



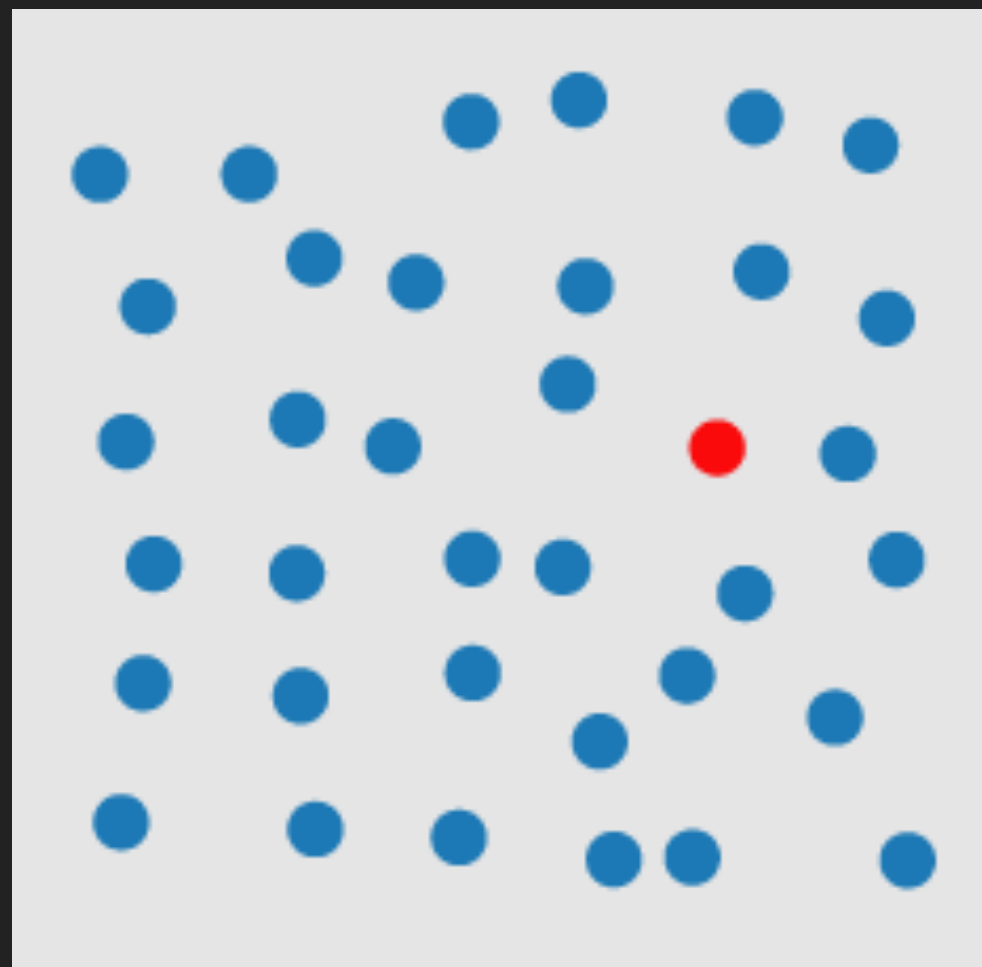
LECTURE 02

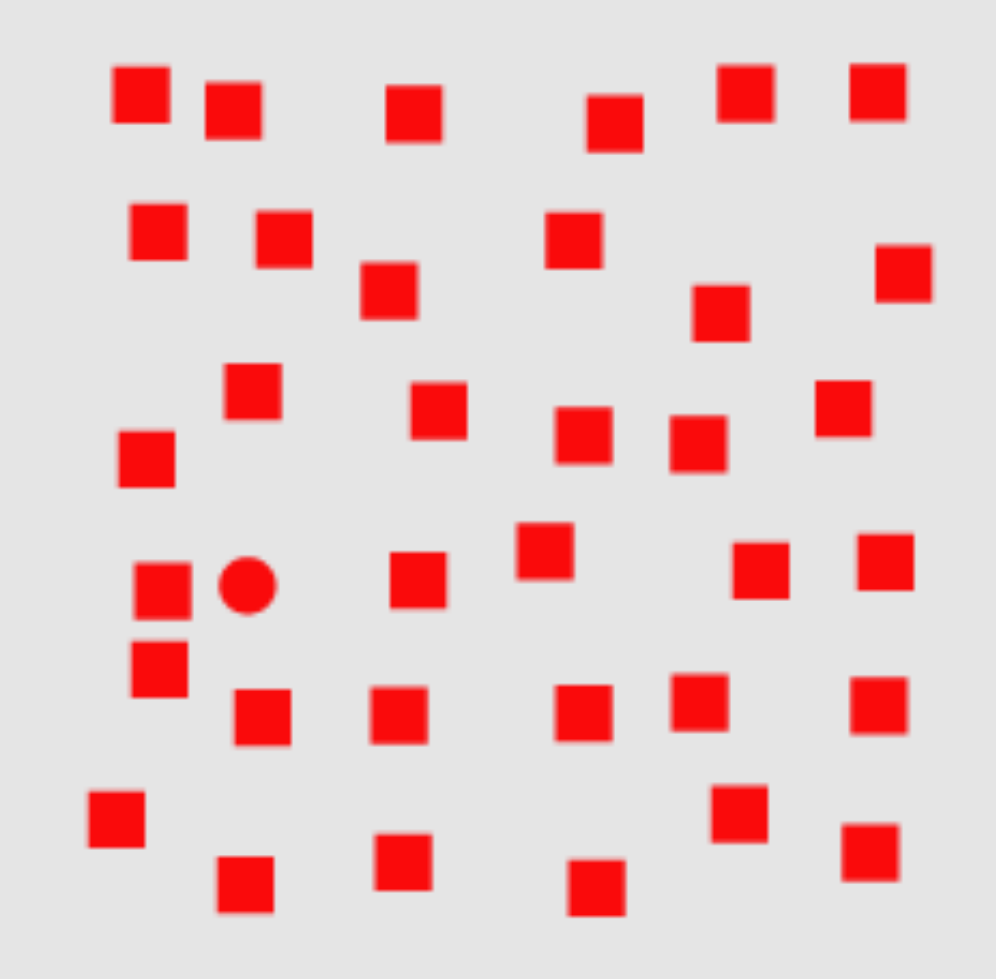
Human Perception And Information Processing

