

# THE BRAIN AND TECHNOLOGY

*Brain science in interface design*

## LESSON 4. RECOGNITION

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With illustrations by Jasmin Whitworth

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# RECOGNITION



**These images are the  
same pixels – just  
rotated!**

**We “Form” Images.**

# PART 1. RECOGNITION IS CORTICAL

Visual data goes to:

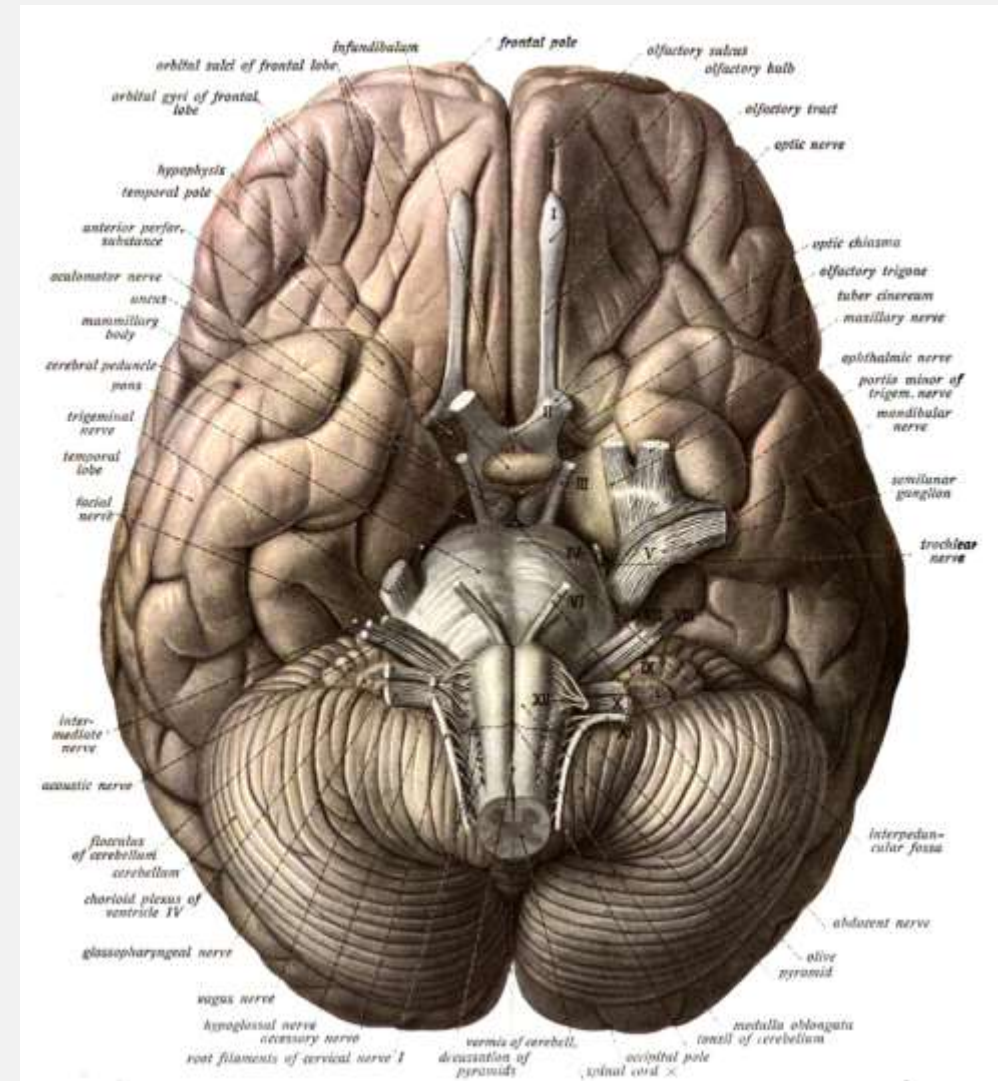
- The **visual cortex** for object recognition
- The **hind brain** by an older subcortical pathway for spatial location and motor responses
  - See “Imaging implicit perception: promise and pitfalls”. Deborah E. Hannula, Daniel J. Simons & Neal J. Cohen. *Nature Reviews Neuroscience* 6, 247-255 (March 2005)

Object recognition and spatial movement triggers for motor responses are entirely different visual functions, with their own sensory inputs.

**Recognition** identifies the object to decide:

- Friend or foe?
- Useful or not?
- Action or not?

In other words, **what it means cognitively**



Human Brain from Below

# RECOGNITION REQUIRES CHOICES

Vision is about processing choices - it isn't **data determined**.

- Do you see:
  - A young girl?
  - An old lady?
  - It depends on how your brain processes the data.
- *The spinning ballerina*
  - Some see it clockwise, others anti-clockwise.
    - See: <http://thoughtslot.blogspot.co.nz/2008/02/spinning-nude-lady.html>
  - Visual data is **equivocal**, so processing must make **choices**.
- Human vision is based on **evolutionary heuristics**.



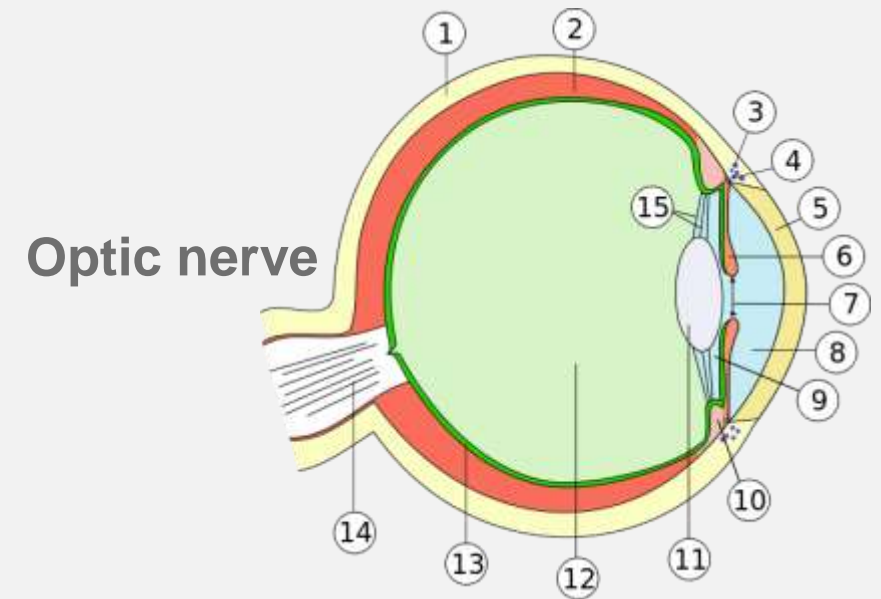
Young or old woman?



