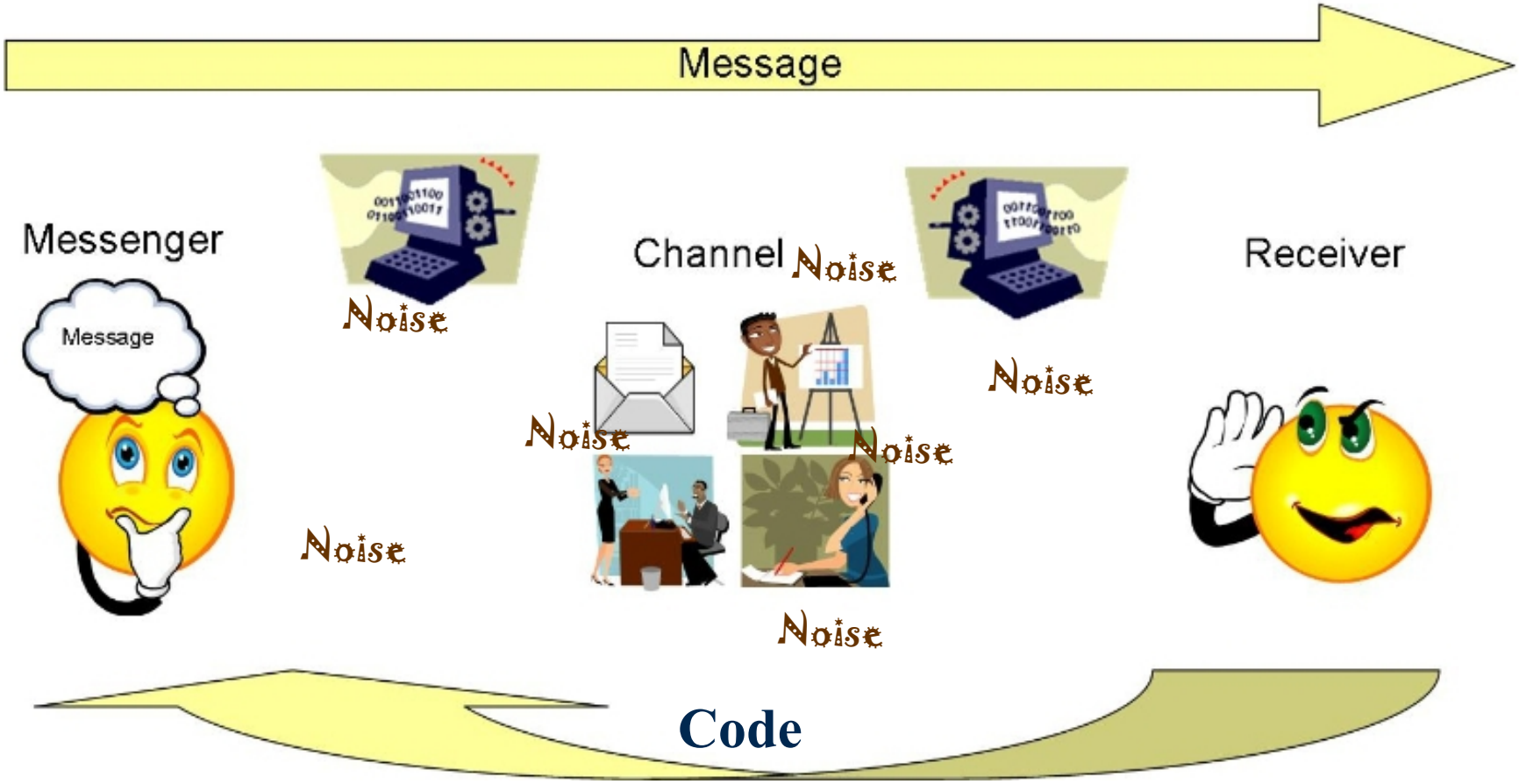
UNIT 1

VISUAL PERCEPTION

Communication process

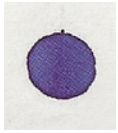


http://es.slideshare.net/akeka/visual-language-1eso

VISUAL PERCEPTION is a function of our eyes and brain.

We see images as a whole rather than in parts.

