

# Chapter 3 Module Quiz

Due 7 Jun at 23:59

Points 25

Questions 25

Available until 12 Jun at 23:59

Time limit None

## Instructions

This is a graded quiz worth 1% of your course grade. The quiz covers the key learning objectives of Chapter 3.

## Attempt history

	Attempt	Time	Score
LATEST	<a href="#">Attempt 1</a>	9 minutes	25 out of 25

Score for this quiz: **25** out of 25  
Submitted 31 May at 2:46  
This attempt took 9 minutes.

Correct!

Question 11 / 1 pts

Which one of the following colours is NOT considered a primary colour in human vision?

☒ Yellow

☐ Red

☐ Green

☐ Blue

Correct!

Question 21 / 1 pts

How many different types of cones are present in a normal human eye?

☐ 4

☐ 1

☒ 3

☐ 2

**Question 3****1 / 1 pts**

The purity of a colour is referred to as which one of the following terms?

☐ Lightness

☐ Value

☒ Saturation

☐ Hue

**Correct!****Question 4****1 / 1 pts**

If at least one type of cone in a person's retina is missing or dysfunctional, that person is said to be:

☐ Trichromatic

☐ Dichromatic

☐ Monochromatic

☒ Colour blind

**Correct!****Question 5****1 / 1 pts**

Which one of the following hex colour codes corresponds to black?

☐ #FFFFFF

☒ #000000

**Correct!**

☐ #FF0000☐ #0000FF**Question 6****1 / 1 pts**

Which of the following colour names best describes the colour hex code #556B2F?

☐ indian red☐ lime green☒ dark olive green☐ orchid**Correct!****Question 7****1 / 1 pts**

According to the additive RGB colour model, mixing green and blue produces which one of the following colours?

☐ Purple☐ Yellow☒ Cyan☐ White**Correct!****Question 8****1 / 1 pts**

According to the HSV colour model, a colour's value can be defined as which one of the following definitions?

**Correct!**

- ☐ The degree to which an object's colour can be seen through.
- ☒ A colour's brightness.
- ☐ A colour type.
- ☐ A colour's purity

**Question 9****1 / 1 pts**

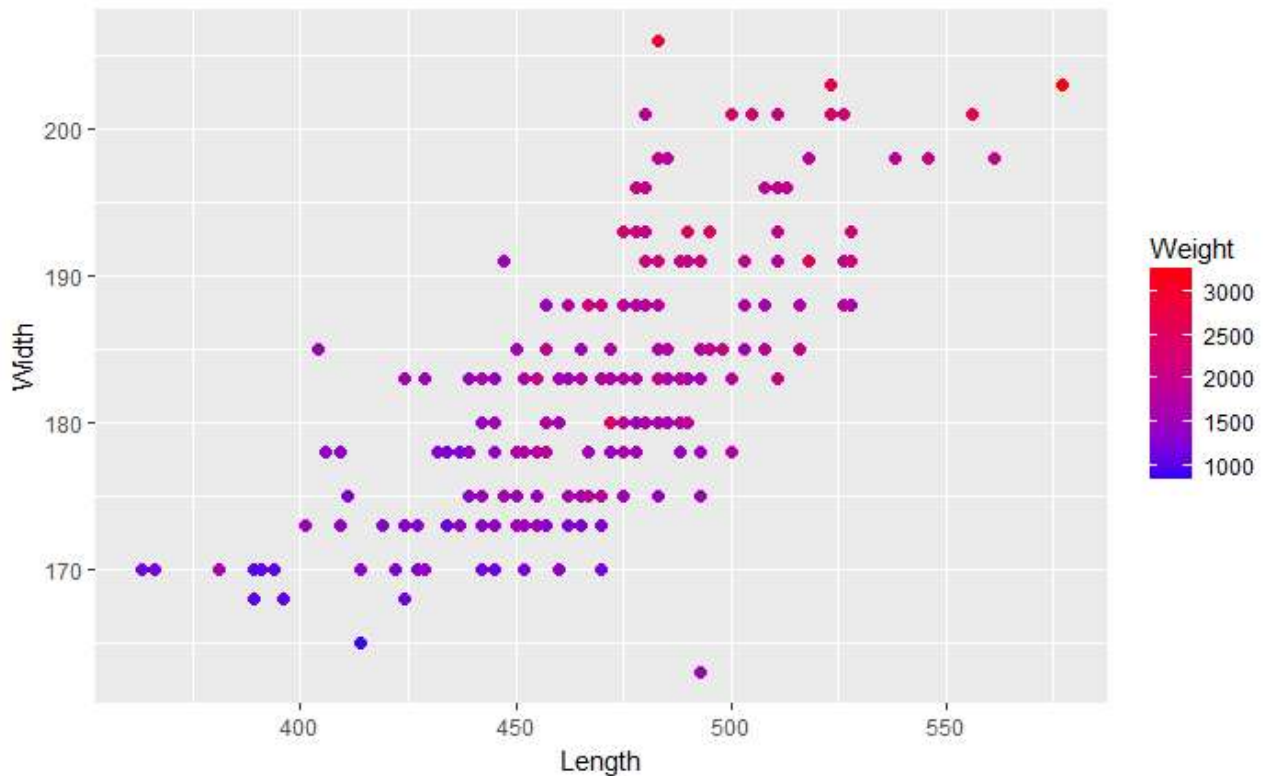
Which one of the following is NOT an advantage to using the ColourBrewer system?