Spinning ballerina illusion

# THE BLIND SPOT

- *The eye has a cabling problem.*
  - It must send data to the brain.
  - The optic nerve has no light receptors.
- Each of us has a visual field “hole”—
  - About the size of a ten-cent piece
  - Why don't we see it?
- To see what is really “out there”, the brain has to *filter out the “noise”*.
  - **Floater**s: close your eyes to see;
    - Spots, specks and strings, which are impurities in the vitreous humour that reflect on the retina.
    - Again the brain filters these out



Eye “floaters”

# TRY FOR YOURSELF

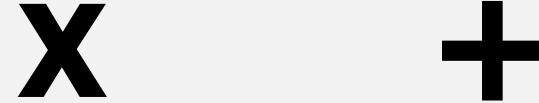
Prove there really is a gap in your vision.

1. Take off your glasses.
2. Cover your right eye.
3. With the left eye, focus on the dot (**cross outside**).
4. **Slowly**, move your head closer or further from the screen.

When the cross disappears from view, it is the blind spot.

Or, print the page and do it.

**For the red cross, the brain fills in the line!**



# PART 2. THE VISUAL HIERARCHY

**Equivocal data** can be processed in more than one way.

- **The brain has** to make decisions about how to process visual data.
- **Object recognition** involves **resolving** these **ambiguities in sequence**:

1. **Border** ambiguity
2. **Figure-ground** ambiguity
3. **Framing** ambiguity
4. **Composition** ambiguity
5. **Feature** ambiguity
6. **Classification** ambiguity



**The six steps of  
object recognition**

***“A picture is worth a  
thousand words”*** because  
the processing amount is  
the same.

Each step:

- Increases the degree of **abstraction** (or encoding)
- Reduces the amount of **actual data** handled

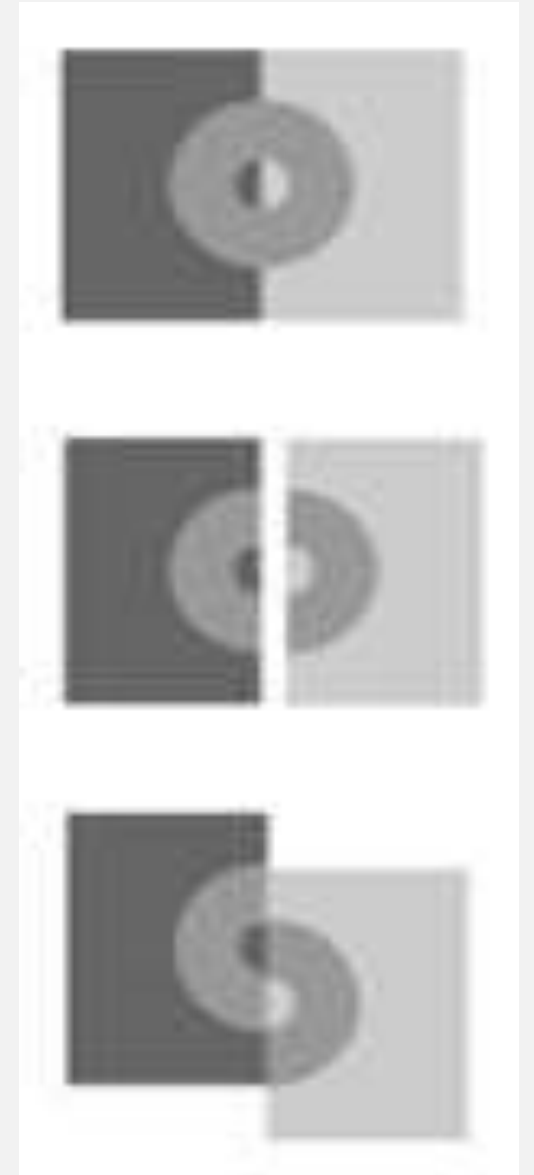
In this **data processing cascade**, small initial difference can have big final effects.

**Reality is equivocal**



# AMBIGUOUS INPUT

- Sensory input can be processed in more than one way.
- The brain's processing hierarchy :
  1. Identifies signal **changes** (e.g., boundaries)
  2. **Eliminates** noise, e.g., brightness, distance, angle
  3. Forms likely **hypotheses** of:
    - a. Background (peripheral)
    - b. Foreground (for recognition)
    - c. Object frames and forms
    - d. **Then smooths and enhances** the result!
- Vision is about usefulness, not correctness, and prediction, not realism.
  - The eye isn't a camera; the retina isn't a film, and we aren't an observer watching a movie.
  - Realism is wasted on vision.
  - Illusions are **business as usual** for vision.



Koffka ring illusion



# PERCEPTION IS CHOICE

Perception **isn't** an undistorted window.

- There is no “red” in the electromagnetic spectrum!
- Retina is 2D information about a 3D world.
- Every view is a **best fit model** of the input data.
- Every perception makes assumptions.
  - Each is a set of processing choices.

The same applies to **concepts**.

- People **cherry-pick** Internet “facts”.
  - Selecting facts is **bias**, not science.
- Each generation sees the world differently.
  - **Silent generation** (1925-45) Repair/save everything
  - **Baby boomers** (1946-1964) Repair/save many things
  - **Gen-X** (1960s-1980s) Chuck it and buy another
  - **Millennials** (1990-2000) What's **repair**?



