

Percepción

IIC2026 2020-2

Atención preatentiva y organización perceptiva

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Atención preatentiva

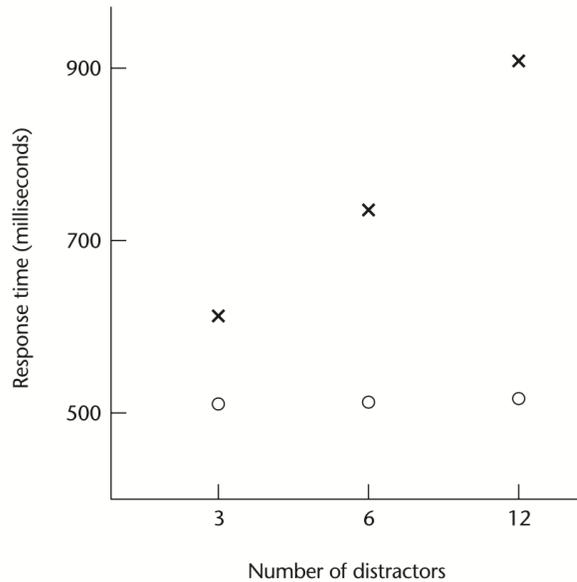
Mecanismo que determina qué objetos quedan disponibles primero para la atención consciente.
¡Hay canales visuales que se procesan de forma preatentiva!

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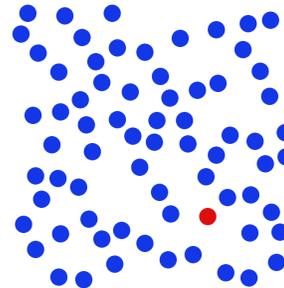
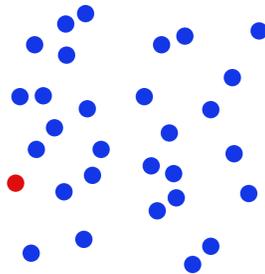
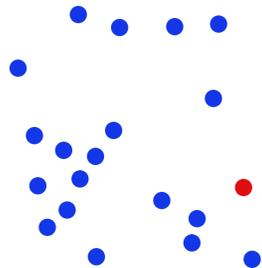
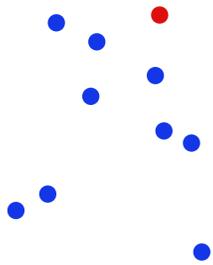
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20854488870613452187261702217086167768276016
77687061387026722170812085445218760486166182

Atención preatentiva

Un aspecto visual se considera preatentivo si el tiempo que demora en buscarse un objetivo es prácticamente independiente del número de distractores.

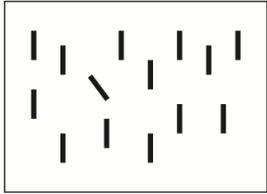


(Fuente: Libro "Information Visualization - Perception for Design")

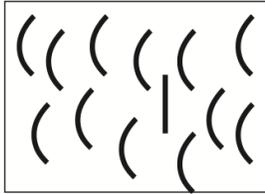


(Fuente: Sitio [Perception in Visualization](#))

