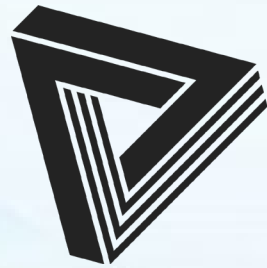


# **BUILDING THE IMPOSSIBLE**

## **WORKSHOP**

by



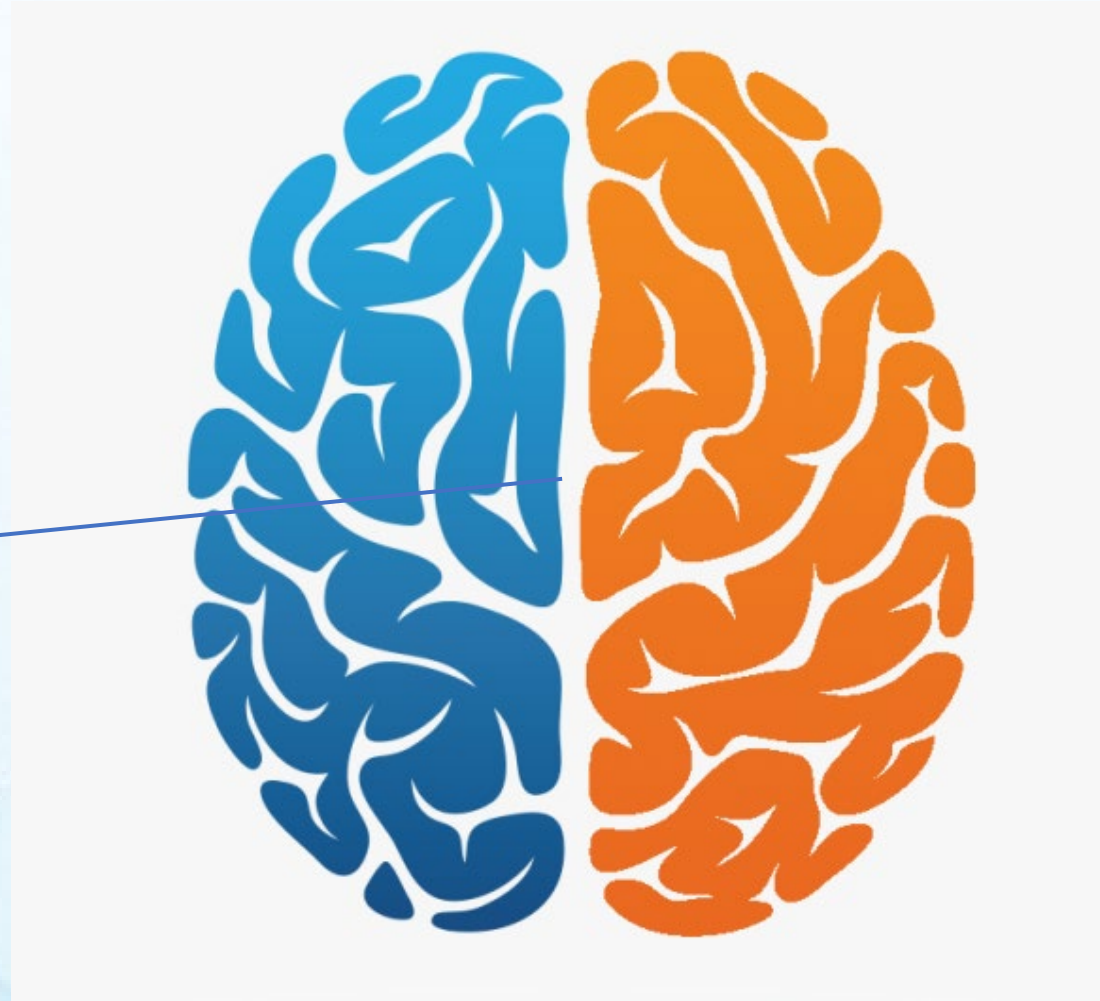
**PIPO**VILLANUEVA

**EXTRA**

**THE DIVIDED BRAIN & GESTALT PERCEPTION**

# TWO HEMISPHERES

CORPUS CALLOSUM



# TWO HEMISPHERES

**focused attention**

**see things abstracted**

**grasping what already prioritized**

**categorize, put in boxes**

**deals with patters**

**semantic memory, impersonal**

**irritation, anger**

**detached, unconcern