

Design Fundamentals

ART 320 Online

ASSIGNMENT for PROJECT 1: GESTALT

Find examples of the visual gestalts of **PROXIMITY**, **SIMILARITY**, **CLOSURE**, and **CONTINUANCE** in images from any of the websites listed under **LINKS** under the **Course Materials** link in D2L. There is also a link to **LINKS** in the top navigation on the Home or Projects page to the website (the one with the “eye” design on it).

1. First download the file (the picture of an artwork that you find via the LINKS), or copy the file to your computer. Then upload the file into the **DISCUSSION** forum in D2L (see instructions for uploading to DISCUSSION forum below.)
2. Second, when submitting your image, **label** it with the name of the gestalt it represents (example: Gestalt – Continuance), and provide in the Message pane, the rationale for your label. You will need to write a short paragraph why the image represents that particular gestalt. Explain how that gestalt assists in our interpretation of the image. You must include the **URL** to the file in your description also. You can copy that link from the web page and paste it into the Message pane in D2L.
3. Next, you will need to add the image that you downloaded (or copied to your computer) into the Message pane. Click the add an image icon in the message pane and browse to your image and upload it, or, click on the ‘Add a file’ button below the message pane and then Browse to the file on your desktop. Click ‘Add’ and Upload the file.
4. Find, describe and upload examples for each gestalt above. All four gestalts are worth a total of 20 points, (5 points each).

Note: There may be more than one gestalt working in an image. Select the one that is most dominant in your opinion.

5. The last and final part of the assignment is to post a comment about the images and explanations of other classmates' postings. Choose someone whose work has not been commented upon. This part is worth 10 points. You will need to comment on all 4 gestalts that another student (or more than one student) has submitted.

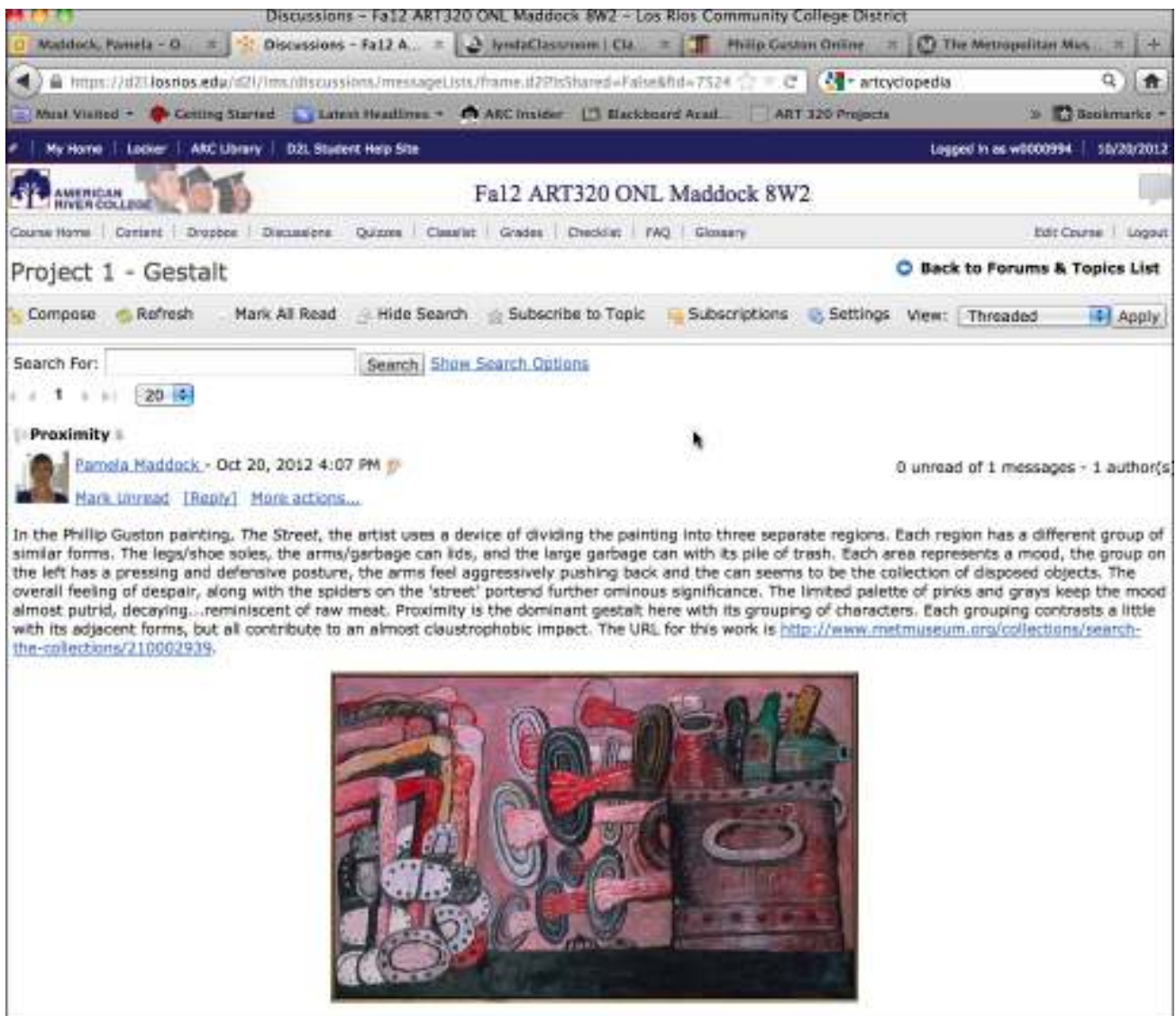
INSTRUCTIONS FOR COPYING AN IMAGE TO YOUR COMPUTER:

To copy or download an image from the web onto a Mac, control-click the image and select "save image as" to your computer. You can choose to save it to your desktop or into some file of your choice.

On the PC, right click on the image and select "save picture as" to your computer.

INSTRUCTIONS FOR UPLOADING YOUR ASSIGNMENT to the "DISCUSSION" forum, and the type of analysis expected:

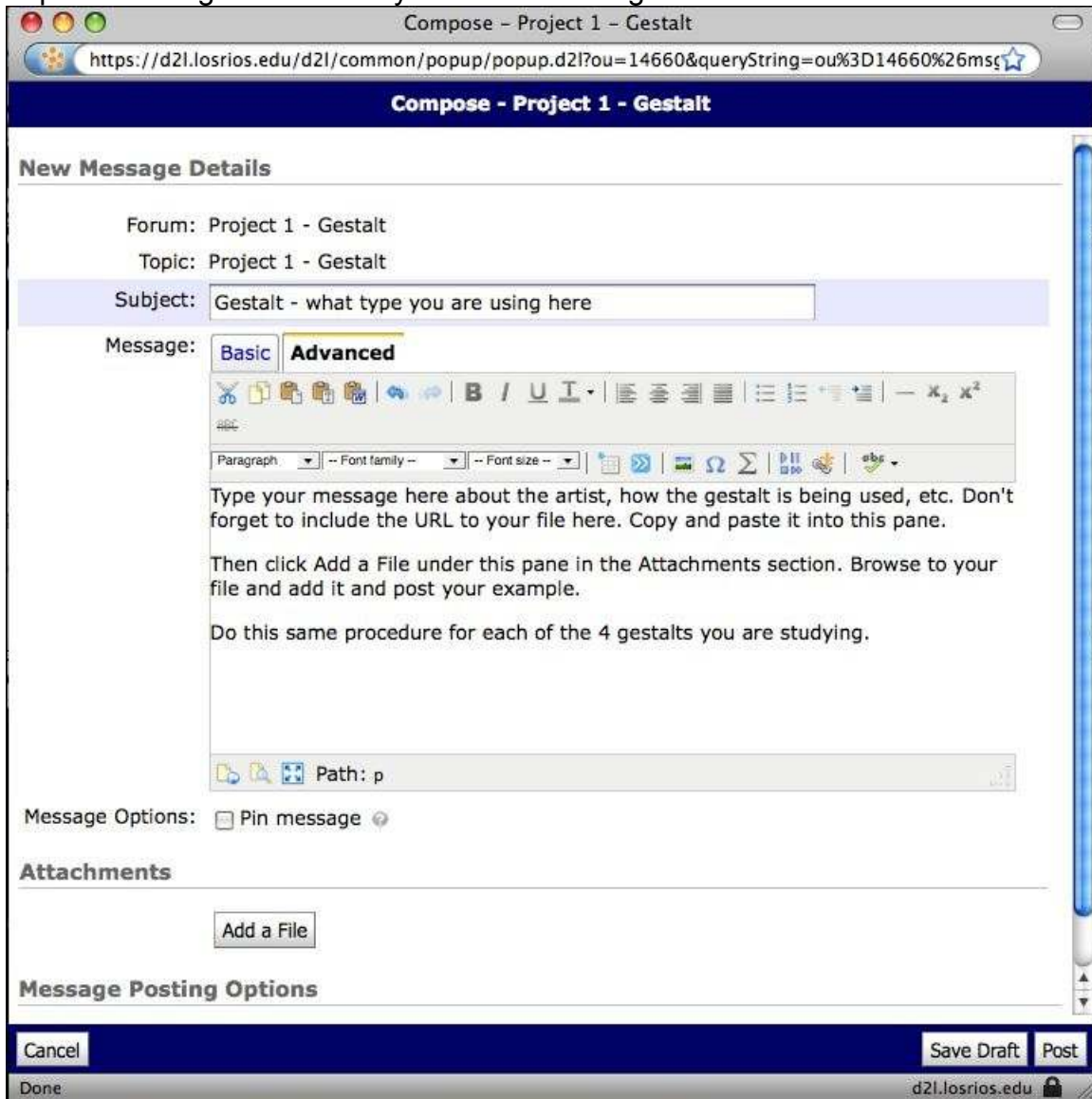
1. Go to the **DISCUSSIONS** link in D2L. Select **Project 1 - Gestalt**.
2. Read the instructions there. Once you've read the instructions in the Forum, scroll to the topic under it click Project 1 – Gestalt.
3. Read the **Proximity Gestalt** entry that I posted as an example for you to follow.