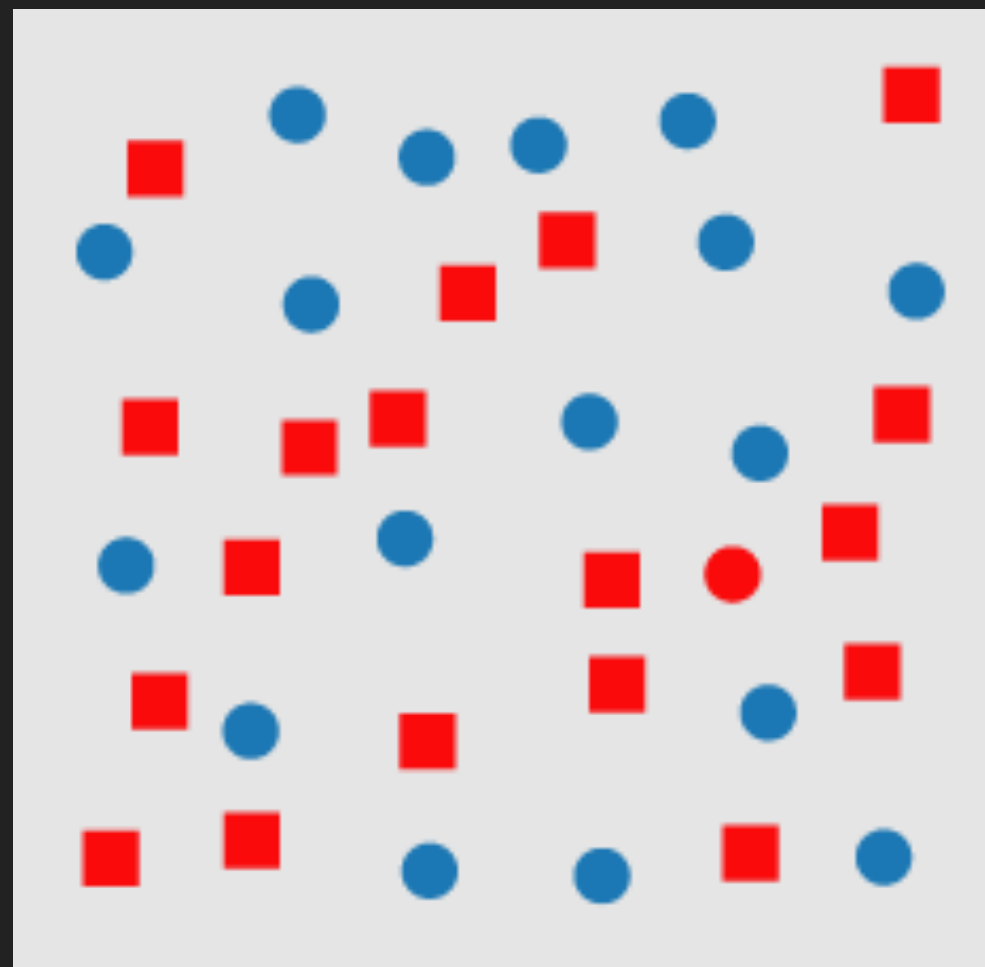
What Is Perception

- ▶ Perception: the process of recognizing, organizing, and interpreting sensory information.
- ▶ Perception deals with the human senses – sight, hearing, touch, smell, taste.
- ▶ Process by which we interpret the world around us.

