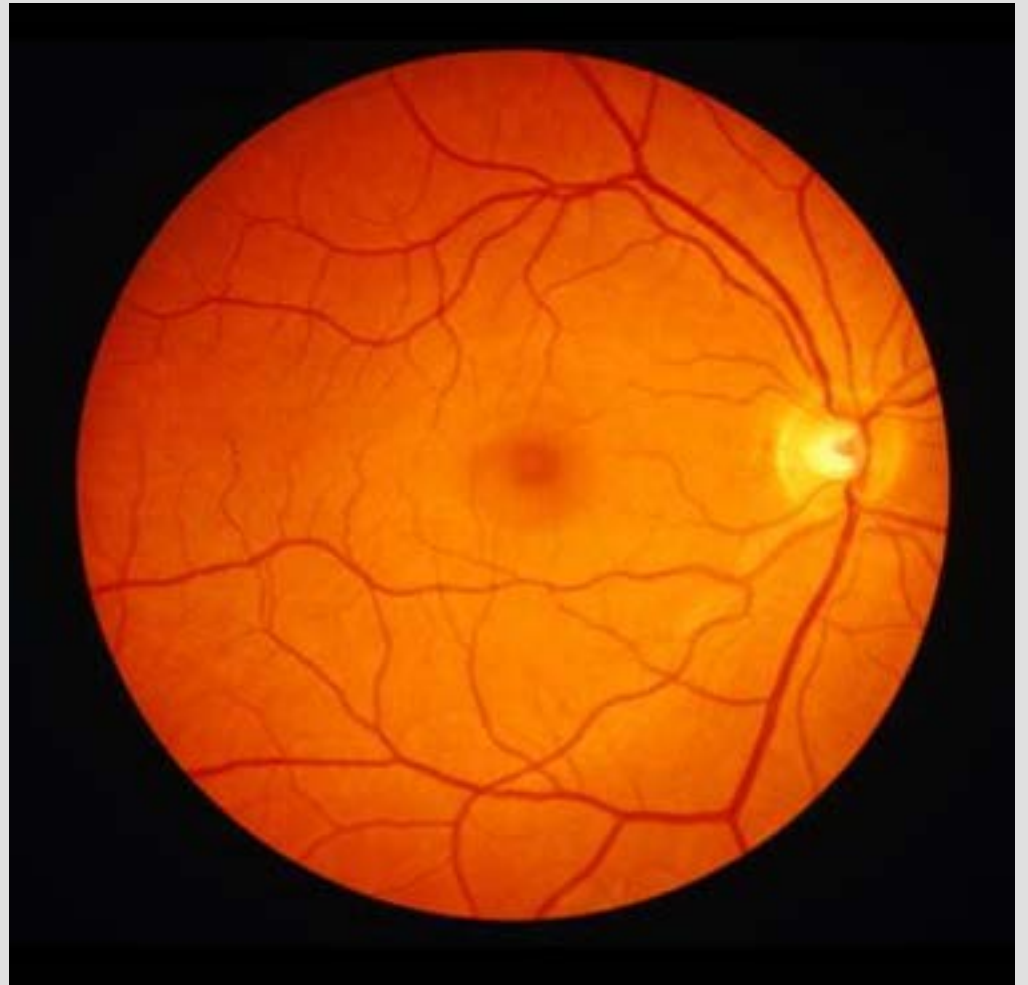


VISUALIZATION IN ART AND DESIGN

Prof. Lily Díaz-Kommonen
Media Lab
Aalto University
21 September, 2015



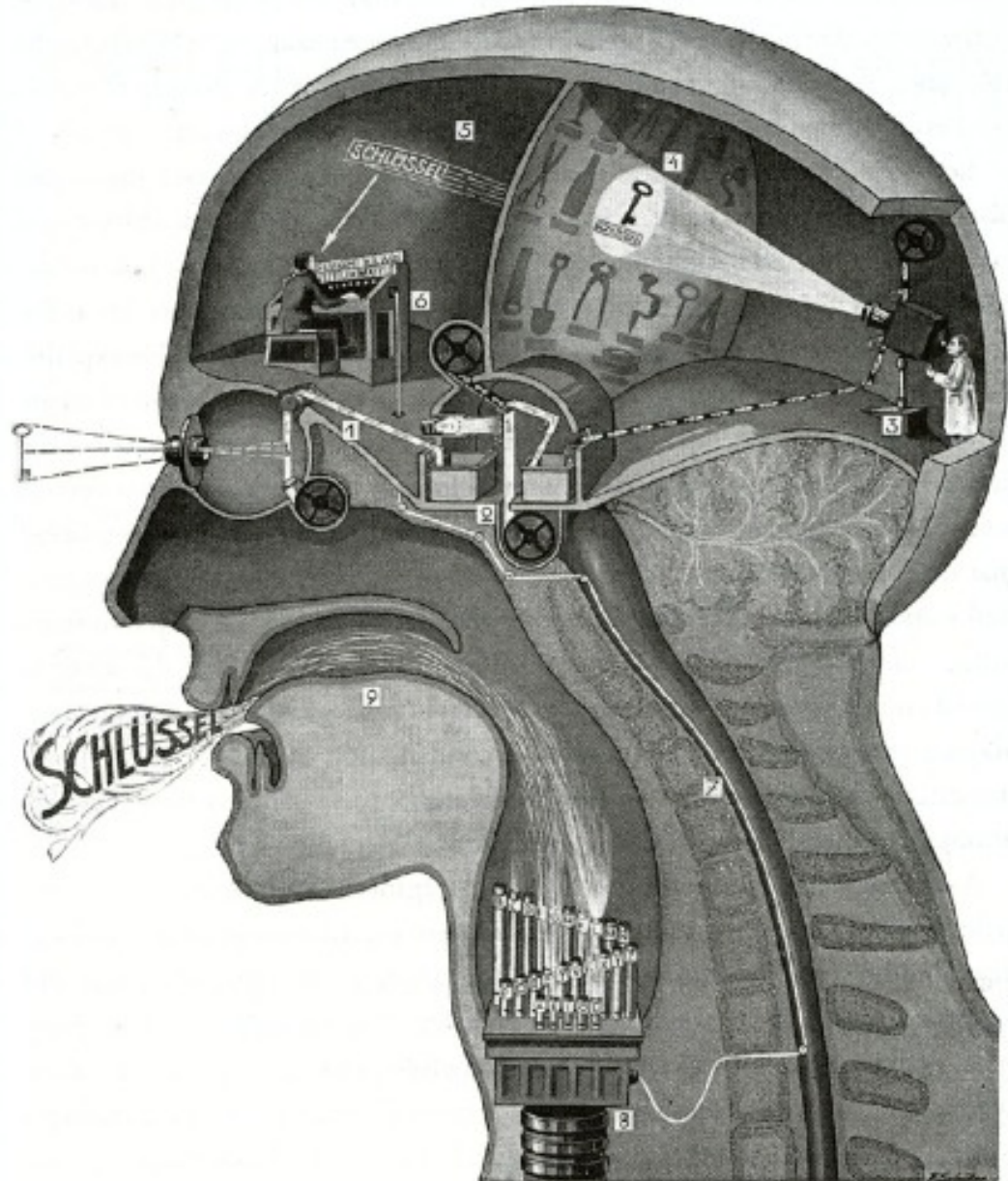
Visualization

- Vision
- The brain and vision
- Visual perception: Figure and form
- Visual cognition
- Context, cognition, and art

Visualization

- Two meanings of *visualization*
 - To form a mental image of; envisage: trying to visualize the scene as it was *described*.
 - To make visible.

