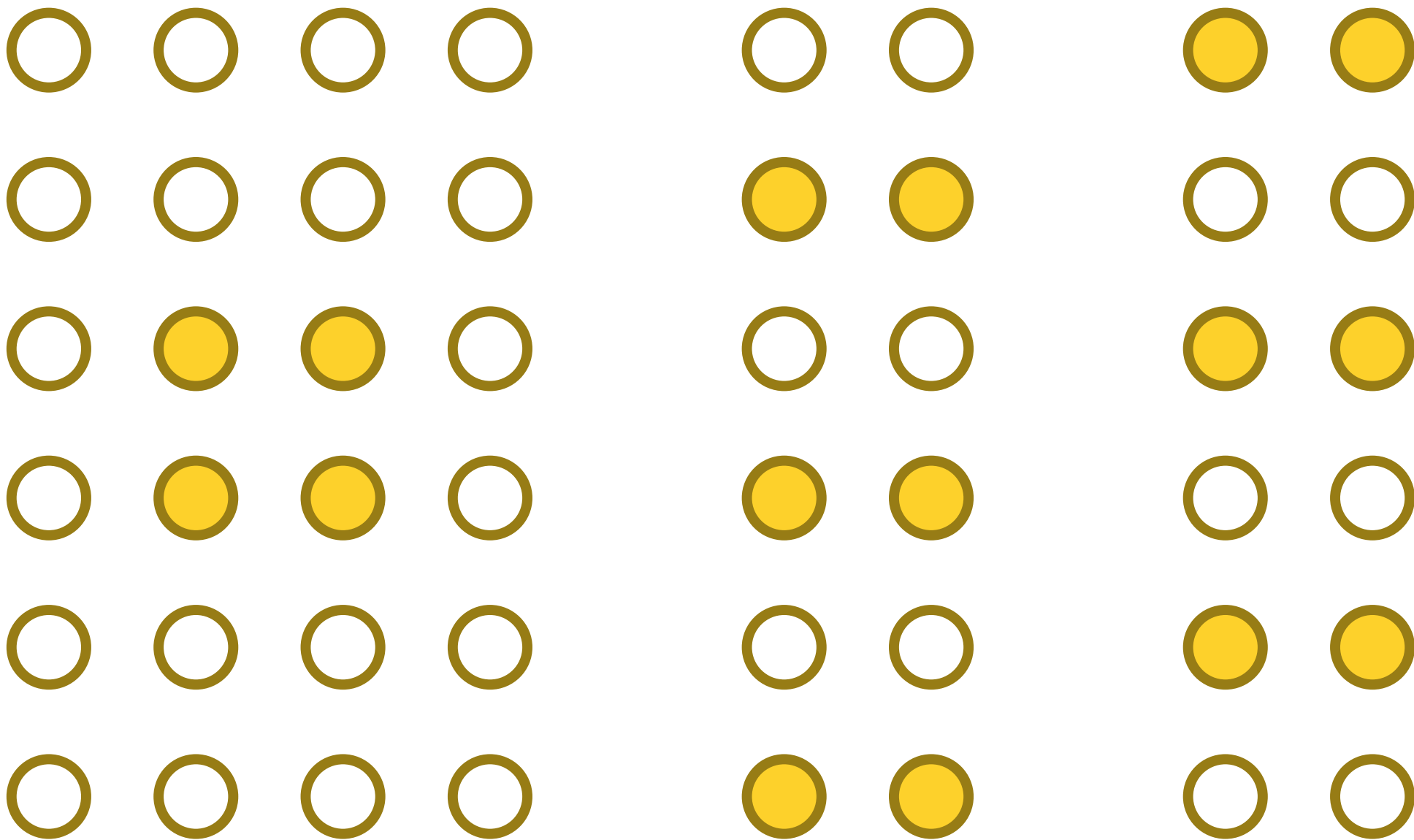


Teka

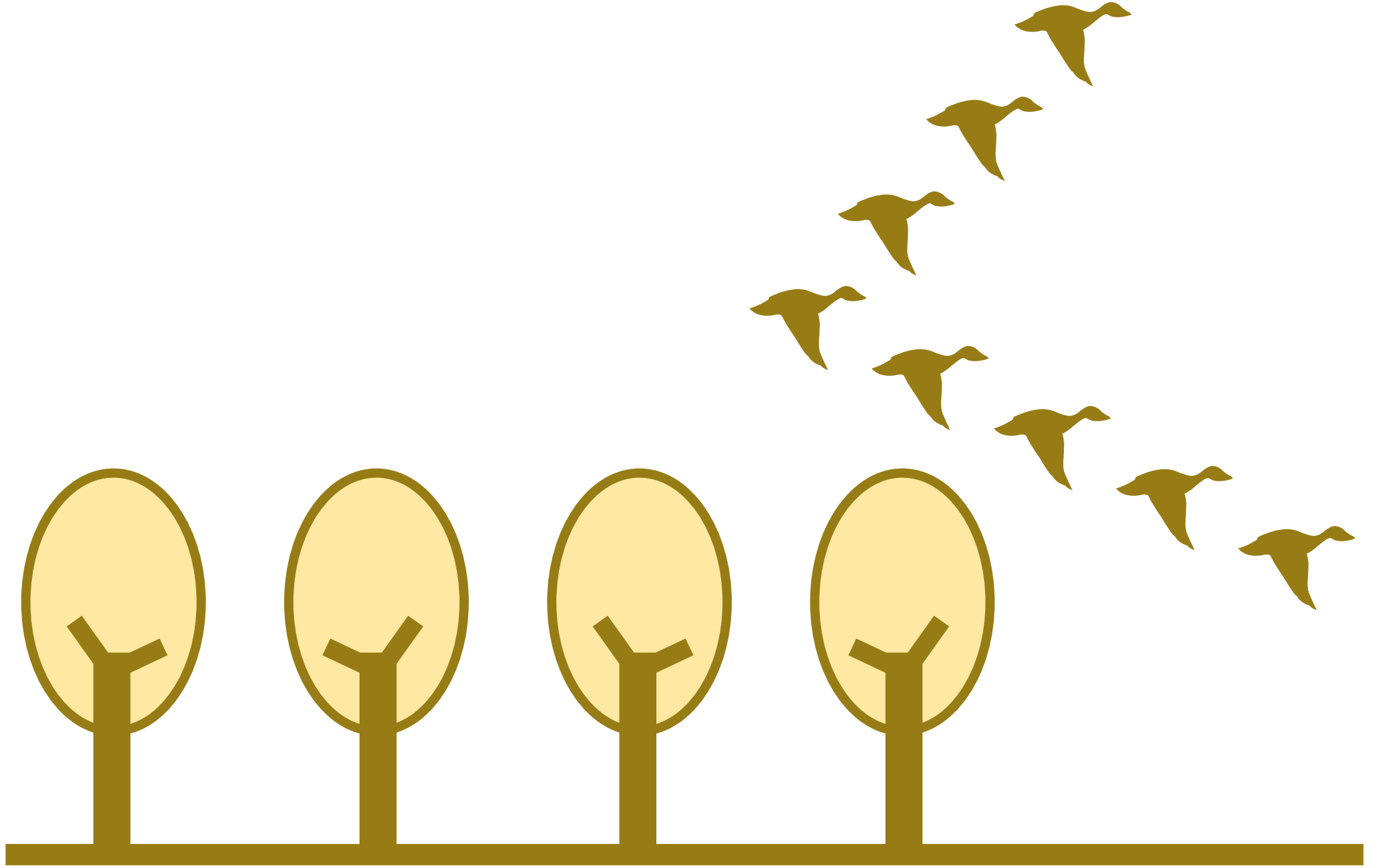


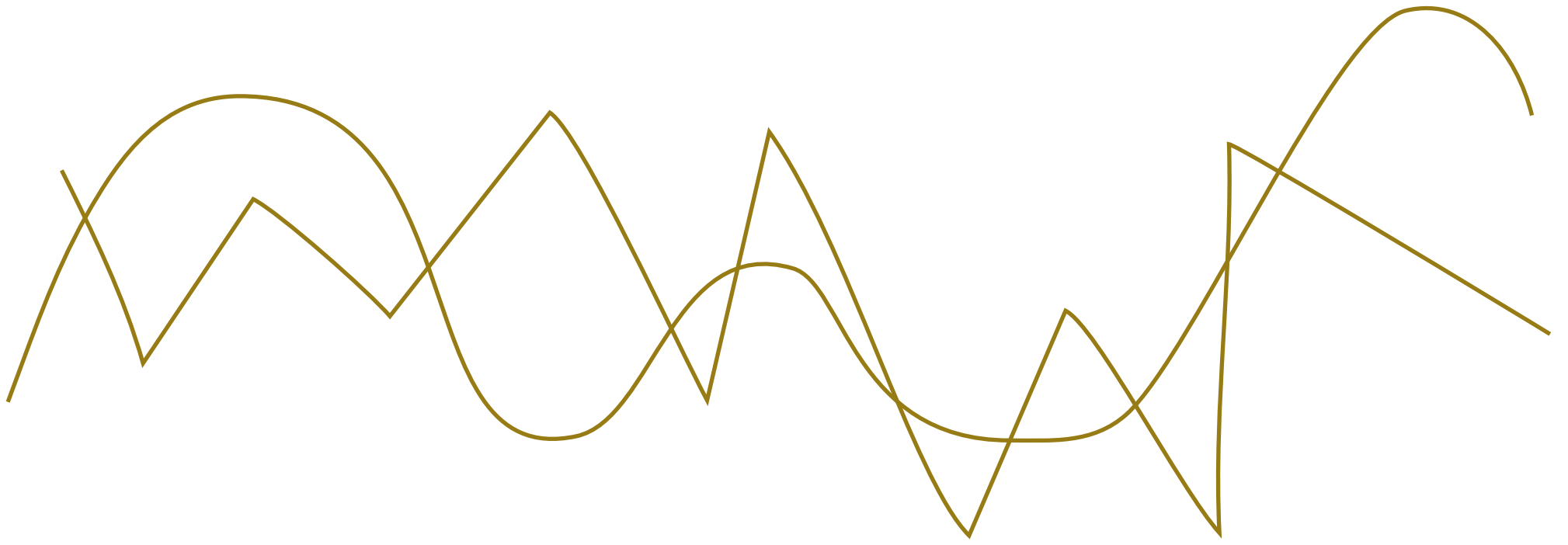