of others**



**broad vigilant attention, sustained**

**see things in their context, holoistic  
exploratory**

**distinguish individuals of all kinds**

**anomaly detector**

**episodic memory, personal**

**sadness**

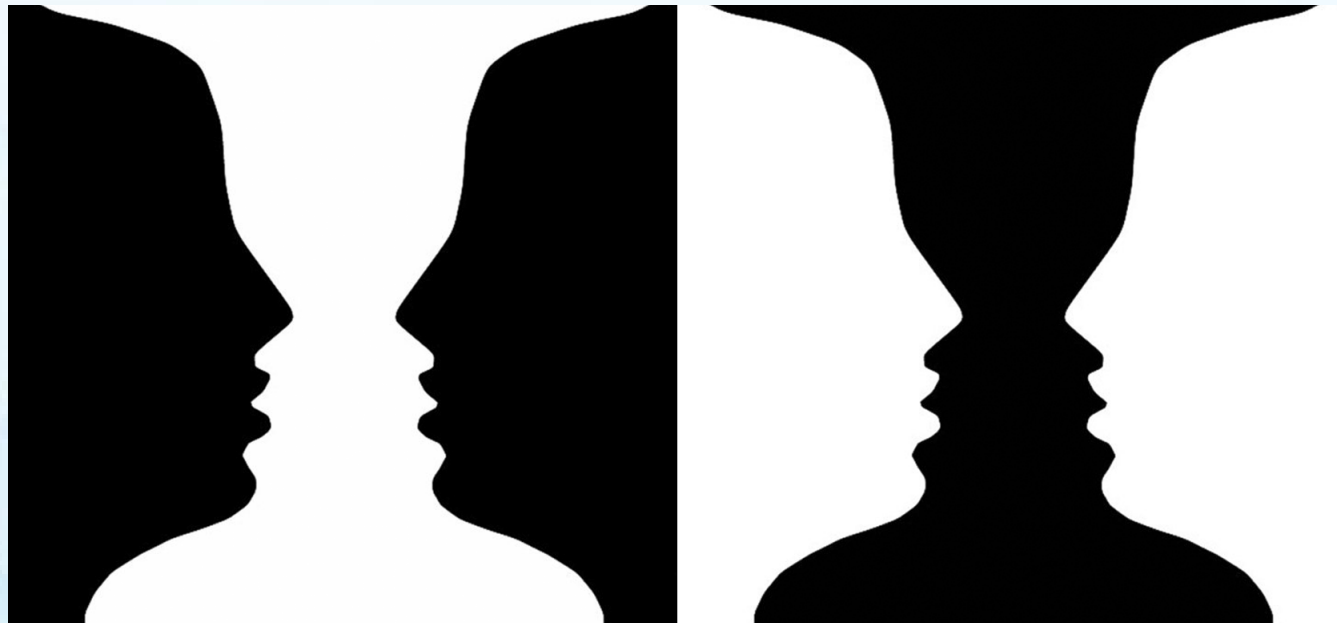
**empathy**

**understand humor and metaphore  
meaning as a whole**

# GESTALT PRINCIPLES OF VISUAL PERCEPTION

## #1 FIGURE/GROUND

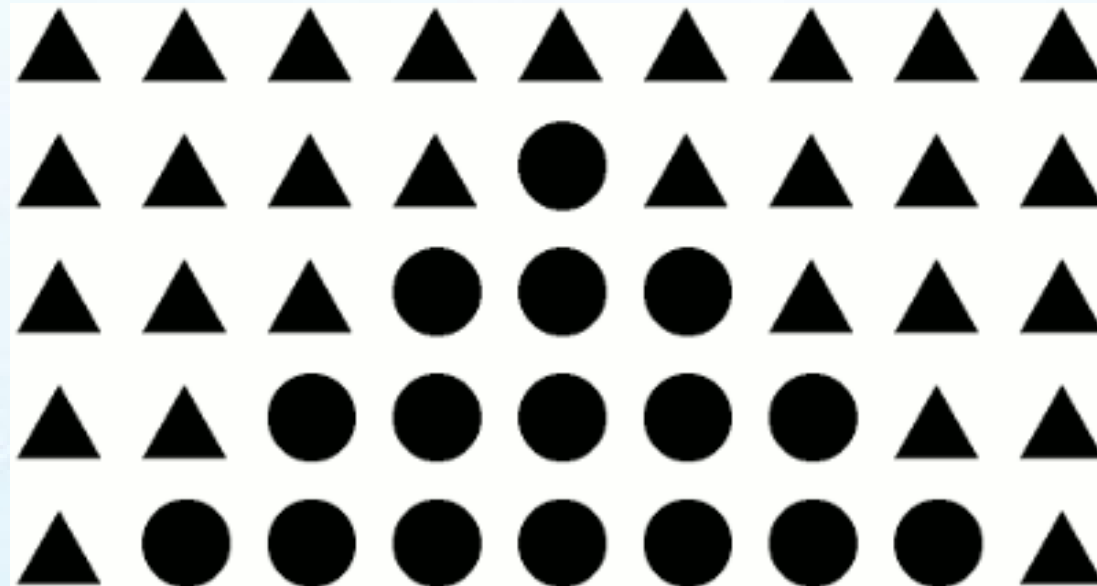