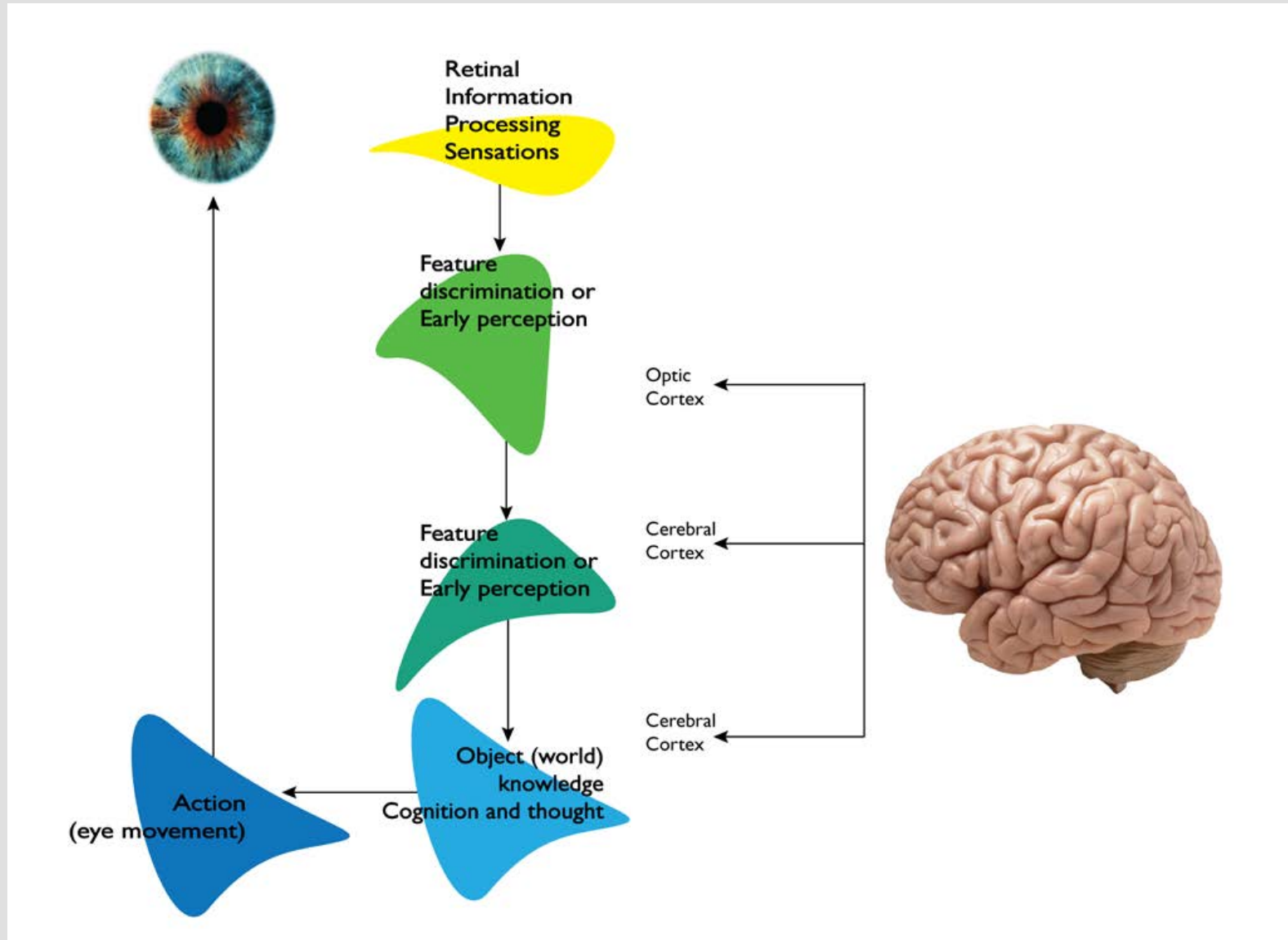
Vision



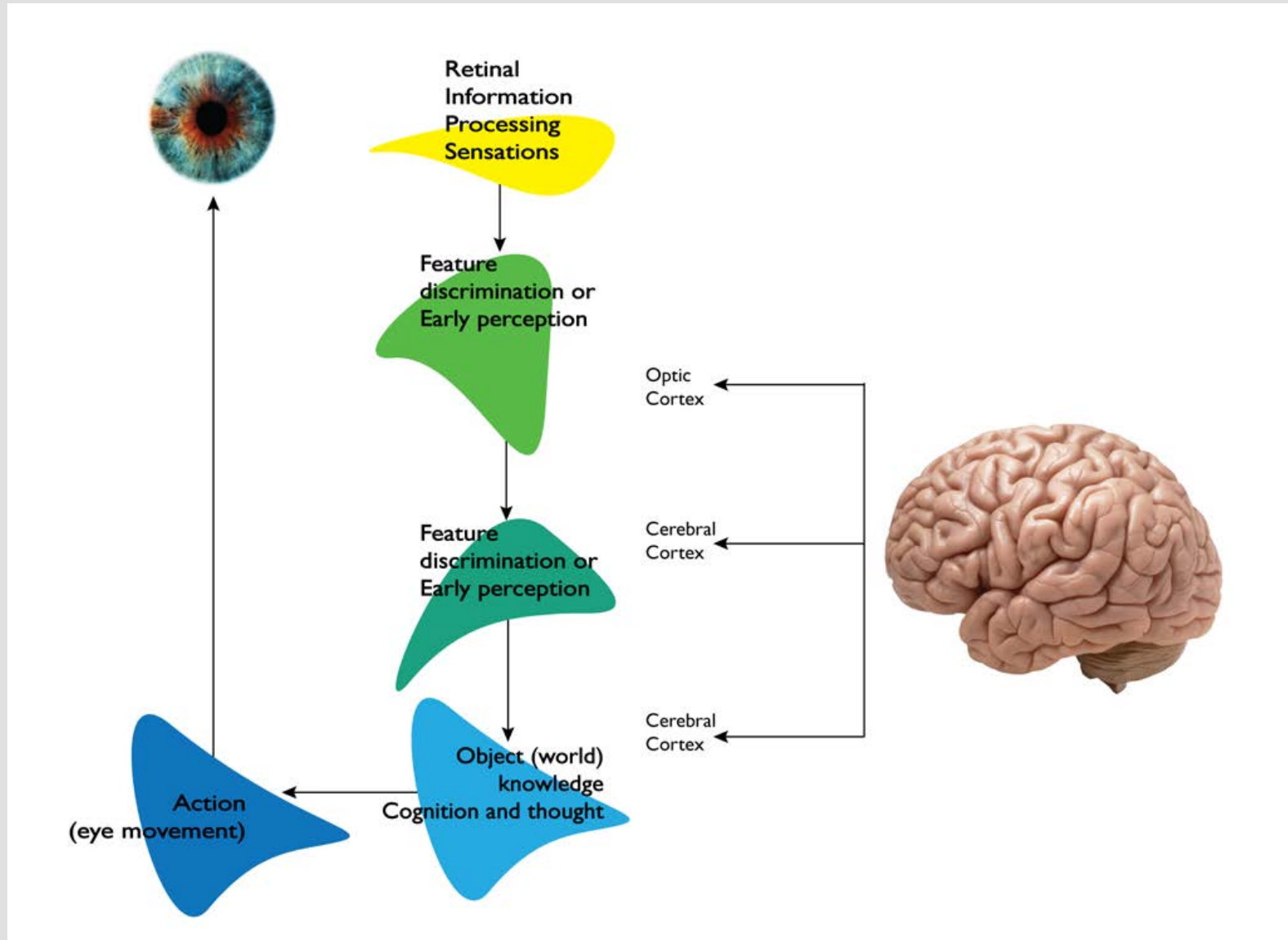
Information Processing Paradigm

- INFOPRO
- Information is processed through a series of stages, each of which performs unique operations.

