

Application of Gestalt Psychology Principle in Decorative Film

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Abstract: This paper takes the principle of Gestalt psychology and decorative film as the research object, through analyzing the practical needs of decorative film pattern design, and discusses the principle of Gestalt psychology, similar principle, similar principle, closed principle, continuous principle, subject and background relationship, symmetry principle, etc., analyzes the application design of Gestalt psychology principle in decorative film pattern. Therefore, to get the physiological and psychological characteristics of visual perception is the only way to design patterns that conform to the law of human cognition.

Keywords: Decorative Film; Design; Gestalt Psychology; Patterns.

1. Introduction

As a meaningful form of visual language, decorative film is intended to create an impression that can quickly convey information and become the focus of people's attention. In the design of decorative film, it is necessary to consider the accuracy and effectiveness of cultural content, because the decorative film pattern has the role of beautifying the space environment and disseminating visual information. At the same time, it is also necessary to pay attention to the audience's understanding of the content information received. If you want to make the audience, be attracted by the information to be conveyed in an instant, you need to design the decorative film pattern with a sense of beauty, design, modern sense, can leave a complete, deep, strong, vivid impression on human beings, and can trigger people's imagination, so that the information can be formed correct and effective learning and transmission.

2. Realistic Needs of Decorative Film

(1) Environmental protection

Decorative film is harmless to the human body of green raw materials, the use of green ink at the same time to remove heavy metals.

(2) Wide range of application

It is suitable for social public service facilities, hotels, shops and other architectural design, indoor fields and civil residences, so it can give building facilities with fire- and flame-retardant performance, when the fire occurs, as far as possible to curb the spread of the flame, and maximize the protection of our consumers' lives and property.

(3) Good performance effect

The basic structural elements of the decorative film include: protective layer, printing layer, adhesive layer, release layer, and the surface of the printing layer can be selected according to the needs of the matte printing layer, high light printing layer, and deep embossed printing layer to show different effects.

3. Gestalt

(1) Gestalt psychology

gestalt psychology, a transliteration of German "Gestalt", mainly refers to gestalt, also known as gestalt psychology, is

one of the main schools of modern western psychology, born in Germany, and later further developed in the United States. This school opposes both the elementism of American constructivist psychology and the stimulus-response formula of behaviorist psychology. It advocates the study of direct experience (that is, consciousness) and behavior, emphasizes the wholeness of experience and behavior, holds that the whole is not equal to the parts, and the whole is greater than the sum of the parts, and advocates the study of psychological phenomena with the dynamic structure view of the whole.

(2) Core elements of Gestalt psychology

Emphasis on wholeness, the whole is identified before the part is somewhat different places called wholeness and simplicity. Our vision tends to resolve complex objects into simple ones; When we try to identify an object, we first determine the outline of the object before we notice the constituent object, that is, we see the whole first and then the parts. For example, in the design of decorative film, people generally notice the overall shape of the pattern first, and then observe what elements are composed of the interior of the pattern. The brain is faster and more likely to accept simple, clear images than complex images of an important detail, or to prefer simplicity to complex environmental problems. Concreteness, the brain will automatically fill in the vacant part, that is, the so-called objectification, visualization. Materialization is the construction or generation of external perception. In the process of physicalization, the visual system is more inclined to perceive it as an object with clearer spatial information according to the existing experience, rather than the physical reality. Even if parts of an image are missing, the brain automatically "fills in" the missing parts by matching what it sees with familiar patterns in memory, based on previous experience. For example: In the decorative film pattern design, visualization shows that we do not need to present a relatively complete outline, so that users can see it to produce unlimited imagination, similarly, you can subtract the outline of the pattern part in the decorative film pattern design, there is no need to use lines to segment the module, as long as the appropriate blank space is left. The viewer can also perceive the differences between these modules. Using this principle can make the picture of decorative film pattern more concise and reduce information interference.

(3) Stability

Trying to avoid uncertainty, also known as "multistable

perception, organization." We often teach ambiguous things in more than one way, and the brain toggles between options for certainty, but at the same time, it can only give one way of reading, rather than having two ways of reading life at the same time. In other words, people themselves don't see two answers to interpret the information at the same time; As one perspective becomes more dominant, the other becomes more difficult to see.

(4) constancy

The brain is good at distinguishing similarities and differences, also known as "constancy, immutability". When humans distinguish objects, they are not disturbed by their external forms, such as rotation, scaling, twisting, etc. The brain can perceive objects from different angles, although their appearance is not the same.

