

Light and shadow

1. Objects
and their
shadows

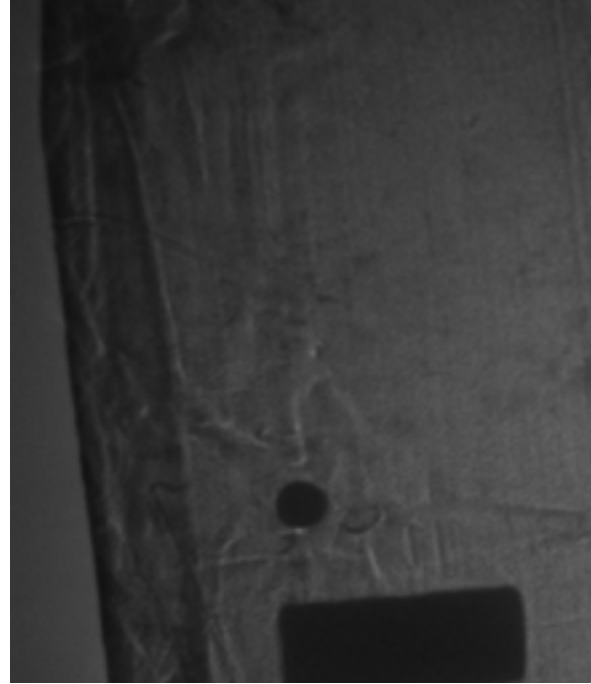
2. Light and
shadow

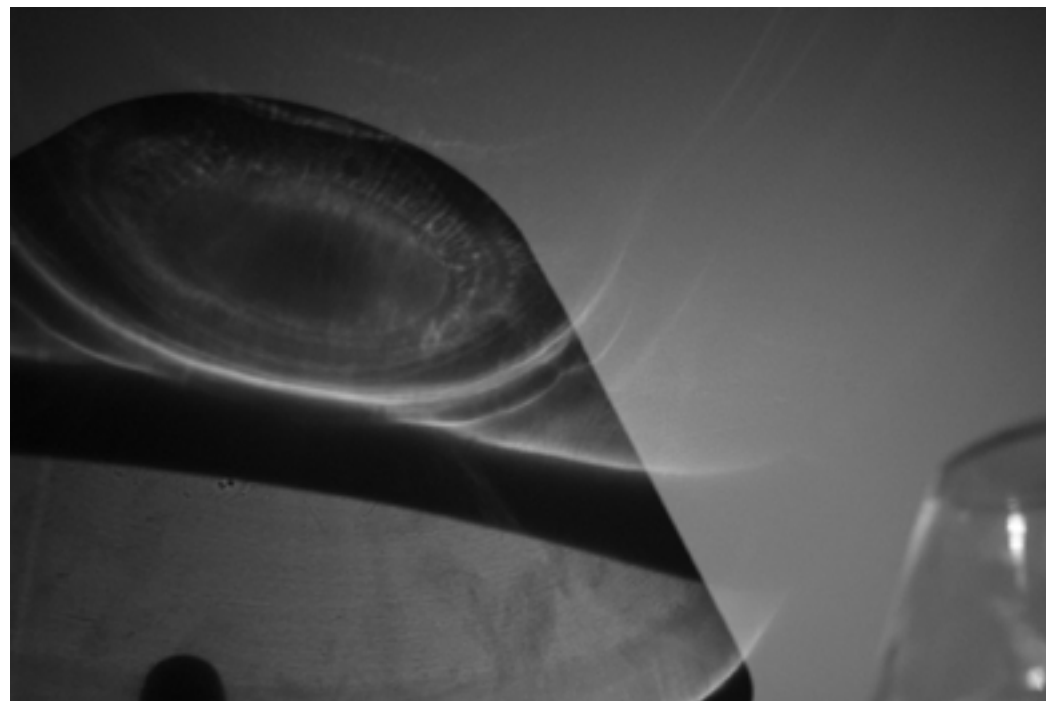
3. Gestalt
principles

Objects and their shadows

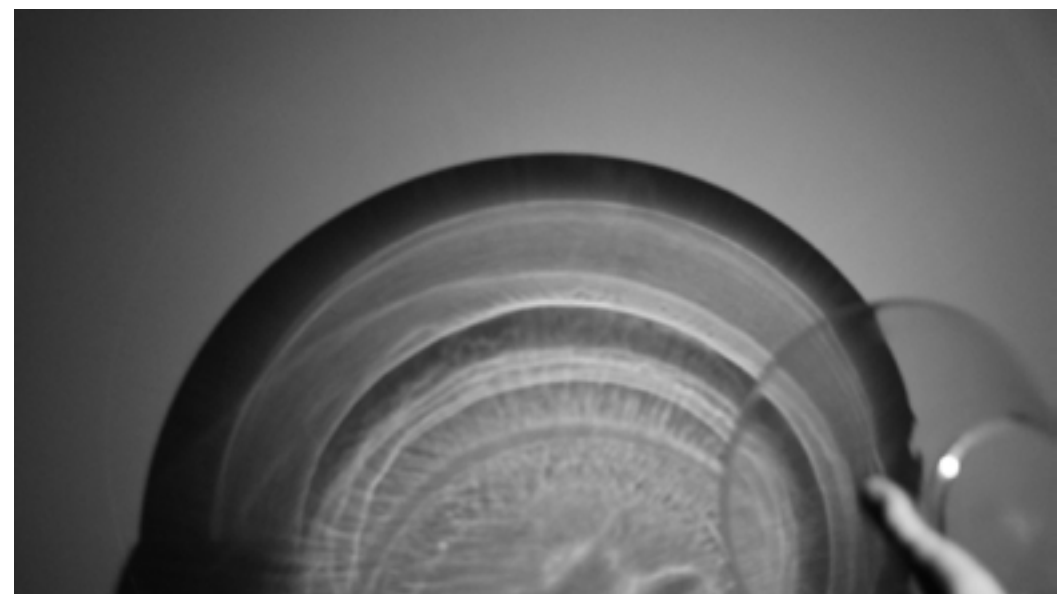
Explore the
texture of
see through
objects
through
their
shadows

1.