INFOPRO



INFOPRO



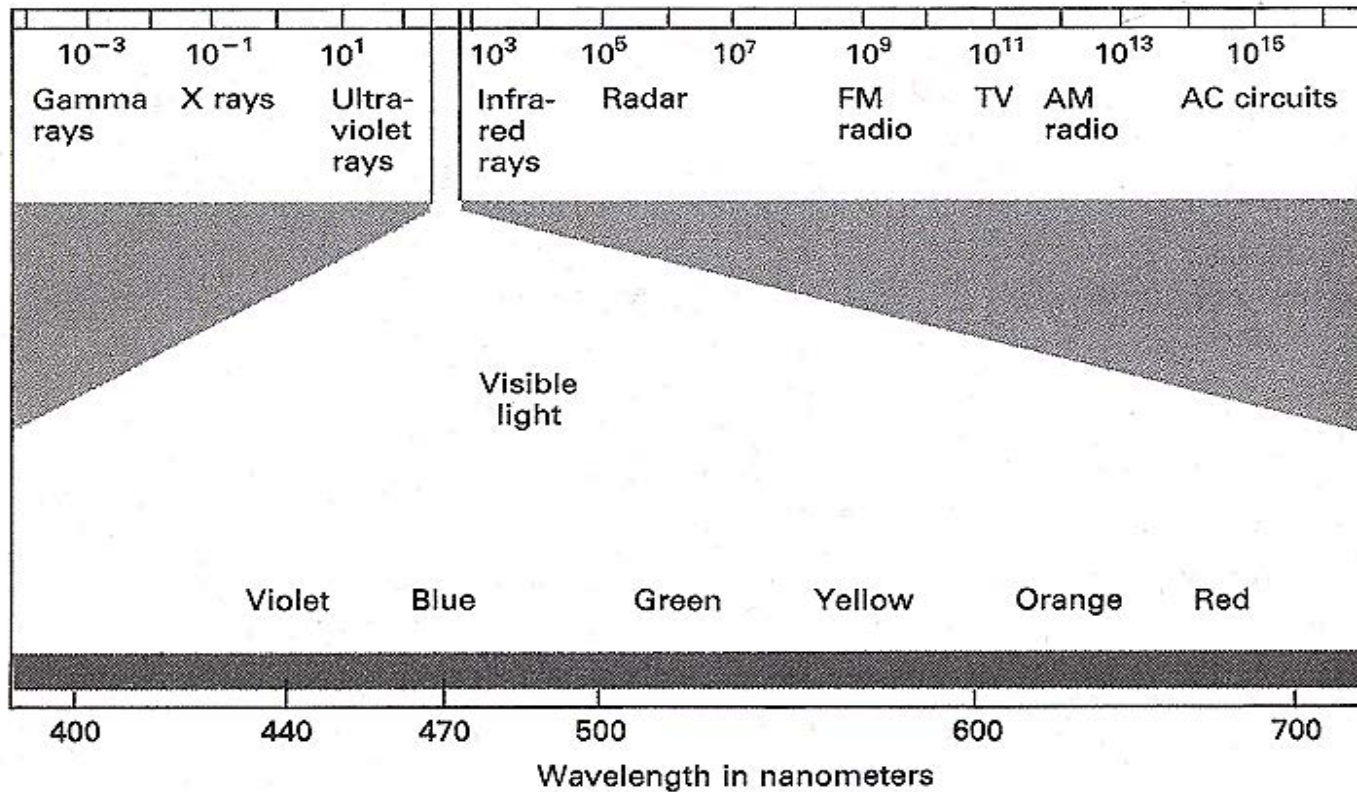
Visual INFOPRO

- Hierarchical
- Progressively more 'complex'.

Light

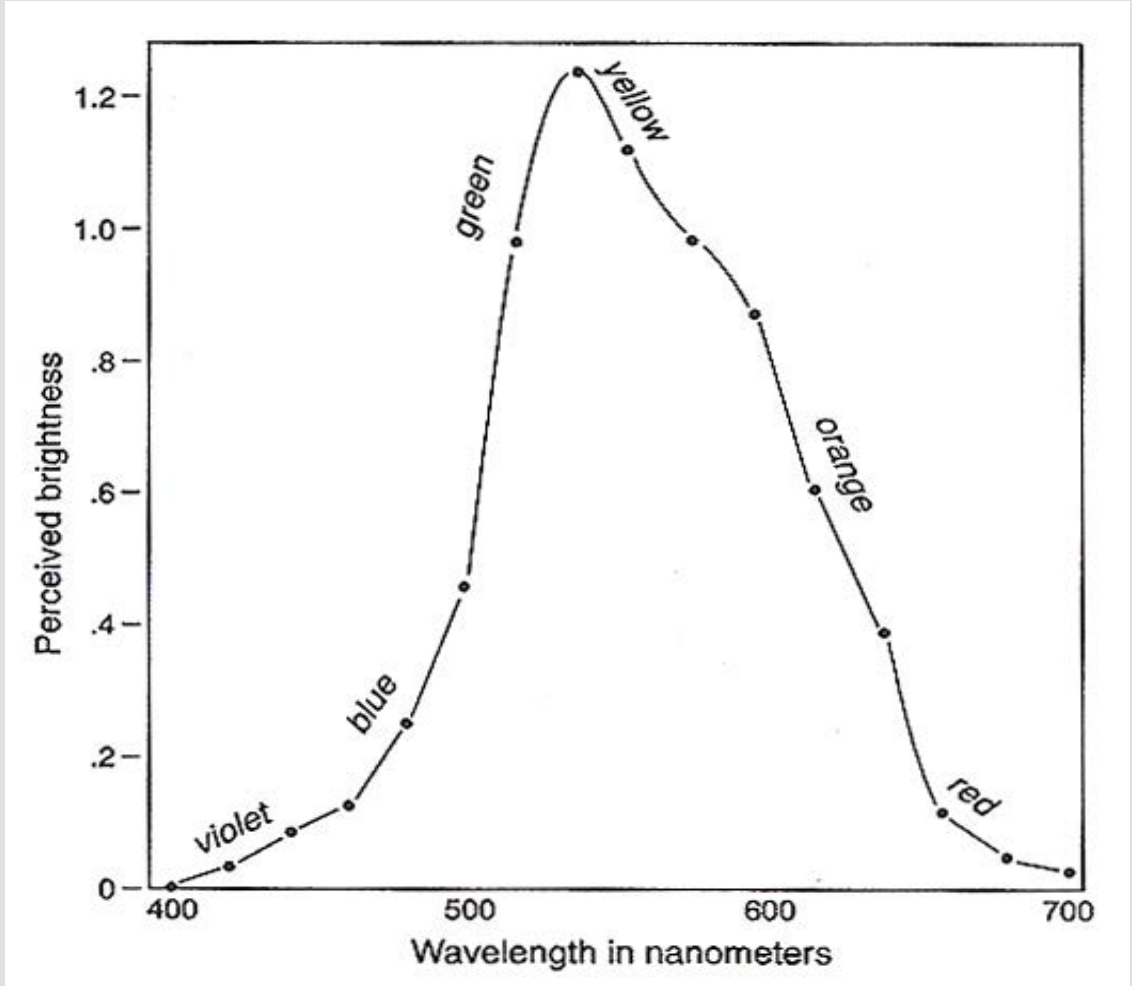
- Speed of light = aprox. 300,000 km per second.
- Instantaneous percept
- Light has physical characteristics that can be describes in wavelengths, defined as the length of one complete cycle of a wave.

