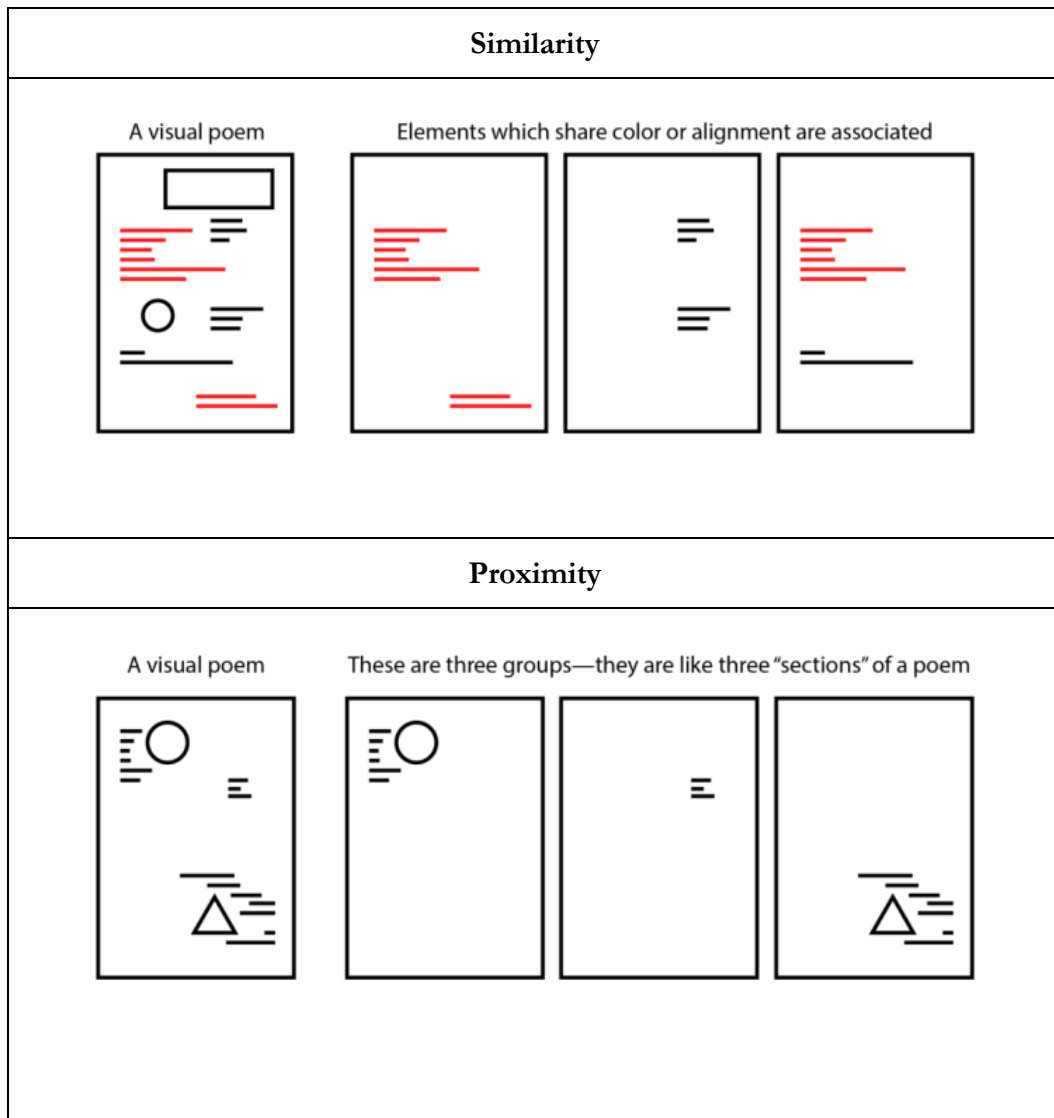
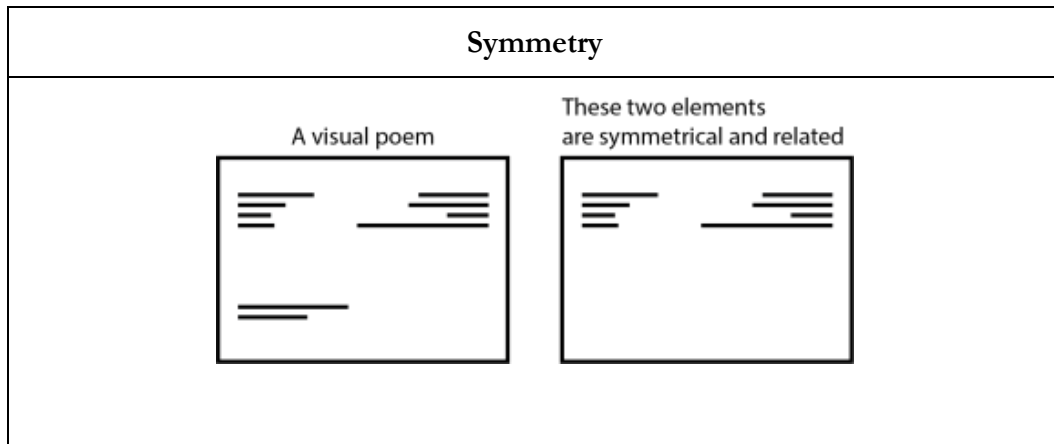