Find the red dot



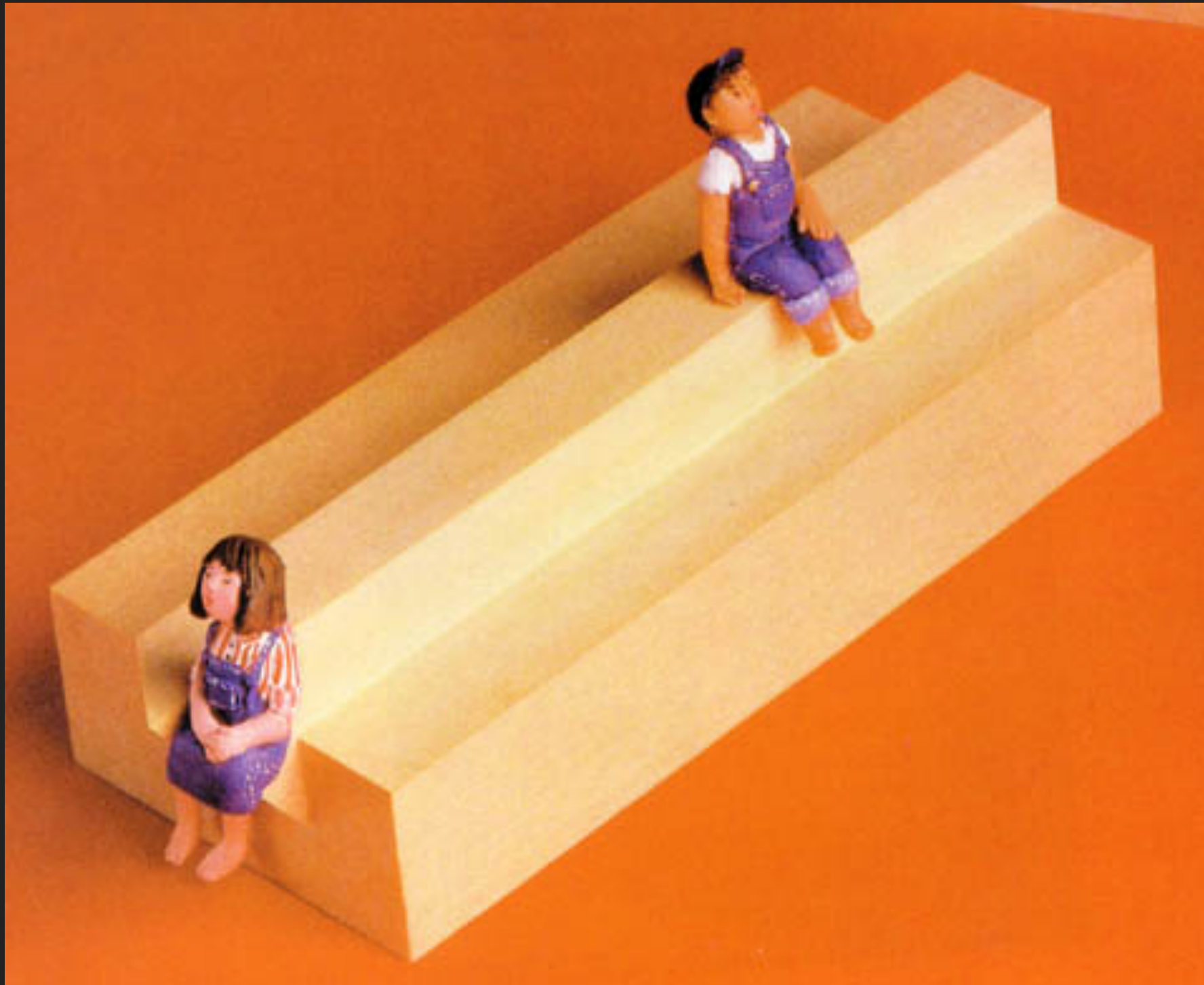


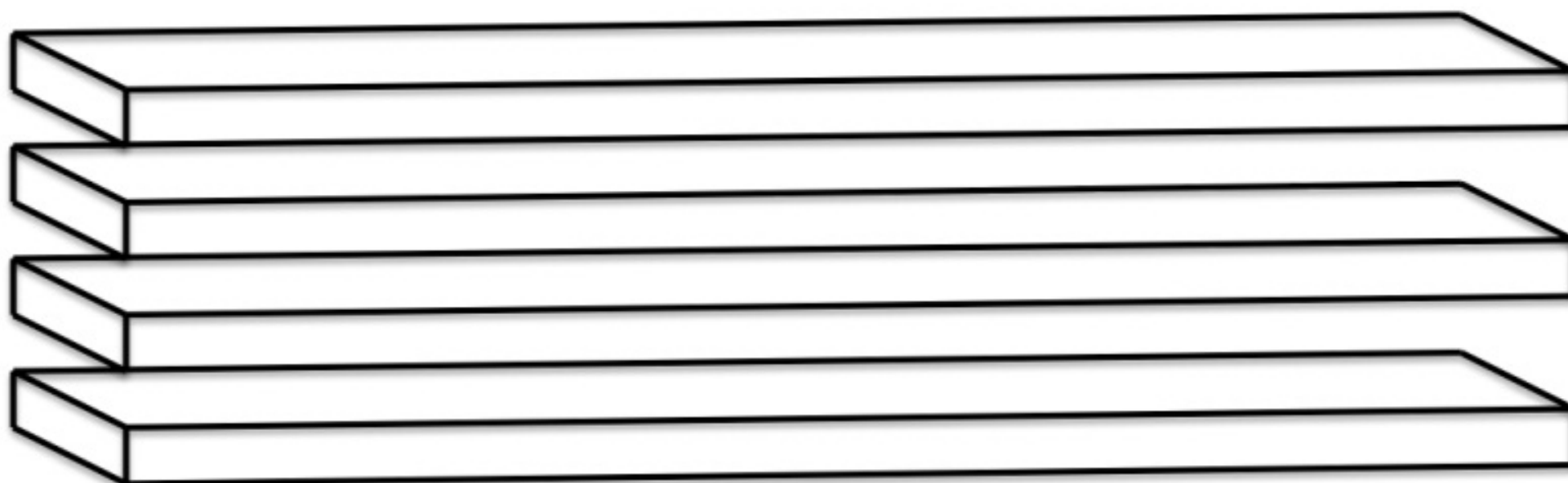


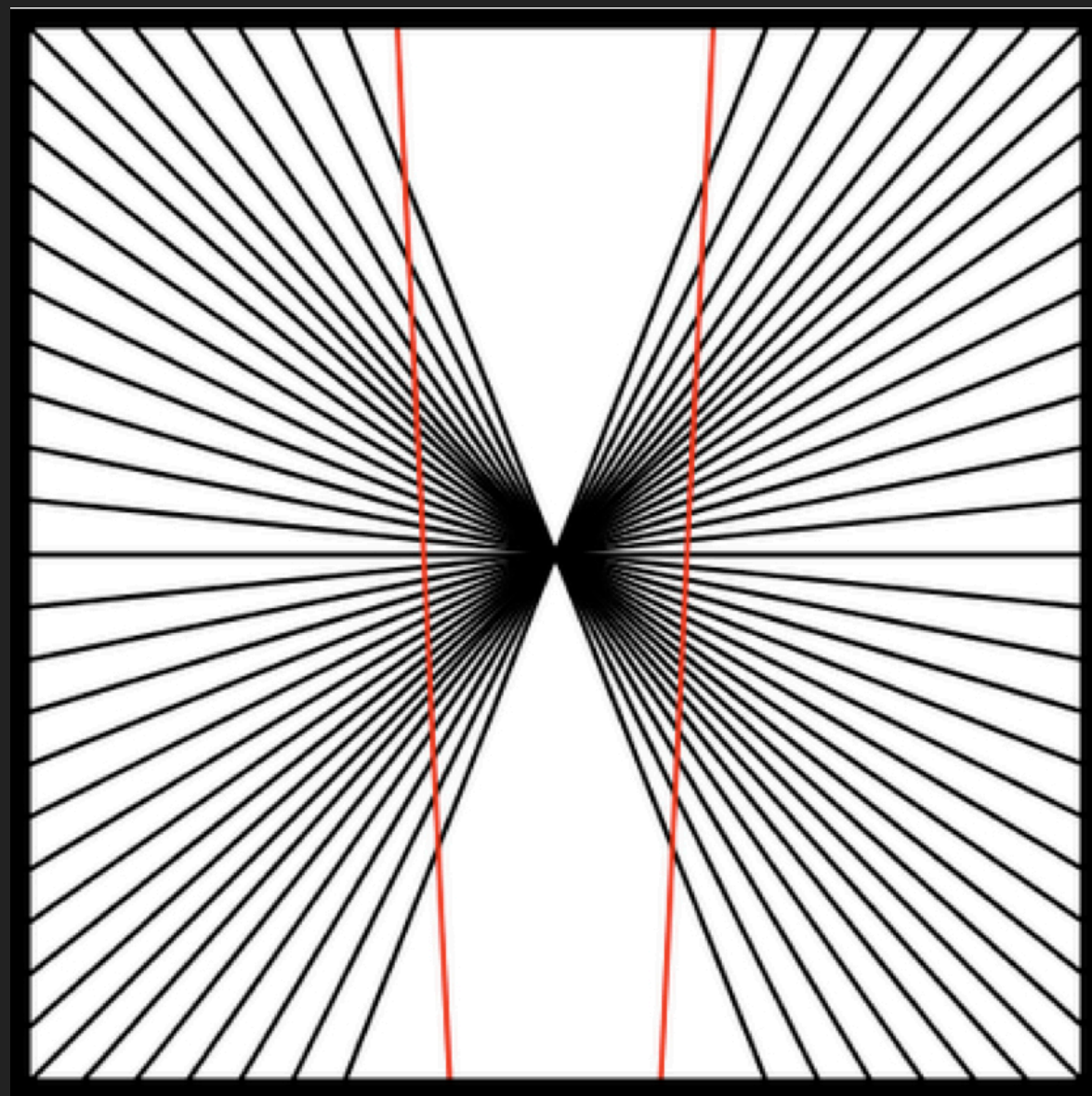