Laws of Grouping









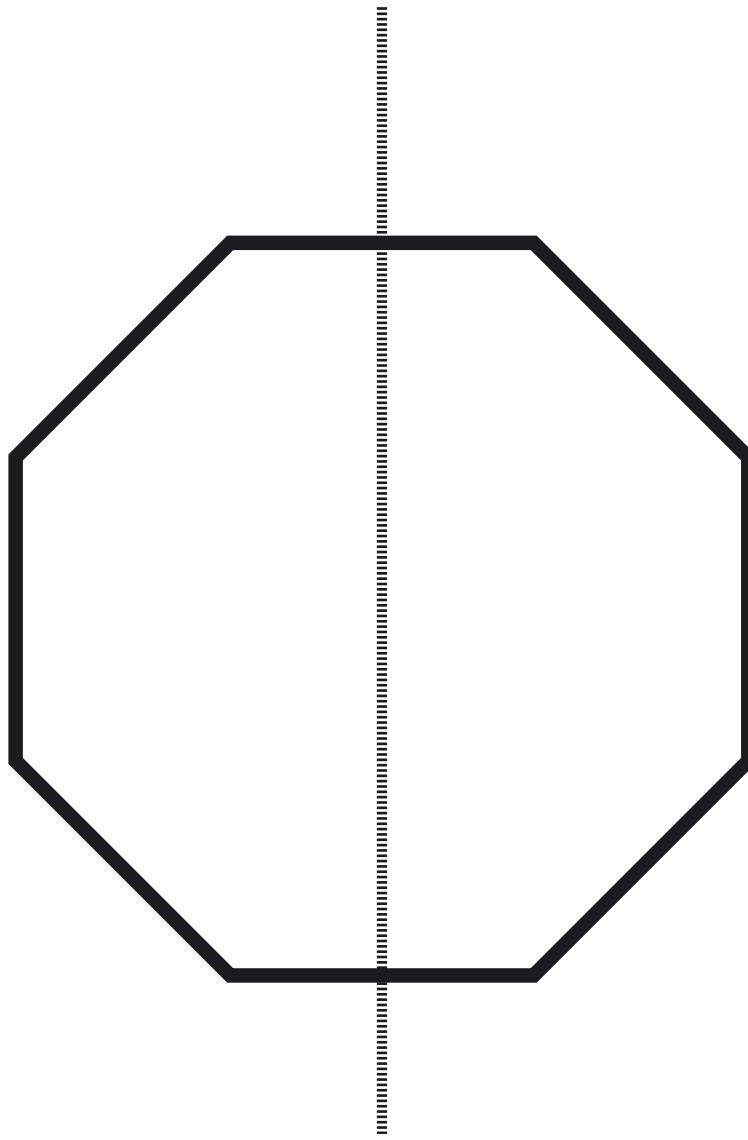
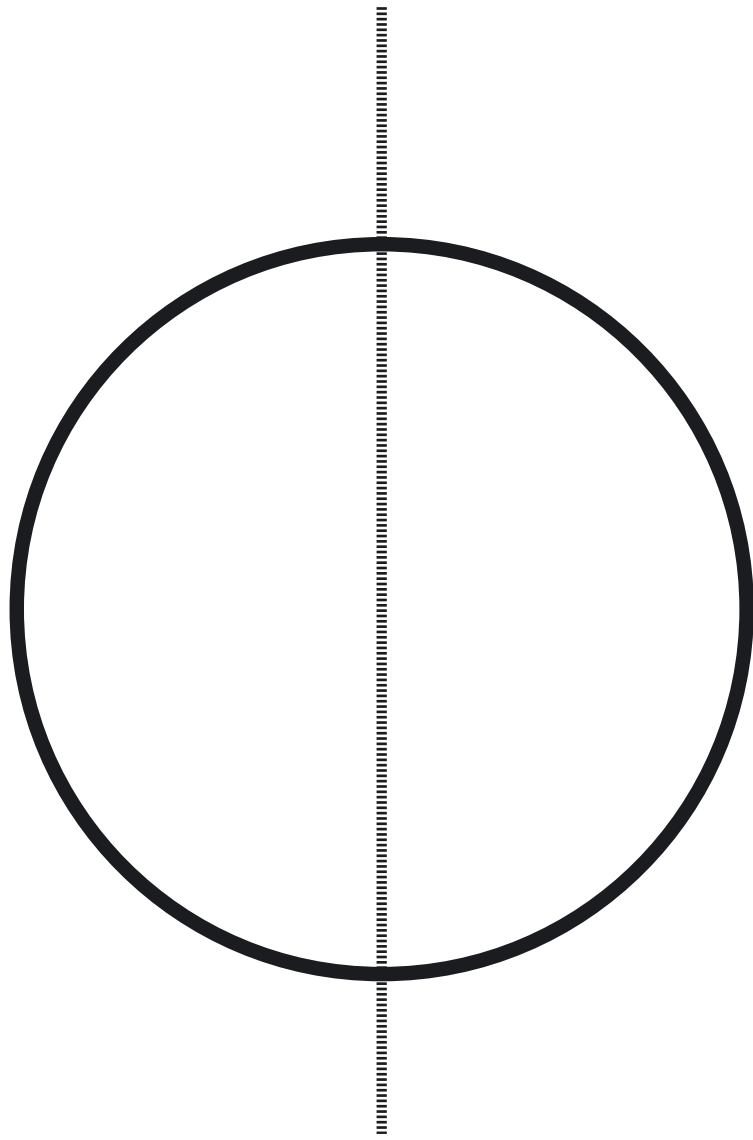


