Gestalt- is actually a term used by psychologists and refers to exposing the   
whole of an experience from an analysis of the evident parts. This is a concept that  
designers have adopted. To a designer, gestalting means creating an identifiable image   
or idea, while revealing only a fraction of its parts. Designers like to use gestalts because  
they are visually exciting.

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| **INSTRUCTIONS: Pick a word with five to seven letters.** |
| **ie. Henry, swish, crazy, Harley, Kapow.** |
| **Using illustrator, draw a one inch black square. Then type several variations of the first letter of your selected word. Use different fonts, upper and lower case, bold, italic, etc.** |
| I:\north\DeptWebsite\vis com 1\assets\images\ill_square.jpgI:\north\DeptWebsite\vis com 1\assets\images\ill_letters.jpg |
| **Change these letters to a white fill with no outline, and one at a time place them on top of the square. Move them around, resize them, and try different styles. Ultimately you are trying to show as little of the letter as possible without losing its identity.** |
| |  |  |  | | --- | --- | --- | | I:\north\DeptWebsite\vis com 1\assets\images\ill_q_bad1.jpg | I:\north\DeptWebsite\vis com 1\assets\images\ill_q_bad2.jpg | I:\north\DeptWebsite\vis com 1\assets\images\ill_q_good.jpg | | Bad- this is not a gestalt. It shows the entire silhouette of the letter and leaves nothing to the imagination. | Bad- this placement leaves you wondering if it's a "Q" or a lower case "g". It also leaves some awkward and distracting little pieces. | Good- much of the "Q" has been cropped, yet there is still enough remaining that it is clearly a "Q". | |
| **After you have created a successful gestalt for your first letter, repeat the process for the others. When all your gestalts are complete place them all together. Reverse the blacks and whites of every other letter. SEE EXAMPLE BELOW**. **Requirements: each letter must be a different font. Also, you must use examples of serif, san-serif and script fonts. Note: if your letters don't harmonize well it may be necessary to make changes. Your entire word should be readable and have a pleasing visual balance.** |
| I:\north\DeptWebsite\vis com 1\assets\images\ill_bling1.jpg |
| **Next, create a color version of your design, using only solid colors.** |
| I:\north\DeptWebsite\vis com 1\assets\images\ill-bling2.jpg |
| **Finally, create a third version of your design that uses gradients.** |
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