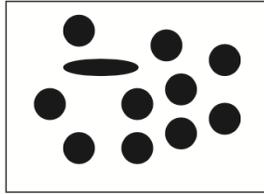
Orientation



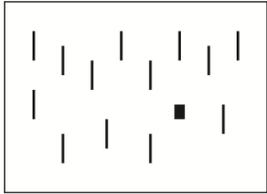
Curved/straight



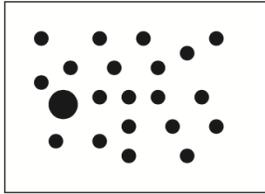
Shape



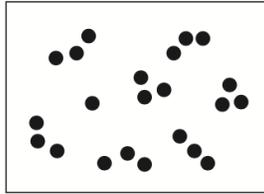
Shape



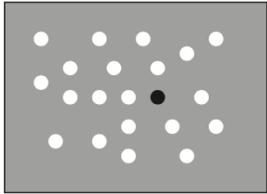
Size



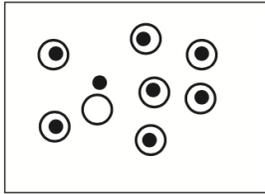
Number



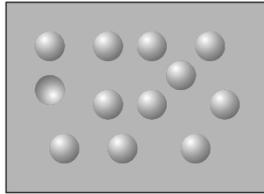
Gray/value



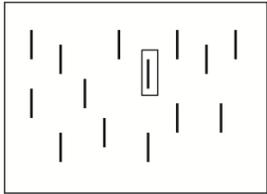
Enclosure



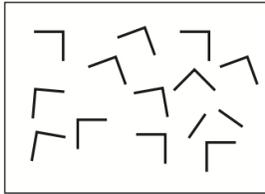
Convexity/concavity



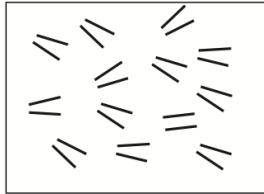
Addition



Juncture



Parallelism



Organización perceptiva

Organización perceptiva

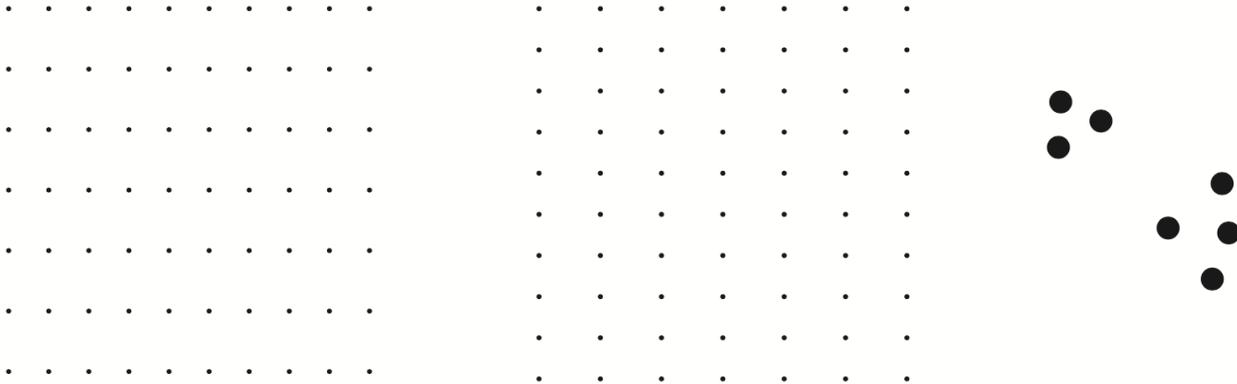
Organización e identificación de patrones simples sobre lo observado.

Leyes de Gestalt:

- Proximidad
- Similaridad
- Conectividad
- Continuidad
- ¡Y hay más!

Proximidad

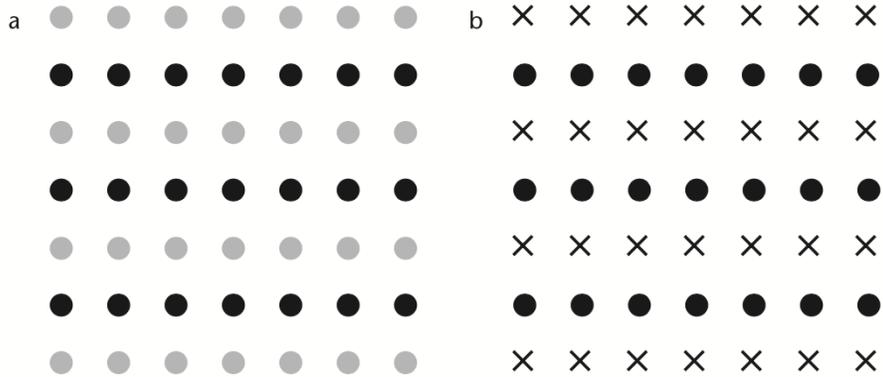
Objetos cercanos se perciben como grupos



(Fuente: Libro "Information Visualization - Perception for Design")

Similaridad

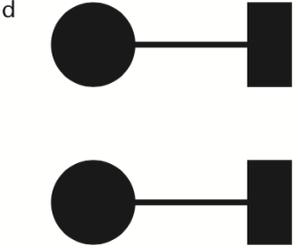
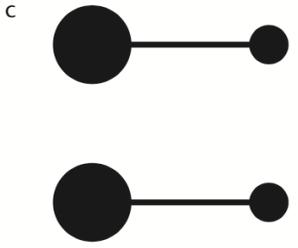
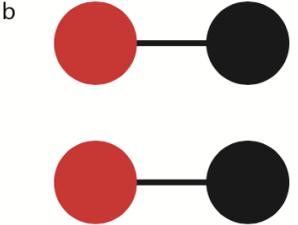
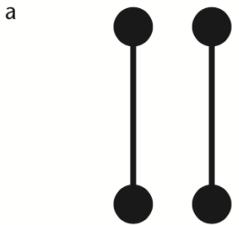
Elementos similares se agrupan juntos y aquellos diferentes se separan.



