

# ART START

**Similarity:** Occurs when objects look similar to one another, people often perceive them as a group.

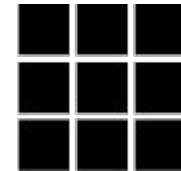
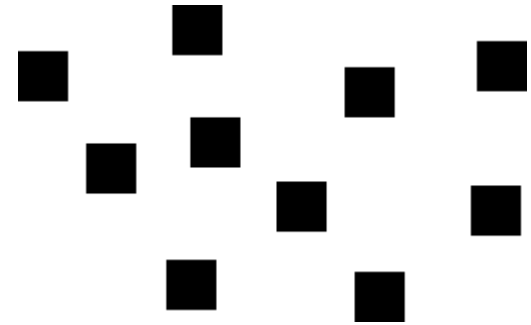
Purposefully creating something that is dissimilar will create a focal point, because it is an anomaly.



# ART START

**Proximity:** Occurs when elements are placed close together, they tend to be perceived as a group.

The squares to the right appear as a single shape, or nine separate shapes depending on their proximity to each other.



# ART START

How would you  
create an *Anomaly*  
in this image?

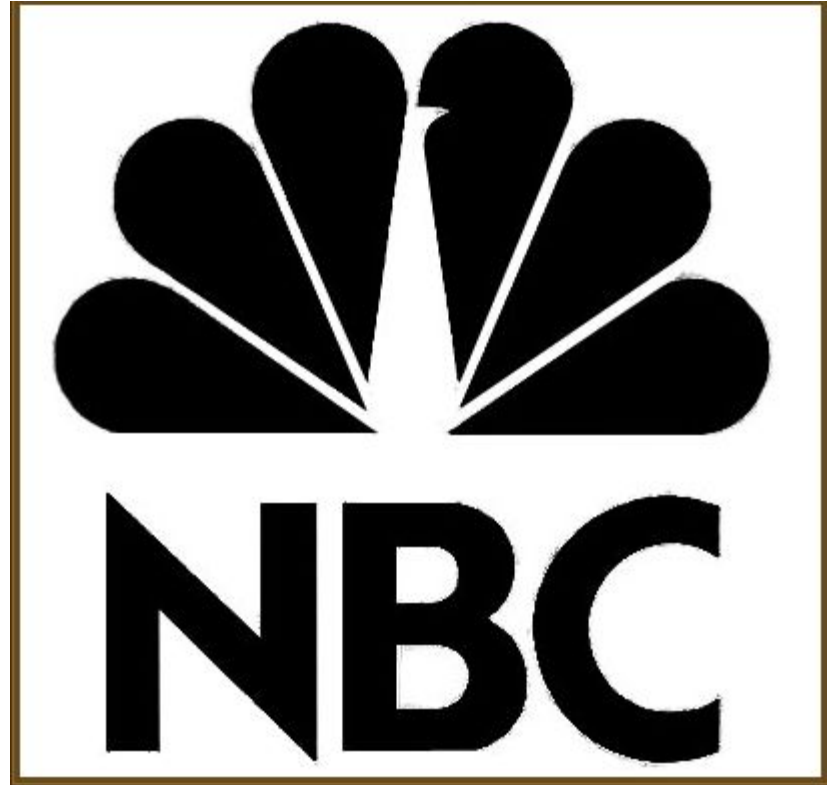


61

# ART START

How does the theory of *Similarity* help us to understand this image?

62



# ART START

How does the theory of *Proximity* help us to understand this image?



Microsoft