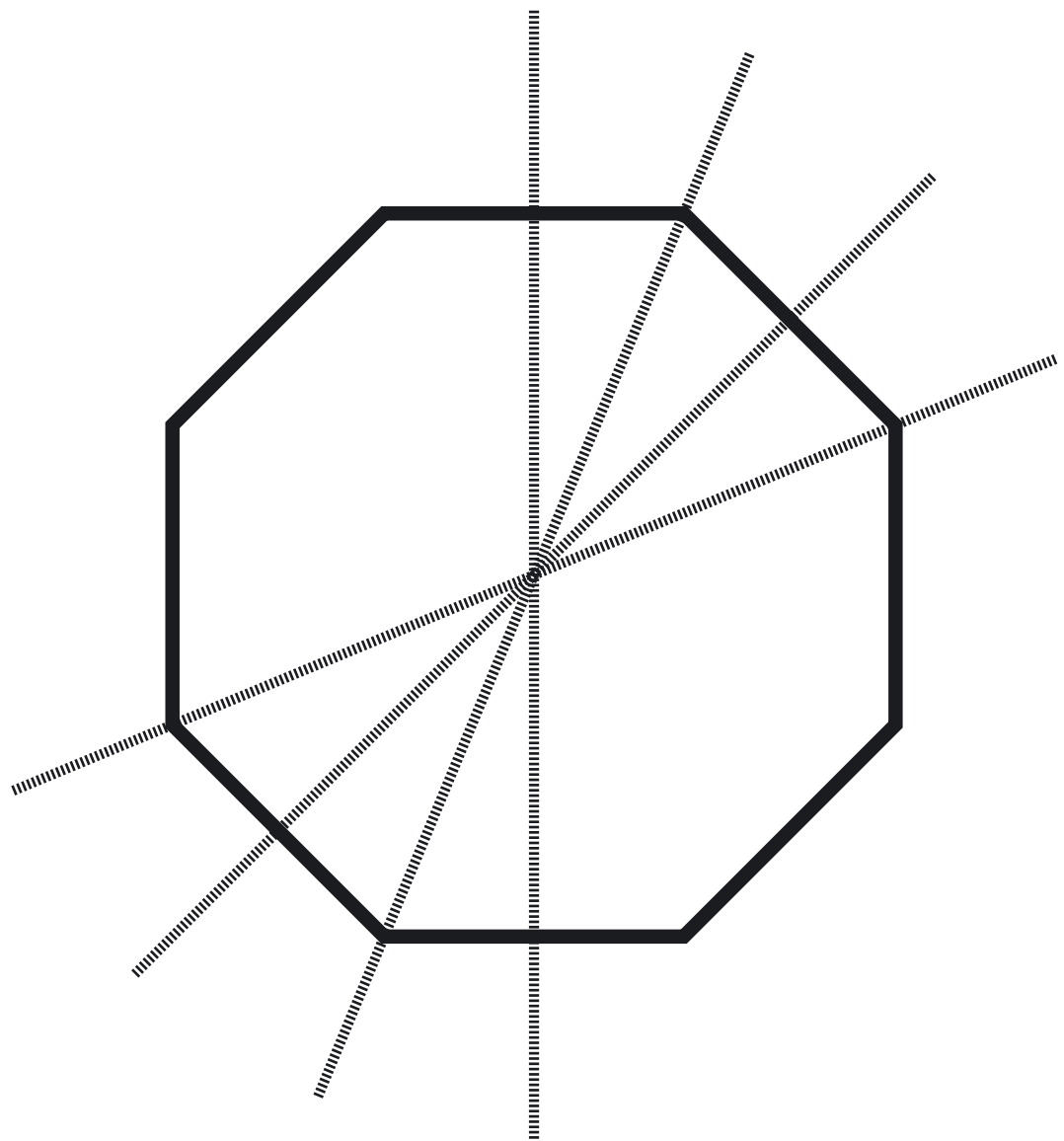
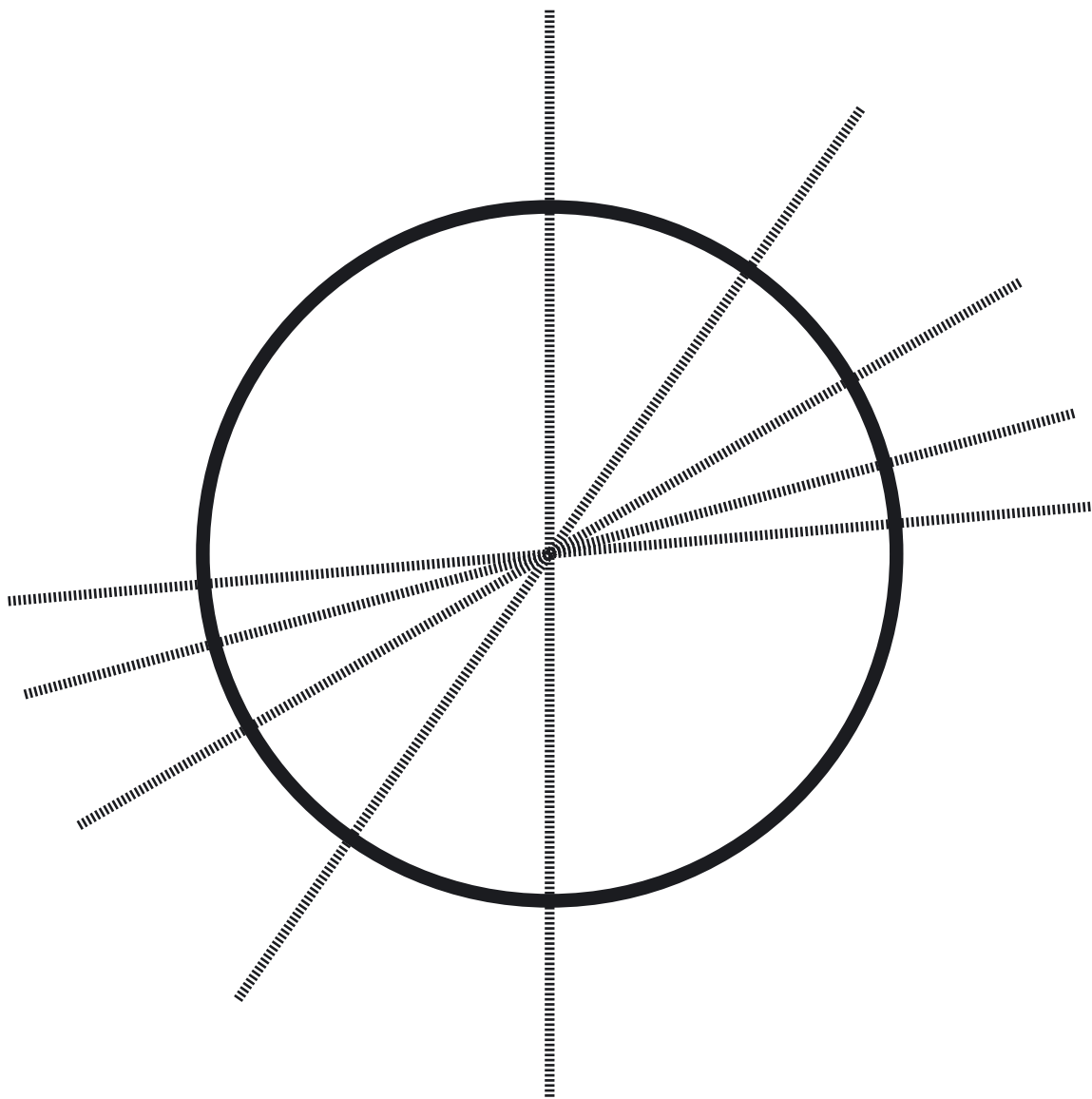
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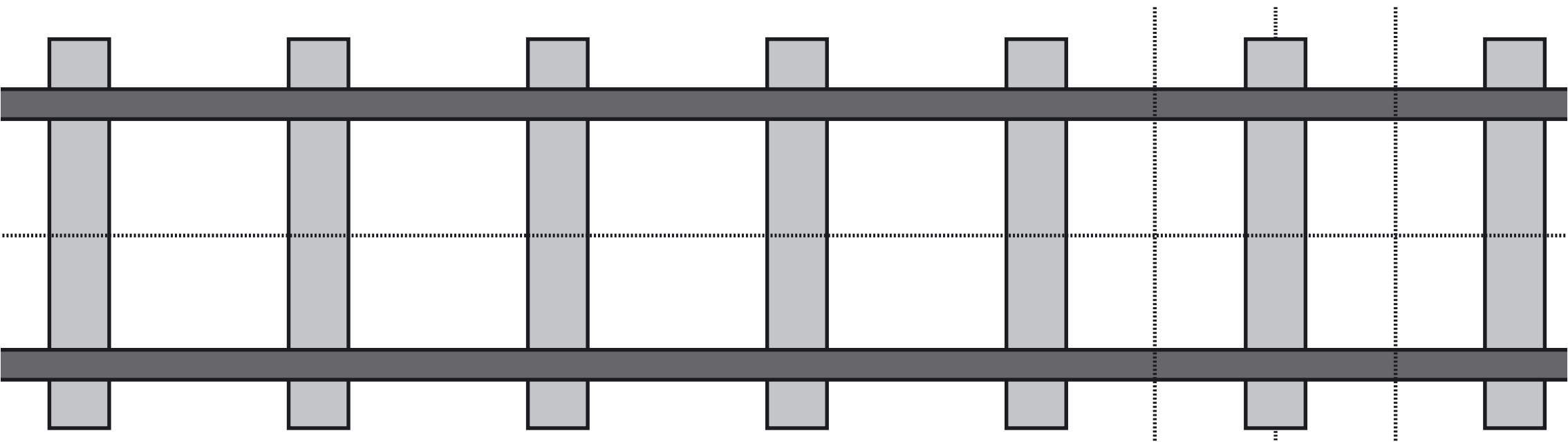
Symmetries



