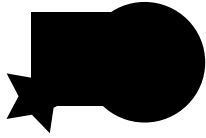
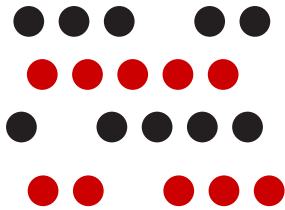


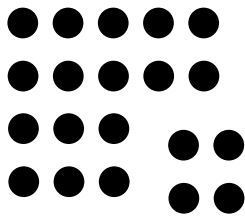
Gestalt theory



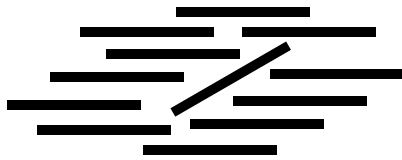
• **good figure** - we observe it in the simplest form first.



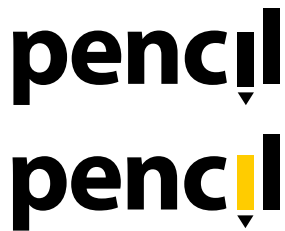
• **similarity** - we group things that are similar but not always near each other. It can be color, size, shape or other characteristics.



• **proximity** - we group things together that are near each other.



• **common fate** - we group things together that are going in the same direction.



• **familiarity** - we group things that we know. A pencil is pointed. Standard #2 pencils are historically yellow.