**An illusion!**

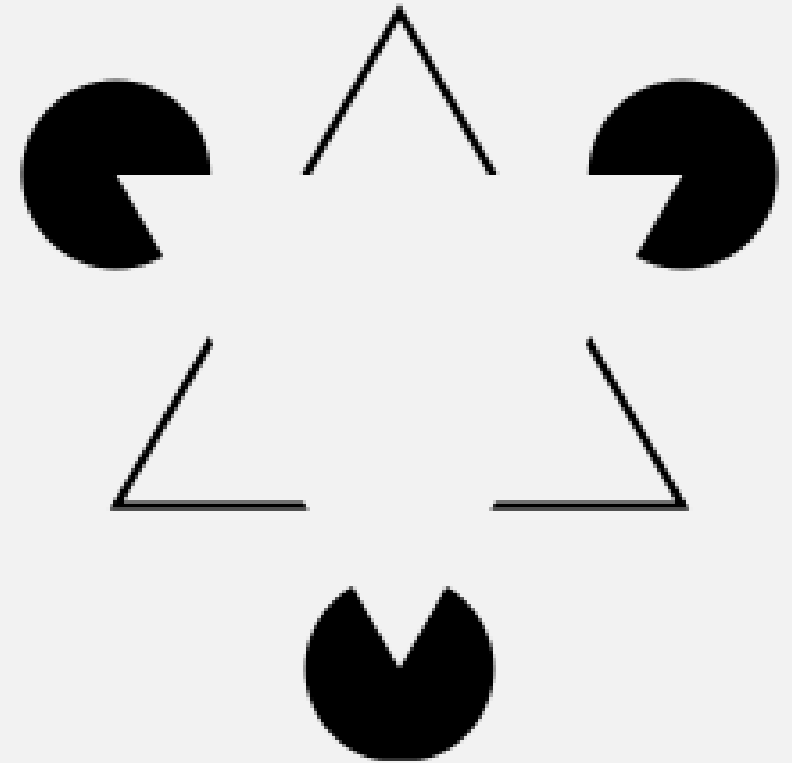


**Four generations**

## PART 2. BORDER AMBIGUITY

**Kanizsa's triangle** has a border that mostly **isn't there!**

- Low-level visual processing
  - **Rejects** the idea that many lines terminate abruptly
  - **Deduces** that a triangle edge is there
  - **Other processing** then supports this
- Knowing it's an illusion doesn't alter what the brain sees.
  - The brain does the best it can with the data it has.
  - Perception is a **best guess** of what is "out there".



**Kanizsa's triangle:**  
We see an edge that mostly  
isn't there!

# EXPLANATION – BRAIN “RETOUCHING”

Kaniza's illusion occurs as follows:

The brain alters input brightness:

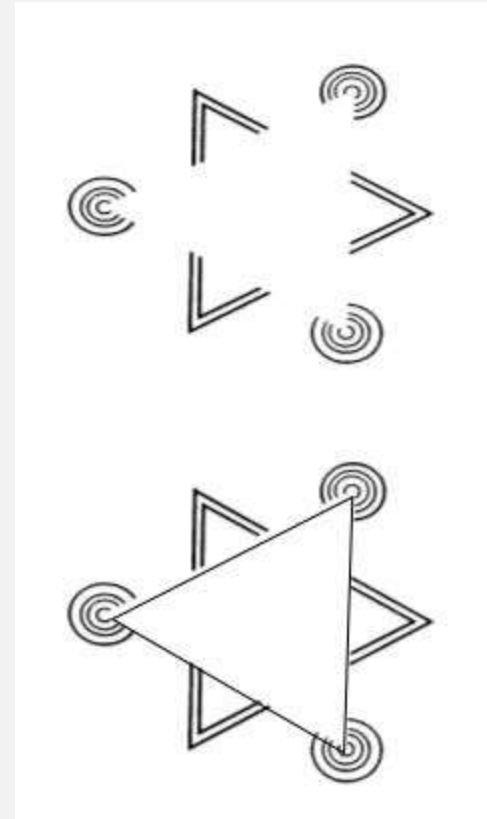
- The triangle seems brighter?
- Outline it and the effect disappears because the enhancing is no longer needed.

Why do we see a triangle?

- Many lines stopping is unlikely.
- An obscuring edge is more likely.
- The visual system deduces a **probable** boundary.
- Then it enhances it!

The brain **retouches perceptions** just as we

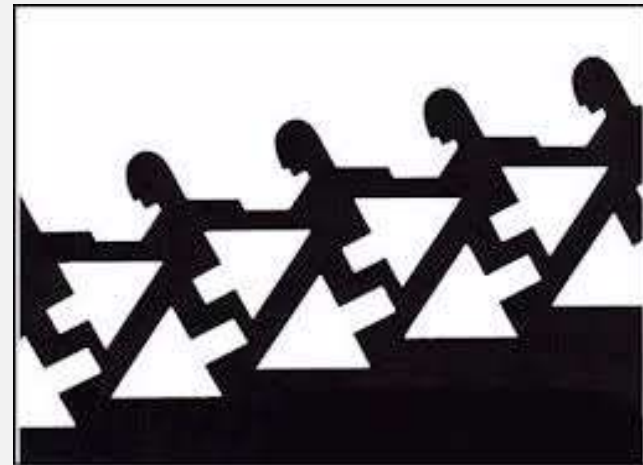
- Retouch photos to smooth wrinkles and whiten teeth.



# FIGURE/GROUND AMBIGUITY

Do you see?

- A **vase or faces**?
- People or Arrows?
- Either side could be an **object**.
- Processing decides then makes:
  - **Ground**: Continuous, undefined, boundless
  - **Figure**: Hard surface with a clear boundary
- A boundary side is figure or ground.
  - A choice must be made!
  - To be seen, an object must first be a figure.



Can you see both ways?