**Correct!**

- ☒ All schemes are red-green colour blind safe.
- ☐ Provides colour palettes for a wide range of colour scales including sequential, qualitative and diverging themes.
- ☐ Makes colour selection for data visualisation much easier.
- ☐ Provides colour themes that maximises a perciever's ability to group and differentiate colours.

**Question 10****1 / 1 pts**

The following plot shows the relationship between the length of a car and its width. Colour has been used to represent a car's weight. Which type of colour scale has been used?



Correct!

- ☐ Discrete multi-hue
- ☒ Continuous, diverging
- ☐ Continuous, light to dark
- ☐ Discrete, diverging

### Question 11

1 / 1 pts

Visual illusions demonstrate:

Correct!

- ☐ that human perception is fallible.
- ☒ all of the options listed are true.
- ☐ how our visual perception systems works.
- ☐ that we do not perceive reality directly.

**Question 12****1 / 1 pts**

According to Ware's (2013) three stage model of visual information processing, which of the following processes occurs during stage 1? (Select ALL that apply)

☐

Images are broken into regions and our brains begin to analyse contours, colour, texture and motion.

**Correct!**☒

Large amounts of low level information pertaining to colour, texture, orientation and movement are temporarily held in iconic memory.

☐

Our brains identify the "gist" of a visual scene.

☐

We employ visual search strategies to scenes that have drawn our attention.

**Correct!**☒

Visual information primed for our visual perception system are readily detected and processed.

☐

Perceived visual patterns transition between action and object recognition pathways in the brain.

**Question 13****1 / 1 pts**

According to Ware's (2013) three stage model of visual information processing, which of the following processes occurs during stage 2? (Select ALL that apply)

☐

Our brains identify the "gist" of a visual scene.

**Correct!**☒

Images are broken into regions and our brains begin to analyse contours, colour, texture and motion.

**Correct!**

Perceived visual patterns transition between action and object recognition pathways in the brain.



Visual information primed for our visual perception system are readily detected and processed.



Large amounts of low level information pertaining to colour, texture, orientation and movement are temporarily held in iconic memory.



We employ visual search strategies to scenes that have drawn our attention.

**Question 14****1 / 1 pts**

According to Ware's (2013) three stage model of visual information processing, which of the following processes occurs during stage 3? (Select ALL that apply)

**Correct!**

We employ visual search strategies to scenes that have drawn our attention.



Perceived visual patterns transition between action and object recognition pathways in the brain.



Visual information primed for our visual perception system are readily detected and processed.



Images are broken into regions and our brains begin to analyse contours, colour, texture and motion.

**Correct!**

Our brains identify the "gist" of a visual scene.



Large amounts of low level information pertaining to colour, texture, orientation and movement are temporarily held in iconic memory.

**Question 15****1 / 1 pts**

Can you find the panda? Which of the following statements regarding the cartoon by [Gergely Dudás](http://thedudolf.blogspot.co.nz/2015/12/theres-panda-amongst-them.html) [\\_\(http://thedudolf.blogspot.co.nz/2015/12/theres-panda-amongst-them.html\)\\_](http://thedudolf.blogspot.co.nz/2015/12/theres-panda-amongst-them.html) is FALSE?