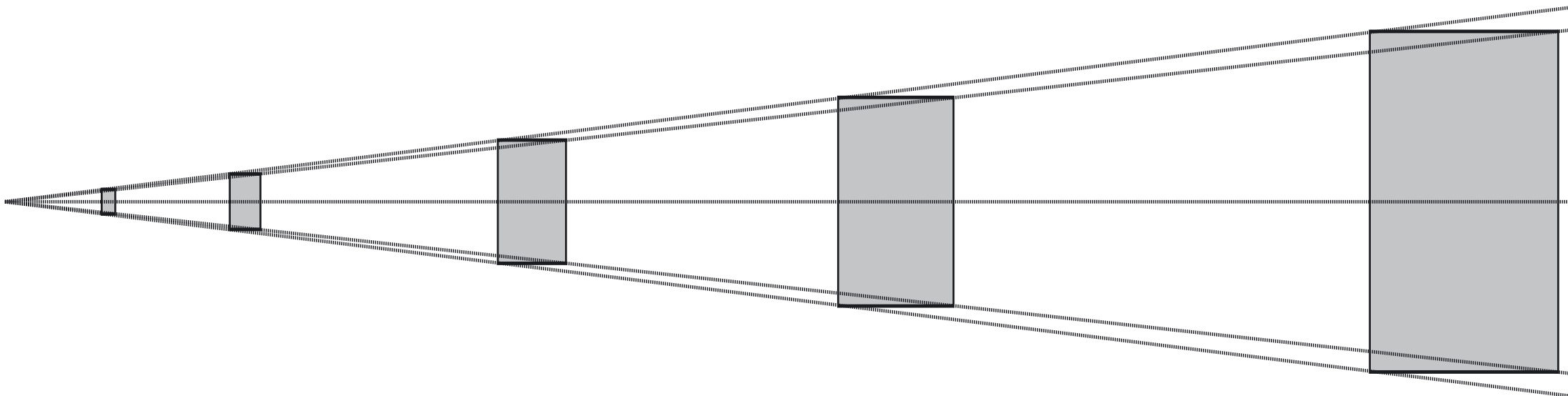


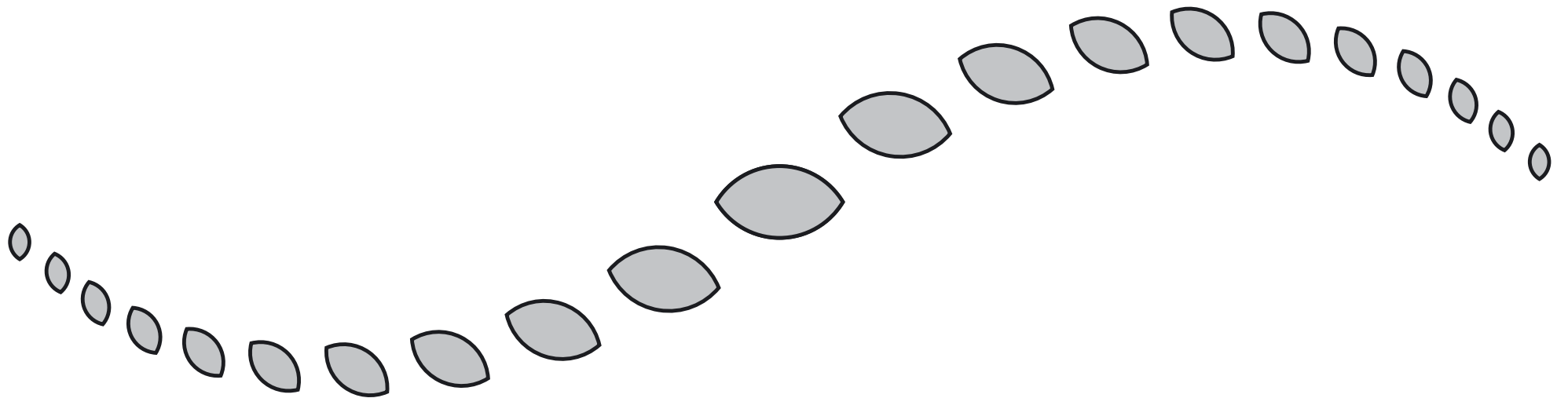
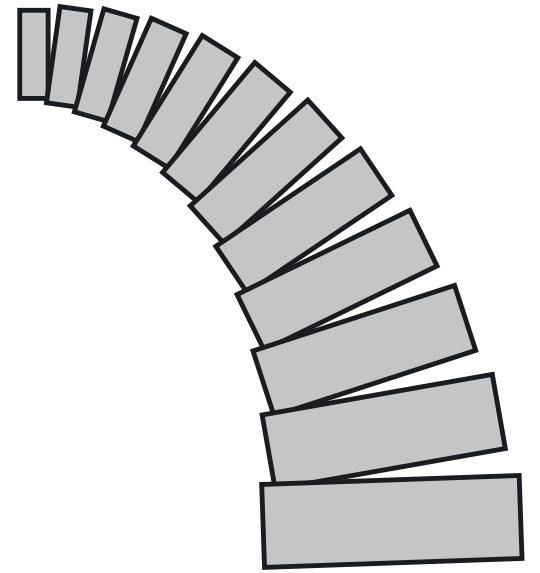
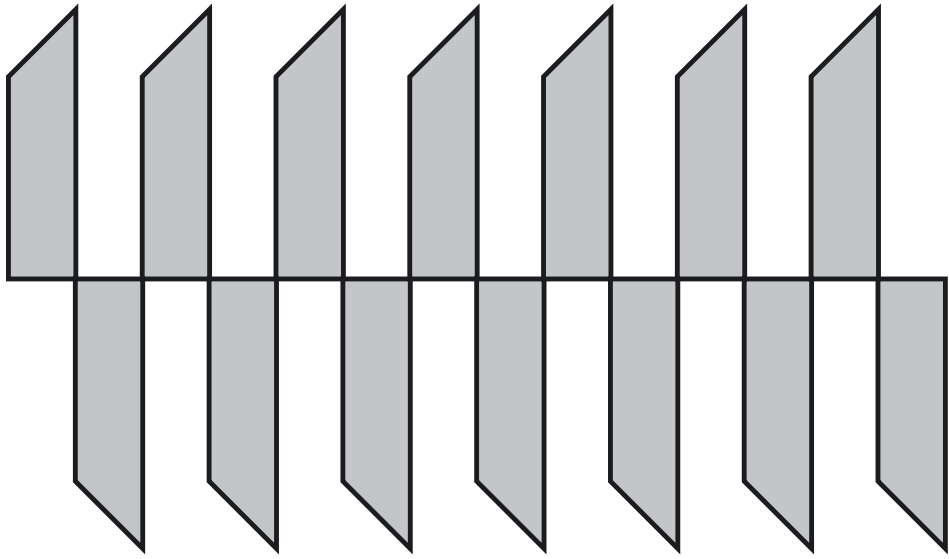