# FIGURE

An **object** has a:

- Clear boundary
- Known shape
- Hard shiny surface
- Shadow that is cast
- The brain **has to make a choice**
  - Then **fixes** the result to fit
  - So you get **one** view, not two.
- In **illusions**, the brain gets it wrong
  - Illusions are **business as usual** for the visual system.
  - Biological heuristics don't always work.



**Border makes objects stand out!**

# BACKGROUND

Backgrounds should be:

- Fuzzy or out of focus
- Continuous across the field
- Based on repetitive patterns that favor parallel processing
- Not attracting attention—e.g., not faces, not colorful, not moving, ...
- Background is processed apart from the object.
  - People **effortlessly** process textures over the entire visual field.
  - Adding a background doesn't increase information overload.
  - Backgrounds can **repeat tiny shapes**.
    - **Textons**: Tiny background elements that repeat
  - Backgrounds can add:
    - **Feel**: Silky, smooth ...
    - **Space**: Openness, calm, ...

Picture of the sky from my backyard



# TEXTURES

Textures are based on **textons** that **repeat**

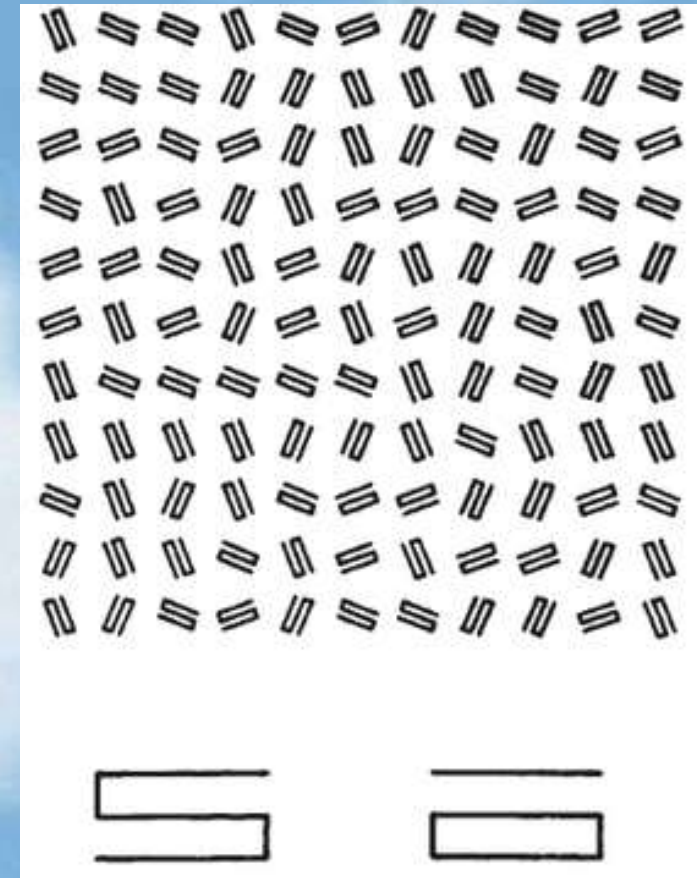
A **texton** is a simple percept that can be **tiled**.

- All wallpapers are built on **repeated patterns**
- Texture backgrounds can change to give:
  - **Boundaries** (sudden changes)
  - **Gradients** (gradual changes)

**Texton recognition** is very simple, based only on:

- **Collinearity** – Number of line segments
- **Terminators** – Number of end points

Textures are  
produced by  
textons



Textons with equal terminators  
are indistinguishable to  
peripheral vision.



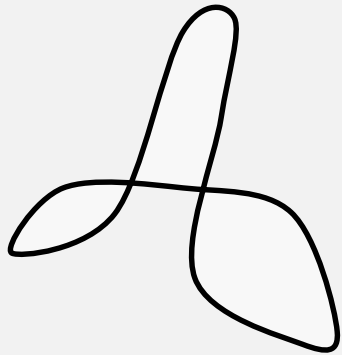
## PART 3. FRAMING AMBIGUITY

How to analyze a visual field?

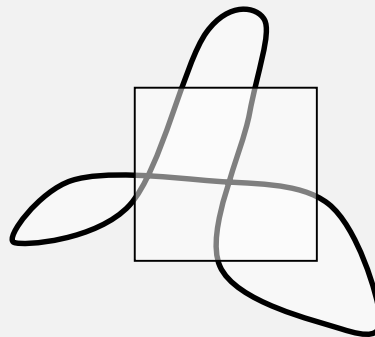
- Which set of pixels?
- Which set of edges
- Which set of lines?

**Framing:** Choose the set of pixels to analyze

Do you see a 4?



Let me frame it for you ...



Fruits become a “man”

# THE FRAMING PROBLEM

In a 1,000 x 1,000 pixel field:

- A 10x10 object can be framed in  $990 \times 990 =$  **980,100 ways**
- A 20x20 object can be framed in  $980 \times 980 =$  **960,400 ways**
- The **frame options** soon become **enormous!**
- Even a supercomputer can't just calculate every option.
  - We need a frame to start object analysis.
  - We need object clues to know the frame.
  - It's a chicken-and-egg problem.
- **Framing:**
  - A huge **processing challenge**
  - The processing area must be **framed** before an object in it can be **formed**.



Can you see the fish?

# THERE IT IS

With framing, you see the fish.

- Now look at the non-framed picture again and the fish is **obvious**.