(Fuente: Libro "Information Visualization - Perception for Design")

Conectividad

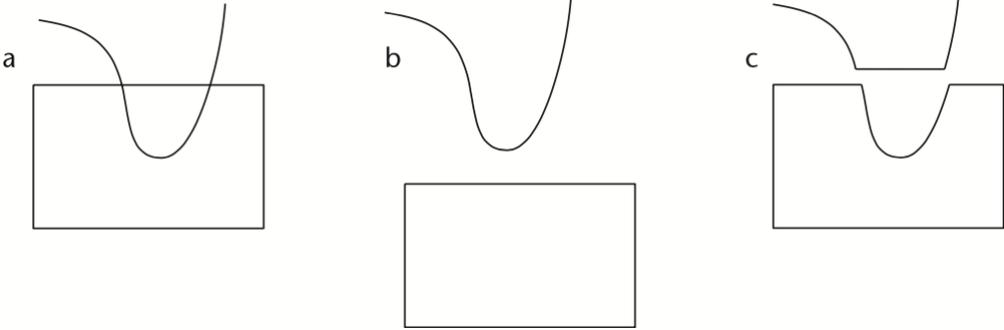
Conexiones gráficas agrupan de forma más obvia a objetos visuales.



(Fuente: Libro "Information Visualization - Perception for Design")

Continuidad

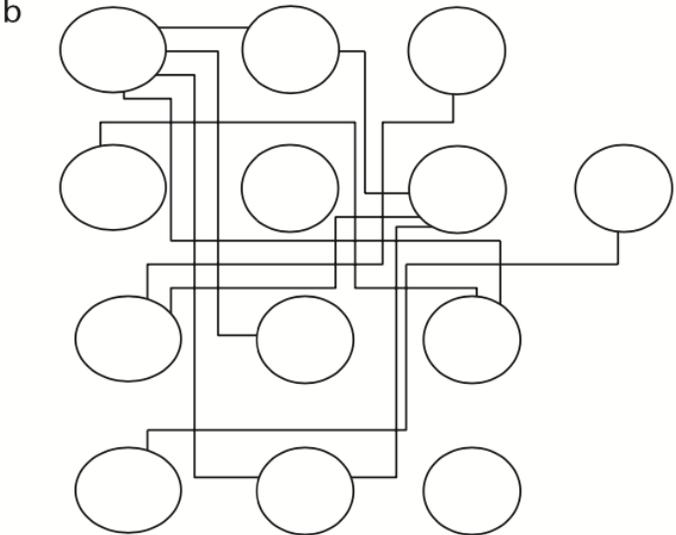
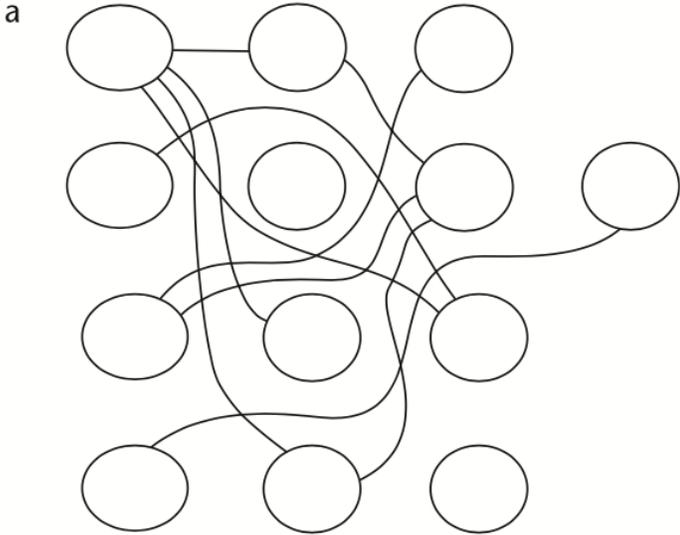
Tendemos a percibir entidades que son suaves y continuas que aquellas con cambios abruptos.



(Fuente: Libro "Information Visualization - Perception for Design")

Continuidad

Tendemos a percibir entidades que son suaves y continuas que aquellas con cambios abruptos.



(Fuente: Libro "Information Visualization - Perception for Design")

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¡Deja tus preguntas en los comentarios!