However, images can be broken down into their visual elements:

 point, line, shape, texture, and colour.

These elements are to images as grammar is to language.

The way we perceive objects depends on the point of view of the observer.

The ***Laws of Perception*** help explain how humans perceive and make sense of visual information.

Proximity or Nearness

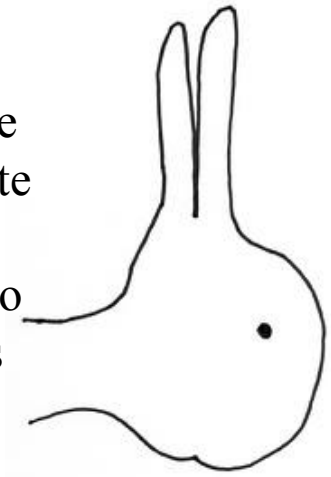
Visual stimuli that are close together are grouped together.

Similarity

If the distances between elements are the same, the ones that are physically similar will be grouped together.

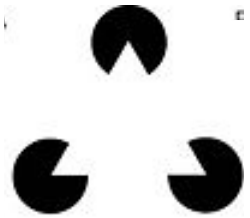
Good Shape

As individuals perceive the world, they eliminate complexity and unfamiliarity in order to observe a reality in its most simplistic form.



Closure

We tend to see complete figures from fragmentary ones, such as those displayed below.



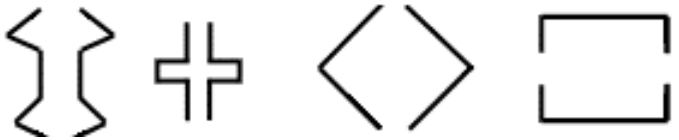
The ***Laws of Perception*** help explain how humans perceive and make sense of visual information.

Past Experience

Under some circumstances visual stimuli are categorized according to past experience.

Symmetry

Grouping on the basis of symmetry refers to the perception of the more natural, balance, and symmetrical figure as the same unit.



Good Continuation

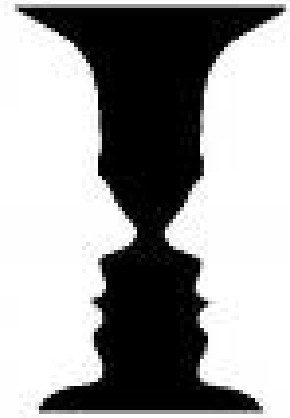
Elements that appear to follow the same direction are grouped together..

Shape and background

The eye differentiates an object from its surrounding area. a form, silhouette, or shape is naturally perceived as **figure** (object), while the surrounding area is perceived as **ground** (background).