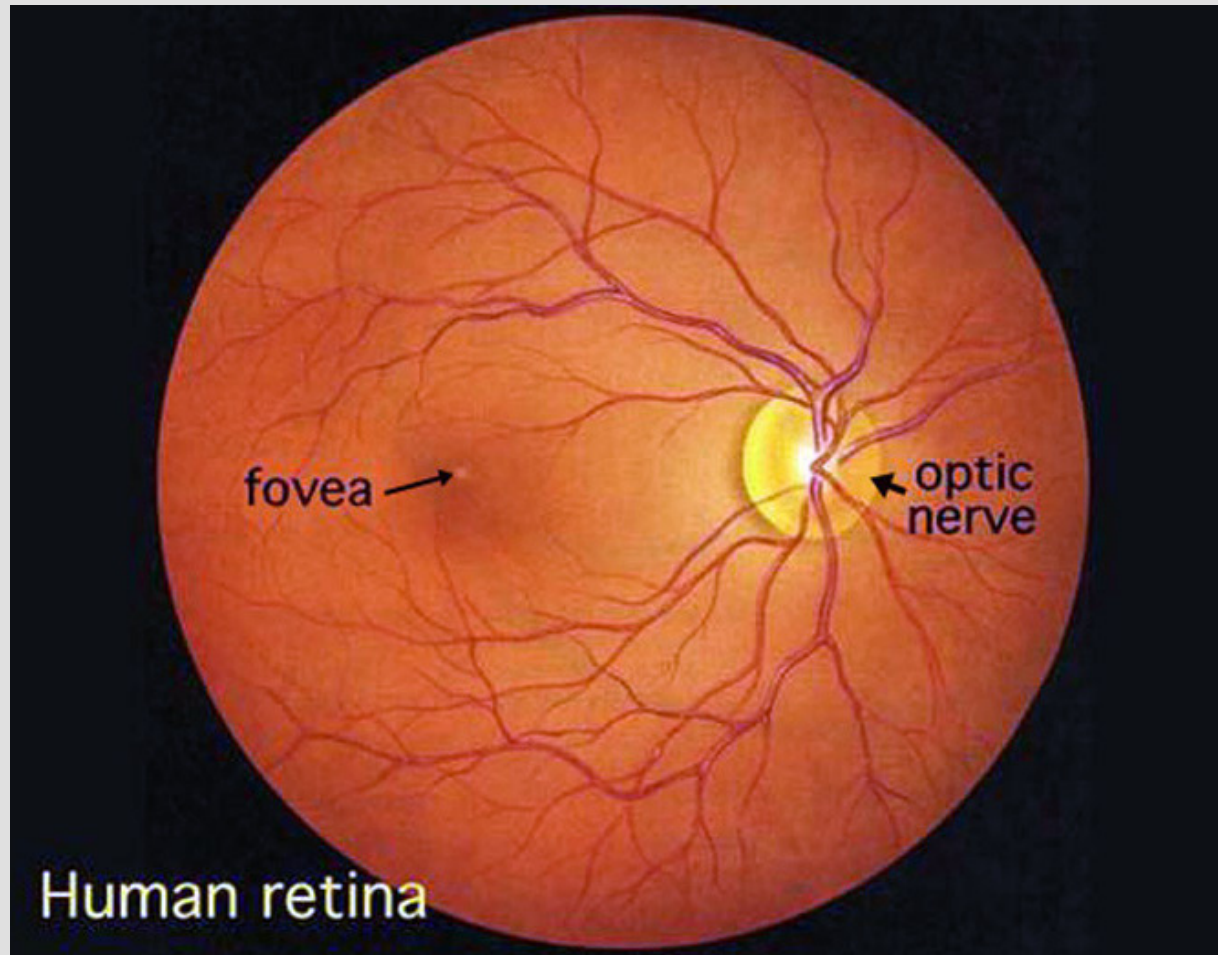
Human Visual Spectrum



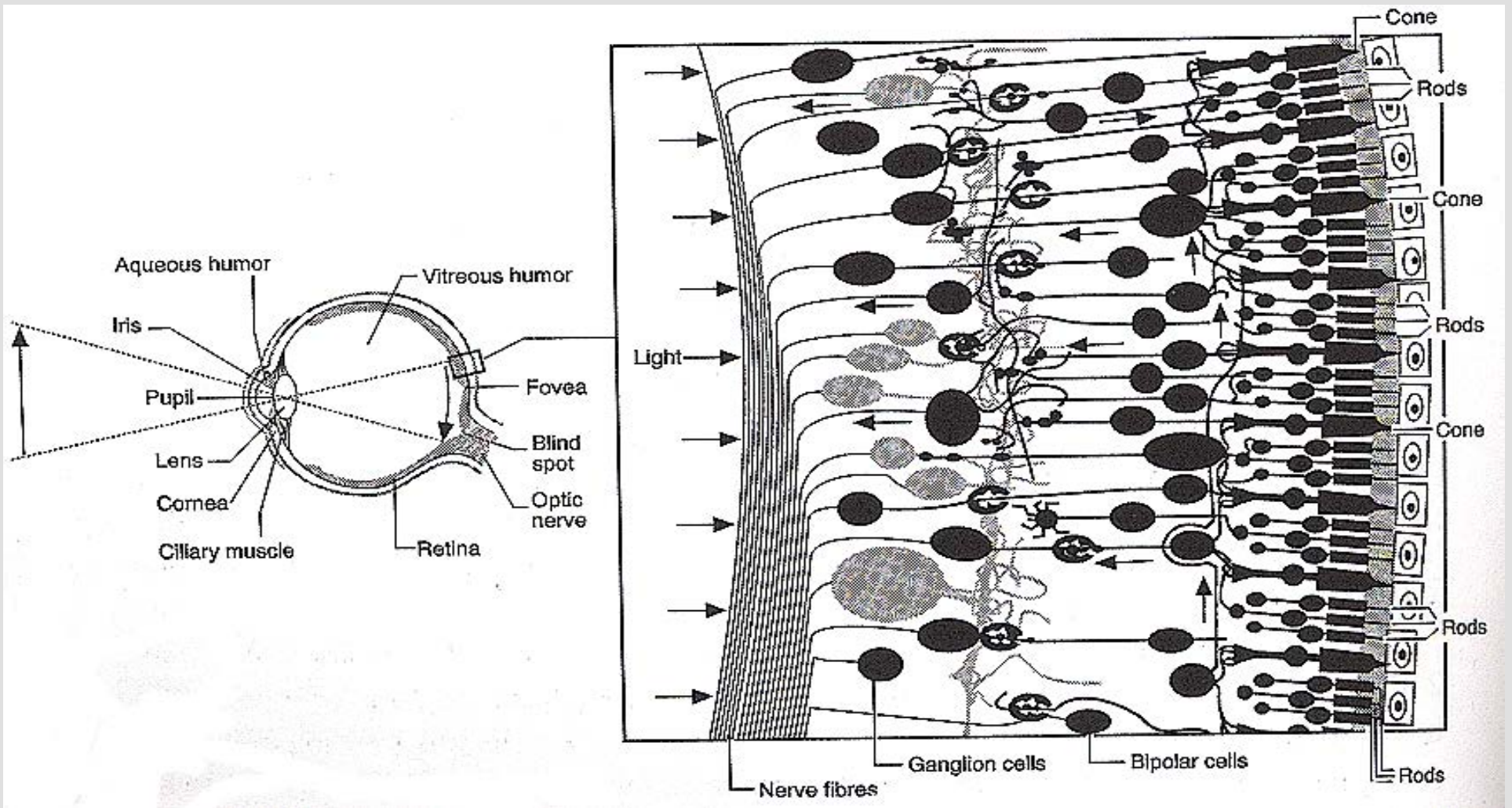
1.6 The wavelengths in the electromagnetic spectrum, with the visual spectrum enlarged and labeled. From Solso (1991).