Pre-Attentive Perception

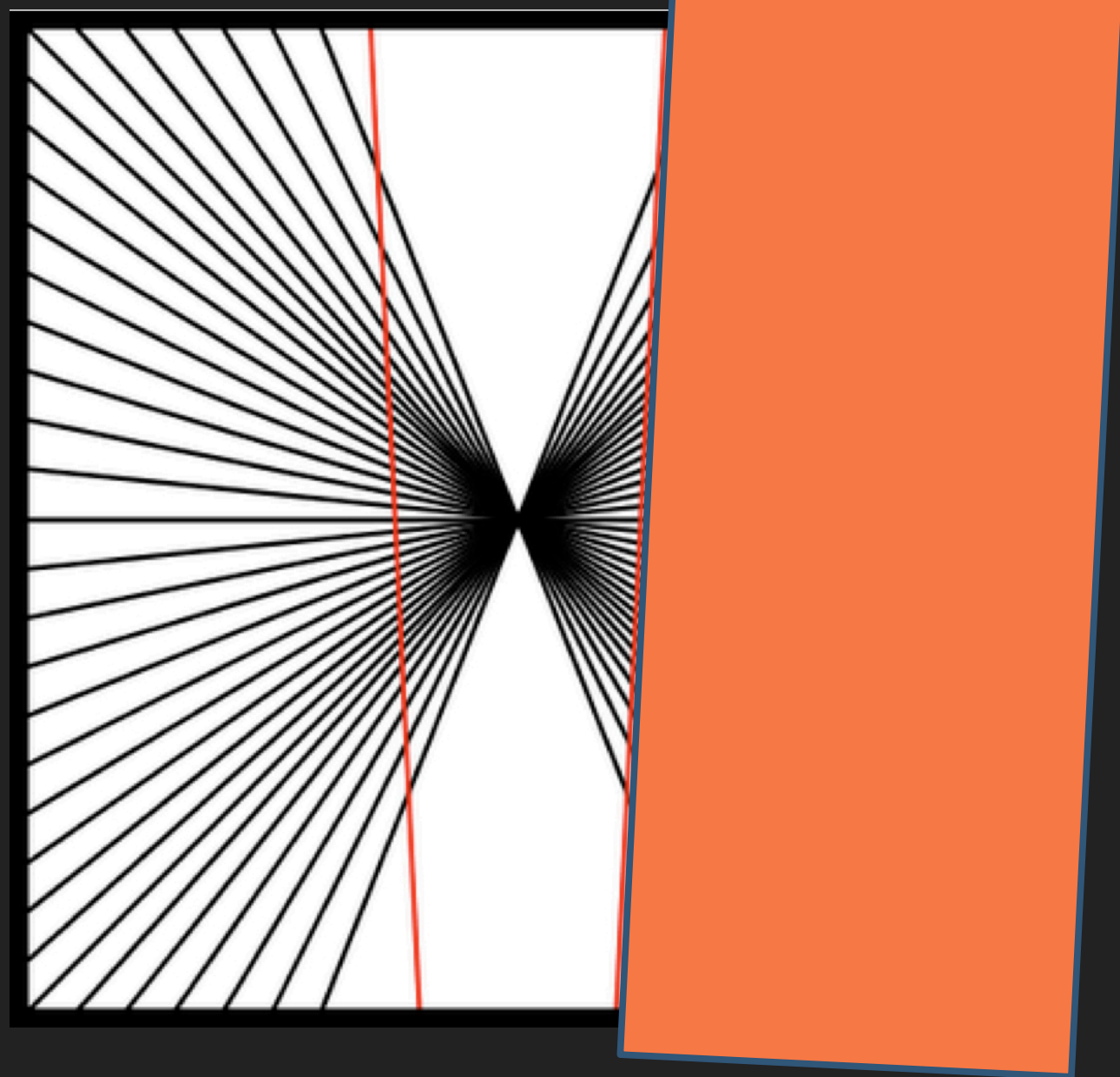
- ▶ Set of visual properties that are detected very rapidly and accurately by the low-level visual systems
- ▶ Detection of these properties precede focused attention
- ▶ Less than 250 milliseconds