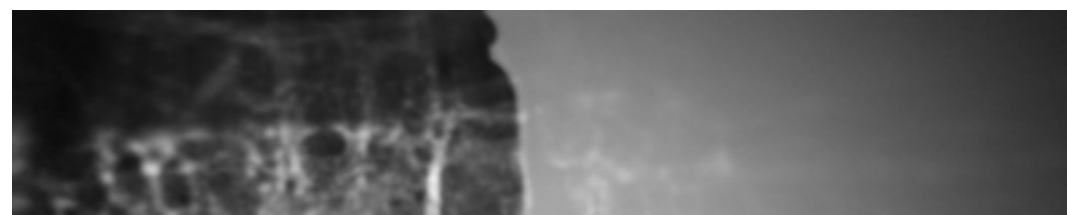
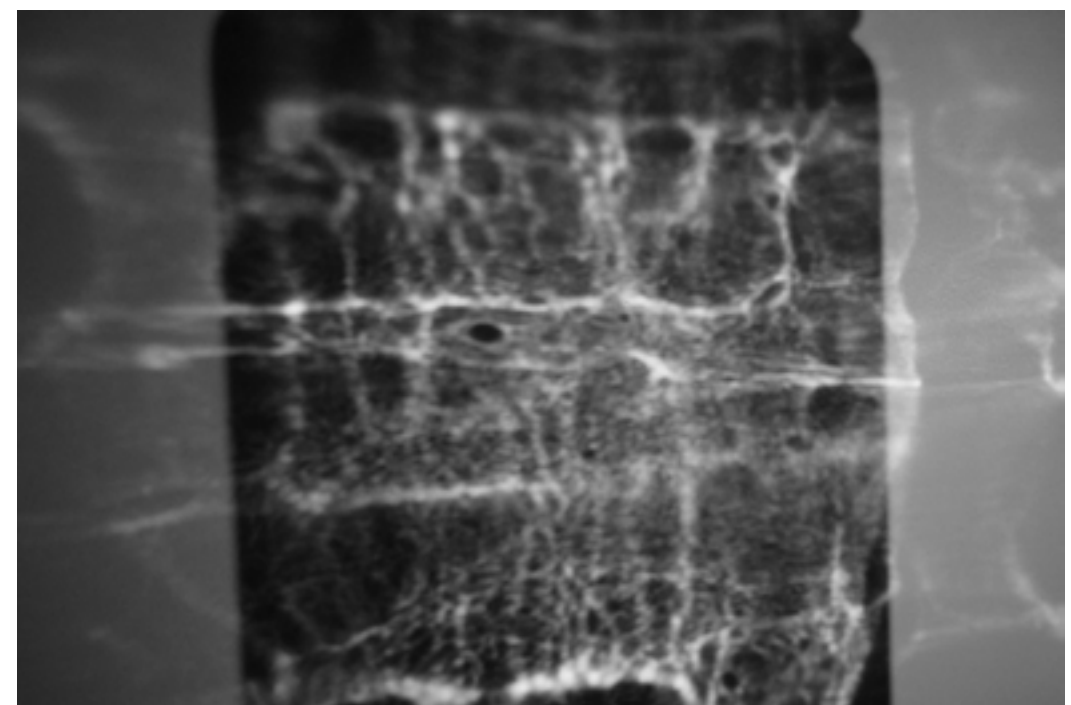
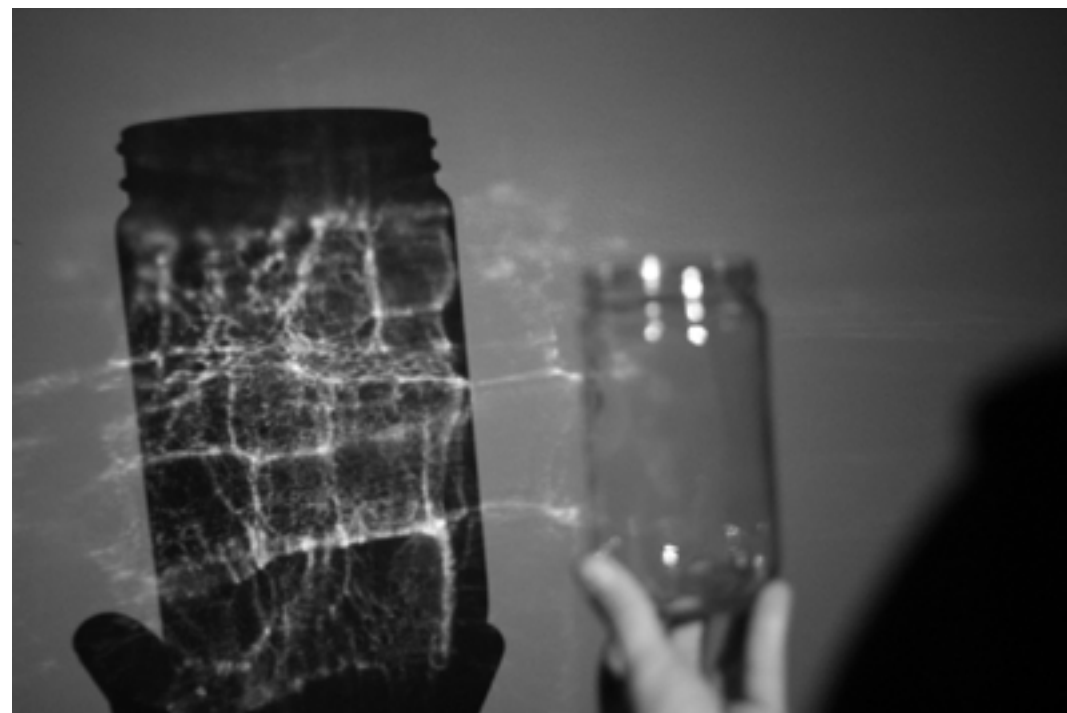
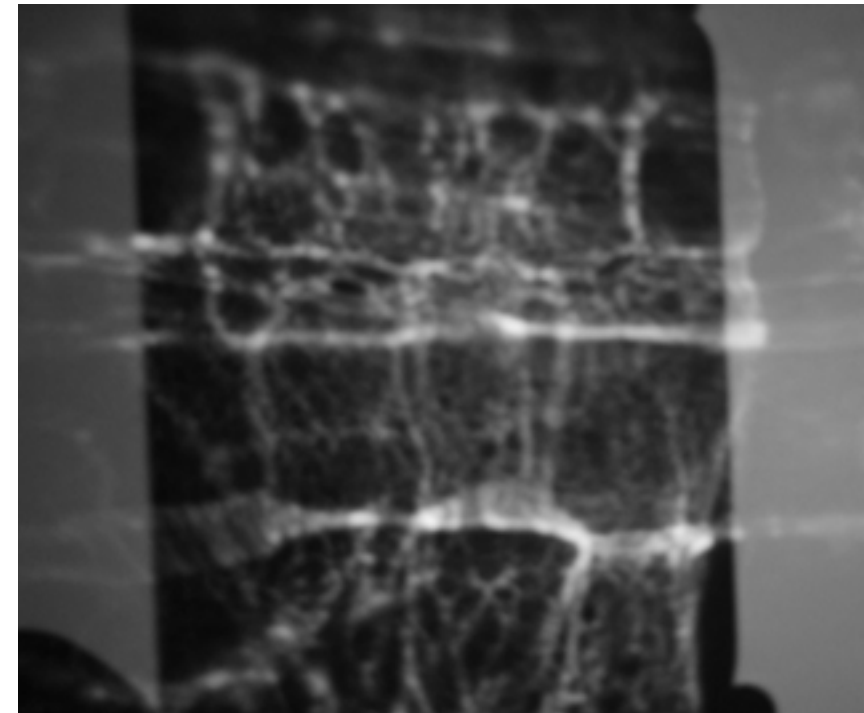




