Discussion on Two Key Concepts:

**1. What You See Isn’t What Your Brain Gets**

In the reading, the Kanizsa triangle and rectangle illustrate how our brain interprets visual cues by filling in gaps to create whole shapes, even when they aren't actually present. This cognitive shortcut helps us make quick judgments about our environment. An embellishment to this concept is the role of \*Gestalt principles\*, particularly the law of closure, which is crucial in web design. This principle can be harnessed to create designs that feel complete and cohesive by strategically leaving parts of images or elements unconnected, trusting that the user’s brain will fill in the gaps. For example, a website header might use an incomplete logo design where parts of the logo are implied rather than explicitly shown, yet users still recognize the brand immediately.

Visual Example:

Consider a logo like IBM’s, which uses horizontal lines with gaps between them. Although parts of the letters are missing, our brains fill in the blanks, making the logo easily recognizable and memorable.

A close-up of a logo

Description automatically generated

**2. The Brain Creates Shortcuts**

The text explains how the brain simplifies the vast amount of sensory data it processes, often leading to optical illusions like the Müller-Lyer illusion shown in the reading. This concept is critical in web design, where simplicity and efficiency in conveying information are paramount. An embellishment on this idea is the use of \*Hick’s Law\* in web design, which states that the time it takes for a person to make a decision increases with the number of options presented. By understanding that the brain seeks shortcuts, designers can simplify user interfaces to reduce cognitive load, helping users make quicker decisions.