Repetition...

Objectives (1 of 2)

- Reinforce the importance of the principle of repetition.

- Understand the effect of repetition in a design.

- Appreciate unity in a design and how to achieve it by repeating visual elements.

Objectives (2 of 2)

- Learn about Gestalt laws of perception and their importance to design.

- Highlight the usefulness of a typographic master plan in enhancing repetition.

What is the Principle of Repetition?

- The principle of **Repetition** is formed by repeating visual elements such as lines, shapes, images, textures, and so on.

Why Use Repetition? (1 of 2)

- Repeating visual elements forms a visual rhythm

- Repetition strengthens a design and makes it more unified and cohesive.

- Use of repetition implies to the reader that there is a consistent organizational scheme in place.

- Visual elements do not need to be identical to invoke repetition.

Why Use Repetition? (2 of 2)

• Visual elements can vary yet still invoke repetition.

• The gray rule lines vary in thickness, yet still form a repeating pattern.

• The skeletons are conceptually related and form a unified repeating motif.

Unity and Gestalt (1 of 4)

• **Unity** is achieved when all the elements on a page look like they belong together.

• Unified designs make it easier for a reader to read, remember, and absorb the message.

• The human eye seeks patterns and the unifying visual connections between elements.

Unity and Gestalt (2 of 4)

- The principle of repetition draws on the ability of the human mind to see patterns and draw conclusions.

- When we see things that are the same or similar, we naturally see visual connections between elements.

Unity and Gestalt (3 of 4)

- In the early 1900's German psychologists coined a term "Gestalt" to explain why a strongly unified design seems greater than its individual parts.

- Designers use the term **gestalt** to refer to a structure, configuration, or layout whose specific properties are greater and more unified than the simple sum of its individual parts.

Unity and Gestalt

- The top figure shows individual parts.

- The bottom figure shows gestalt in action.

- When the individual parts are placed in close proximity, we see a "face".
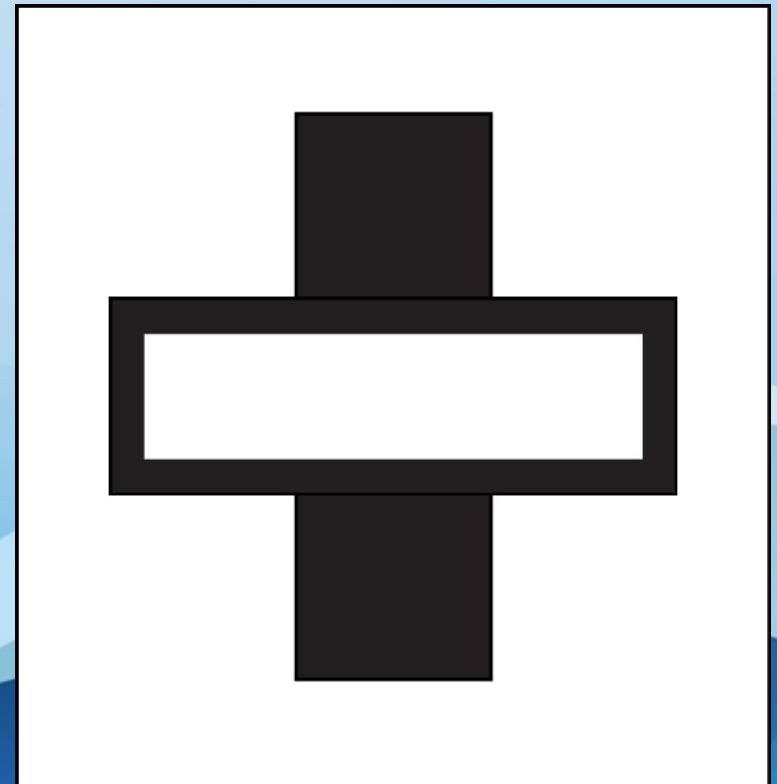
Gestalt Visual Laws of Perception

Designers use visual principles drawn from gestalt theory to unify their designs.

