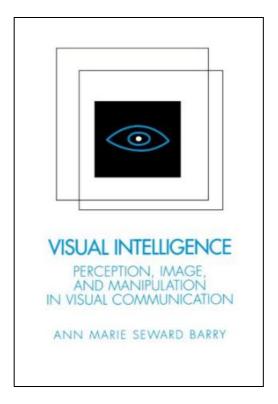
Visual Intelligence: Perception, Image, and Manipulation in Visual Communication



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Reviews

An exceptional ebook along with the typeface employed was intriguing to see. It really is simplistic but surprises within the fifty percent of the ebook. It is extremely difficult to leave it before concluding, once you begin to read the book.

(Brian Miller)

VISUAL INTELLIGENCE: PERCEPTION, IMAGE, AND MANIPULATION IN VISUAL COMMUNICATION



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State University of New York Press. Paperback. Condition: New. 425 pages. Dimensions: 8.9in. x 6.0in. x 1.3in.Today, our environment is dominated by the visual. This book explores visual intelligence as a basic and indispensable tool of cultural survival. The author offers a practical manual on a non-superficial level for those who seriously want to know how images are processed, how they function in relation to our innermost beings, and how they form the psychological fabric of our political, social, and economic environment. Barry defines how we derive meaning from images and examines perceptual process, how it has evolved, and the role it plays in our thinking. She critically examines the concept of rationality and explores how visual logic works to create meaning. The book goes behind the obvious and beyond the superficial as it critically examines the visual power and logic of images, cutting across a variety of areas: perceptual psychology, art, television, film, literature, advertising, and politics. The second section of Visual Intelligence examines the role which various media play in creating the images which impact our lives: how visual images create a language with profound psychological meaning, and how print, television, and film media manipulate images to create desired emotional effects. Close-ups explore visual subtleties in such areas as digital manipulation, camera attitudes, and contextual framing, as well as the social consequences of image as an abstract concept expressed in concrete visual terms. Part III looks critically at the most controversial areas of image persuasiveness today-advertising, politics, and entertainment. This item ships from multiple locations. Your book may arrive from Roseburg,OR, La Vergne,TN. Paperback.

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