

COLLAGE-STYLE PANORAMA NOTES

Collage style panoramas can be really cool looking, and they give us a little understanding about humans' visual perception.

•WORDS ARE SYMBOLS WHICH REQUIRE CONVERSION AND SYNTHESIS IN THE BRAIN BEFORE THEY ACQUIRE MEANING.... THEY MUST BE PROCESSED...

•IMAGES, ON THE OTHER HAND, BYPASS THE PROCESSING STAGE OF LANGUAGE AND RECEIVE A DIRECT PIPELINE INTO THE VISUAL CORTEX, CREATING AN IMMEDIATE EMOTIONAL RESPONSE IN THE VIEWER.

1. BUT... HOW DOES THE BRAIN REMEMBER IMAGES?

How it is that we can recall some images and not others?

Part of the answer is that the brain responds to four main attributes in everything we see. These four attributes are....

- a. _____
- b. _____
- c. _____
- d. _____

2. HOW DO WE GIVE MEANING TO WHAT WE SEE?

Visual attributes are not the only factors that determine whether images have impact. Humans attach meanings with objects based on psychology too...

3. A variety of theories have been used to describe the psychological factors involved in understanding what we see. A few of those cognitive theories are:

- a. _____
- b. _____
- c. _____

4. GESTALT THEORY: developed by Max Wertheimer, and others, in Germany in 1920's. It gets its name from the word "Gestalt" –German, meaning "form or shape."

- a. the _____ merely takes in the visual stimuli...
- b. it's the _____ that arranges the visual stimuli into a coherent image.
- c. Wertheimer's ideas led to the famous observation:

"The _____ is different than the _____ of it's parts."

(This phrase is frequently misquoted as "the whole is greater than the sum of its parts.")

5. SEMIOTICS approach -the study of signs

There are three types of signs...

#1. _____ signs

- a. easiest to interpret
- b. restroom door signs

#2. _____ signs

- a. learned through life experiences, they take a little longer to interpret.
- b. Things like....
 1. footprints in the sand
 2. smoke pouring from a smokestack (pollution)

#3. _____

- a. have to be taught, or learned...
- b. they are greatly influenced by social and cultural factors
- c. these include words, numbers, colors, gestures, flags, logos...

6. COGNITIVE APPROACH

- a. the viewer witnesses a object, but arrives at a conclusion about the perception through various _____ operations.
 1. the brain & _____ activities can affect visual perception:
 2. these include things like: culture, environmental factors, memory, projection, expectation, selectivity, habituation, culture and words.

7. The “BLIND SPOT”

This is not a theory of perception, but a physiological factor that offers insight into the “reality” of our perception.

- a. the blind spot in our vision is caused by the connection of the _____ to the _____ nerve.
- b. If blind spots overlap, or if you are looking through one eye, the _____ fills in the blank spot that is missing...
- c. so, on some occasions, a portion of the “reality” we see is actually created by.... our brain....

8. WHAT DOES THIS HAVE TO DO WITH COLLAGE STYLE PANORAMAS?

- a. collage style panoramas use many, if not all, of these theories of “seeing.”
- b. color, form, depth, and perhaps, movement
- c. Gestalt, semiotics and cognitive factors all come into play when creating collage style panoramas.