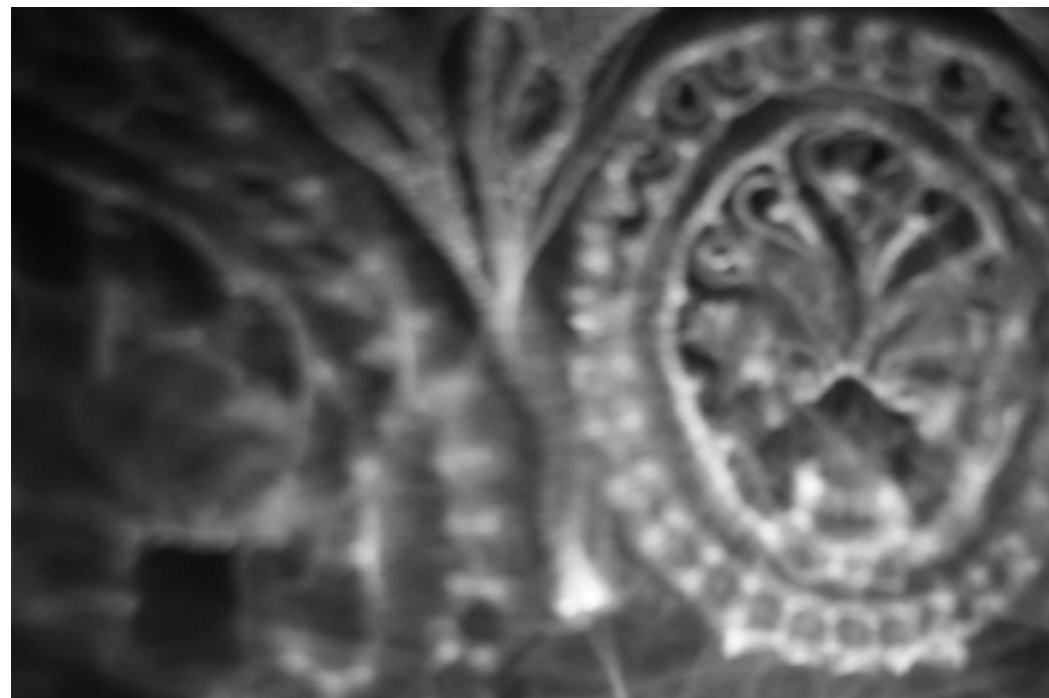
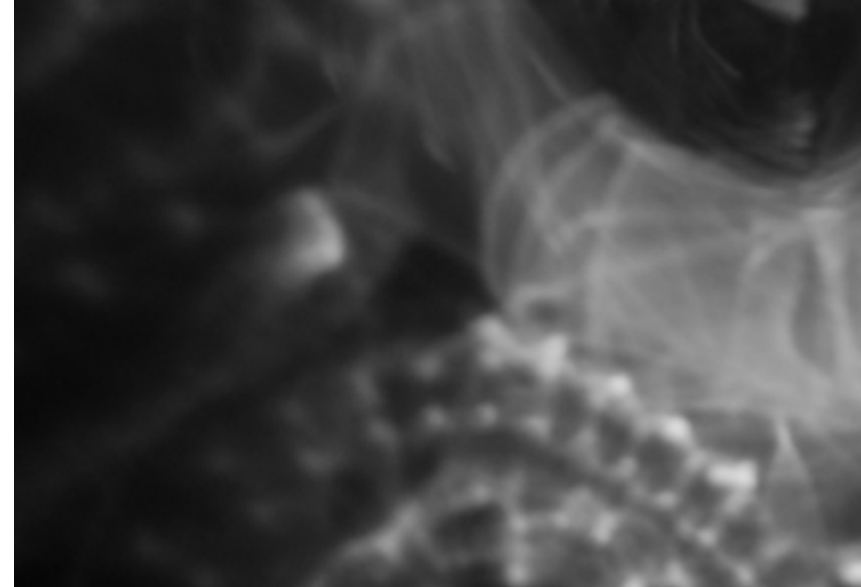
2.



3.



4.



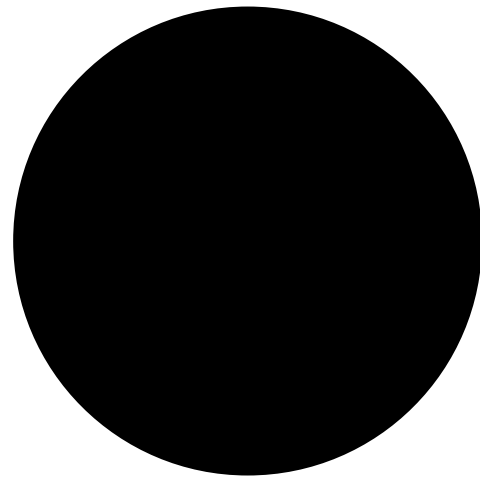
A step further

Ordinary objects are not always as predictable as they look.

In this case, unexpected shadows are projected by ordinary looking objects.