The screenshot shows a web browser window displaying a discussion forum on D2L. The forum is titled "Project 1 - Gestalt" and is part of a course "Fa12 ART320 ONL Maddock 8W2". A post by Pamela Maddock, dated Oct 20, 2012, is visible. The post discusses the painting "The Street" by Philip Guston, focusing on the use of Gestalt principles, specifically Proximity. The text describes how the painting is divided into three regions with different groups of similar forms, creating a mood of despair and claustrophobia. A URL to the Met Museum collection is provided. Below the text is a reproduction of the painting "The Street".

This is my example of what is expected in terms of commentary/description/quality of remarks. You will be able to read this easier, or one like it, from the regular Discussion link>Project 1-Gestalt.

4. After reading **Gestalt - Proximity**, scroll to **Re: Gestalt – Proximity**. Read the reply I made to my submission. Then select, the ‘**Compose**’ button at the top of the page. This starts a thread **within** the Project 1 - Gestalt assignment.
5. Type your "Subject" – **Gestalt – what type it is**, and then type into the "Message" your description of the gestalt and why the artist is using it.



6. Add the link to the website URL from copying and pasting it into the **Message** area along with your description.
7. Then click the ‘Add a File’ button under that window. Browse to your file and click upload after selecting the file.

You will need to do this process 4 times total - once for each of your gestalt examples.

8. Once you see that others have begun making submissions in this forum, you can choose to reply to someone whose work has not already had any replies. Select that submission, read it and then click on the ‘**reply**’ button. You can then respond to their submission.
9. You must reply, separately, for each of the four gestalts. In other words, you will make 4 replies total to students who have not had previous replies already.

To reply to another student's posting, simply click the 'Reply' button, located at the top of the window, and write a comment in the "Message" field about their submission. The original post will appear in the window to which you add your reply. I have included an example of a reply to my own posting, so that you might know what is expected in your critique of another's work. I will not give you any points for simply saying, "That's great", etc. You must discuss their work using design terms that you have learned, and notice if they missed a significant aspect of the gestalt, or state why, if you believe their interpretation was incorrect. When you're satisfied with your reply, click POST. This last portion of Assignment 1 is worth 10 points. Total points for Assignment 1 – Gestalt is 30 points.