



Sensation and Perception

Vision





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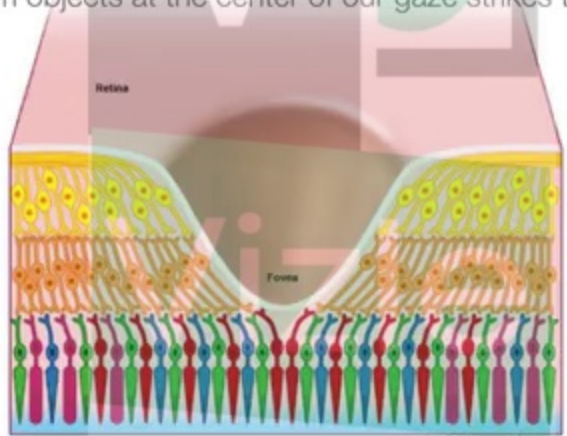
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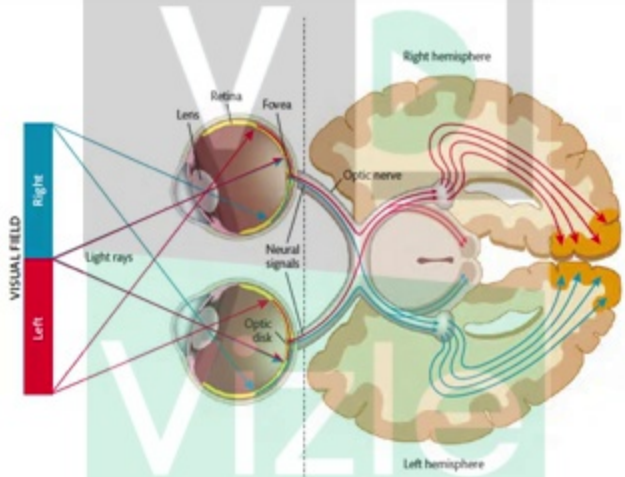
Vizle: Retinal Image

- **Retina:** Photoreceptors transduce the image (light) into **neural signals** to be sent to the brain.
- **Fovea:** Region in the center of the retina where the light from objects at the center of our gaze strikes the retina.



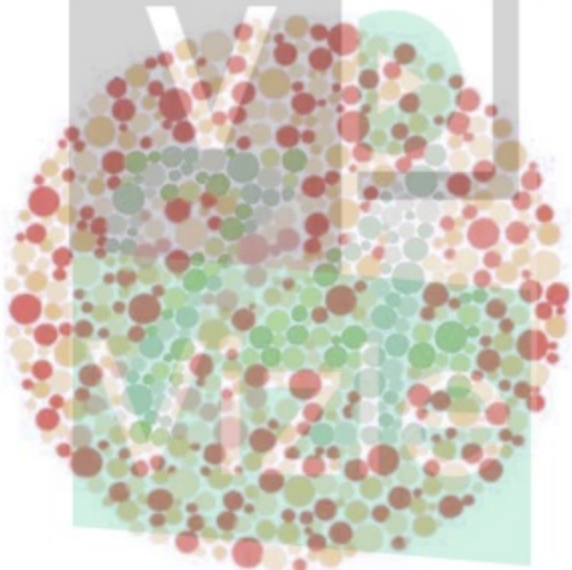


Vizleiman Visual System





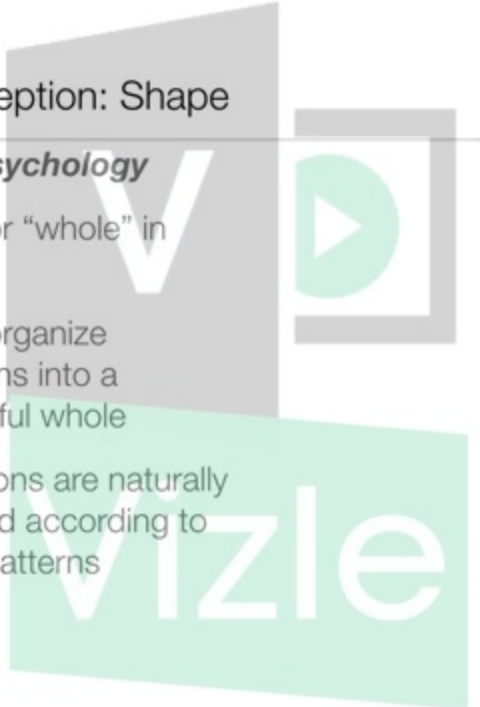
Color Vision Theories: Trichromatic Theory





Visual Perception: Shape

- ***Gestalt Psychology***
 - “Form” or “whole” in German
 - People organize sensations into a meaningful whole
 - perceptions are naturally organized according to certain patterns





Visual Perception: Shape (Gestalts Cont.)

Grouping: The tendency to organize stimuli into coherent groups

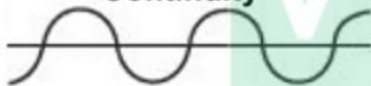
Proximity



Similarity



Continuity





Visual Perception: Motion

- Apparent motion happens when visual stimuli are presented at different locations in a sequential manner.





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