People instinctively perceive objects as either being in the foreground or the background. They either stand out prominently in the front (the figure) or recede into the back (the ground). This determination will occur quickly and subconsciously in most cases.



# GESTALT PRINCIPLES OF VISUAL PERCEPTION

## #2 SIMILARITY

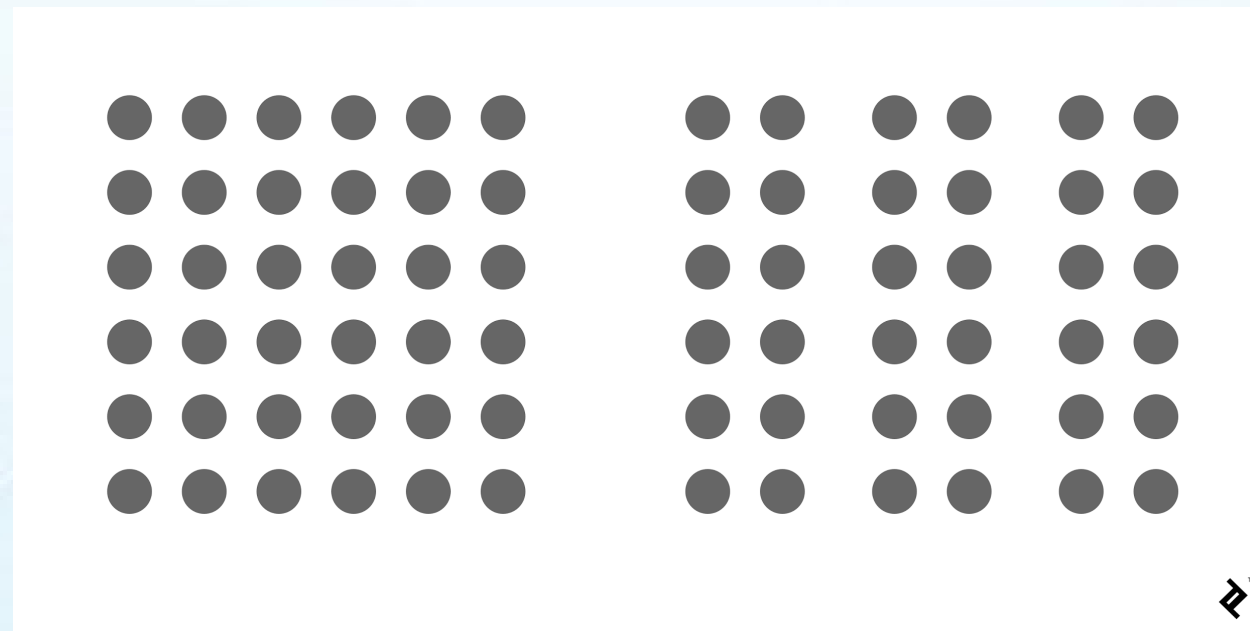
The principle of similarity states that when things appear to be similar to each other, we group them together. And we also tend to think they have the same function.