Light and shadow

Light and dark values created by light and shadow can be suggestive



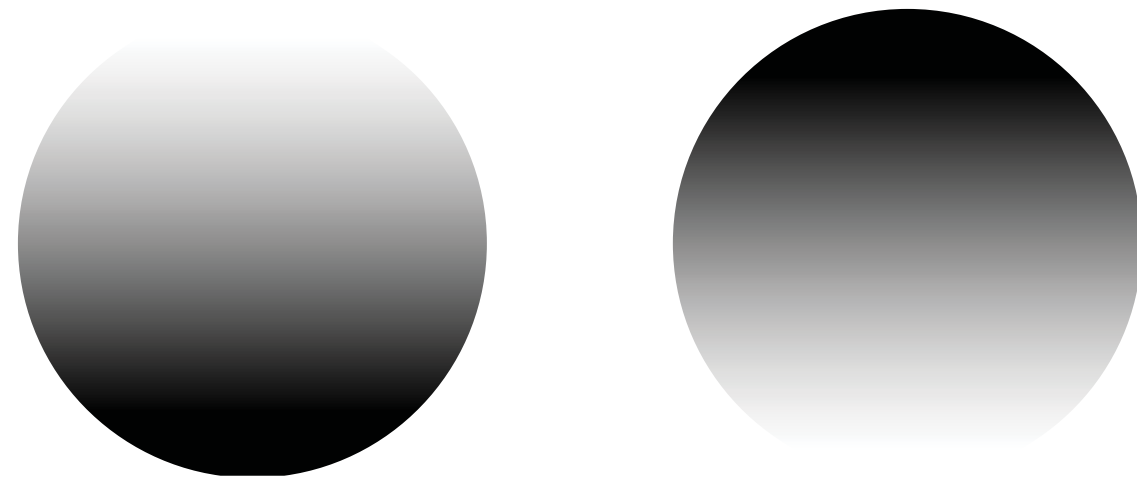
**Light and shadow
creat 3D illustion**

Flat

No light and
shadow value
differication is
suggested.

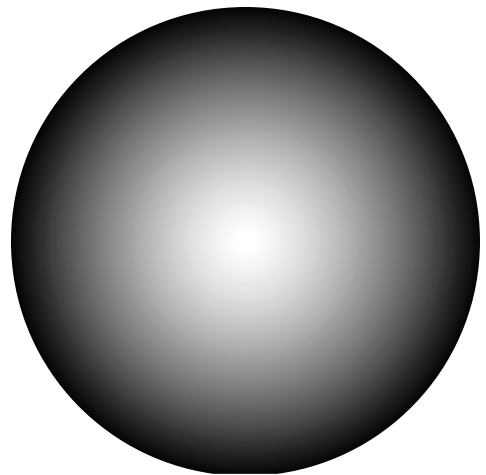
3D

Different light
and shadow
value is
suggested.



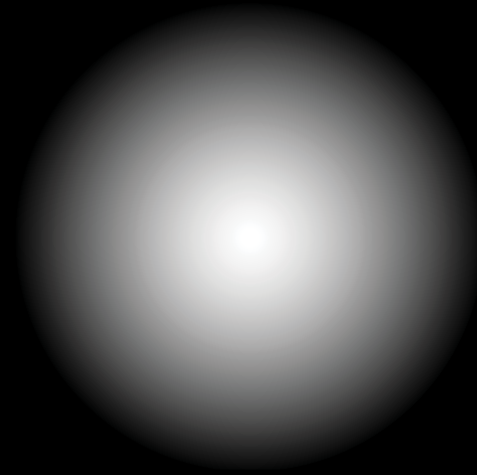
Direction of light source

Different light
and shadow
values are
suggesting the
direction of
the light
source.



Reverse value blur effect

Reverse light and shadow values above, suggesting blur effect on the second image. Since the boarder is blurred and blending into the background.



Gestalt principles

Also called the principles of grouping. Our mind has an innate disposition to perceive patterns in the stimulus based on certain rules.