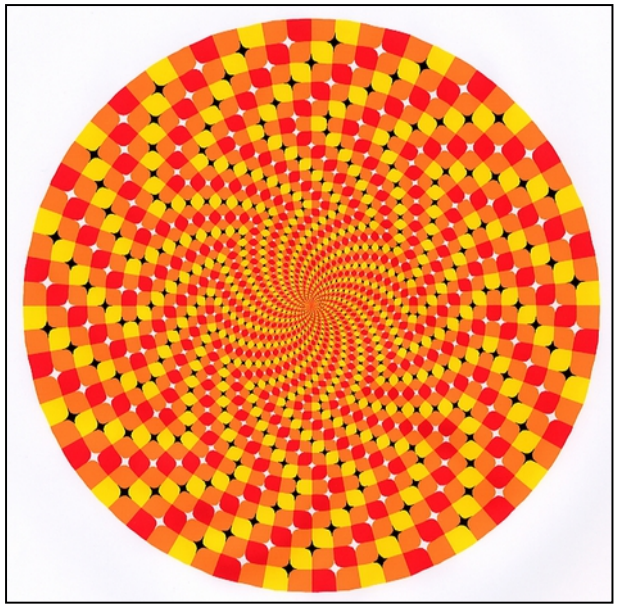
SHAPE AND BACKGROUND

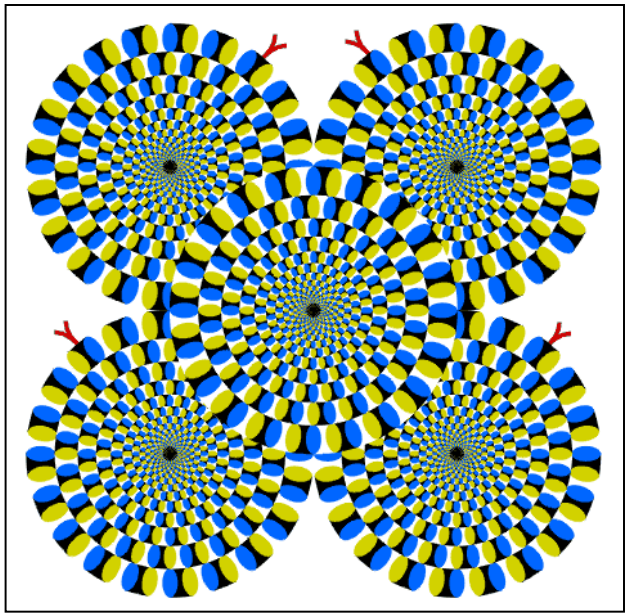
When we identify something as the figure of an image, the rest becomes background authomatically



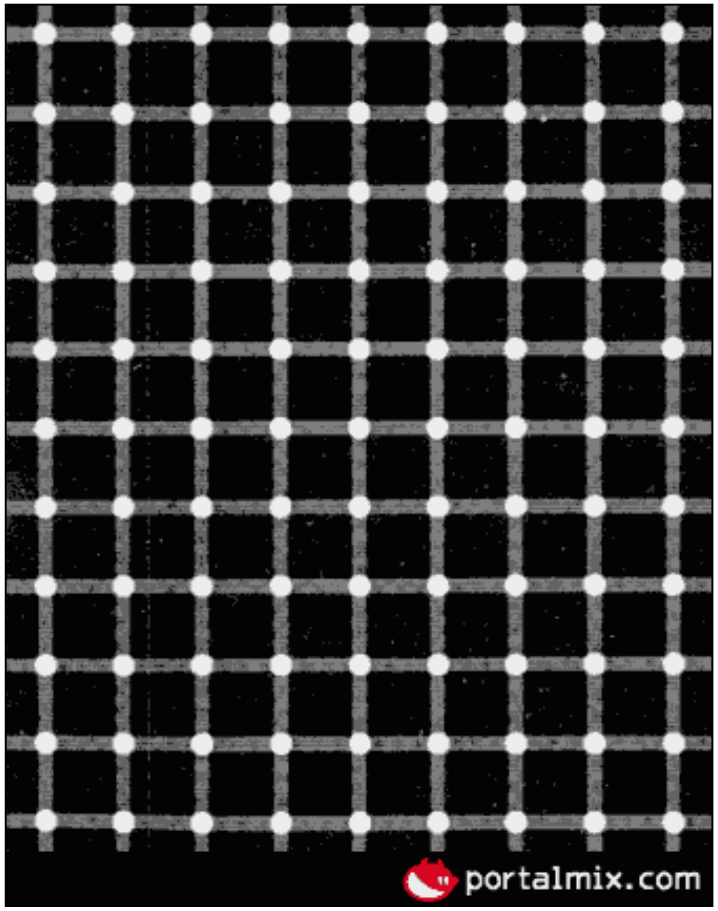
An ***IMAGE*** is the mental representation of what we see, our memories, our imagination or our dreams.