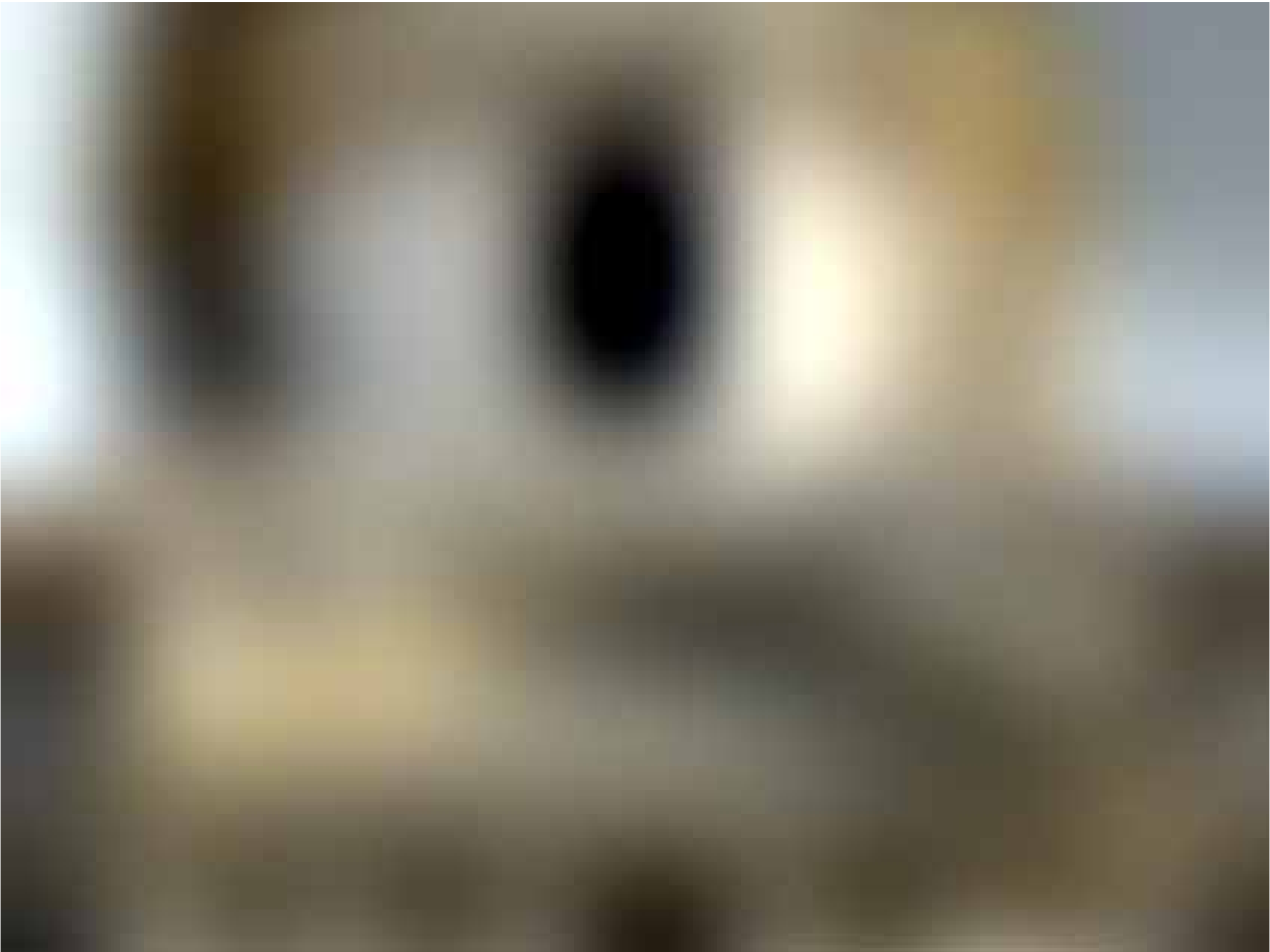




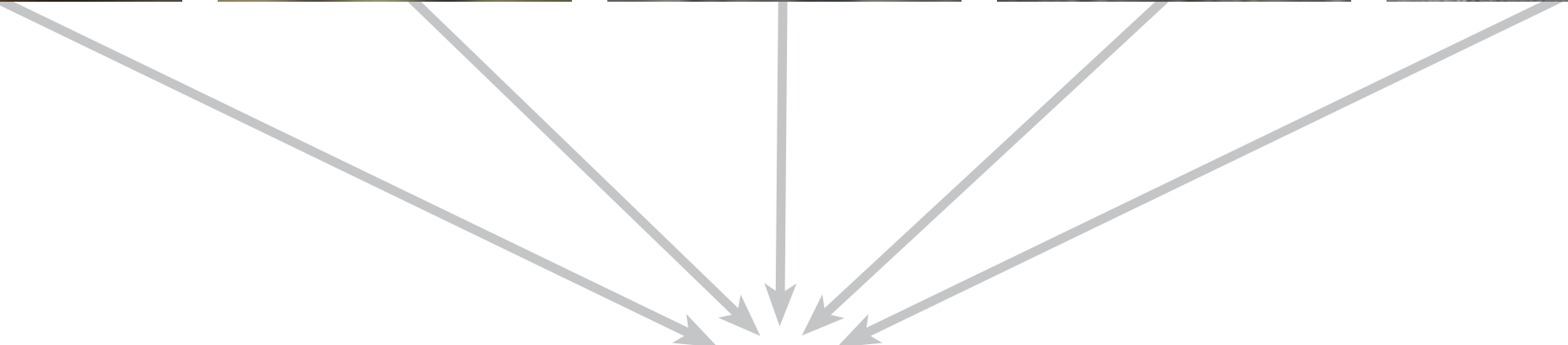
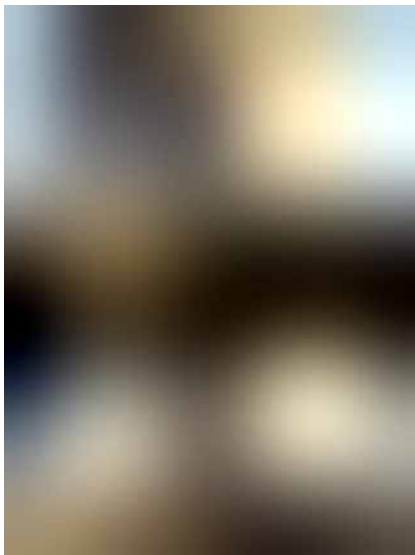