Visual Illusion



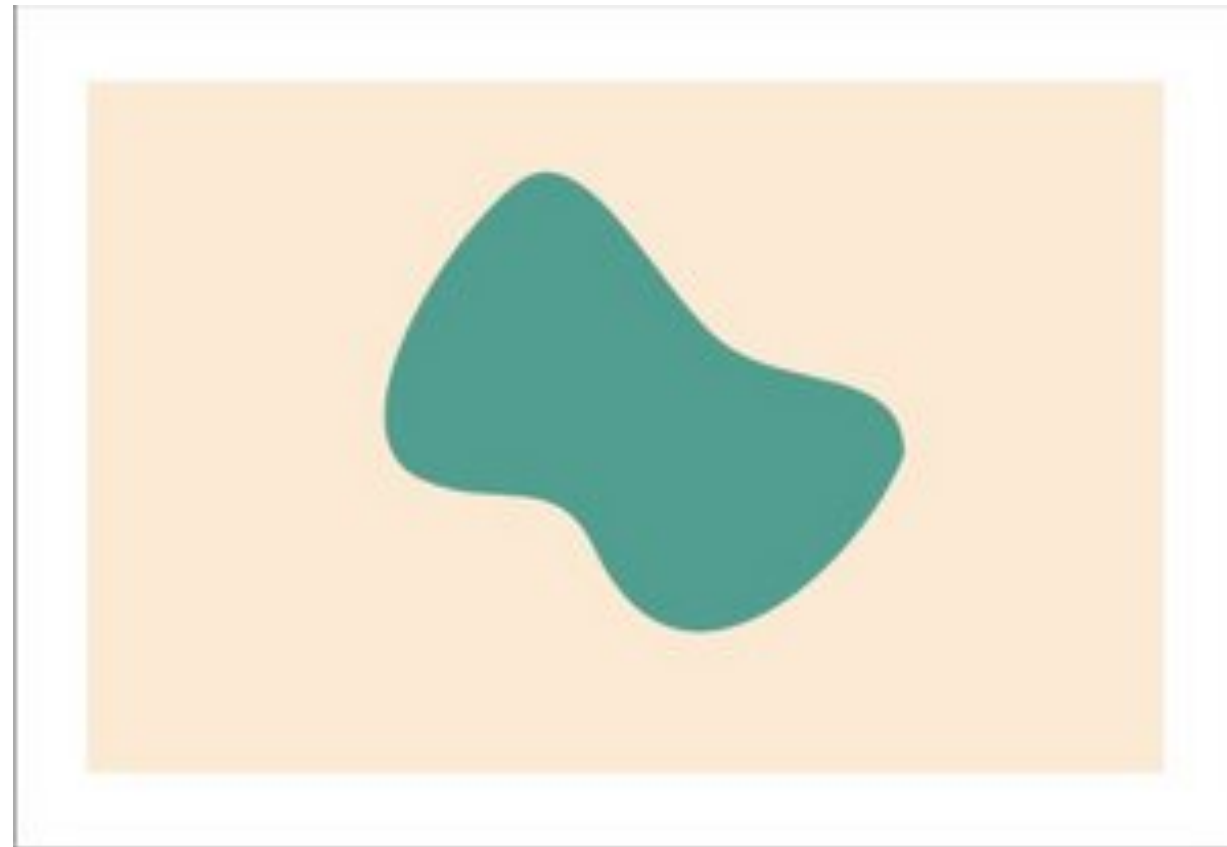




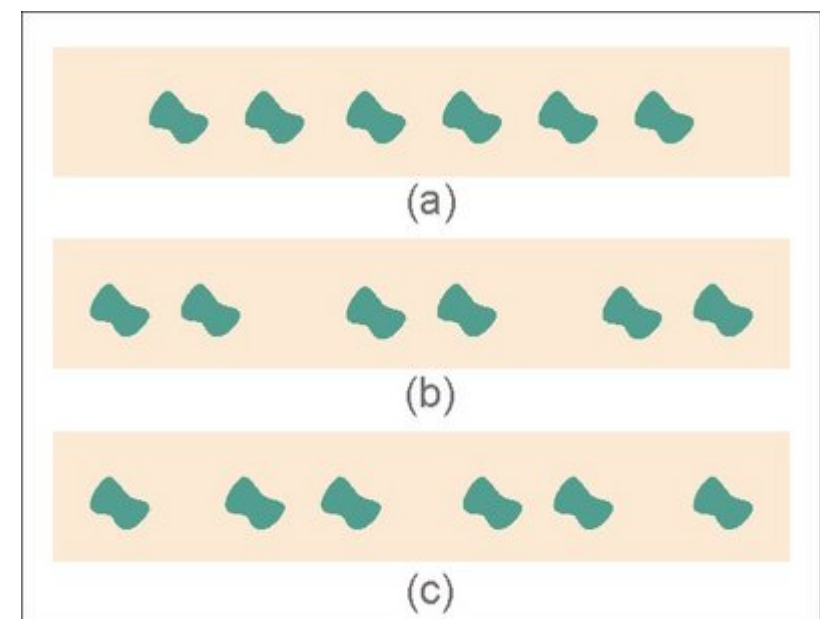
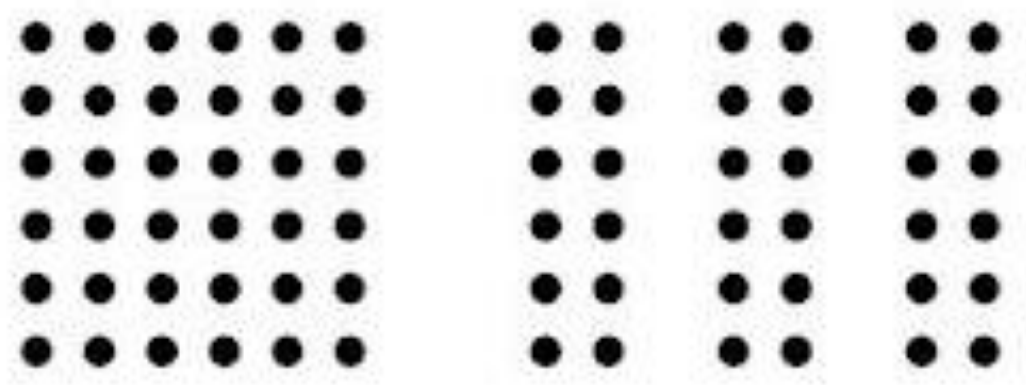