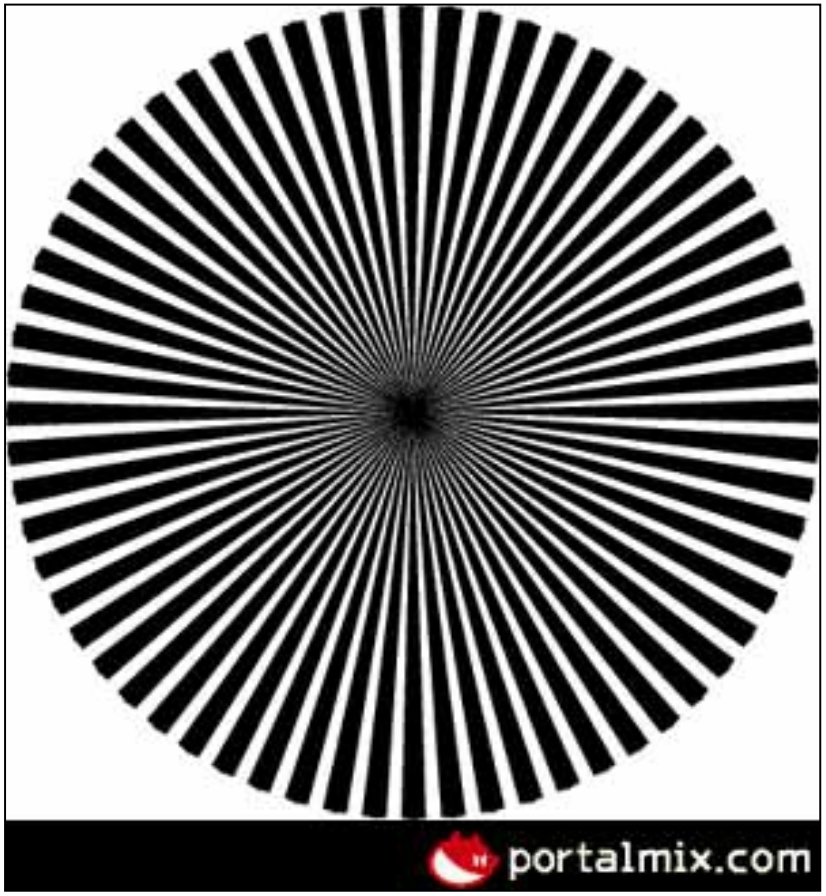
When our brain processes an image which is different from what the eye perceives, we call it ***optical illusion***.





Optical illusions.



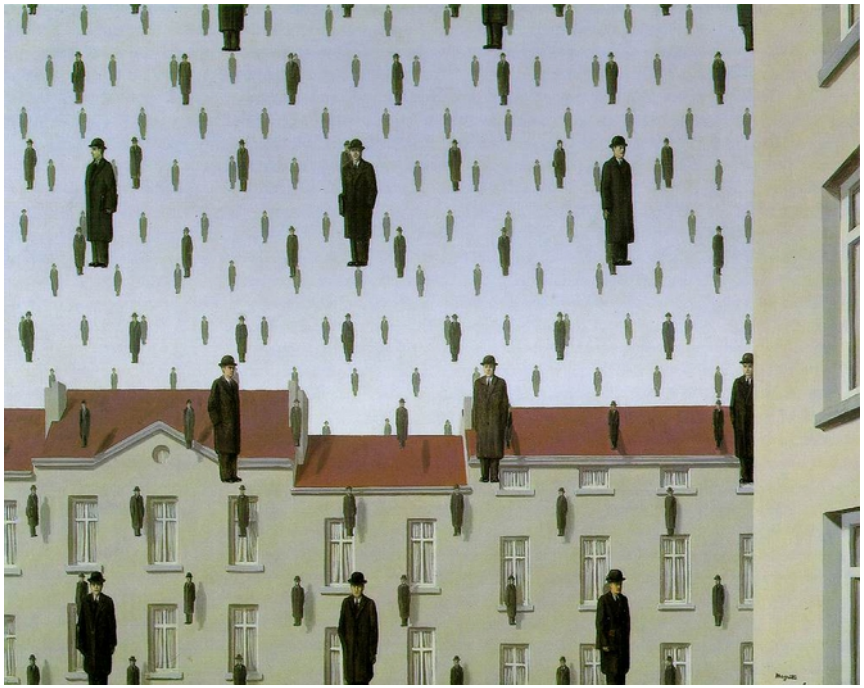


Optical illusions.

Visual Language

Visual language is expressed by images.

Images represent reality, but they aren't reality.



René Magritte – *Golconde*, 1953

IMAGE AND ICONICITY

The similarity between an image and the reality is called ICONICITY.

There are different degrees of iconicity, depending on this similarity.

- High degree of iconicity
- Medium degree of iconicity
- Low degree of iconicity

IMAGE AND ICONICITY

- High degree of iconicity: the image is nearly an exact copy of reality.

