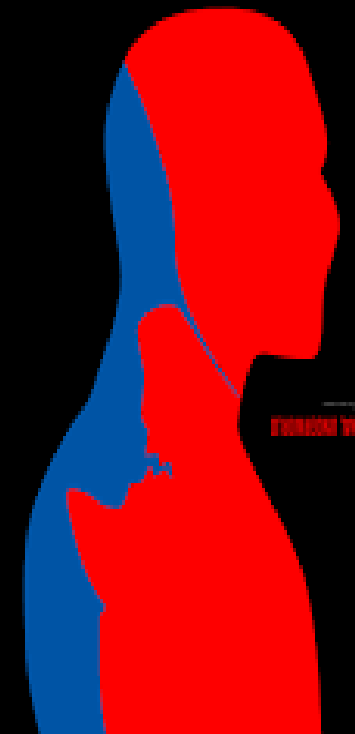
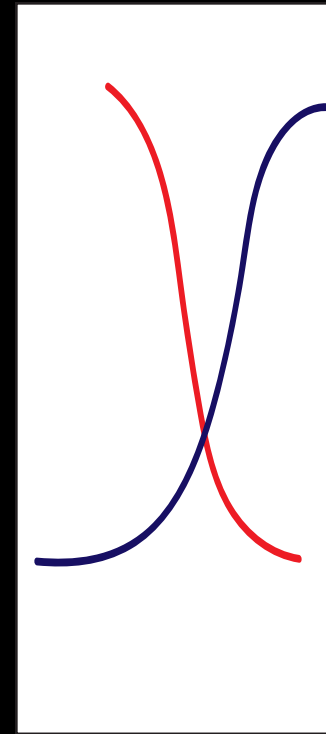
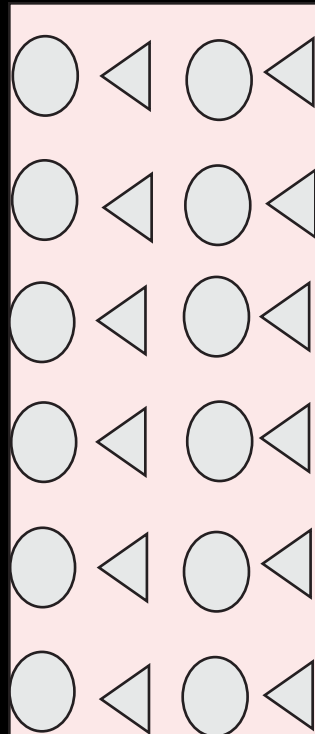
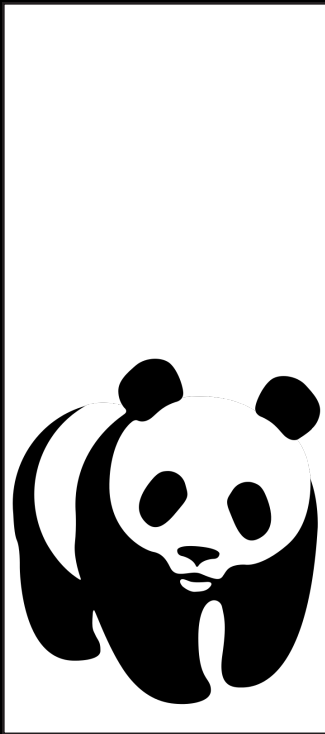


# G E S



## CLOSURE/ SIMPLICITY

According to the law of Simplicity also known as the law of Closure, things within an image are assembled together and seem to complete an entity. The brains oftentimes ignores information which is contradictory and fills in any gaps. In the image above, you see the WWF logo, a panda because your brain is filling in the missing gaps.

Picture Credit: WWF

## SIMILARITY

The law of similarity states that similar things appear grouped within a space. Grouping can occur in both visual and auditory events. Within the image above for example, the brain probably sees the groupings of triangles and circles as columns rather than individual objects which just happen to be placed this way.

## PROXIMITY

According to the law of proximity, things and objects that are near each other seem as if they are grouped together. Within this image, the circles on the left/lower middle part of the image appear to be part of one group, while the dot higher up appears to be part of another. This is because the lower objects are close to each other and thus appear to the brain as one group seperated from the individual dot, which is higher up and belongs to its own grouping.

## CONTINUITY

The law of continuity deems that points that are connected via straight or curving lines are viewed in a way that follows the smoothest path. Rather than being visually seperate, the lines are seen as they would belong together with each other.

## FIGURE/GROUND

The law of Figure Ground talks about the fact that objects stand out by creating a distinctive difference between the picture and the background. This also may vary the meaning of the image, depending on which colour stands out more and which image is percieved as most prominent. Here the brain sees a picture of a red figure with a big nose with a blue shaddow on their back and the black background makes both stand out so both can be seen.  
Picture Credit: Criminal Underground

# T A L T