Gestalt principles

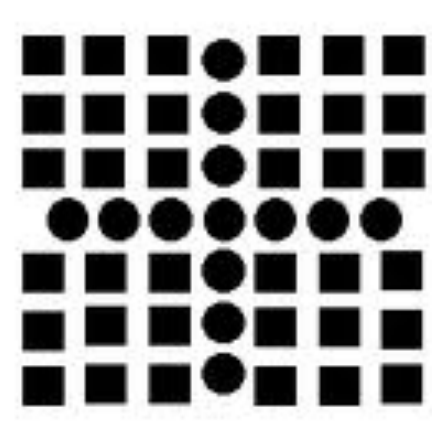
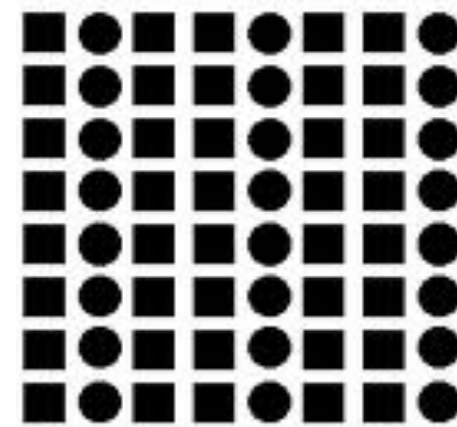
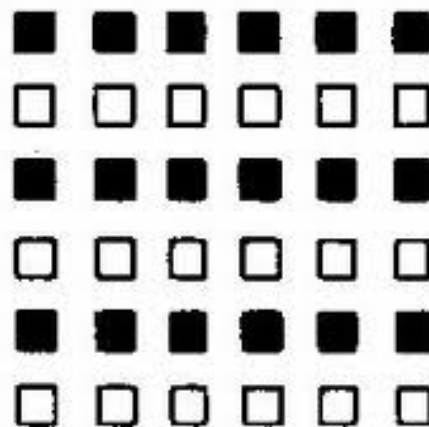
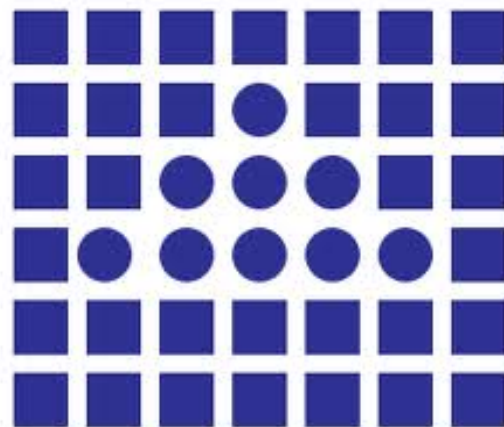
Figure-Ground Articulation