## Speech framing

- Turn to **page 54** - Sorry what page?
- **OK everyone!** (gets attention) **Turn to page 54**

## Idea framing

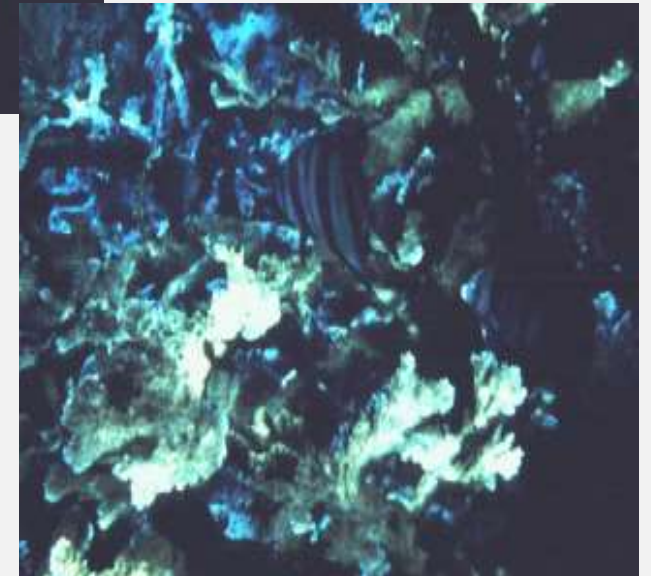
- **Words** that describe can be in bold or italics.
- **A picture** can emphasize an idea.
- **Symbols** can represent an idea.

## Visual framing

- Framing important words, pictures and symbols simplifies brain processing **a lot**.



Let me frame it for you.



Now it is “obvious”



# FRAMING HELPS

## Framing helps

- **Outline** object **boundaries**
- **Crop** images to frame better
  - **Easier** brain processing
  - **Less** data storage
  - **Faster** download times
- **Frame** the important:
  - If it isn't framed, it isn't important.
- **Let visitors frame things.**
  - **Highlighter:** Physical framing device
  - **Web annotators**
    - People share comments.
  - **Web highlighting** is easier.
    - People share highlights.



Cropping and  
highlighting



# FRAMING EXAMPLES

No framing of text or picture

Note the changes

From psychedelic to calm

Obvious main menu

Shows are clickable

Host picture gone – how sad

Less contrast, no 3D, less exciting



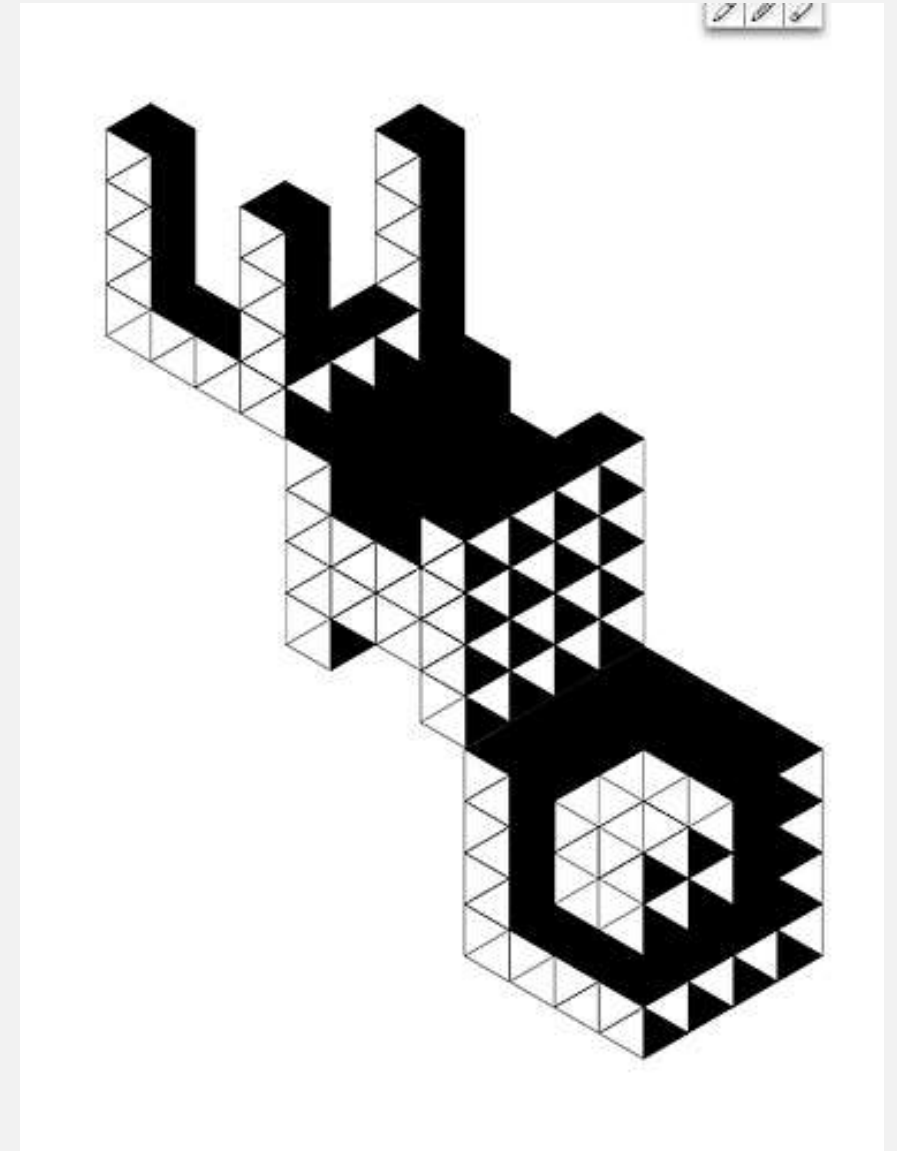
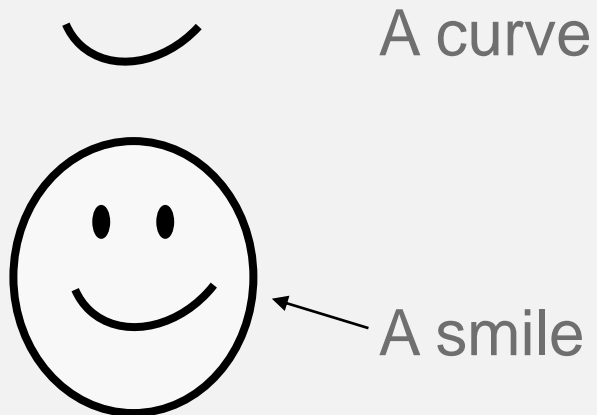
Same site  
redone

# PART 4. COMPOSITION AMBIGUITY

How do elements **form** a figure?