Luminosity

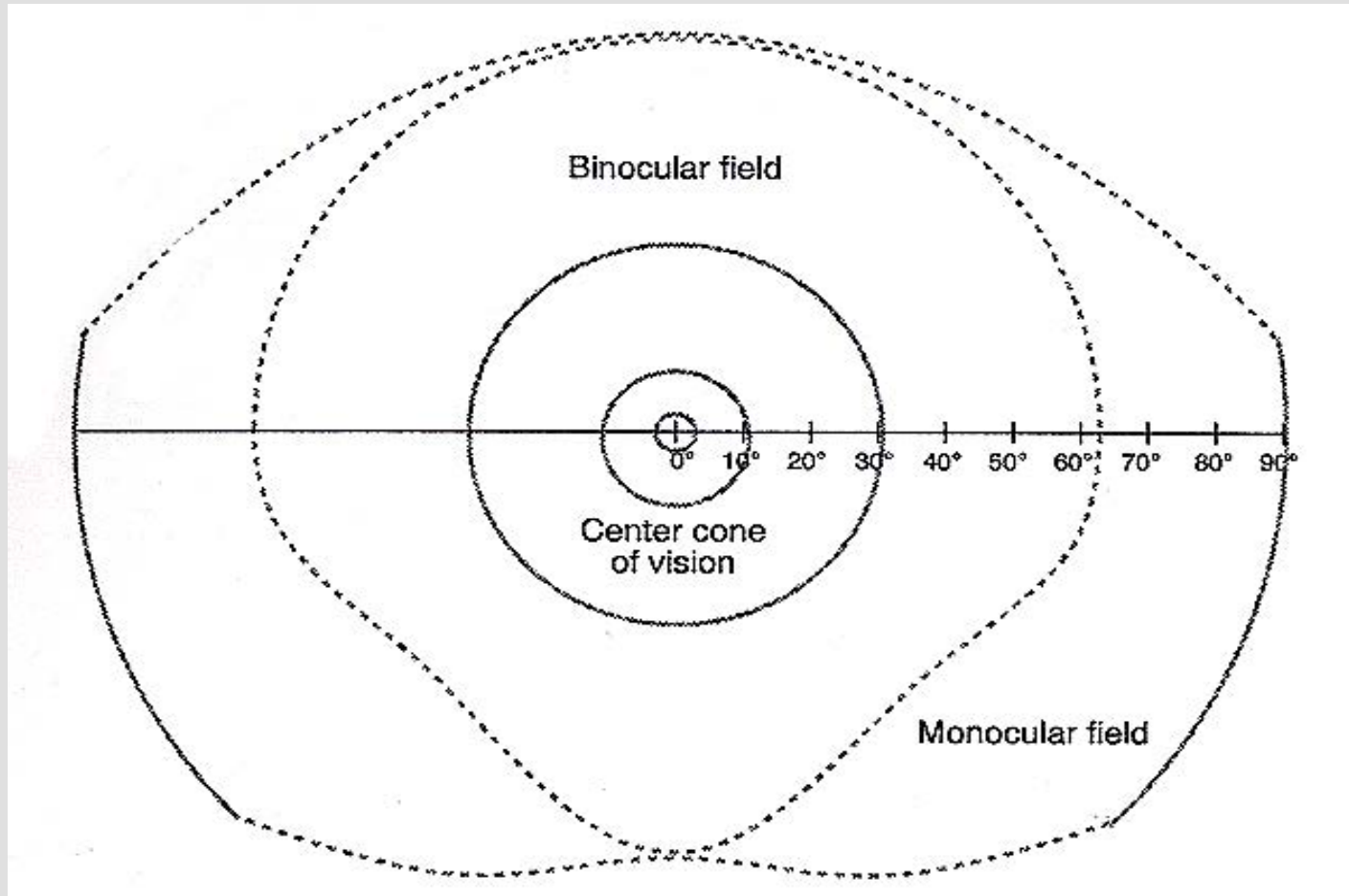




The Eye

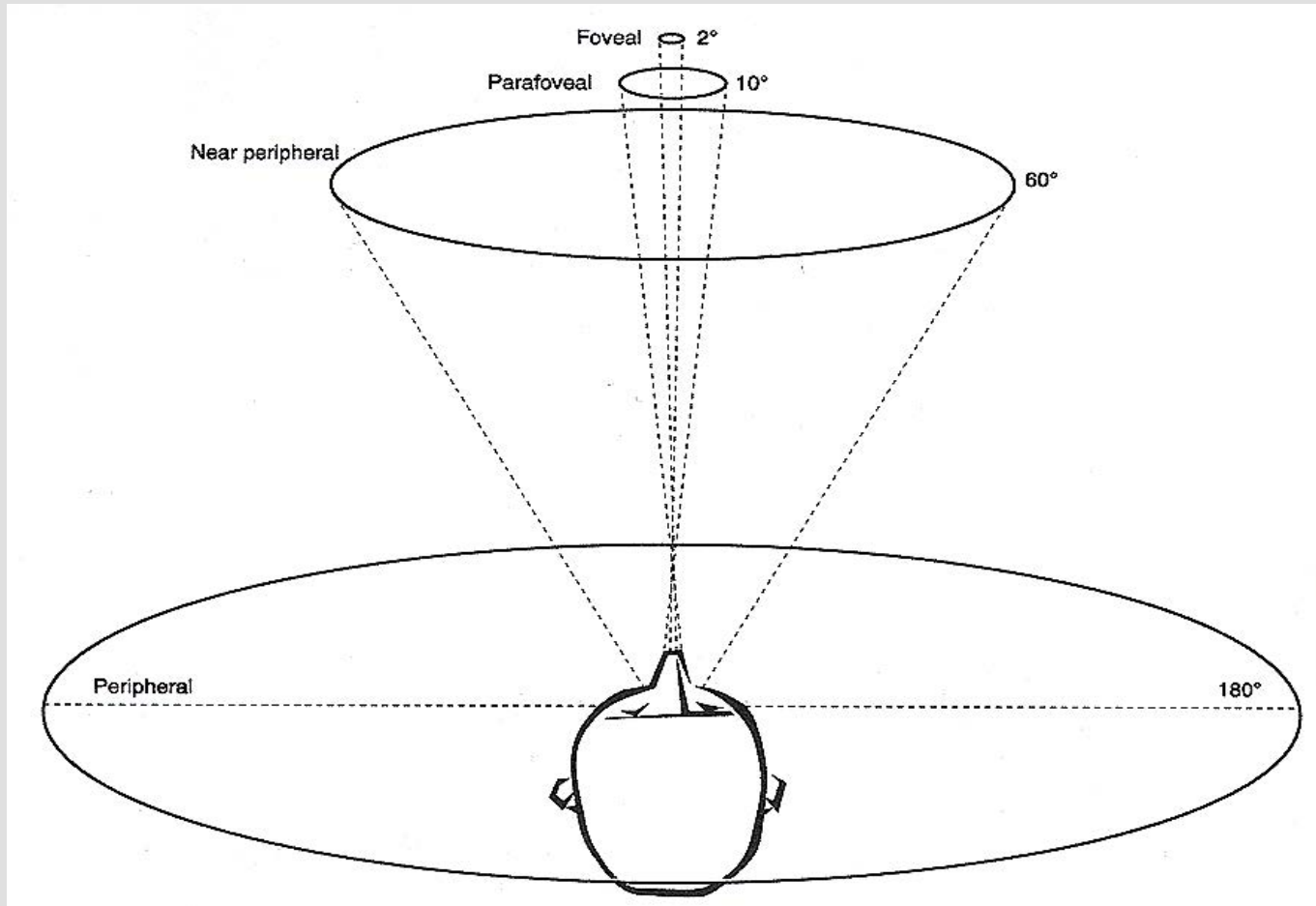


Visual field



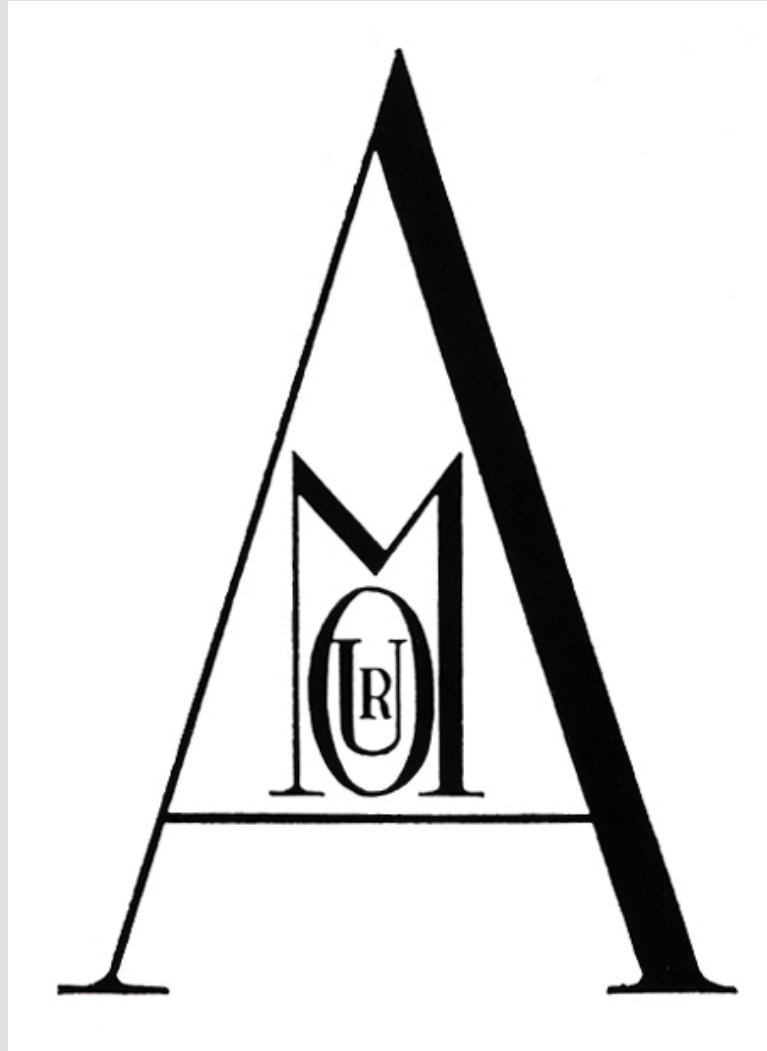


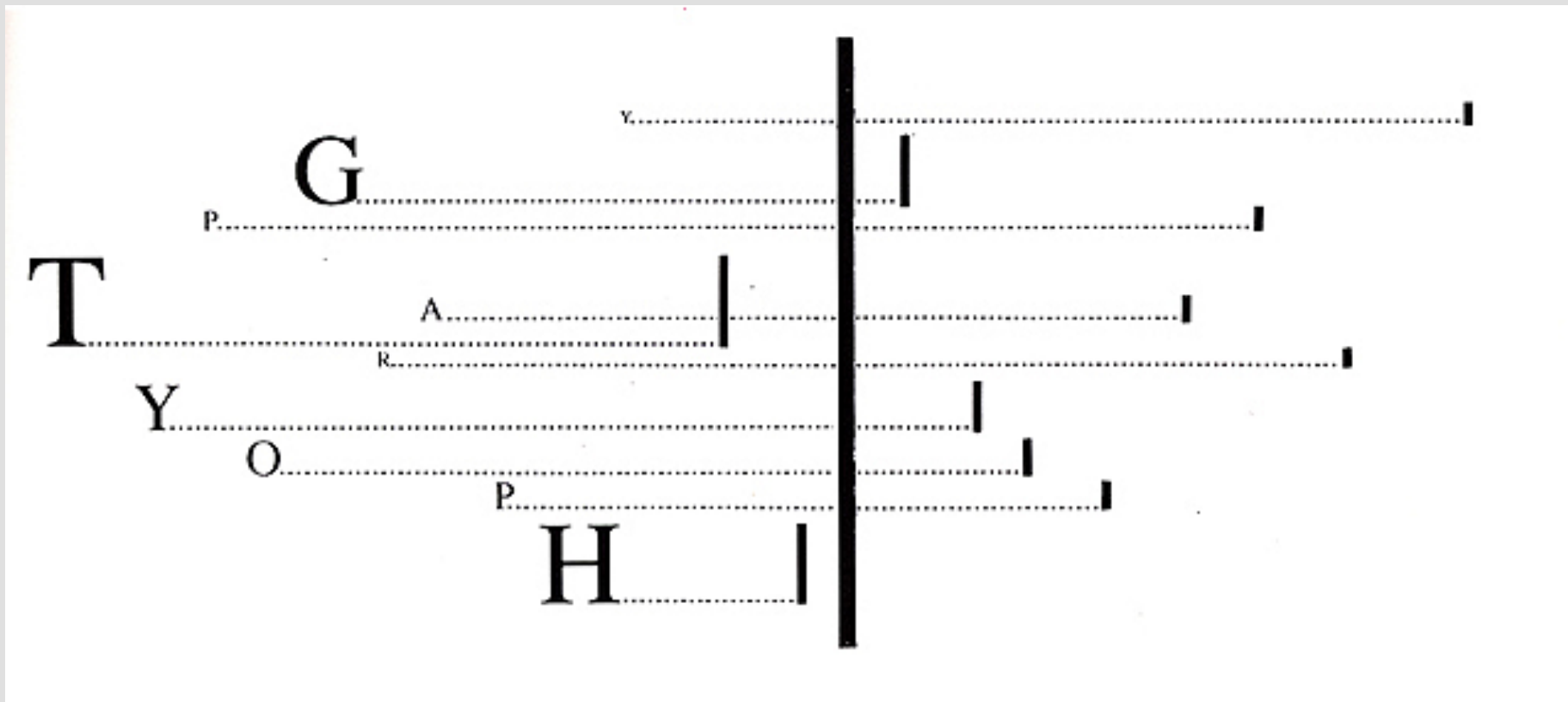
Cone of vision



Vision

- Is not a static operation, but a dynamic process involving the muscles of the eyes, as well as the rest of the body, including the brain.
- Saccades





