Some notes about visual processing

EAT
PAY
LOVE

DESIGN IS

STORYTELLING

ELLEN LUPTON

☑ HERO'S JOURNEY
☑ THE GAZE
☑ NARRATIVE ARC
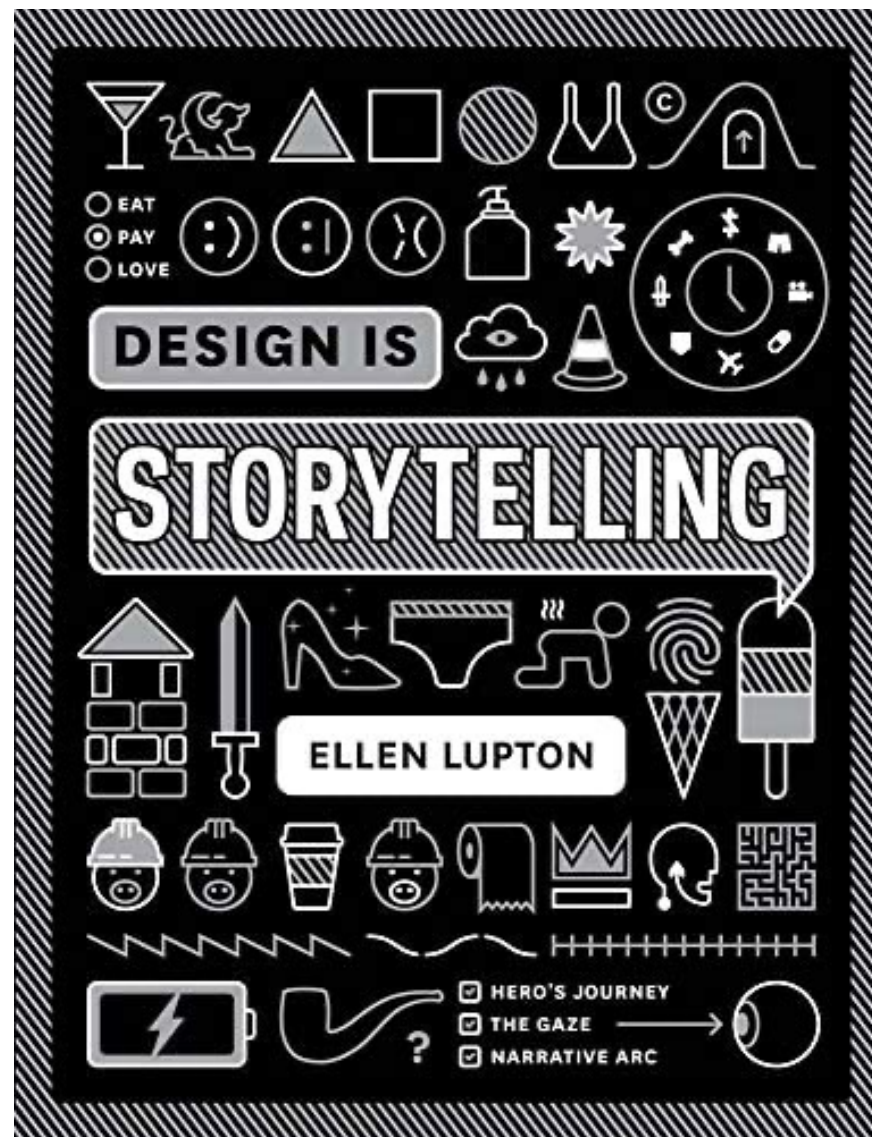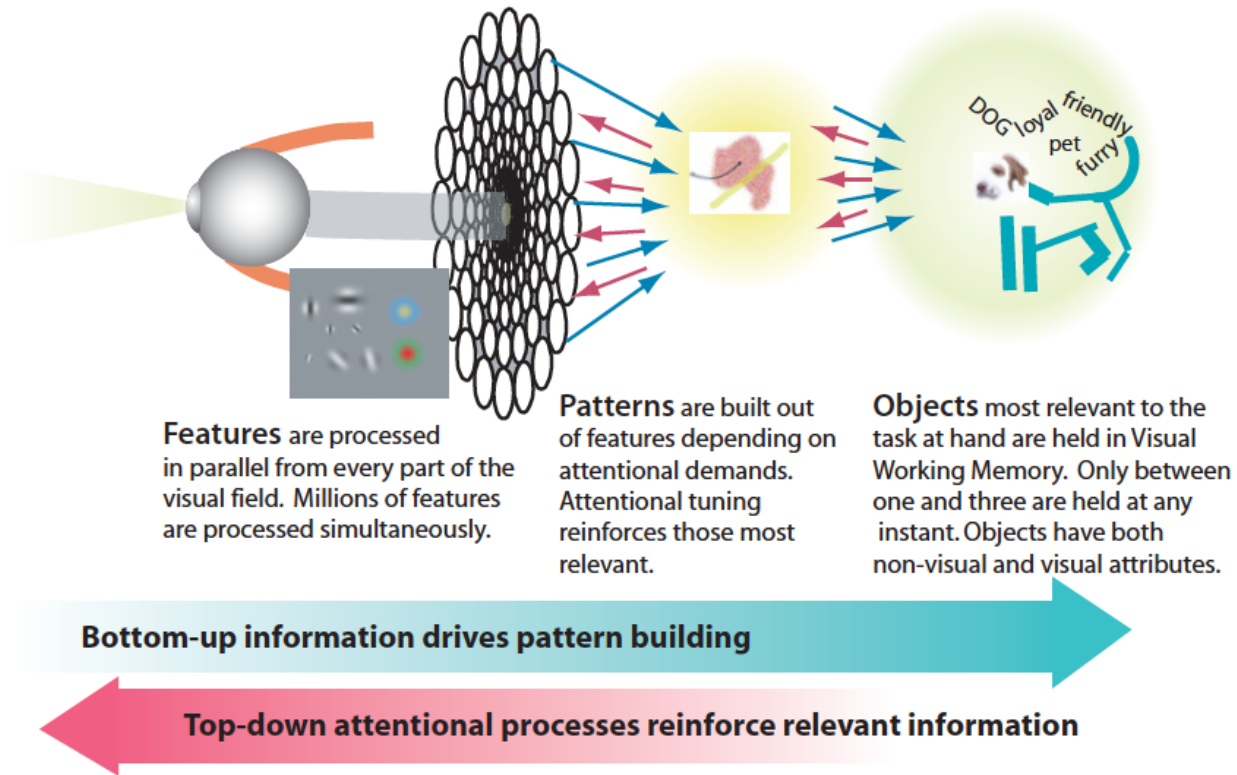
And you will read this last