**Gestalt theory:**

- Parts **interact** to create a **whole** that alters the **parts**.
- So, the whole **gestalt** is more than the sum of its parts.
- **The whole = the parts + interactions**



What do you see?



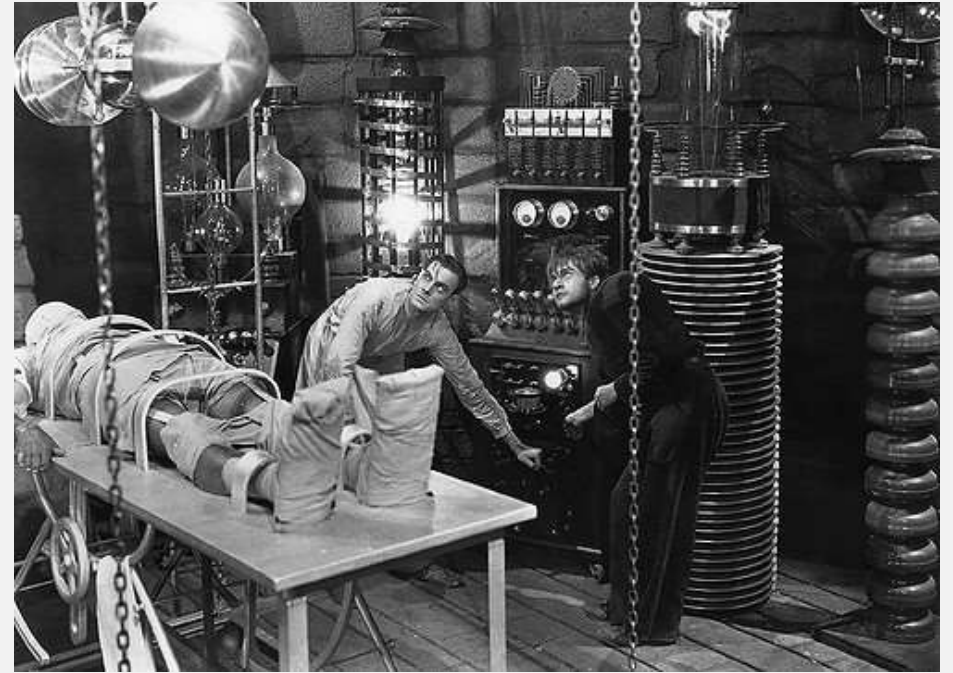
# THE FRANKENSTEIN EFFECT

## The Frankenstein effect:

- **Dr Frankenstein** chose the **best** body parts from a graveyard and sewed them together.
- The result was a monster because he ignored the **part interactions**.
- **Frankenstein** web sites think that good parts make a good whole.

## Perception is **holistic**:

- Parts can **harmonize** or clash.
  - Context can contradict content:  
“I AM NOT ANGRY!!”
- One part can change the whole effect.
- **The US cop danger scale**
  - **High**: Male, black, tattoo, hairy, big, motorcycle
  - **Low**: Female, asian, small, glasses, old, bicyclist
    - Perceived danger  $\neq$  actual danger





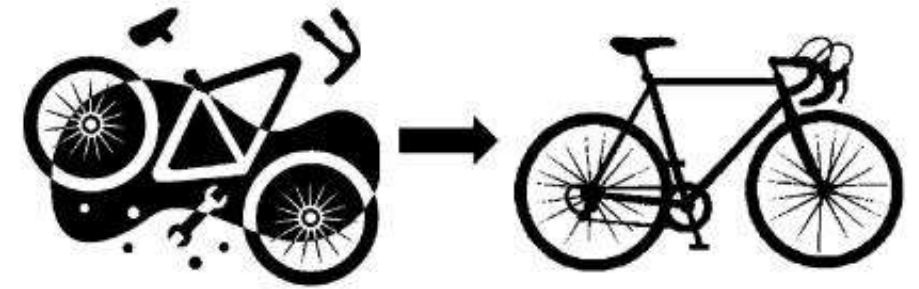
# REDUCTIONISM VS. HOLISM

**Reductionism:** Whole = part1 + part2 + ...

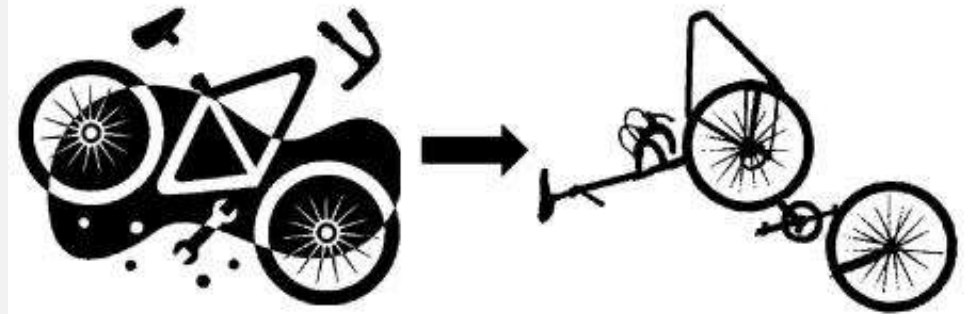
- **We can always:**
  - Break a thing down into its parts
  - Understand each part
  - The whole is the sum of the parts.
- This **fails** for the brain.
  - Breaking the brain down into neurons doesn't explain the brain—see Jeff Hawkins' TED talk.
  - **We can't** go from neurons to **knowing**, and **knowing that we know**.

**Holism:** Whole =  $\Sigma$ Parts + **Interactions**

- **Interactions** increase geometrically and so become more important than the parts in complex systems.
- The **performance** of modern societies is mainly based on **synergies such as trade**.



Sum of the parts equals the whole



Can't reduce the parts and retain the meaning of the whole

$$f\left(\bigcup_i x_i\right) \geq \sum_i f(x_i)$$

# THE RULES OF COMPOSITION

Visual processing evolved perceptions to be **useful**, not **correct**.