Martin Solomon

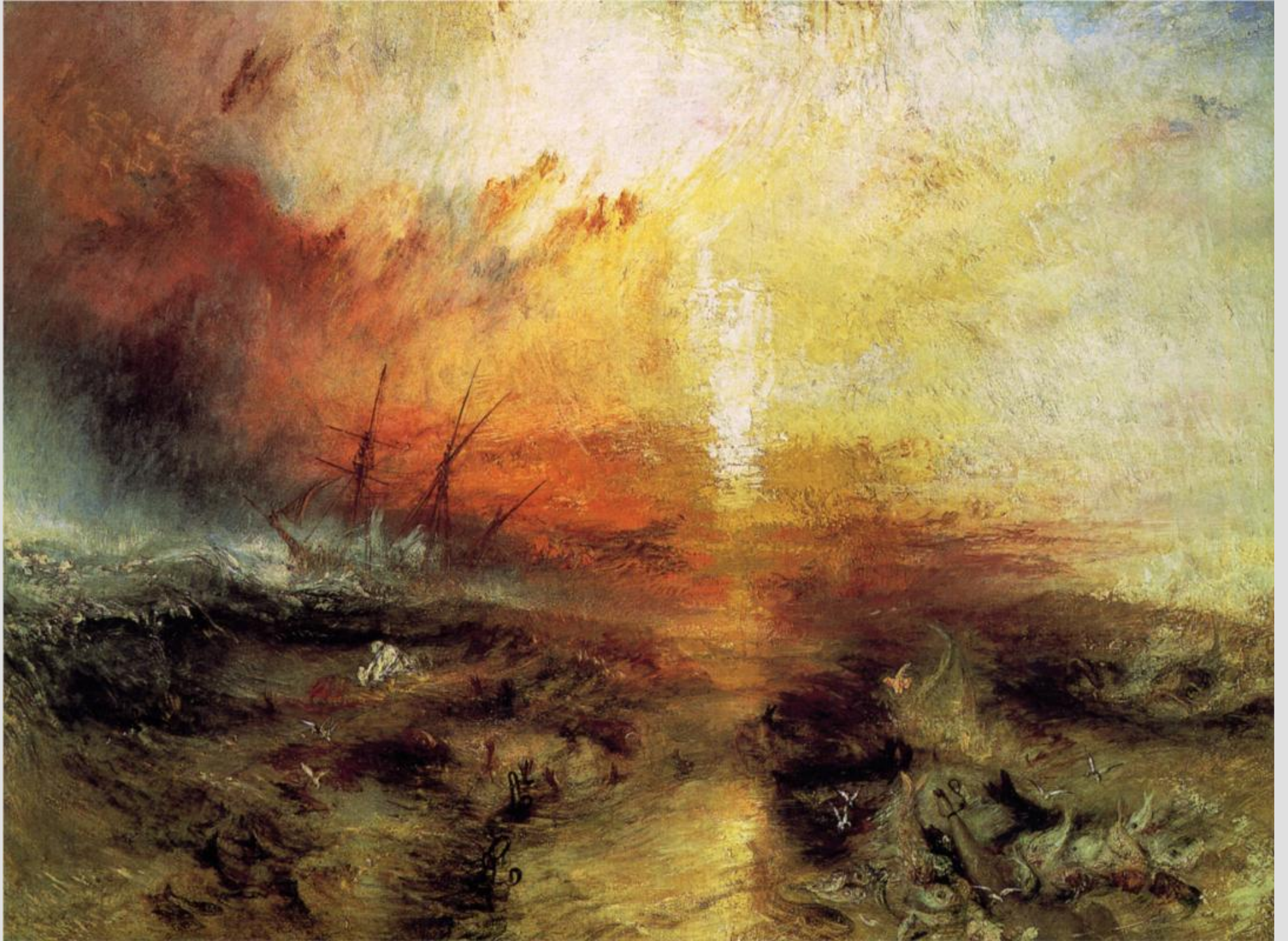


Narcissus
1597 - 1599

Michelangelo
Caravaggio

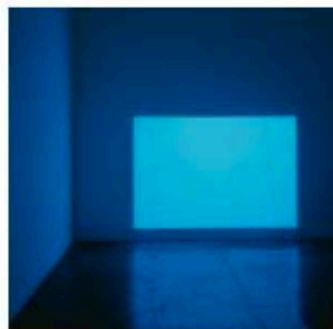
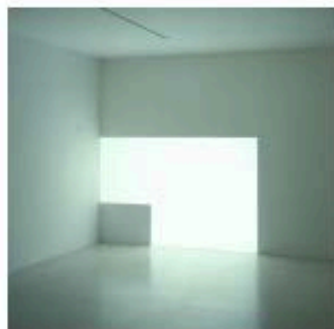
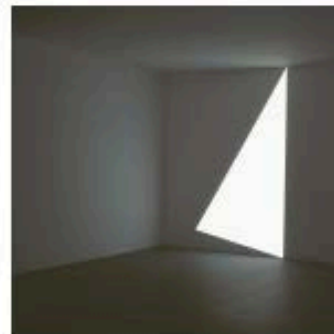
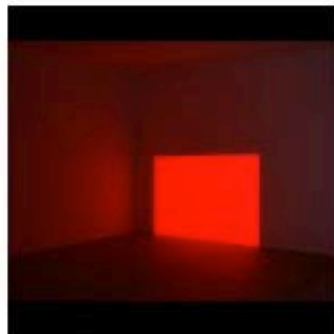
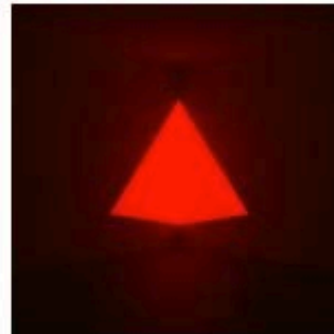
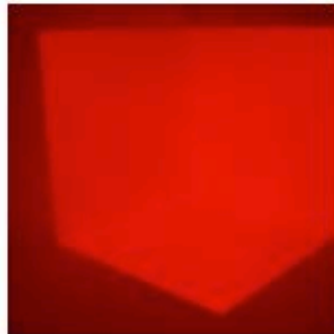
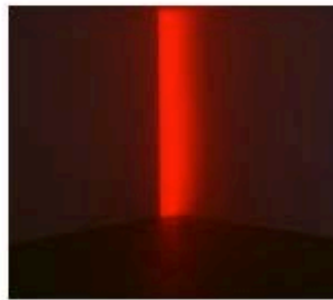
The Slave Ship, 1840