Level of Detail



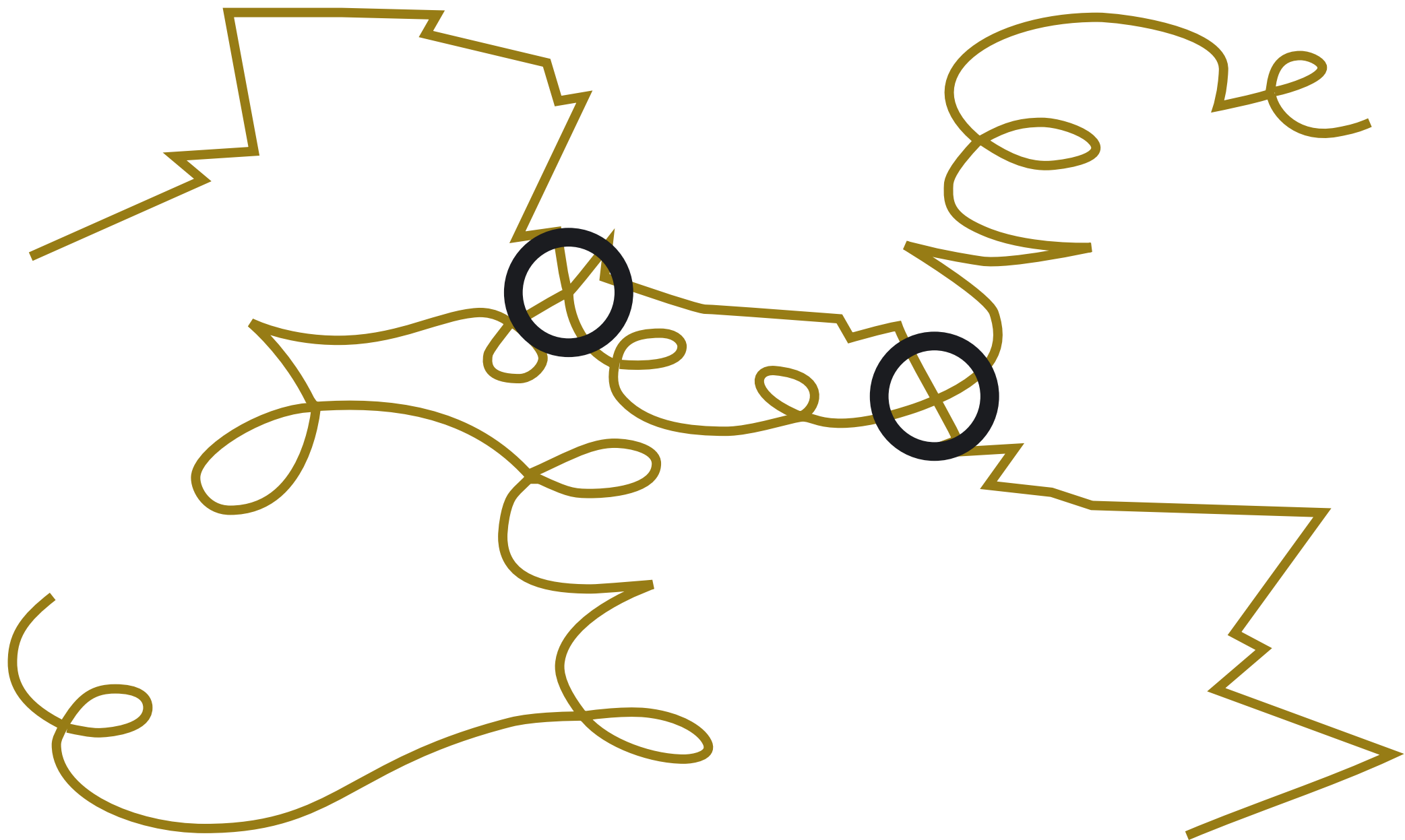




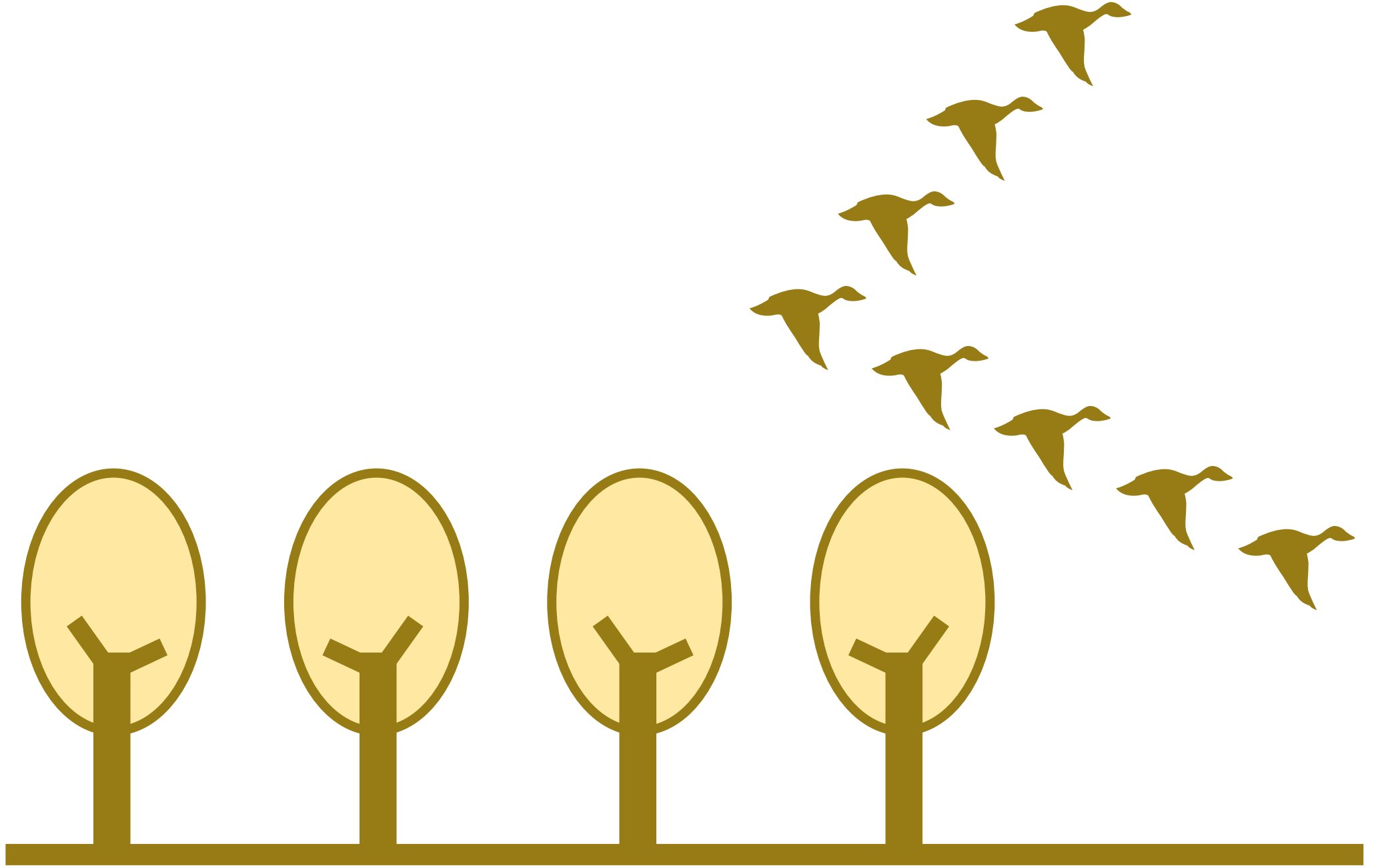




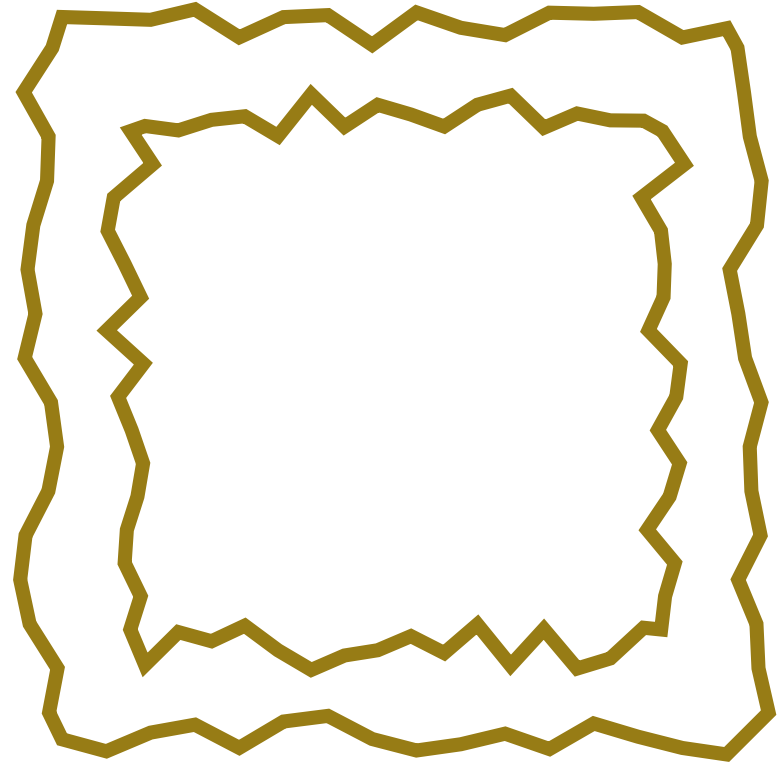




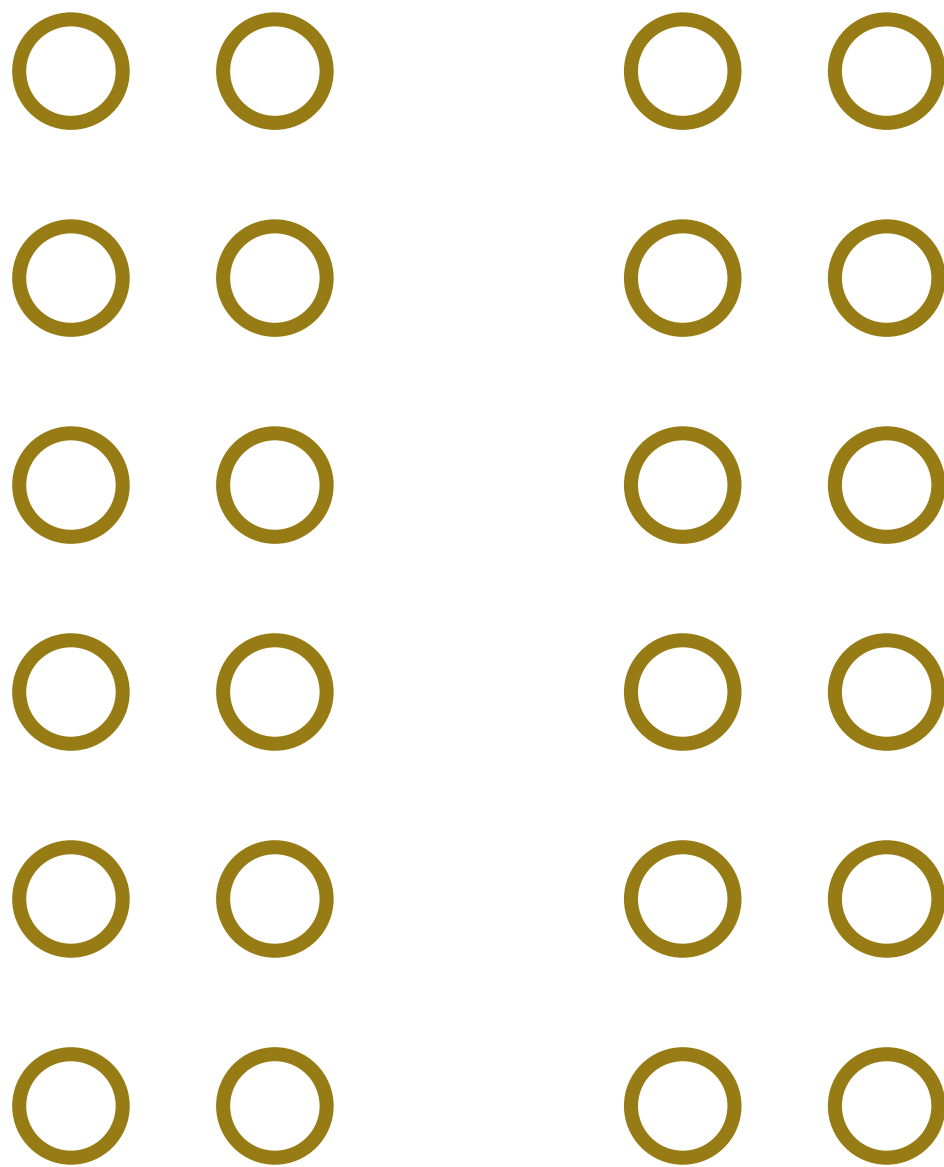
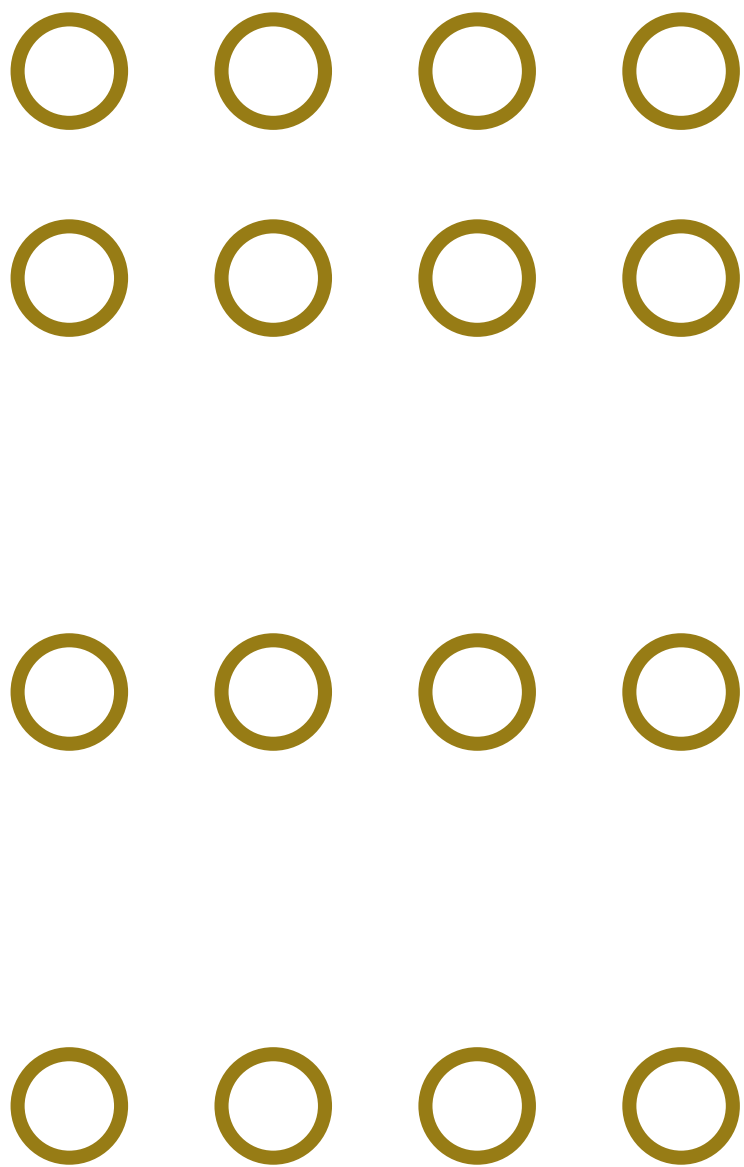
Gradual Symmetry

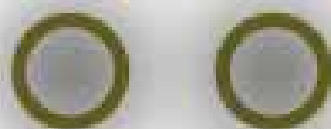
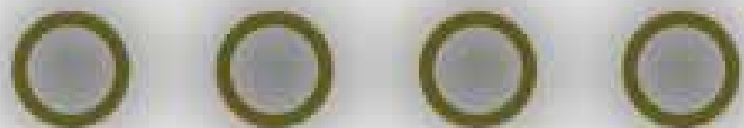