- Figure/ ground

- Proximity

- Closure

- Continuation

- Similarity

Gestalt Law: Figure/ground (1 of 3)

- This law helps us identify objects (figure) as distinct from their background (ground)

- Figures are *positive* elements, grounds are *negative* elements
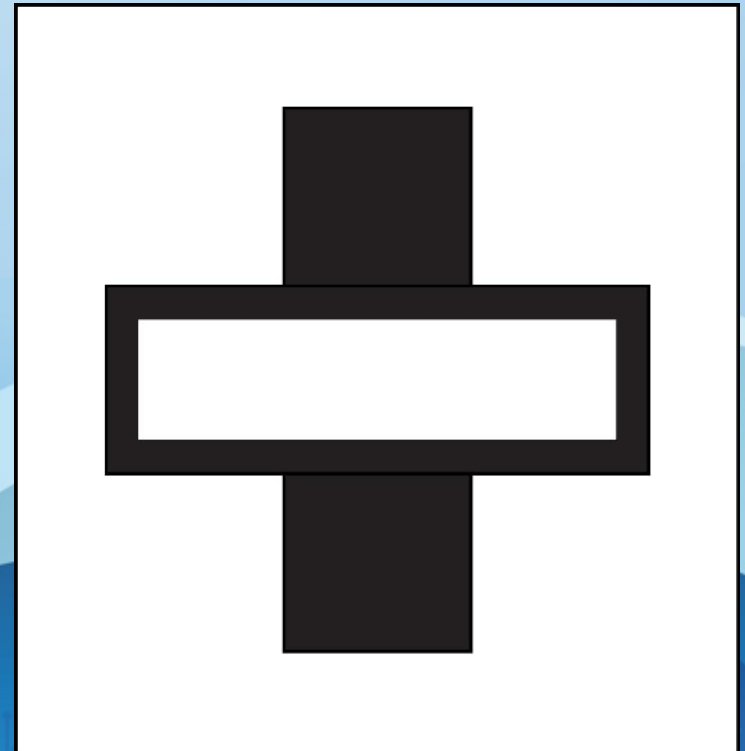
Gestalt Law: Figure/ground (2 of 3)

- Reading words depends on the Gestalt Law of figure/ground

- Contrast between the black letters (figure) and white paper (ground) helps us perceive words.

Gestalt Law: Figure/ground (3 of 3)

• Awareness of negative/ positive space allows us to see layers of meaning.

• We see both the plus sign (figure) and the minus sign (ground).

Gestalt Law: Proximity (1 of 2)

• Items that are spatially located near each other seem part of a group.

• The closer items are the more likely the perception they are a group.
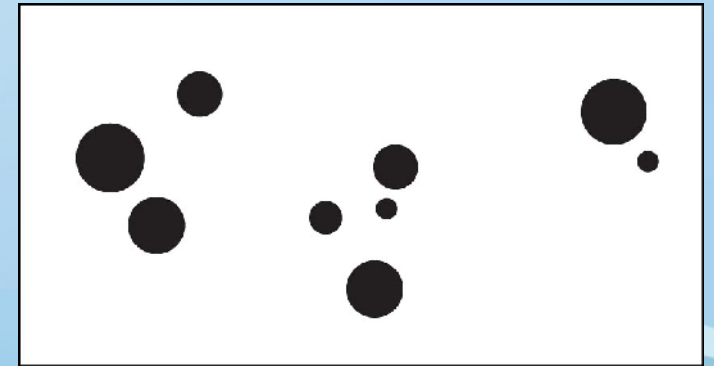
Gestalt Law: Proximity (2 of 2)

• Objects located near each other are perceived as part of a group.

• Instead of counting numerous distinct circles we see three "groups".
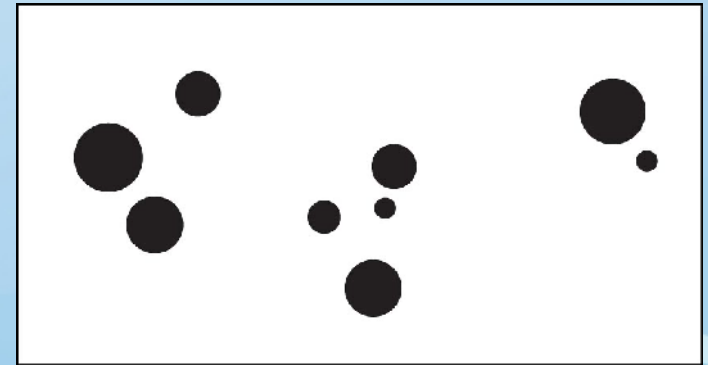
Gestalt Law: Closure (1 of 2)

- We have a tendency to visually close gaps in a form.

