Design Principles of Visual Awe

Based on Edmund Burke’s *A Philosophical Enquiry into the Origin of Our Ideas of the Sublime and Beautiful*

Repetition

As things repeat themselves it adds layers of meaning, and can hint at vast processes that might make us feel awe — *Dacher Keltner*

[Image of Temple of Warriors - Chichen Itza, Mexico]
Light/Dark contrast

The stunning shift from darkness to light can bring us awe.—Dacher Keltner

*Self-portrait in a flat cap*, 1642 Rembrandt Van Rijn
Parts signal the presence of a holistic process

Evolution is crafting ‘endless forms most beautiful’ that have their purpose and function in our experience. —Dacher Keltner

Anemone, Plate 49: Actiniae, 1904. Ernst Haeckl
Hints of vastness

When visual objects suggest there is a vast process around and beyond their visual form, you start to get a sense of infinity, vastness, mystery.—Dacher Keltner

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