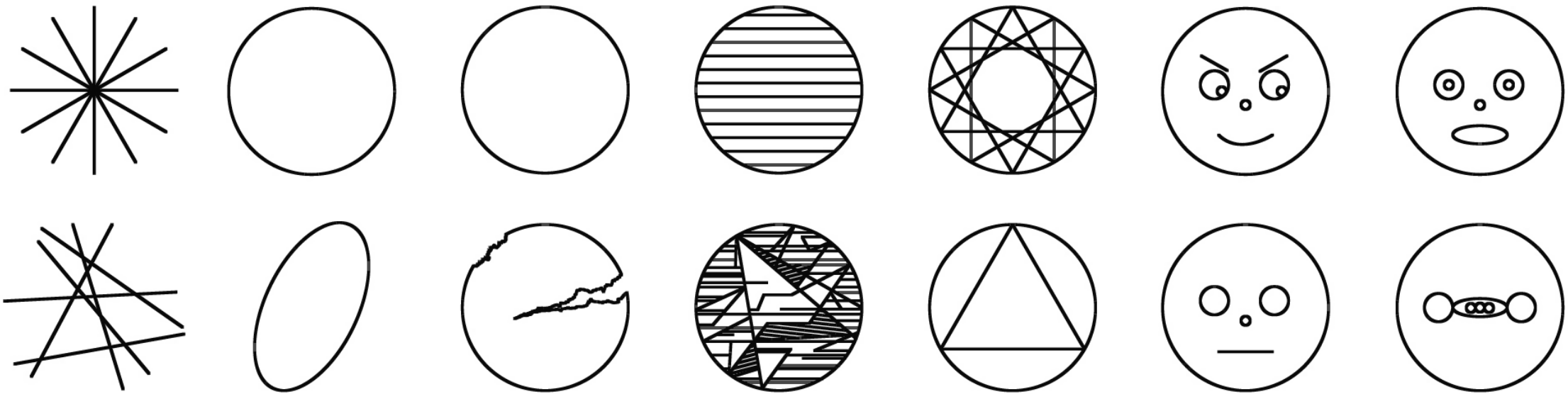












Seven principles of Gestalt Goodness (acc. to Rausch 1966: pp. 911 ff):

Lawfulness, independency, integrity, simplicity, richness of structure, expressiveness and meaningfulness. Upper row: Exemplars with pronounced aspects of each principle. Lower row: Variations with weak manifestations of those aspects.