Gestalt Grouping

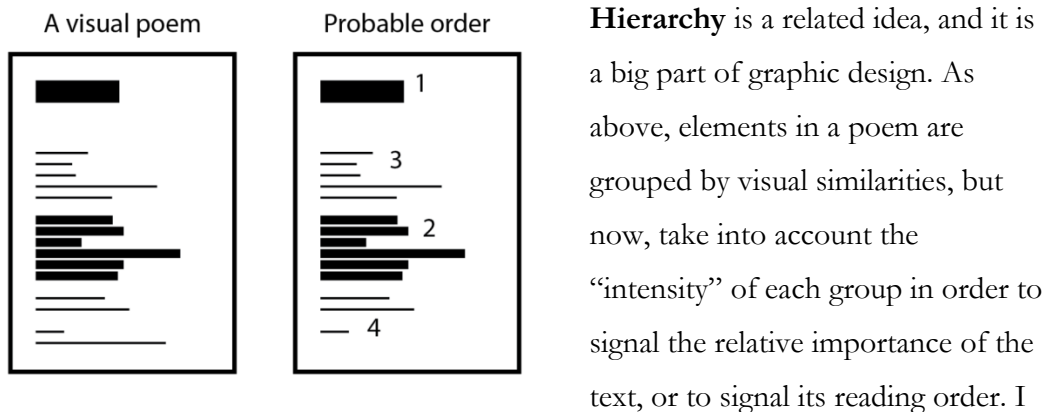
“To make images, you think with them, somehow.” -Etel Adnan

Gestalt grouping is a broad term for the human tendency to group together similar visual elements. In a traditional poem, you might group your ideas by stanzas, or in sections, but in a visual poem, you can relate different portions of a poem to each other by color, shape, and alignment. Here are a few:





These are just a few of the ways we order visual information. But what does “Gestalt grouping” mean? In psychology, the Gestalt principles are a set of observations first developed in Germany in the 1920s. Bauhaus (and therefore all contemporary graphic design) was heavily influenced by these ideas.



am using the word *intensity* as a catch-all term for what seems to jump out the most to you as a reader/viewer. Very large text is more intense than very small text. Bright colors are more intense than dull ones. Is a small bright word more intense than a large dull one? It is like deciding if a shirt is too casual for an event. First, go with your intuition, then ask what others think.

Further Examples:

- Eugen Gomringer – *do you think*, 2005 (Silkscreen)
- Mai Der Vang – “Composition 1” (Poem from *Yellow Rain*)
- Cynthia Dewi Oka – “Ma: A Multidisciplinary State” (Poem)
- Anthony Cody – *Borderland Apocrypha* (Book)
- Anuradha Bhowmik – “Receipts from AOL Instant Messenger (4)”
(from *Brown Girl Chromatography*)