IMAGE AND ICONICITY

- Medium degree of iconicity: the image has something in common with reality. We can recognize it.

IMAGE AND ICONICITY

- Low degree of iconicity: The image is completely different from reality. We aren't able to recognize it as something real.

Types of images

We can classify images in three different types according to the reality they show :

- A ***representation*** of an image tries to keep the similarity with the object it represents.

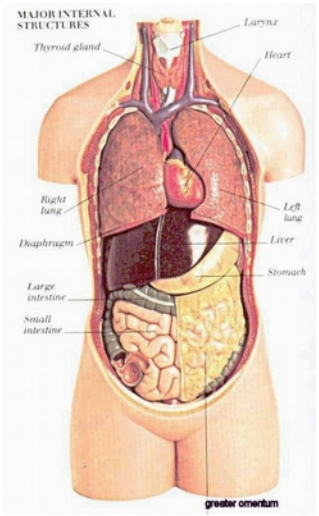
- A ***sign*** is an image that tries to inform or warns about something. They are usually very simple.

- A ***symbol*** is an image that represents an idea or feeling.

The function of an image

- Images can have different communicative functions according to their aim: ***informative***, ***aesthetic***, ***suggestive*** or ***symbolic***.

Informative function: Gives information, indicates a situation or transmits an order.



Aesthetic function: It is related to Art and its aim is to give a sense of beauty.

The function of an image

- Images can have different communicative functions according to their aim: ***informative***, ***aesthetic***, ***suggestive*** or ***symbolic***.

Suggestive function: Tries to direct the audience's choice. Eg: Advertising. →

Symbolic function: It expresses ideas or feelings. ←

Signifier and meaning of an image

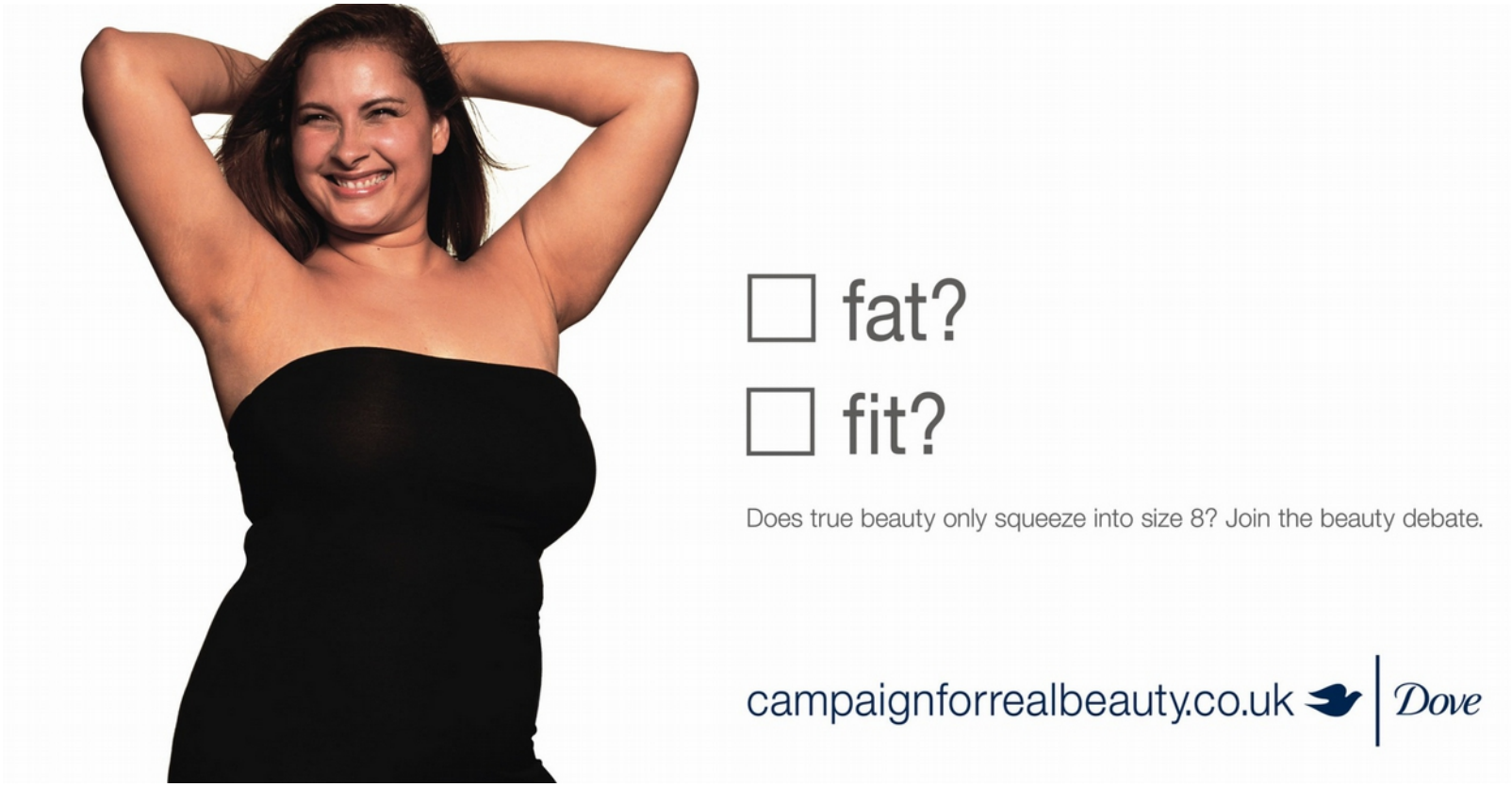
Signifier: any material thing that signifies, e.g., words on a page, a facial expression, an image