Five Categories

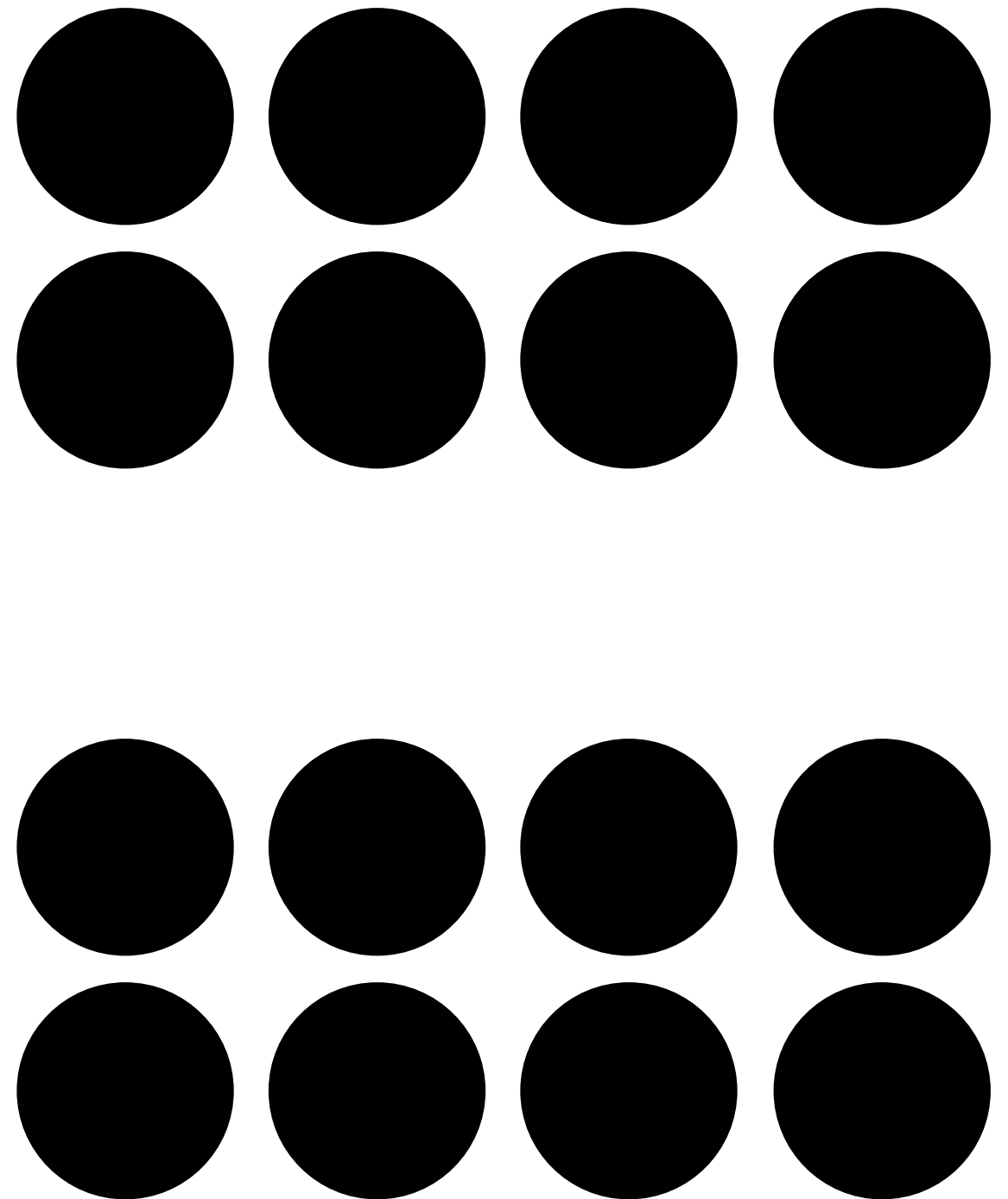
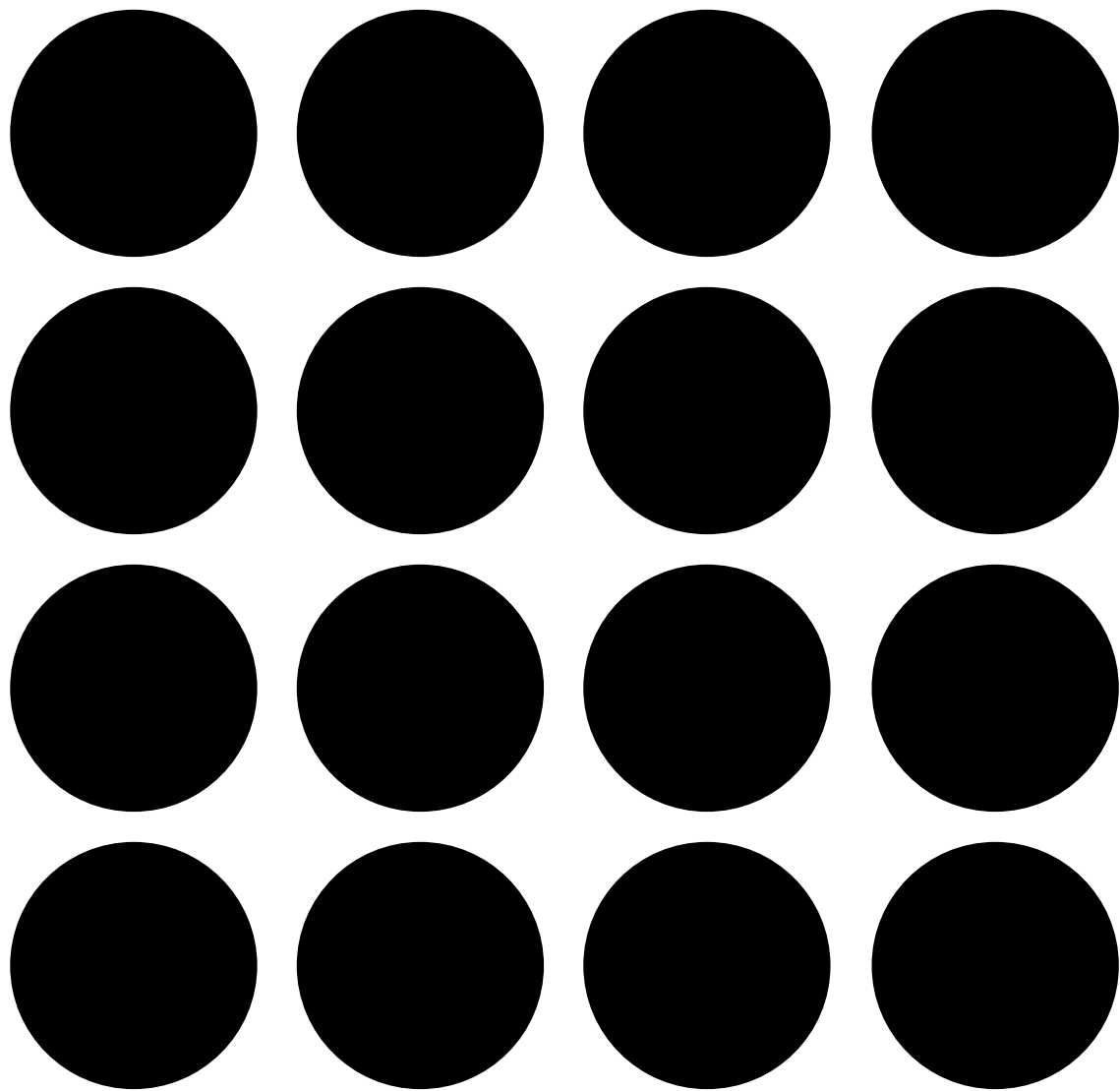
Proximity