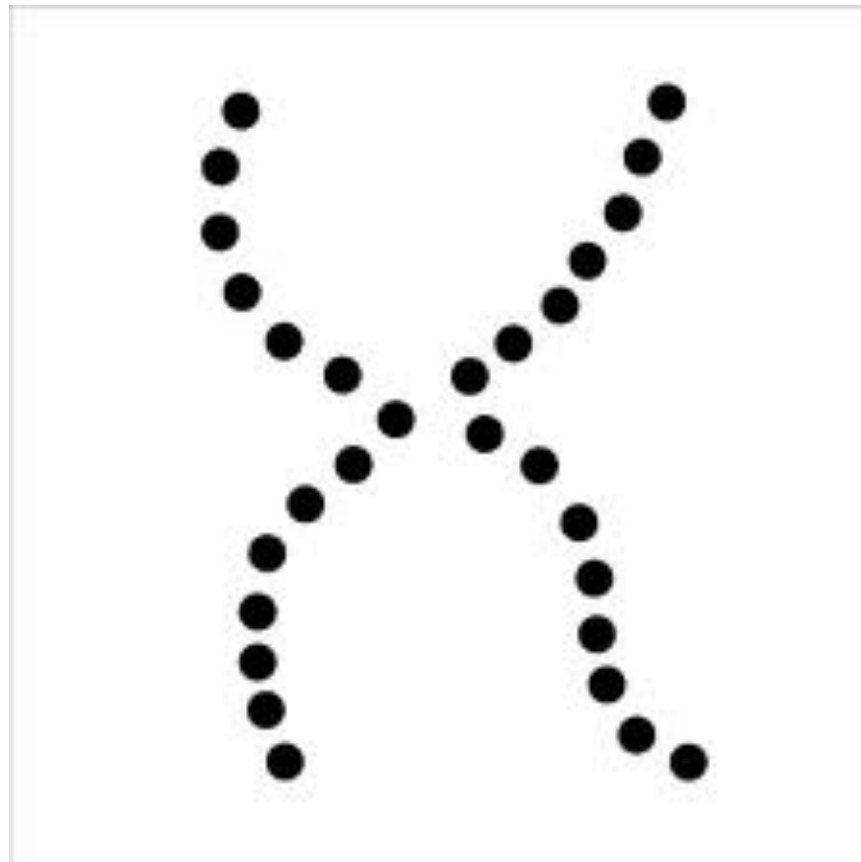
Proximity Principle



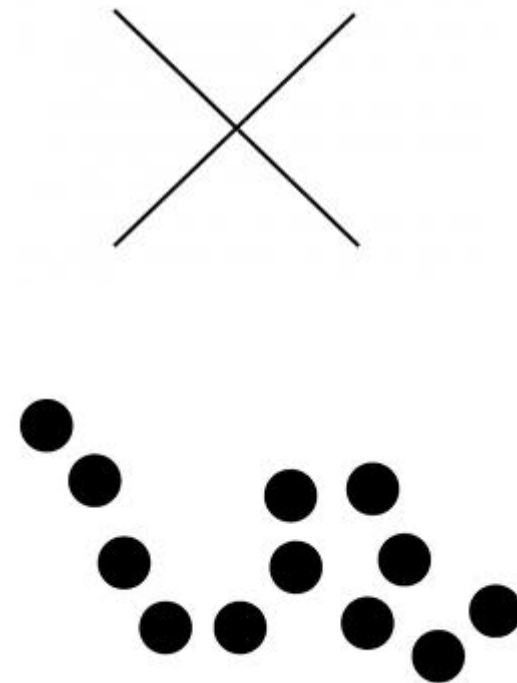
Similarity Principle



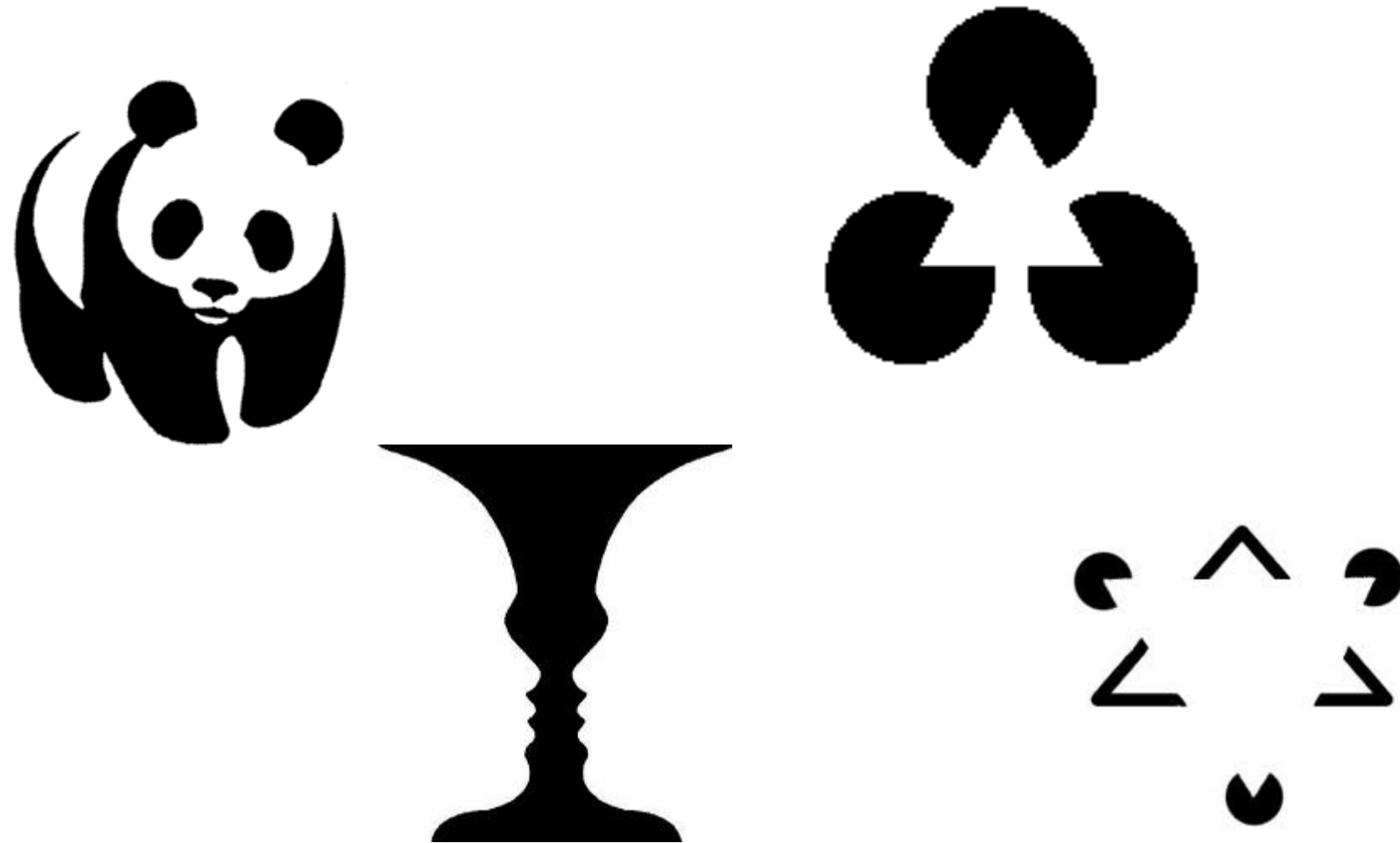
Continuity Principle



Gestalt continuity principle



Closure Principle



Winglets