# GESTALT PRINCIPLES OF VISUAL PERCEPTION

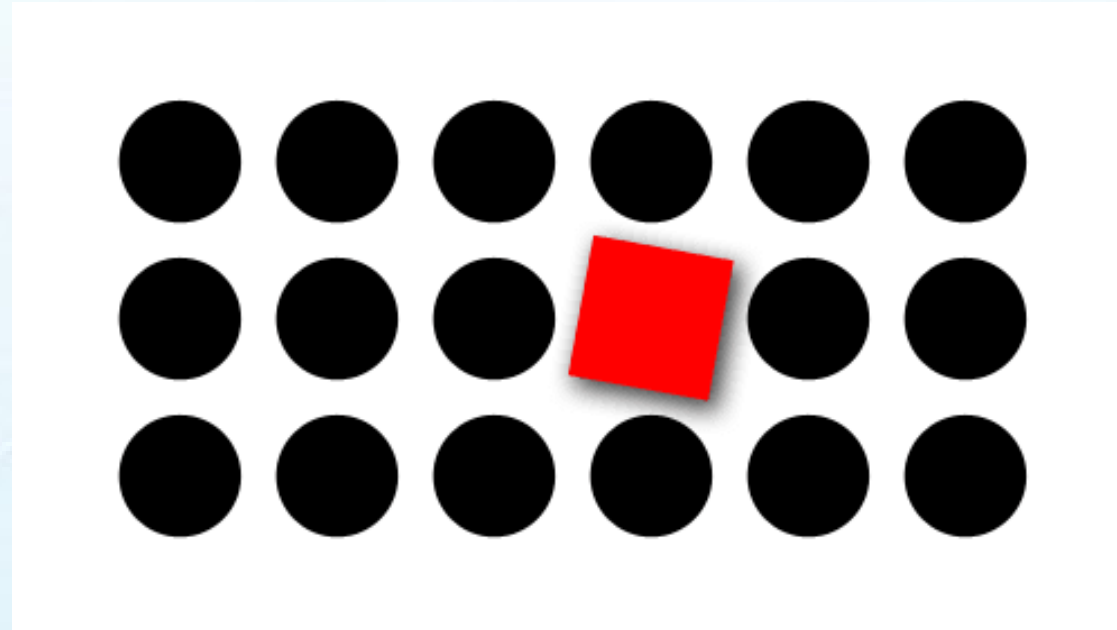
## #3 PROXIMITY

The principle of proximity states that things that are close together appear to be more related than things that are spaced farther apart.



## #4 FOCAL POINT

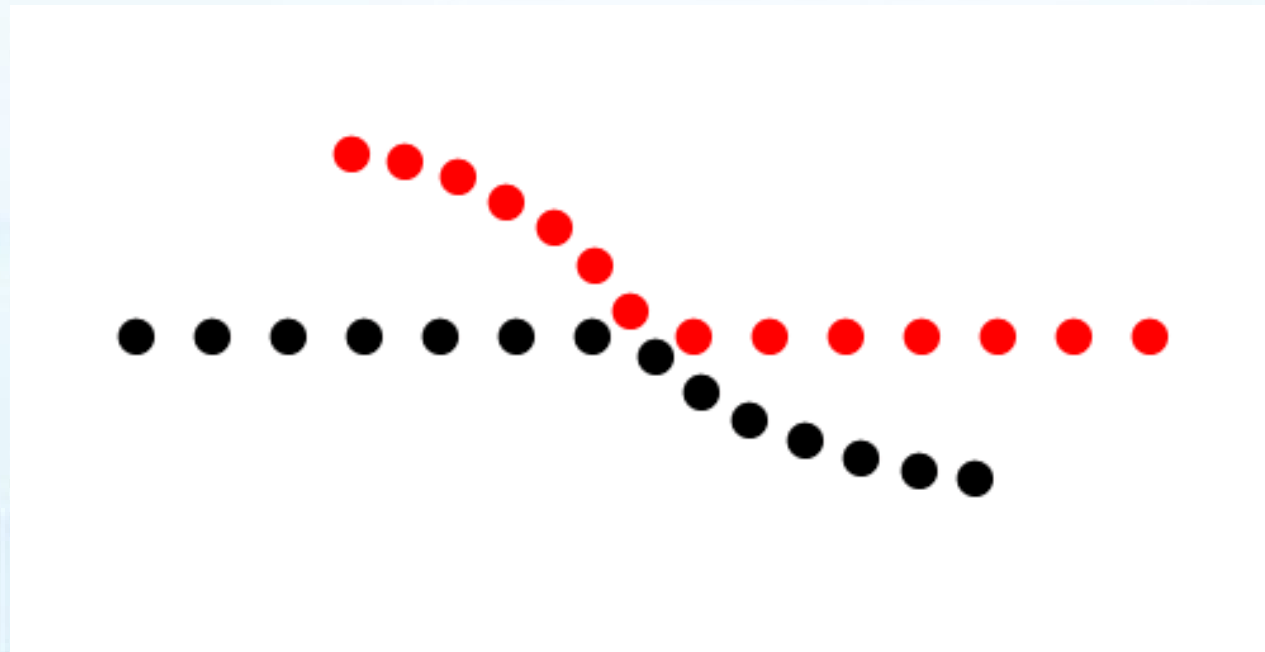
The focal point principle states that whatever stands out visually will capture and hold the viewer's attention first.



