USING PERCEPTION TO PERSUADE

Objective: You are going to take advantage of the ways in which people perceive their world in order to get someone to take notice of a topic of your choice. This is weighted as a test grade, so take your time, be neat and be thorough!

Step 1 – You are going to choose a topic to promote from below:

* + Environmental Issues
  + Equal Rights
    - Women
    - Young People
    - Senior Citizens
  + Death Penalty
  + Voting for a specific candidate
  + Pro or Anti War
  + Foreign Policy Issues
  + Animal Rights
  + Political Ideals
  + Combat a Disease
  + Stop Injustices

Step 2 – You are going to design a poster attempting to persuade people to agree with your opinion on your topic. This poster, however, must include TWO of the ideas below. Your challenge is to figure out HOW to use these two ideas within the design of your poster promoting your topic from above. They cannot be randomly placed somewhere on the poster, but must be somehow incorporated into the theme. **YOU MUST DRAW AND DESIGN EVERYTHING BY HAND** - Good luck!!!

The poster should include **2** of the following ideas…

1. **Gestalt Principles of Perception (6 pts)**
   1. You must use at least three Gestalt principles/laws on your poster. Some sites to find explanations and examples:
      1. <http://graphicdesign.spokanefalls.edu/tutorials/process/gestaltprinciples/gestaltprinc.htm>
      2. <http://courses.csail.mit.edu/6.831/archive/2008/lectures/L15-graphic-design/image024.png>
      3. <http://sites.psu.edu/psych256sp15/wp-content/uploads/sites/20663/2015/01/gestalt_illustration-01.jpg>

b. On the back of your poster you must explain HOW you used the three principles.

1. **Depth Perception**
   1. You must use at least three principles on your poster. Some sites to find explanations and examples:
      1. <http://visual-perception.weebly.com/depth-perception-principles.html>
      2. <http://www.eruptingmind.com/depth-perception-cues-other-forms-of-perception/>
      3. <http://img10.deviantart.net/d96f/i/2012/318/6/1/monocular_depth_cue_by_peace_colby-d5kysqy.jpg>
   2. On the back of your poster you must explain how you used the three principles.
2. **Perceptual Constancy**
   1. You must use at least one principle on your poster. Some sites to find explanations and examples:
      1. <https://www.boundless.com/psychology/textbooks/boundless-psychology-textbook/sensation-and-perception-5/introduction-to-perception-39/perceptual-constancy-171-12706/>
      2. <http://psychlopedia.wikispaces.com/Perceptual+constancy>
      3. https://pbs.twimg.com/media/Av5yZUnCEAMk8bh.jpg
   2. On the back of your poster you must explain how you used the principle.
3. **Illusions**
   1. You must use at least one optical illusion. There are many different types of illusions. To view different types of illusions visit:

<http://www.eyetricks.com/illusions.htm>

<http://www.michaelbach.de/ot/>

<http://www.colorcube.com/illusions/illusion.htm>

Or visit Google and type in: Optical Illusions

b. On the back of your poster you must explain how you used the optical illusion.

Define the terms AND sketch an example:

Gestalt Law of Similarity-

Gestalt Law of Proximity-

Gestalt Law of Closure-

Gestalt Law of Continuity-

Relative Size-

Relative Motion-

Interposition-

Relative Height-

Texture Gradient-

Relative Clarity-

Linear Perspective-

Size Constancy -

Shape Constancy-

Lightness Constancy-

Perceptual Set-

Subliminal Messages-

Illusions-