

Exercise 4 – Lesson 6

<p>Step 1 – Choose the Communication Scenario</p> <p>One scenario will be assigned to each team:</p> <ul style="list-style-type: none">• A social media awareness post• A campaign poster (social cause)• A brand message for a launch• An informational visual event <p>Define briefly:</p> <ul style="list-style-type: none">• Target audience• Communication goal (inform, persuade, guide, or position)	<p>Step 2 – Select Gestalt Law</p> <p>Choose one primary Gestalt law and optionally one secondary from the reading, for example:</p> <ul style="list-style-type: none">• Proximity• Similarity• Continuity• Closure• Figure–ground• Prägnanz (simplicity) <p>Teams must be able to clearly state: "We are <i>using this Gestalt principle to guide perception and meaning.</i>"</p>
<p>Step 3 – Create the visual message.</p> <p>Design a simple but strategic visual that:</p> <ul style="list-style-type: none">• Makes the Gestalt principle clearly visible• Uses it to:<ul style="list-style-type: none">◦ Direct attention◦ Create hierarchy◦ Clarify meaning◦ Strengthen memorability <p>The visual does not need to be polished, but it must be intentional and functional. Avoid decorative use. Every visual decision should support the communication goal.</p>	<p>Step 4 – Strategic Justification (5 minutes)</p> <p>Prepare a brief explanation covering:</p> <ul style="list-style-type: none">• Which Gestalt law(s) were used• How they influence perception• Why this strengthens the communication message <p>Presentation: 5 minutes. Each team presents:</p> <ol style="list-style-type: none">1. The visual message2. The selected Gestalt principle(s)3. The strategic intention behind the visual decisions