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



Temple of Warriors - Chichen Itza, Mexico

Light/Dark contrast

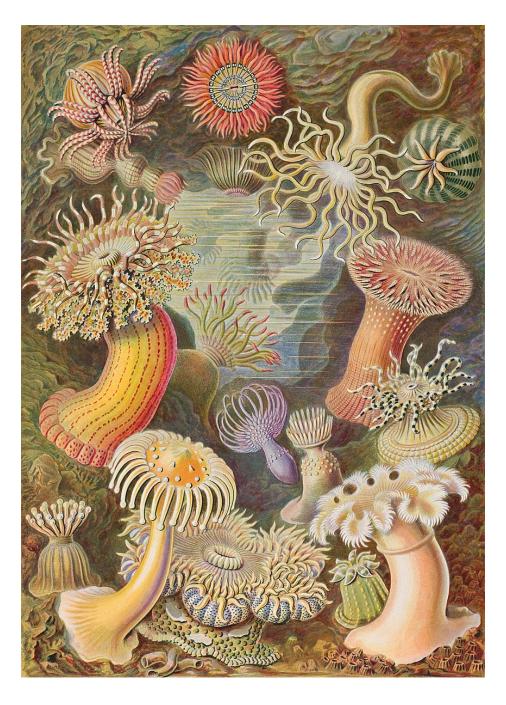
The stunning shift from darkness to light can bring us awe.—Dacher Keltner



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. —<u>Dacher Keltner</u>



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.—

<u>Dacher Keltner</u>



Sagrada Familia, Barcelona, Spain