- The more familiar the form the faster we visually close the gap.

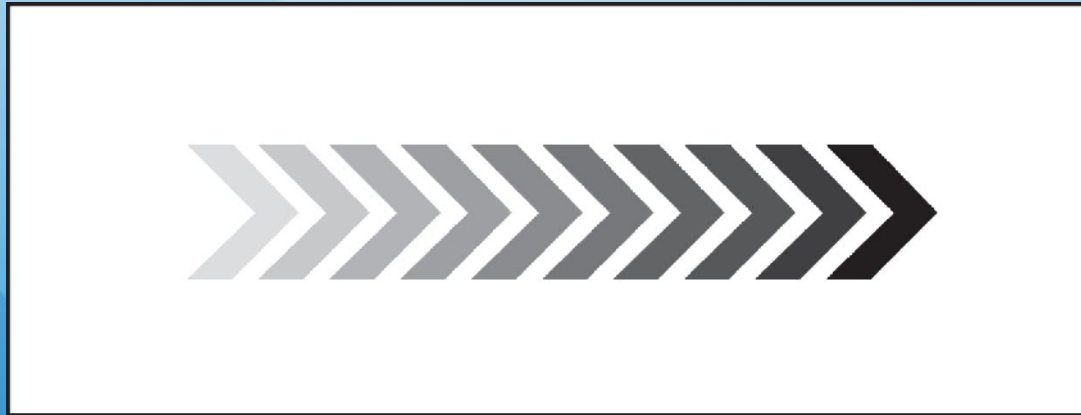- Closure occurs because we seek to make the forms stable.

Gestalt Law: Closure (2 of 2)

- We visually close forms.

- The O and the U are easily read as letters despite missing parts.

Gestalt Law: Continuation (1 of 2)

- We seek relationships between shapes, especially repeating shapes.

- The eye follows along a line, curve, or sequence of shapes identifying visual relationships.
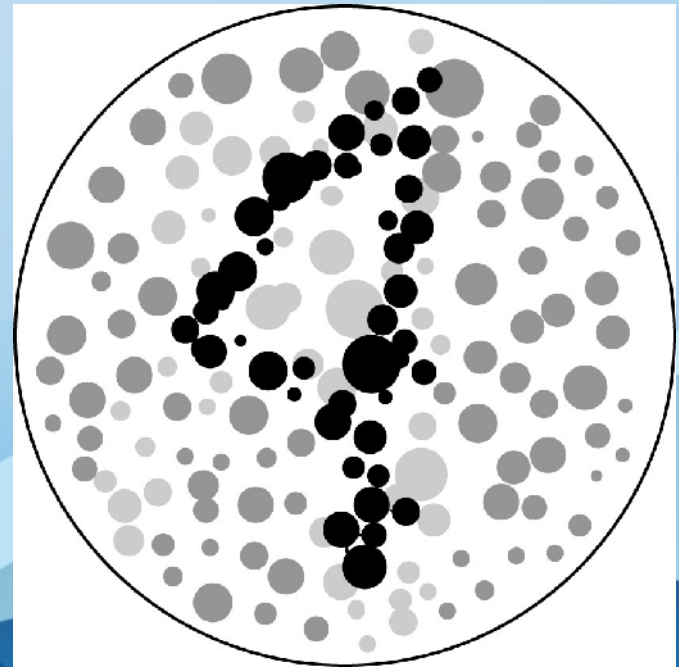
Gestalt Law: Continuation (2 of 2)

