

# CSC 406

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## Define Visual Perception

Visual perception is the ability to perceive our surroundings through the light that enters our eyes. The visual perception of colors, patterns, and structures has been of particular interest in relation to graphical user interfaces (GUIs) because these are perceived exclusively through vision.

## Three Factors Associated with Visual Perception

### 1. Psychological factors affecting Visual Perception

#### Perceptual Set or 'Expectancy'

- We interpret stimuli by comparing it to what we already know and have experienced = **prior experience.**

- We tend to see what we **EXPECT** to see – this includes *ignoring some stimuli and giving attention to others*.
- Factors like emotions, motivation, **context or setting**, cultural background and **past experience** all affect our perceptual set.

## 2. Physiological factors affecting Visual Perception

**Alcohol...** Slows us down, changes coordination, reduces attention, concentration and ability to make judgements.

**Old Age...**cataracts, long-sightedness, age-related macular degeneration, retinal detachment, diabetic retinopathy, glaucoma. Our eyes age as we do and become more susceptible to disease and damage.