- ☐ The colour of the snowmen's noses are preattentively processed.
- ☐ Panda's are not preattentively processed!
- ☐ The colour of the scarves and hats are preattentively processed.
- ☒ The smiles of the snowmen are preattentively processed.

**Correct!****Question 16****1 / 1 pts**

Which one of the following visual features is NOT preattentively processed?

- ☐ Hue
- ☐ Size
- ☒ Parallelism
- ☐ Enclosure

**Correct!****Question 17****1 / 1 pts**

The famous [Population Lines](http://spatial.ly/wp-content/uploads/2013/09/population_lines_sml.jpg) [\\_\(http://spatial.ly/wp-content/uploads/2013/09/population\\_lines\\_sml.jpg\)\\_](http://spatial.ly/wp-content/uploads/2013/09/population_lines_sml.jpg) visualisation by James Cheshire demonstrates which of the following Gestalt principles? (Check all that apply)



**Correct!**☒ Proximity☐ Symmetry☐ Common fate☐ Continuity**Correct!**☒ Closure**Question 18****1 / 1 pts**

The following image is an example of which Gestalt law?

☐ Connectedness☒ Closure☐ Symmetry☐ Continuity**Correct!****Question 19****1 / 1 pts**

The following image of birds flying in a flock is an example of which Gestalt law?

**Correct!**

- ☐ Closure
- ☐ Connectedness
- ☒ Common fate
- ☐ Figure-ground

**Question 20****1 / 1 pts**

The following image of fruit organised in a fruit store demonstrates which Gestalt law?

**Correct!**

- ☐ Connectedness
- ☐ Figure-ground
- ☒ Similarity
- ☐ Continuity

**Question 21****1 / 1 pts**

The following image of a partial eclipse demonstrates which Gestalt law?

- ☐ Proximity
- ☐ Similarity
- ☐ Connectedness
- ☒ Continuity

**Correct!****Question 22****1 / 1 pts**

The following image of a flow chart demonstrates which Gestalt law?

- ☐ Similarity
- ☐ Proximity
- ☒ Connectedness

**Correct!**

☐ Continuity

### Question 23

1 / 1 pts

Watch the following video. This is an example of which one of the following visual phenomena?  
(Ensure you close the advertisement)



(<http://www.youtube.com/watch?v=MUi8eMkf0KM>)

**Visual Awareness Test - Are You Ready? - Take a Test**

Duration: (1:20)

User: smartrevolt - Added: 27/09/12

☐ Preattentive processing

☒ Inattention blindness

☐ Change blindness

☐ The Gestalt law of common fate

Correct!

### Question 24

1 / 1 pts

Order the following plots (highest to lowest) in terms of their visual comparison accuracy.

**Choropleth Map**

**Dot Plot**

**Mosaic Plot**

**Pie Chart****Correct!****1**

Dot Plot

**Correct!****2**

Pie Chart

**Correct!****3**

Mosaic Plot

**Correct!****4**

Choropleth Map

**Question 25****1 / 1 pts**

The following visualisation appeared in Suh, C., Sieg, S. C., Heying, M. J., Oliver, J. H., Maier, W. F., & Rajan, K. (2009). Visualization of high-dimensional combinatorial catalysis data. Journal of combinatorial chemistry, 11(3), 385-392.

Figure 11 (p 391).

The visualisation was an attempt to represent complex chemical data from seven variables. Match the following variables in the visualisation to the type of visual variable used.

Variables: Visual variable

A. Co:

[ Select ]



B. Acrolein:

[ Select ]



C. 1, 5 Hexadiene:

[ Select ]



D. Cr: Position

E. Te:

[ Select ]



F. Mn:

[ Select ]



G. Acetone:

[ Select ]



<b>Correct!</b>	<b>Answer 1:</b>
	Position
<b>Correct!</b>	<b>Answer 2:</b>
	Colour - continuous
<b>Correct!</b>	<b>Answer 3:</b>
	Size
<b>Correct!</b>	<b>Answer 4:</b>
	Position
<b>Correct!</b>	<b>Answer 5:</b>
	Position
<b>Correct!</b>	<b>Answer 6:</b>
	Position
<b>Correct!</b>	<b>Answer 7:</b>
	Colour - continuous

Quiz score: **25** out of 25