



Garmin Redesign

Gestalt Principles and Garmin Themed Space Heaters

Description:

As gestalt psychologists often state, “the core belief of gestalt ideation is that the whole is greater than the sum of its parts or simplifying through association” (The Editors of Encyclopaedia Britannica, 1998). Human perception helps us to categorize similar patterns to simplify complex images and to perceive objects in nature. It also lets designers predict how a user might respond to the design and understand its use. Utilizing the principles in design can help emphasize balance, contrast, proportions, repetition, movement, and unity (Chapman, 2018). The principles consist of:

Gestalt Principles hints.com

 <p>Good Figure Objects grouped together tend to be perceived as a single figure. Tendency to simplify.</p>	 <p>Proximity Objects tend to be grouped together if they are close to each other.</p>
 <p>Similarity Objects tend to be grouped together if they are similar.</p>	 <p>Continuation When there is an intersection between two or more objects, people tend to perceive each object as a single uninterrupted object.</p>
 <p>Closure Visual connection or continuity between sets of elements which do not actually touch each other in a composition.</p>	 <p>Symmetry The object tend to be perceived as symmetrical shapes that form around their center.</p>

(Capcan, n.d.).

Context:

Gestalt principles are easily recognizable in day-to-day life. One example would be snowflakes. They're symmetrical, and we tend to group them as the same thing even though snowflakes have unique designs. We also group individual snowflakes as snow. In design, a good example would be Starbucks paper cups. The physical design is a good example of symmetry, while the graphic design is a good example of closure, as the Starbucks logo uses negative space to create understanding.



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Improvable Design:

In my work utilizing the gestalt principles, I focused on redesigning the Garmin-themed product extensions I did for a second-year project. The original design was chunky and lacked any real identity, emotion, or reasoning besides it being a heater designed to look like a preexisting Garmin product. Although it has some properties such as symmetry on the front, the side is unbalanced and unstable. The buttons were placed on the heating element creating a safety hazard.

Redesign:

For the Redesign, I challenged the use of the gestalt principles to see how I could still translate the Garmin brand, style, and energy while making it streamlined with a feeling of strength. While looking at the original design, I asked myself two questions. One being; 'How can I improve the user experience,' and then 'How can the design maintain the synergy of what Garmin represents while still maintaining an idea of strength and rigidity.'

I fixed the symmetry of the front and sides.

Creating a hard break in the continuation of the handle helps the product to look more industrial.

The lines running down the upright sides create a sense of continuity and strength.

Continuity in grouping the heating dial helps their purpose to be easily understood. The shapes go from large to small to show the amount of heat output. The button and dial are also placed on the side to fix the heating element safety issue.

Using Gestalt principles in design is a great idea to produce harmonious and meaningful designs. Using Gestalt principles in design can help provide clarity, simplicity, and balance.

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