• Continuation occurs even when the eye tracks over negative and positive shapes.
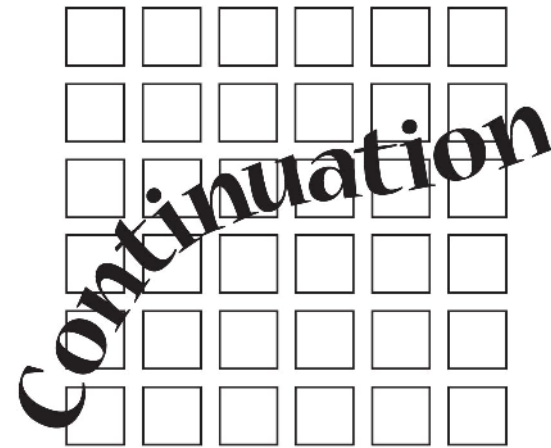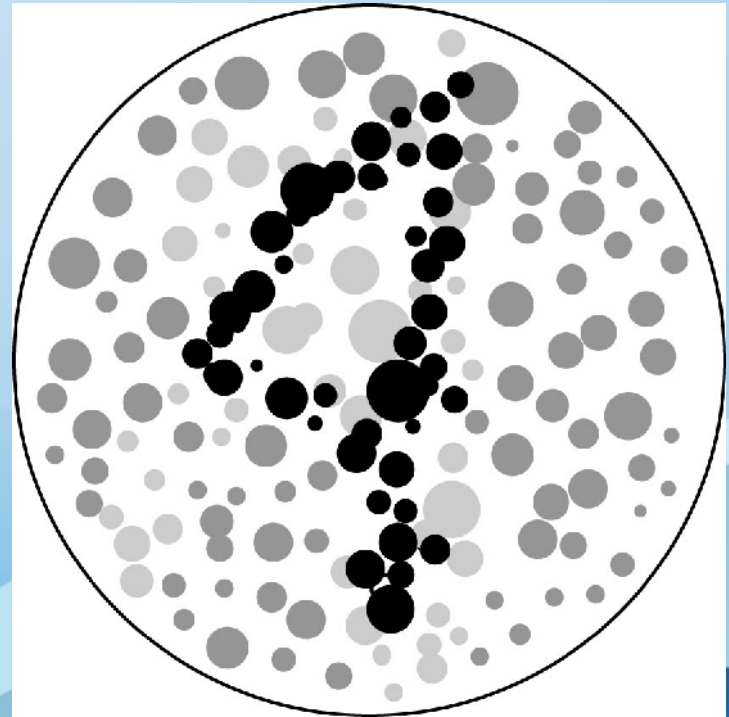
Gestalt Law: Similarity (1 of 2)

• Visual elements similar in shape, size, color, proximity, motion, and direction are perceived as part of a group.

• This gestalt law draws heavily on the design principle of repetition.

Gestalt Law: Similarity (2 of 2)

- We seek patterns, easily grouping the black dots into a number 4.

Repetition Example (1 of 5)

• Key to successful repetition is selecting which elements to repeat.

• Simple changes to letters in a word can change how the word "sounds" in the reader's mind.

re pe *ti* ti **on**

RE pe **TI** ti **ON**

r e **PE** t i **TI** o n

Repetition Example (2 of 5)

- Visual elements do not have to be identical to form a sense of repetition

- Visual elements that are similar and conceptually related invoke the principle of repetition.

Repetition Example (3 of 5)

• The illustrations are similar in style and concept (all delicate objects) and give the impression of repeating elements.

• Repeating the top of the column in the background and in the logo unifies the design.

An import shop specializing in the finer things in life.

Luscious Details
INTERIORS

Fine Pottery

Glasswares

Display Crystal

West Branch Road
(515) 555-3434

Buy A Fine Gift For You

Repetition Example (4 of 5)

- Using repeating elements across two different types and sizes of pages helps unify them.

Repetition Example (5 of 5)

- Setting and consistently using a typographic master plan unifies designs across single or multiple page documents.

- A good typographic master plan speeds design decisions and simplifies type choices.

- Consistent use of only a few typefaces forms a strong repeating element that dramatically strengthens designs.

Too Much of a Good Thing (1 of 2)

- It is possible to overuse repetition

- Repeating exactly the same element can result in a crowded and boring layout.

- Slightly varying visual elements relieves visual boredom, i.e. instead of one single thickness of line using several thicknesses of lines.

Too Much of a Good Thing (2 of 2)

• Slightly varying visual elements relieves visual boredom.

• The left image uses one thickness of line, which becomes overly repetitive.

• The right image consistently uses several thickness of line, adding visual interest.

Summary

- Repetition is achieved by repeating lines, shapes, images, colors, textures, and other visual elements on a page.

- Good repetition can unify single or multiple-page designs.

- The principle of repetition works best when used with other design principles