- **Likely** reality interpretations

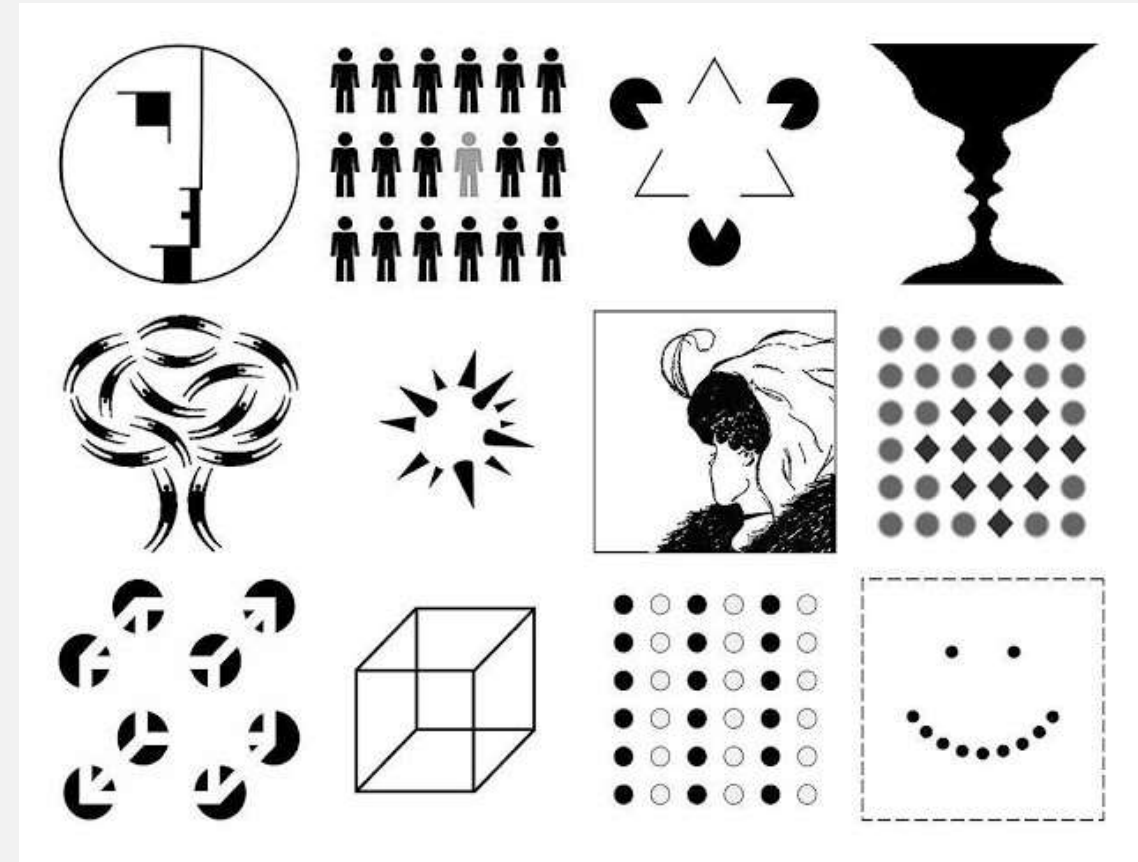
The **Gestalt** rules of how parts form a whole shape are still used by artists and designers today.

- **Proximity**: Things close together are together.
- **Continuity**: Single objects continue.
- **Similarity**: Things that look the same are the same.
- **Closure**: We form shapes despite missing parts.
- **Simplicity**: We always prefer the simplest option.

Simplicity is the law behind all the other laws.

**Evolutionary directive:**

- **Reduce the information but not the perception**



# PROXIMITY

## Things close together are together.

- E.g., dots form into a line.
- Dotted lines are **equivalent** to solid lines.
- **Put like things together** (in same place).
- **Location** is as important as content.
- What goes with what?
- Put same **purposes together**
  - **Group visitor options:**
    - About **you**, places you might want to see
    - **Our services:** About **us**, the hotel
  - Muddle them in a random list, and people don't read it.



Phone: 122345      Fax: 322345  
Email: me@gmail.com      Web: Myplace.com

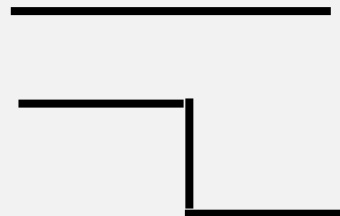
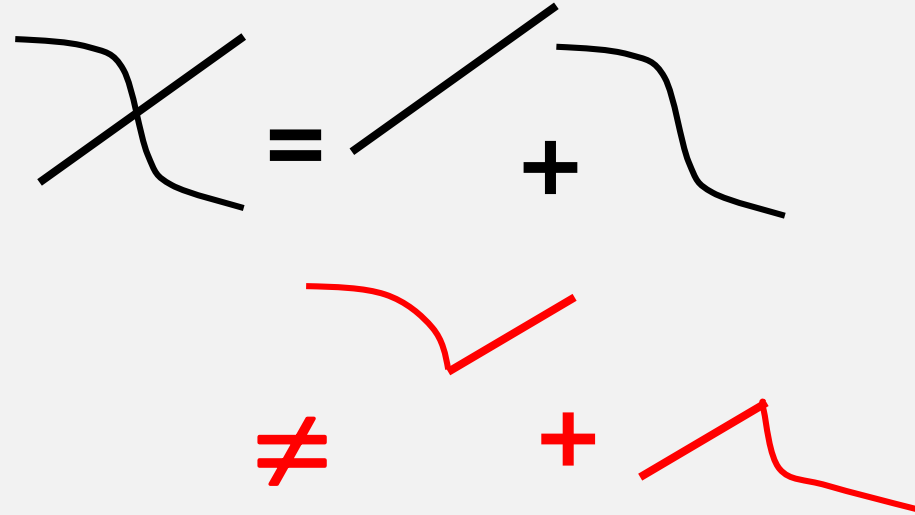
Phone: 122345      Email: me@gmail.com  
Fax: 322345      Web: Myplace.com

home page	category	sub-category
new york city	going out	clubs
		bars
		hotels
		restaurants
	sightseeing	tours
		parks
		shopping

