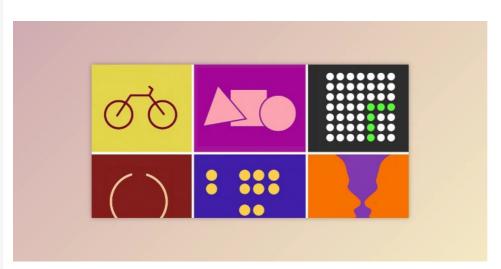# Create Strong Design and Layouts with Gestalt Theory!

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Strong Design and Layouts with Gestalt Theory: Are you familiar with a game where you gaze up at clouds and attempt to locate creatures, people, or even things? Your brain constantly looks for patterns, shapes, and meanings for everything you see to understand the world around you.

This is the foundation that is the basis of Gestalt theories which are derived from Gestalt psychology. It is a system of thought that first emerged in Germany around the turn of the 20th century.

We'll review a few principles associated with Gestalt psychological research and then discuss how it applies to design. If we can understand how the brain processes and categorizes a set of components, we can utilize the knowledge gained to design easy-to-understand visual messages.

Gestalt theory is essentially trying to describe how we organize and visualize information. Organizing this information is a fundamental aspect of our work as graphic designers.

After the class, you'll feel comfortable understanding various Gestalt principles, and we can study a wide range of real-world examples. In addition, you will be challenged with a student-led project allowing you to explore these principles in the real world.

Lessons in This Class:

- Class Introduction
- Similarity, Proximity & Simplicity
- Figure & Ground, Closure & Continuation Figure & Ground, Closure & Continuation
- Reviewing Strong Gestalt Examples
- Gestalt Theory in the Bookstore & Beyond
- Student Project

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