# GESTALT PRINCIPLES OF VISUAL PERCEPTION

## #5 CONTINUITY

The principle of continuity states that elements that are arranged on a line or curve are perceived to be more related than elements not on the line or curve

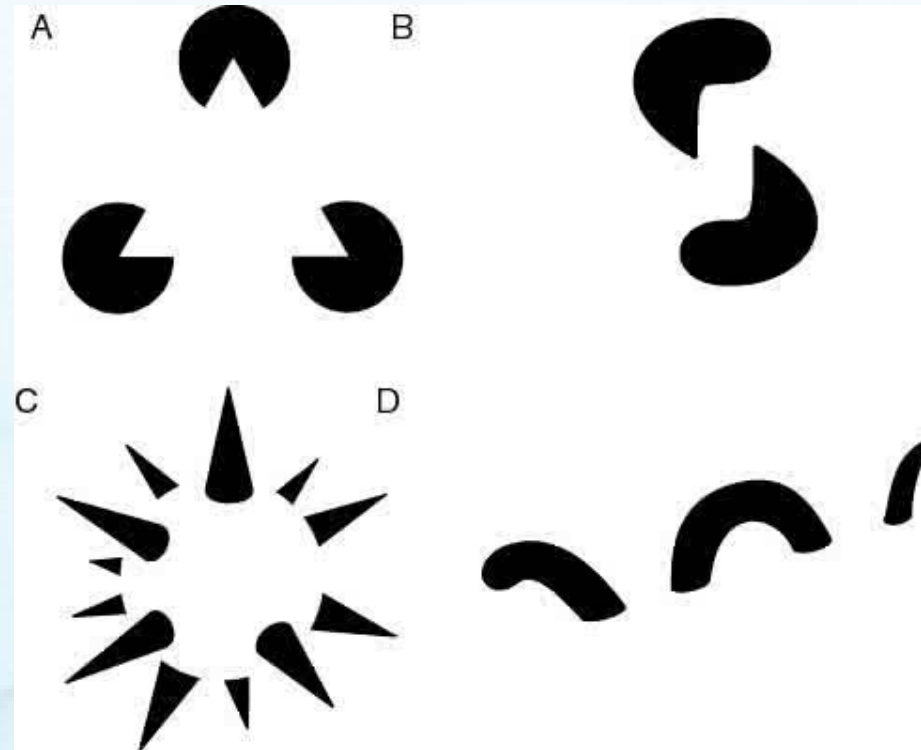




# GESTALT PRINCIPLES OF VISUAL PERCEPTION

## #6 CLOSURE

The principle of closure states that when we look at a complex arrangement of visual elements, we tend to look for a single, recognizable pattern. your brain will fill in the missing parts of a design or image to create a whole



# GESTALT PRINCIPLES OF VISUAL PERCEPTION

## #7 COMMON FATE

This principle states that people will group together things that point to or are moving in the same direction.