Similarity

Continuity

Closure

Connectedness



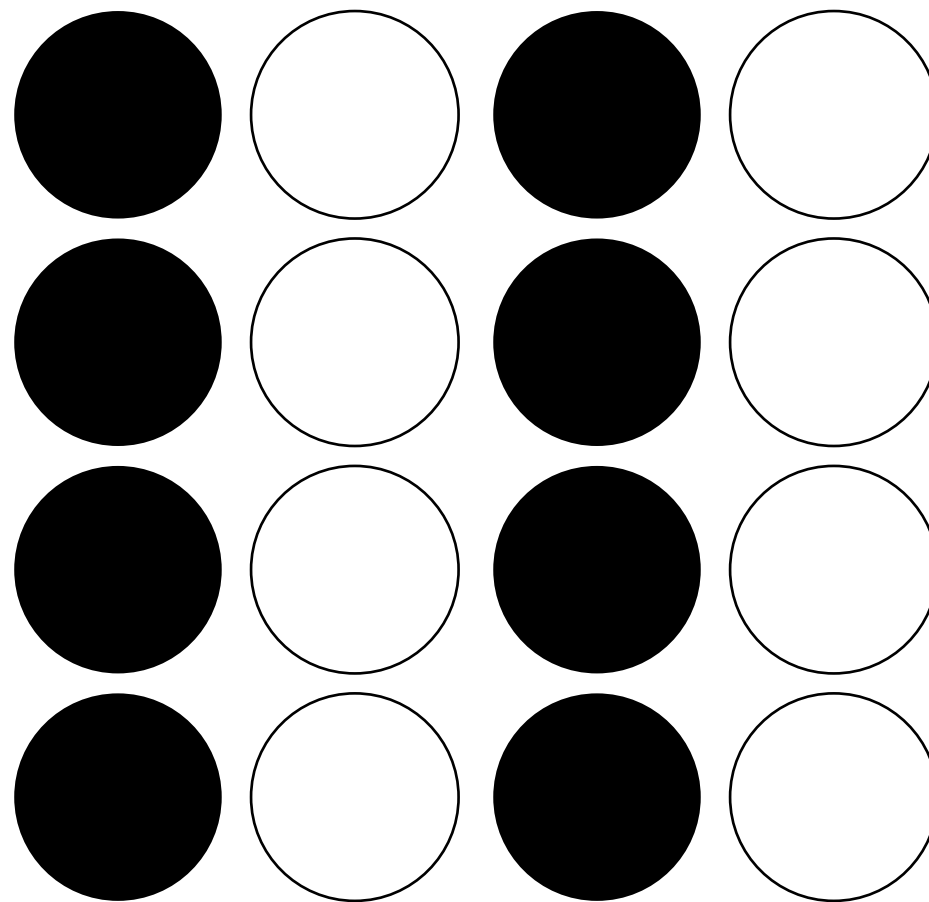
Proximity

Objects or shapes that are close to one another appear to form groups

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consectetur adipiscing elit.
Aenean commodo ligula eget
dolor. Aenean massa. Cum sociis
natoque penatibus et magnis dis
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ridiculus mus. Donec quam felis,
ultricies nec, pellentesque eu,
pretium quis, sem. Nulla
consequat massa quis enim.
Donec pede justo, fringilla vel,
aliquet nec, vulputate eget, arcu.
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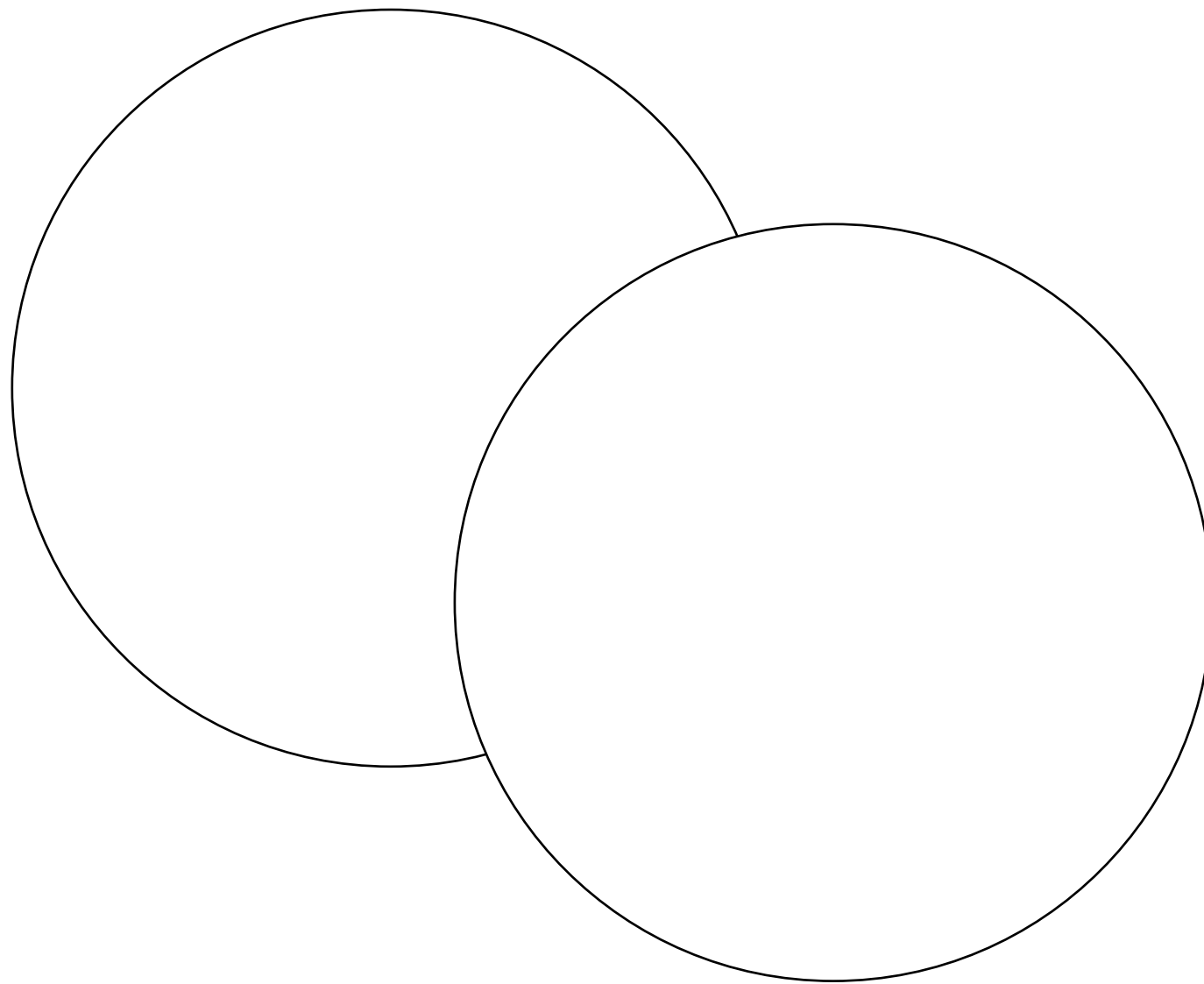
parturiunt montes, nascetur
ridiculus mus.
Donec quam felis, ultricies nec,
pellentesque eu, pretium quis,
sem. Nulla consequat massa quis
enim. Donec pede justo, fringilla
vel, aliquet nec, vulputate eget,