Signified or meaning: the concept that a signifier refers to.

http://cmccjazparren.jimdo.com/c%C3%B3mo-nos-atrapa-la-publicidad/

Signifier and meaning of an image

Signifier and meaning of an image



A collage of cut-out shapes

A collage is a technique that is very useful in the creation of compositions where visual perception is important. When we look at a collage we can see at the same time the materials used and the colours and shapes it is made up of.

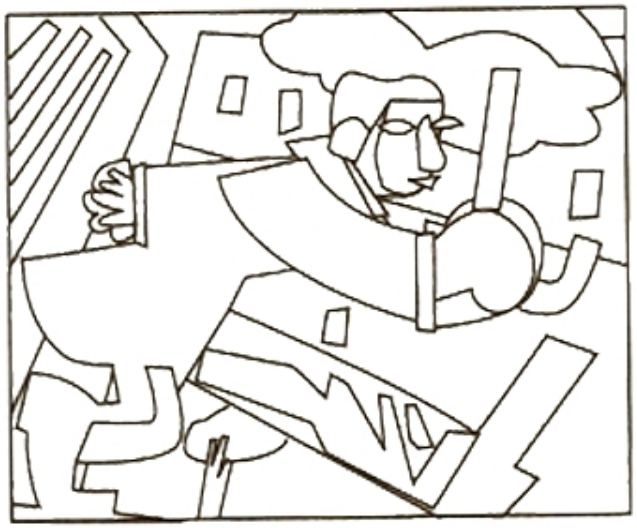
Activities

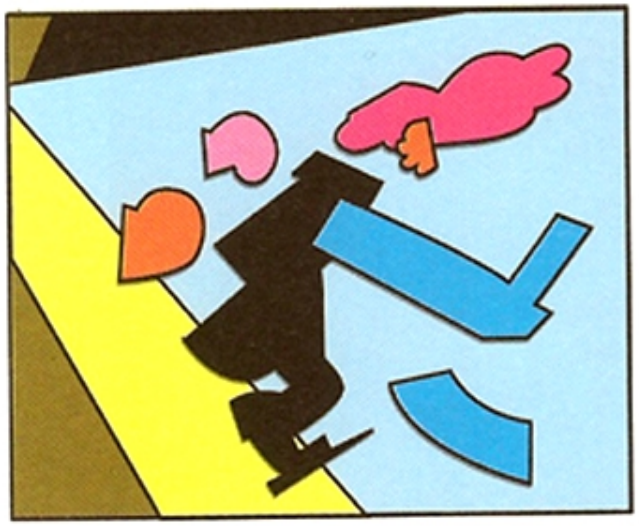
Look at the steps followed to make the collage on the right. First of all we drew the outline. Then we cut out the shapes. After that we stuck the shapes onto the paper, starting with the background before sticking the foreground shapes on. Finally, we used felt-tipped pens to make the finishing touches.