Joseph Mallord William Turner



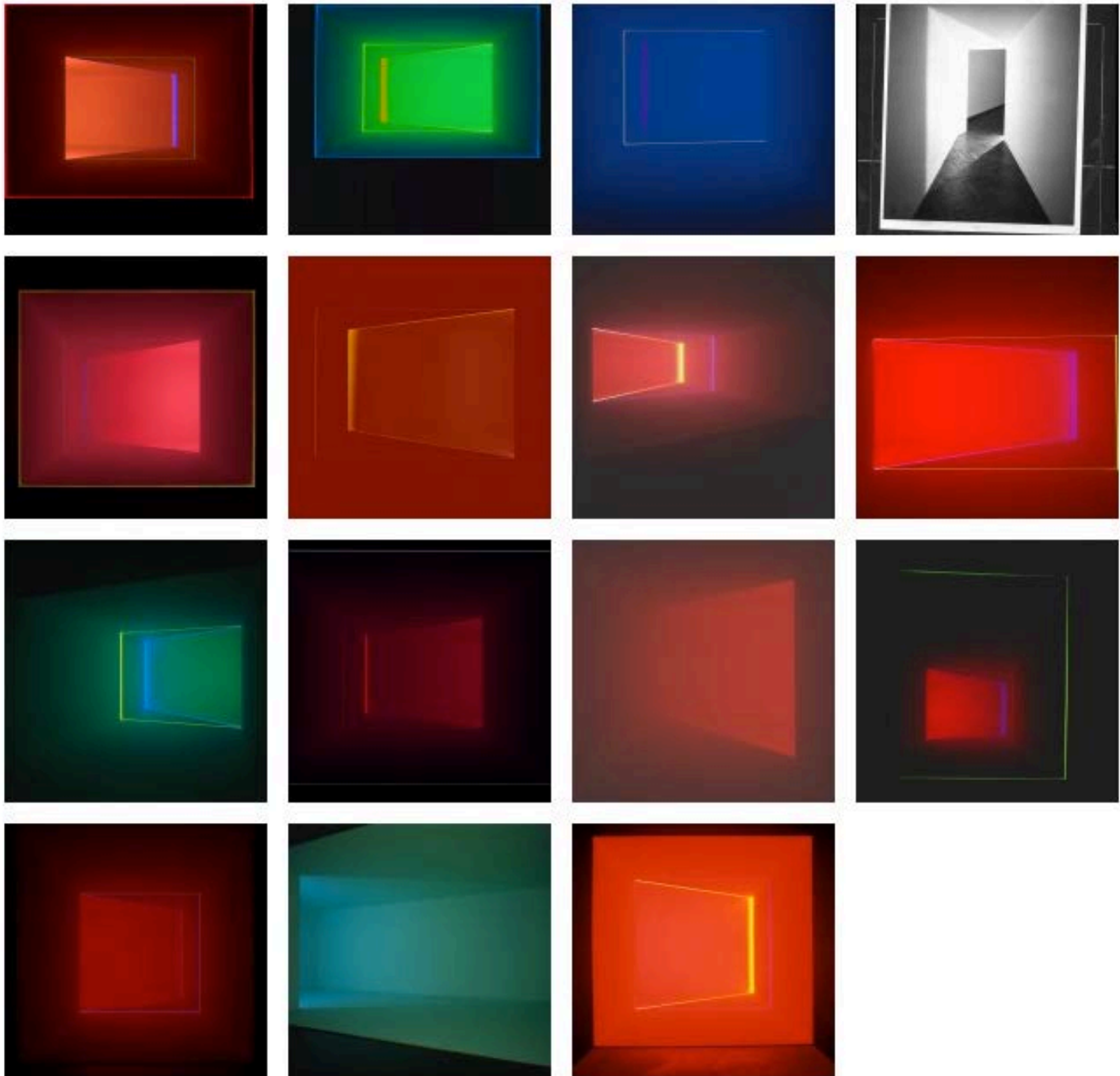
Turrell Projection, 1968

James Turrell



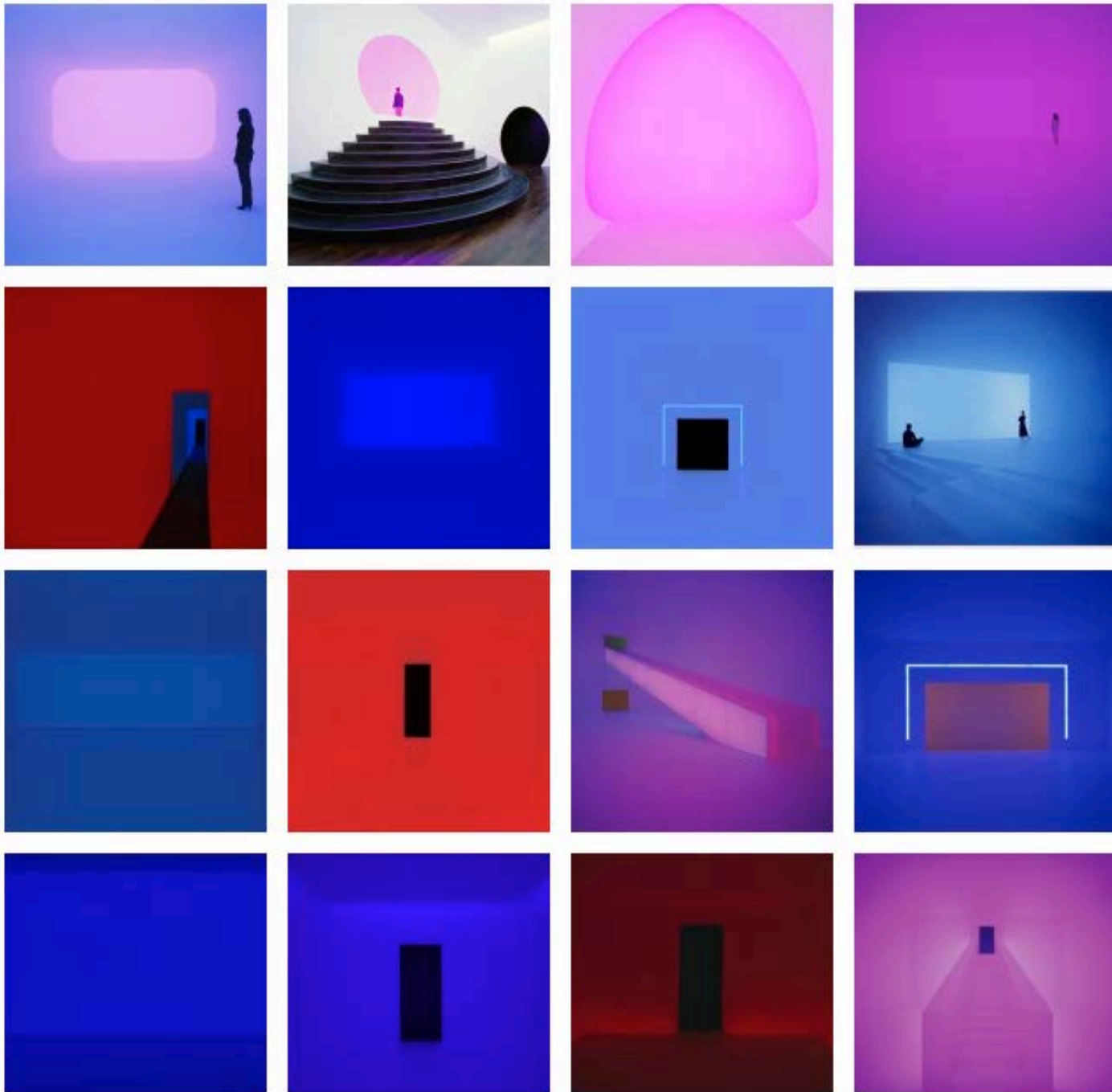
Turrell Wedgework, 1968

James Turrell



Turrell Wedgework, 1968

James Turrell



Communication

Ecological approach

- Biosphere – natural environment.
- Technosphere – built in environment. Now includes digital culture.
- Semiosphere – Includes all semiotic space outside of which communication cannot exist.



The Whale Hunt - Jonathan Harris, 2007



BEGIN THE WHALE HUNT

statement
highlights
interface
credits
faq



Thank you! Kiitos! ¡Gracias!