Similarity

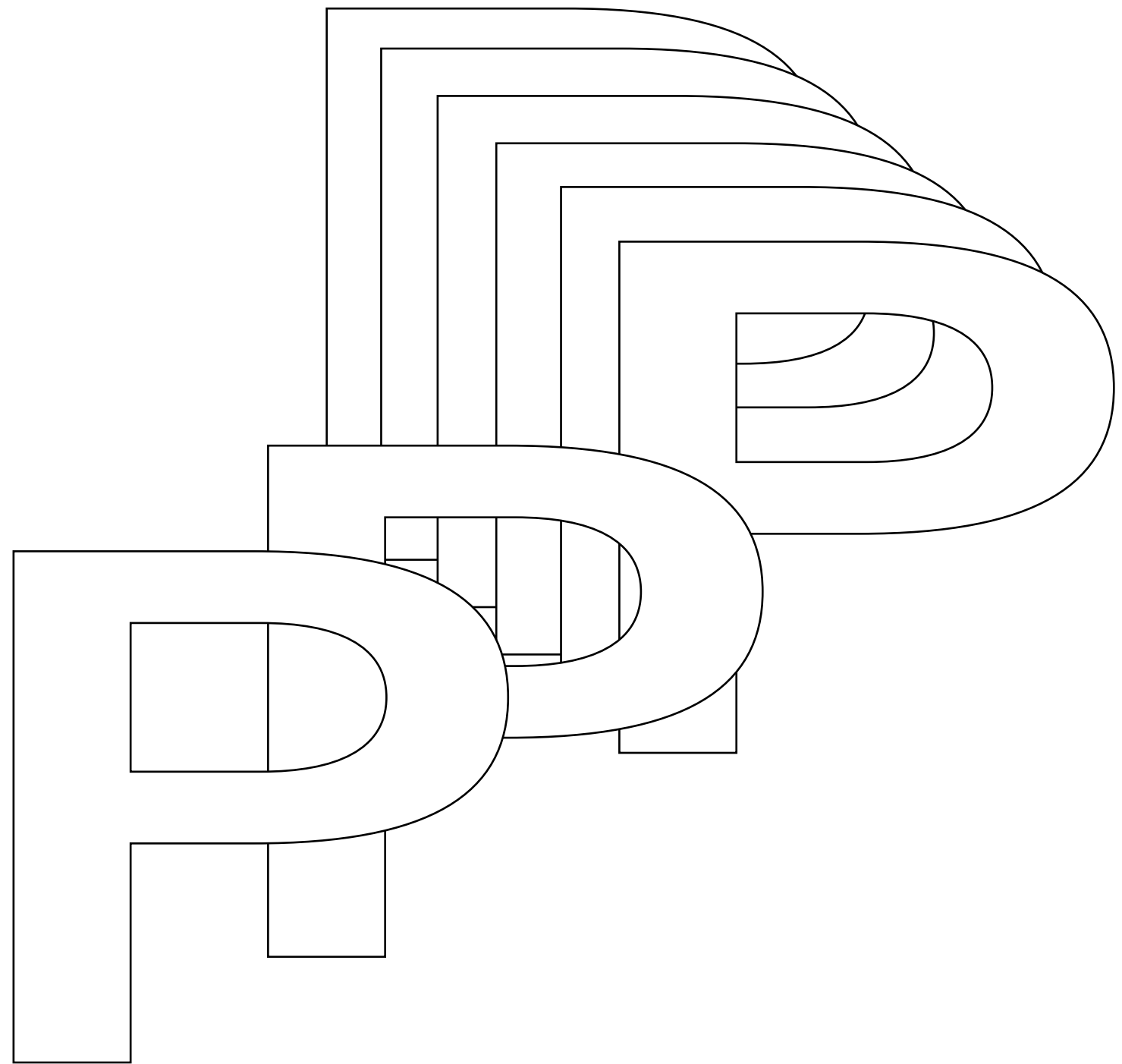
stimuli that physically resemble each other as part of the same object, and stimuli that are different as part of a different object.

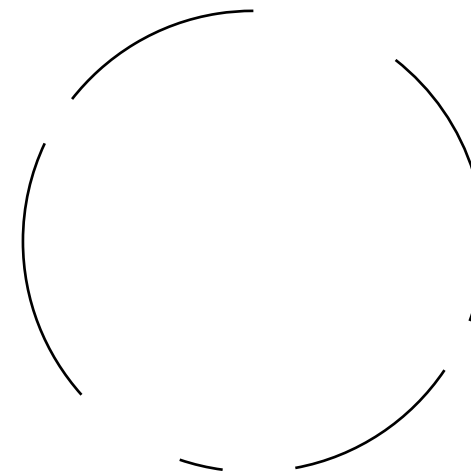
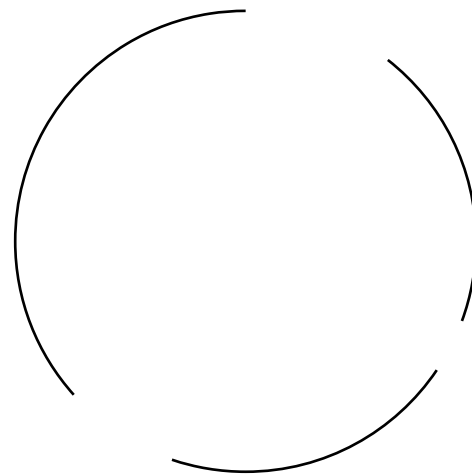
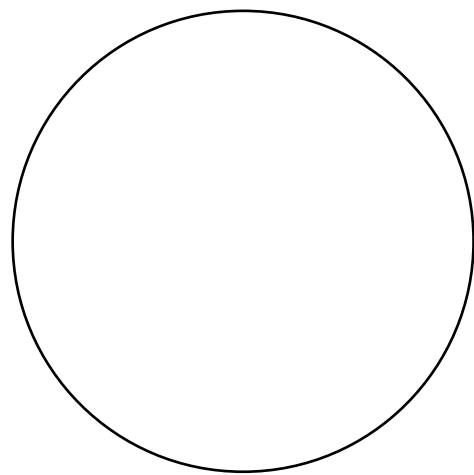
Aa Aa
Aa Aa
Aa Aa
Aa Aa



Continuity

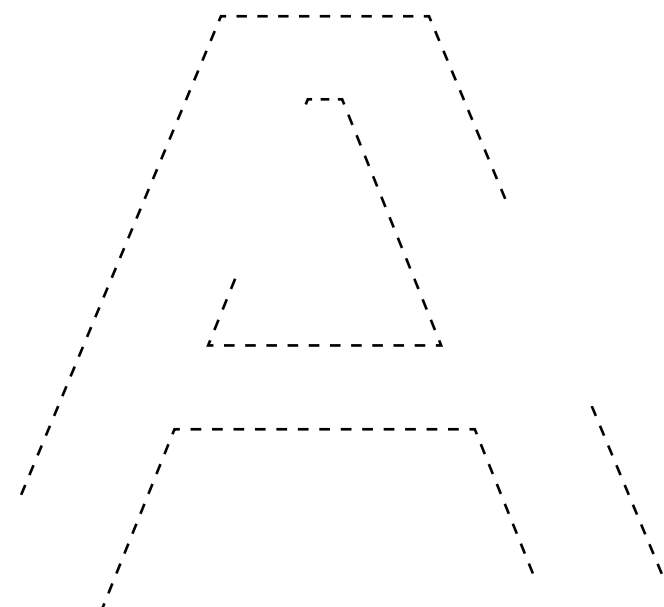
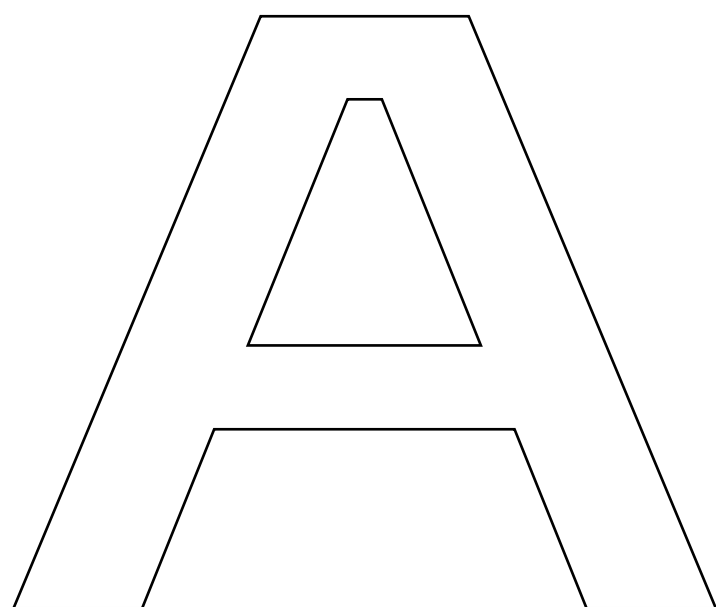
When there is an intersection between two or more objects, people tend to perceive each object as a single uninterrupted object.