You will read this first

And then you will read this

Then this one

Visual thinking is about finding patterns

Features are processed in parallel from every part of the visual field. Millions of features are processed simultaneously.

Patterns are built out of features depending on attentional demands. Attentional tuning reinforces those most relevant.

Objects most relevant to the task at hand are held in Visual Working Memory. Only between one and three are held at any instant. Objects have both non-visual and visual attributes.

Bottom-up information drives pattern building

Top-down attentional processes reinforce relevant information

Bottom-up processes gather information and build patterns.

Top-down processes determine where you look and what you pull out from the patterns

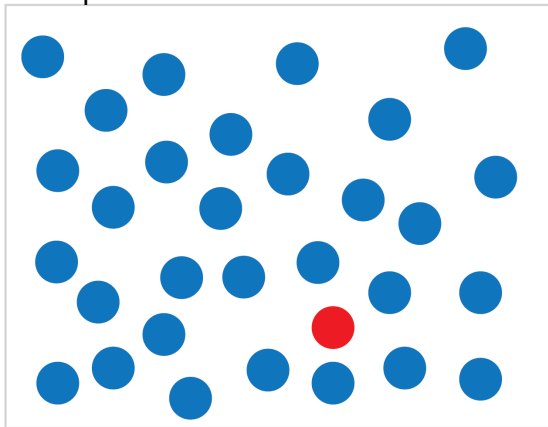Image from: Ware, Colin. *Visual thinking: For design*. Morgan Kaufmann, 2010.

Goal of information design:

- help humans process information as efficiently as possible.
- make as much use of pre-attentive processing as possible.

Pre-Attentive Processing
- Bottom-up
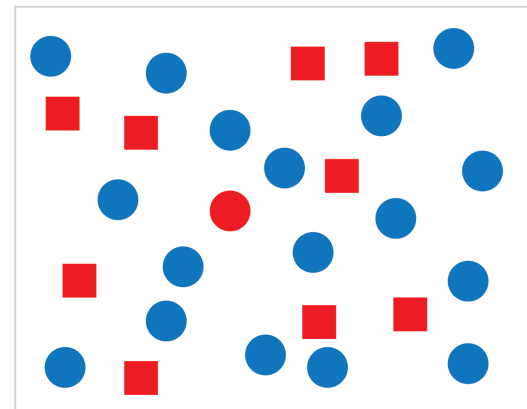- Fast, automatic
- Instinctive
- Efficient
- Multitasks

Example: Find the red circle

Attentive Processing

- Top-down
- Slow, deliberate
- Focused
- Single-tasked

Example: Find the red circle

https://www.youtube.com/watch?v=vJG698U2Mvo

Assignment 1:
Create a pattern with a repeating element. Add an element that is different and easy to find. Add another element that is different but hard to find.

Purpose:
To gain some intuition for how to catch a viewer's attention.