Follow the same steps and make your own collage in the box on the right.

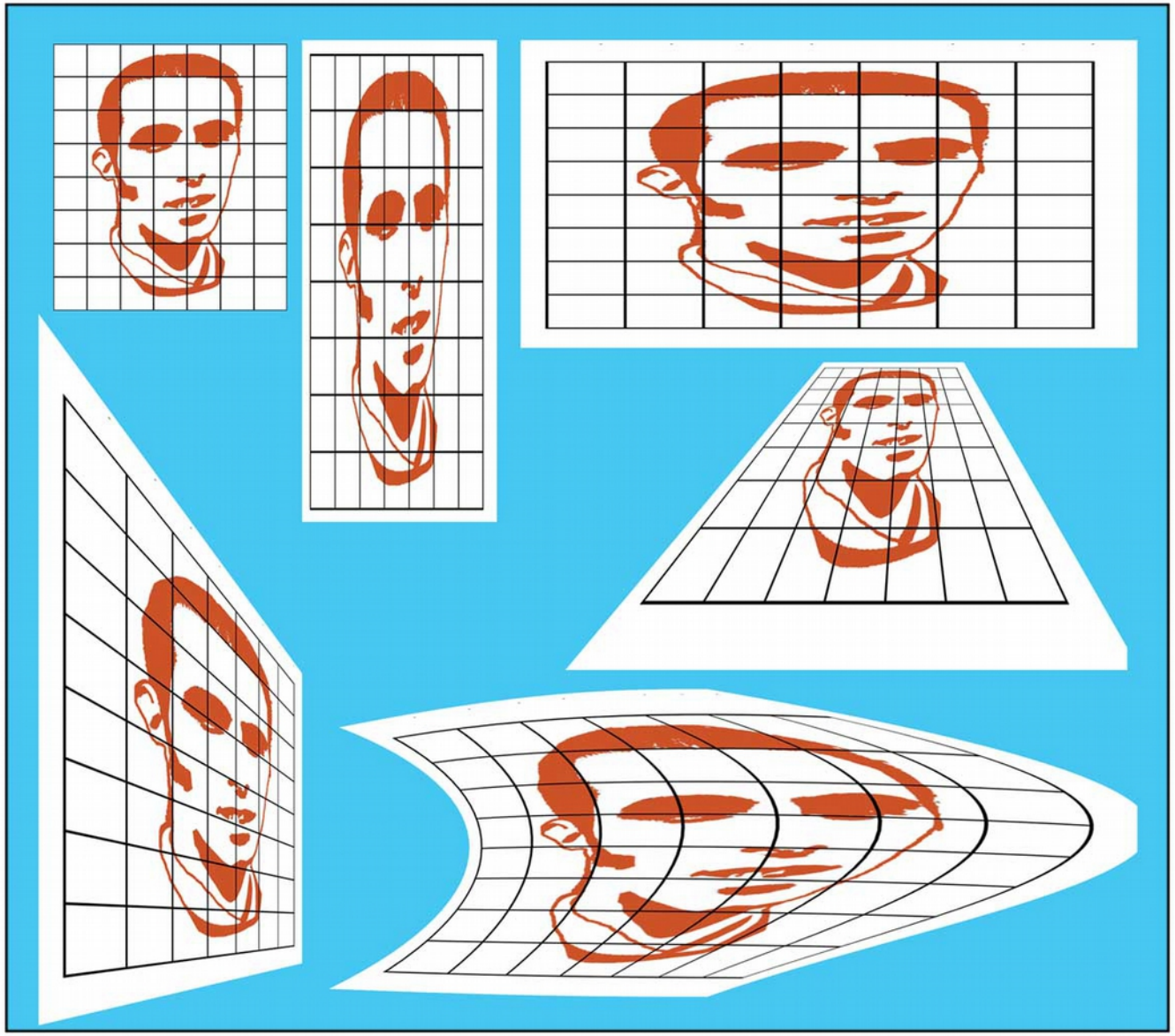
Materials

A lead pencil, card, coloured paper, scissors, glue and felt-tipped pens.