Design Dimensions



Teka



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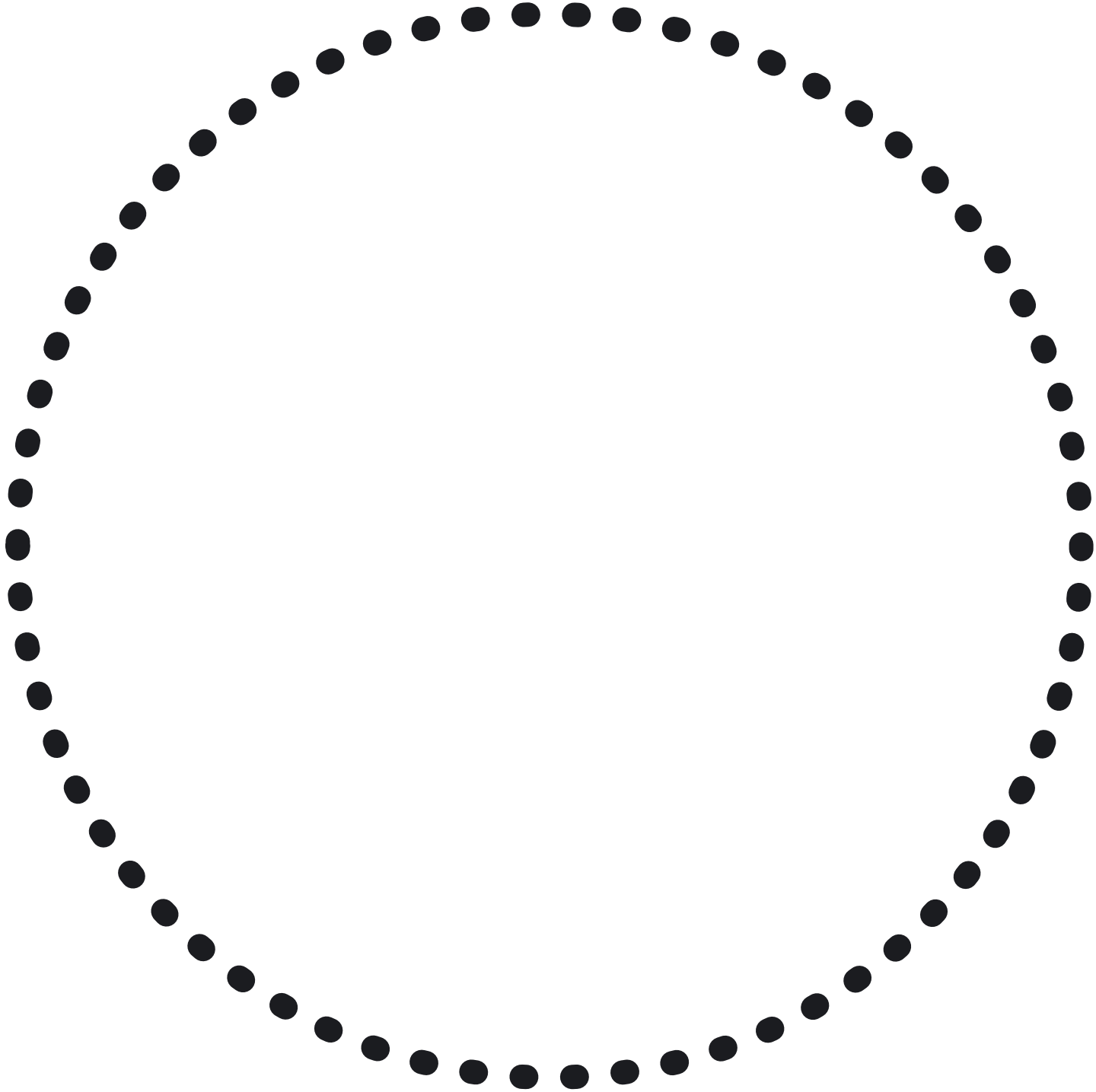
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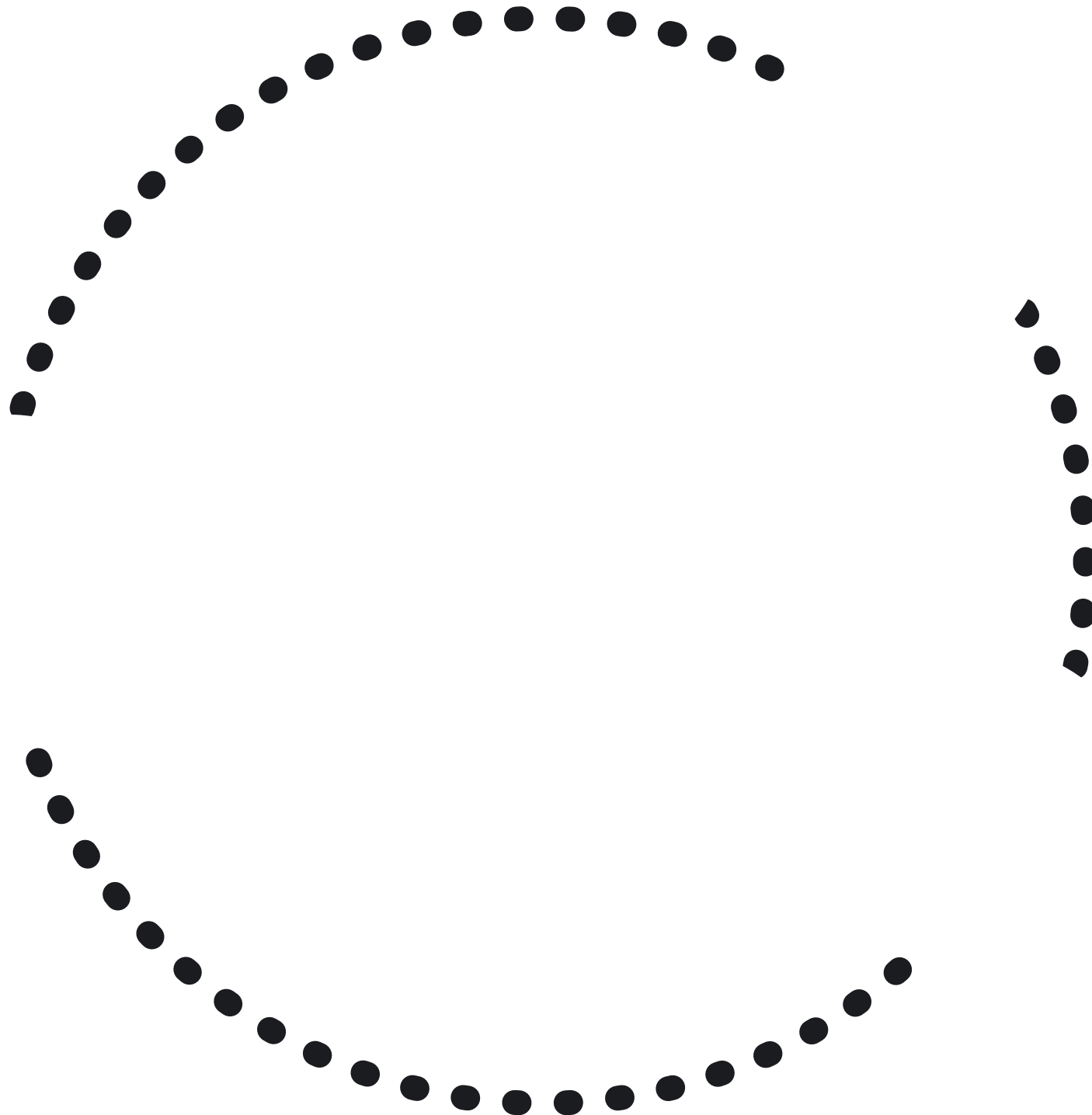
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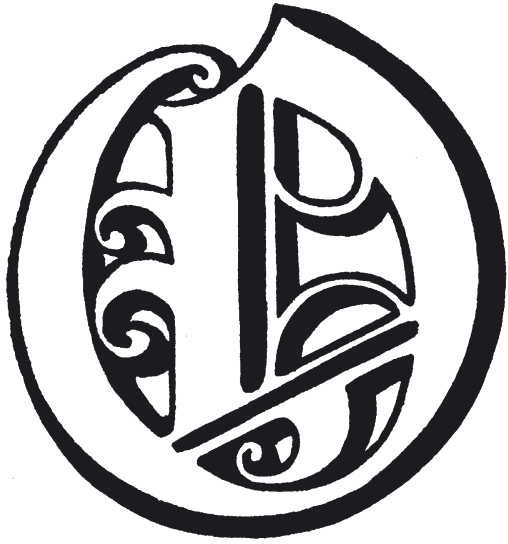
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Integrative Aesthetics









Thank you
for your attention!