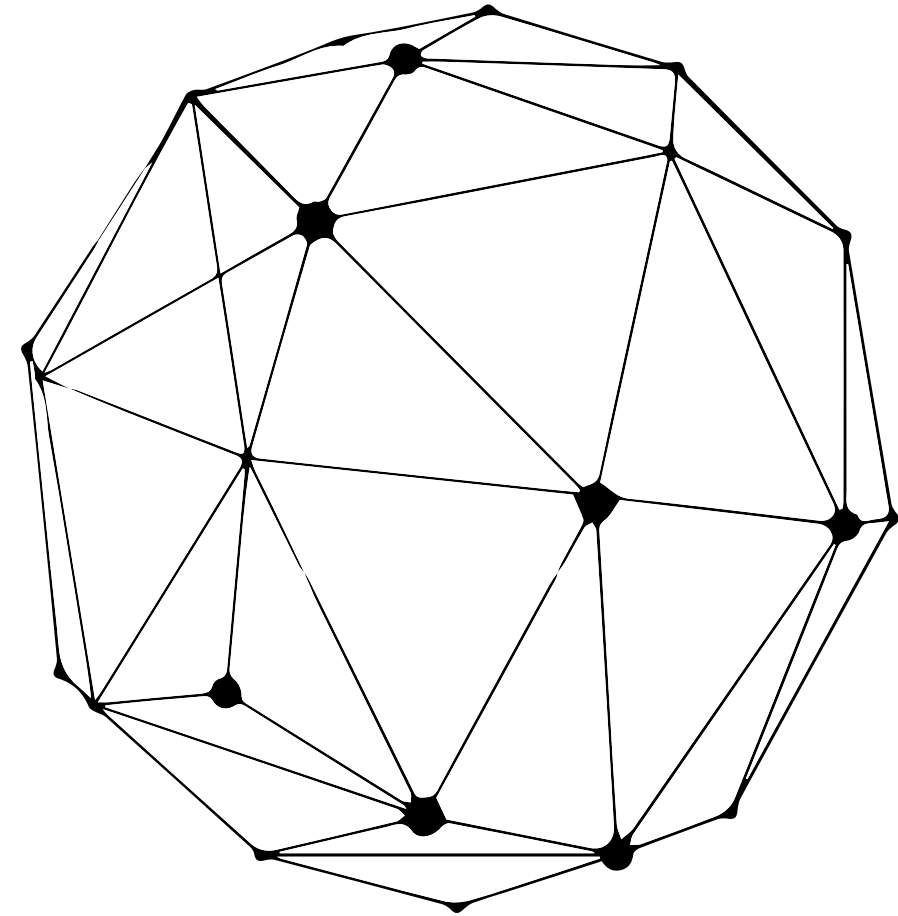
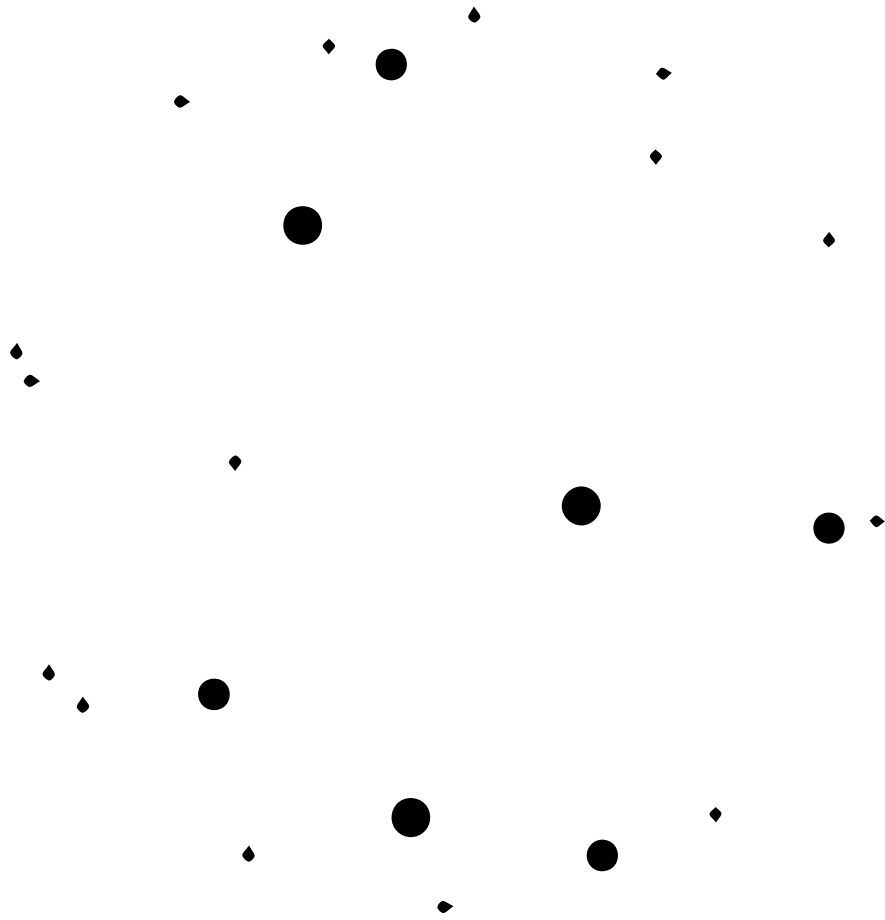




Closure

The mind's tendency to see complete figures or forms even if part of the information needed to make a complete picture is missing.





Connectedness

This principle is concerned with relatedness. Elements that are connected by uniform visual properties are perceived as being more related than elements that are not connected.

Connect

Connect