

## Exercise 4 – Lesson 6

<p><b>Step 1 – Choose the Communication Scenario</b></p> <p>One scenario will be assigned to each team:</p> <ul style="list-style-type: none"><li>• A social media awareness post</li><li>• A campaign poster (social cause)</li><li>• A brand message for a launch</li><li>• An informational visual event</li></ul> <p>Define briefly:</p> <ul style="list-style-type: none"><li>• Target audience</li><li>• Communication goal (inform, persuade, guide, or position)</li></ul>	<p><b>Step 2 – Select Gestalt Law</b></p> <p>Choose <b>one primary Gestalt law</b> and <b>optionally one secondary</b> from the reading, for example:</p> <ul style="list-style-type: none"><li>• Proximity</li><li>• Similarity</li><li>• Continuity</li><li>• Closure</li><li>• Figure–ground</li><li>• Prägnanz (simplicity)</li></ul> <p>Teams must be able to clearly state: “We are using this Gestalt principle to guide perception and meaning.”</p>
<p><b>Step 3 – Create the visual message.</b></p> <p>Design a <b>simple but strategic visual</b> that:</p> <ul style="list-style-type: none"><li>• Makes the Gestalt principle clearly visible</li><li>• Uses it to:<ul style="list-style-type: none"><li>○ Direct attention</li><li>○ Create hierarchy</li><li>○ Clarify meaning</li><li>○ Strengthen memorability</li></ul></li></ul> <p>The visual does <b>not need to be polished</b>, but it must be <b>intentional and functional</b>. Avoid decorative use. Every visual decision should support the communication goal.</p>	<p><b>Step 4 – Strategic Justification (5 minutes)</b></p> <p>Prepare a <b>brief explanation</b> covering:</p> <ul style="list-style-type: none"><li>• Which Gestalt law(s) were used</li><li>• How they influence perception</li><li>• Why this strengthens the communication message</li></ul> <p>Presentation: 5 minutes. Each team presents:</p> <ol style="list-style-type: none"><li>1. The visual message</li><li>2. The selected Gestalt principle(s)</li><li>3. The strategic intention behind the visual decisions</li></ol>