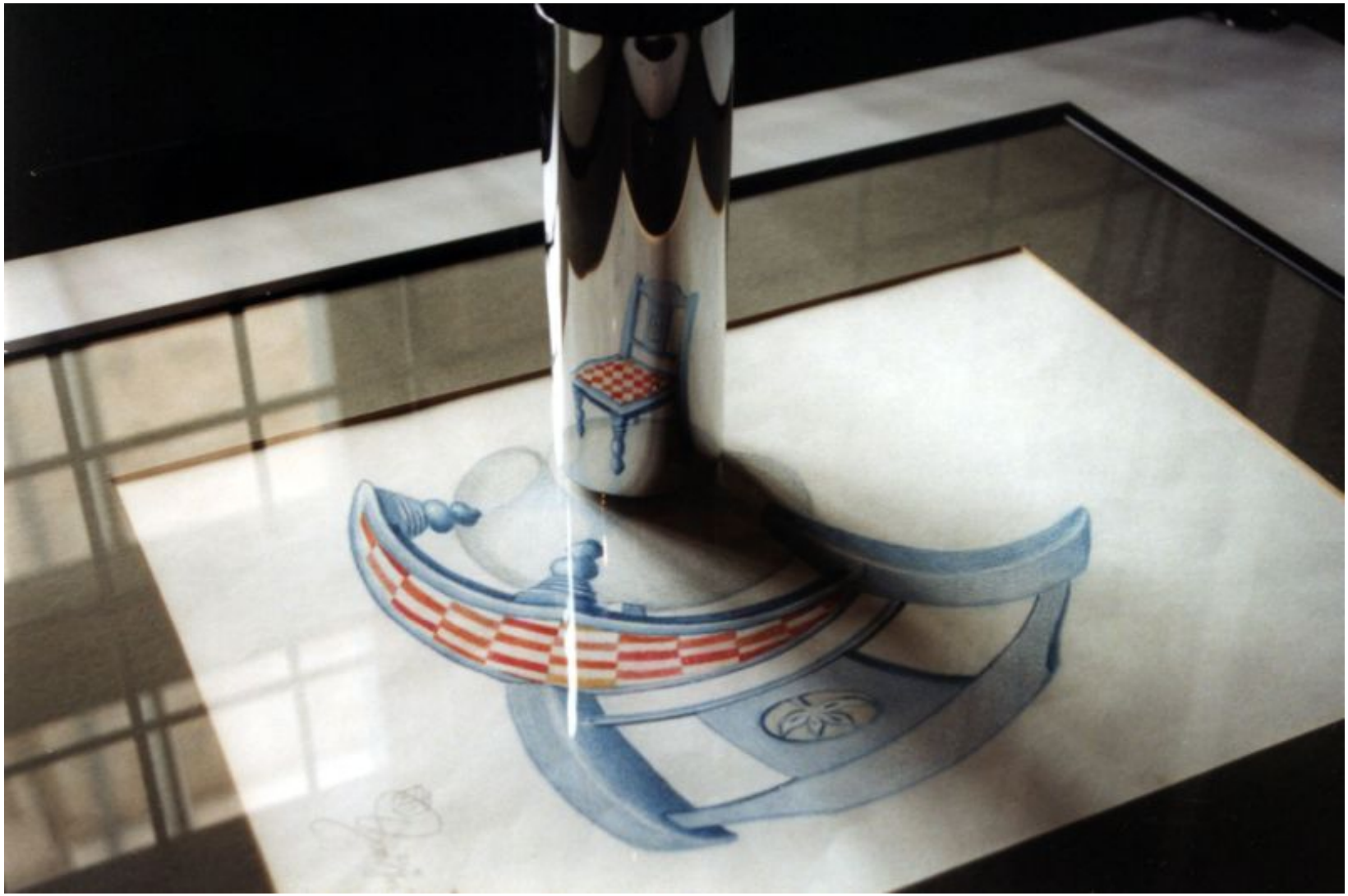




Anamorphosis



Anamorphosis



Anamorphosis: Julian Beever

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http://users.skynet.be/J.Beever/index.html