4. The Application of Gestalt Psychological Principles in Decorative Film

(1) Similarity principle

In daily life, people are used to automatically integrate or set the things they see into a group according to the specifications, categories, sizes, functions, colors, orientations and other elements that are obvious in appearance and have some similarities. For example, in the decorative film design, two similar elements can be arranged, and each pattern element is used to adjust the regular arrangement of human vision of the pattern with uniform size, shape and distance, and generally different colors can be used to distinguish the pattern and background, in order to give the decorative film pattern users to bring rich visual feelings to the user.

(2) The principle of proximity

The principle of approximation is very close to the principle of similarity. When we see a variety of things in life, we usually summarize similar elements into a group. In other words, the distance between the design elements and the design elements will determine whether we will organize these design elements together and how to organize them together. The closer the distance between the elements, the more they are considered as a whole. In contrast, when the distance between the design elements of the pattern is relatively large, it is divided into the outside of the group. For example, in the decorative film design, two simple separate patterns are placed together, and when the distance between the decorative film design elements is relatively small, it will give the audience another visual sense, that is, the design elements are closely connected with the design elements, which is automatically summarized into a holistic picture in the vision and mind.

(3) The principle of closure

When we look at a pattern design, we don't always start by distinguishing individual component parts, but rather by combining these individual component elements and making them into an easy-to-understand unity. When human beings see that a certain part is not complete, the human brain fills in some information and supplements the incomplete information according to their own knowledge, and regards it as a whole. For example: In the decorative film pattern design, a unit pattern is usually used as a prototype for innovative design, and then combined with two continuous or four continuous sequentially arranged, a unit pattern is closed when viewed alone, even if it is arranged on the edge of the

entire picture, it is still possible to imagine the complete unit pattern prototype of this pattern in your mind. It does not affect the audience's imagination of the overall picture of the decorative film pattern. Closure changes people's visual habit of seeking gestalt, blurring or omitting local unit patterns, which is a displacement of visual independence and consciousness in concept, which can give people a space for aftertaste and daydream.

(4) Principle of continuity

The tendency to see things as a continuum is a habit of the human mind. Humans' understanding of direction and movement through composition requires the help of the principle of continuity, which occurs when elements are aligned and can help the audience's eyes move smoothly across the page, helping to improve legibility. The principle of continuity emphasizes the perception and cognition of grouped information, creates order and guides the audience through the detailed division of different information knowledge. For example, in the decorative film pattern design, the principle of continuity can be used to arrange small design elements according to the law to form another easily recognizable design pattern, which is generally a concrete design pattern, so that the new decorative film design pattern has a certain rhythm and rhythm, thereby reducing the monotony of the decorative film pattern and increasing the strong atmosphere of the picture.

(5) The relationship between subject and background

The relationship between subject and background, also known as the law of map, points out that when people perceive and analyze things, they can always automatically divide the visual design area into different subjects and backgrounds. Once a certain part of the image has the characteristics of being a background pattern, the visual perception of the audience will not regard it as the main focus. According to this principle, in the design of decorative film, the pattern design can be turned into the background through certain processing, so as to display the main pattern and shift the focus of the audience's eyes. In the overall visual condition, a certain element is more prominent than other elements (size, color, shape, texture), the human brain will judge it as the theme and other elements are regarded as the background, and it is used to regard small and weakened elements as the main body on the background, so that the decorative film design pattern presents a concise and clear effect.

(6) Principle of symmetry

The principle of symmetry states that when humans perceive objects, they tend to perceive them as symmetrical shapes formed around the object. Most objects can be divided into two or more symmetrical parts. When presented with two symmetrical unconnected elements, the audience will unconsciously integrate them into a more coherent object. The more similar objects are, the more they tend to group together. For example, in the decorative film pattern design, this rule can be used between the pattern elements and the pattern elements, which can make the audience feel a strong sense of pleasing harmony, but also bring the audience efficient access to information and easy to understand the state, and create a relatively harmonious, comfortable and easy to accept the picture atmosphere.

5. Conclusion

Although the principles of Gestalt psychology are not only applicable to visual perception, but also extend to all fields of

psychology, the most mature and familiar theory of this school is its generalization of the Gestalt principle theory of graphic perception, and these theories and their research results have been widely used in visual art design.

Decorative film design pattern to use as close, complete and image as possible to convey to the audience the designer as much as possible to provide rich visual feelings and related artistic information. Whether the transmission of information can be accepted by the audience depends on the knowledge field of the audience, and there will be different interpretations. Therefore, if the designer has a better understanding of the psychological characteristics of the audience, he can design a decorative film pattern that is consistent with his aesthetic characteristics and acceptable to him according to his aesthetic characteristics, and only such

decorative film pattern design can be appreciated and accepted by him.

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