# CONTINUITY

## Single objects continue

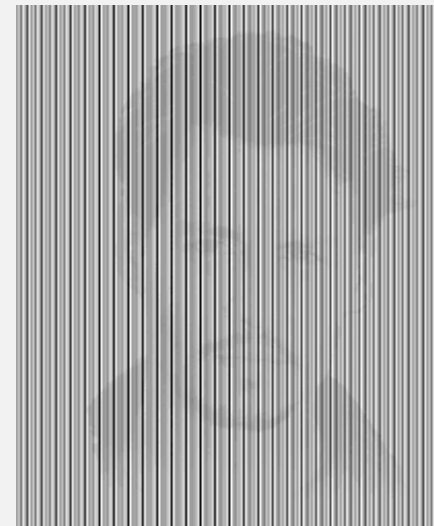
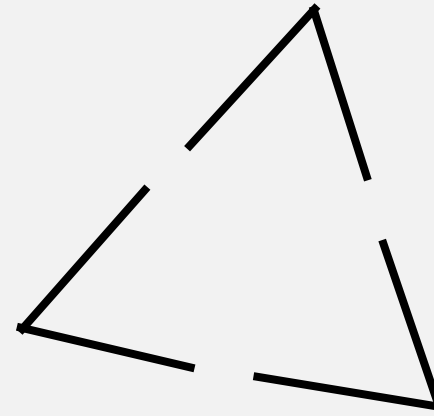
- This shape is seen as:
  - A straight line plus a curved
  - Not these segments
- Use continuous not bent screen lines.



# CLOSURE

We form shapes despite their missing parts.

- This is seen as a triangle, not three Vs.
  - Missing parts are assumed to be accidental or covered.
- So:
  - Don't worry about realistic perfection.
  - Get the whole right, not the parts.
  - A background is assumed to continue.
  - Let the viewer finish what you start.
    - You don't have to do everything.
    - People are active, not passive.
    - Work with human nature.



# SIMILARITY

Things that look the same are the same.

- We see vertical columns of letters, not OXOXOXO rows.
- Present same-type elements the same way:
  - Colors, fonts, size, structure, texture...
  - Without **reading** anything, we **recognize** the six BBC channels.
  - To recognize one is to know something about all.

Make same parts the same!

- Don't make different parts the same!

OXOXOXO  
OXOXOXO  
OXOXOXO  
OXOXOXO  
OXOXOXO



# SIMPLICITY

The **information reduction** principle includes all the other principles.

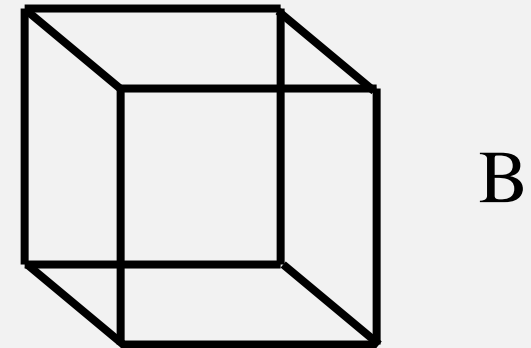
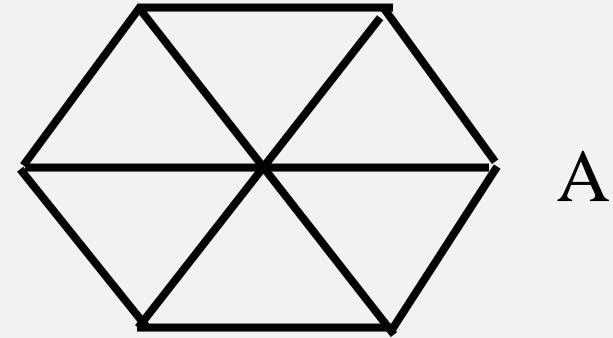
- We see the **simplest explanation**
- That gives the biggest **data reduction**.

**For example:**

- A is simpler as a **flat figure**, so we see that.
- B is simpler as a **3D cube**, so we see that.
- Either figure could **logically** be either way!
- Computer **power** finds them **equivocal**, but brain efficiency picks one.

**Evolutionary directive:** Reduce the **information** but not the **perception**

- Just as data compression like .wav to .mp3 gives the same sound for less bits

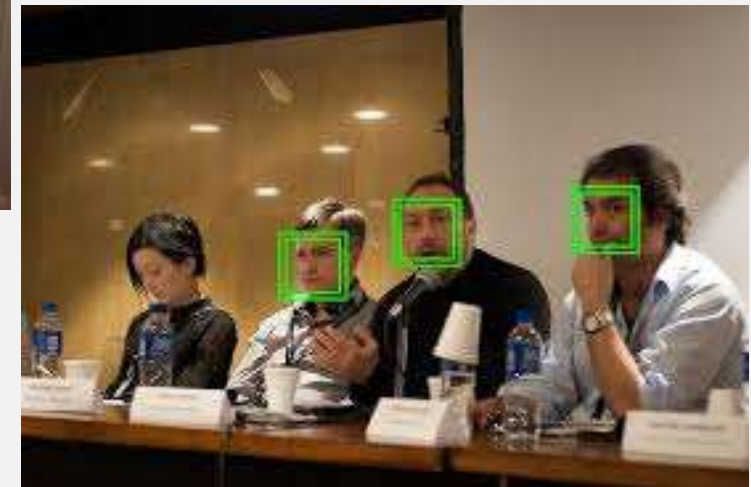




## 5. FEATURE AMBIGUITY

**Feature:** An object's **aspect** that distinguishes it:

- A **part**: Big smile
- A **relation**: Hip-to-waist ratio
- A **combination**: face recognition
- Analysis works on **features**.
- **Cartoonists** exaggerate key features.
  - So should you
  - Not all pixels are equal!
  - Small changes can have big effects.



# RELATIVE FEATURES

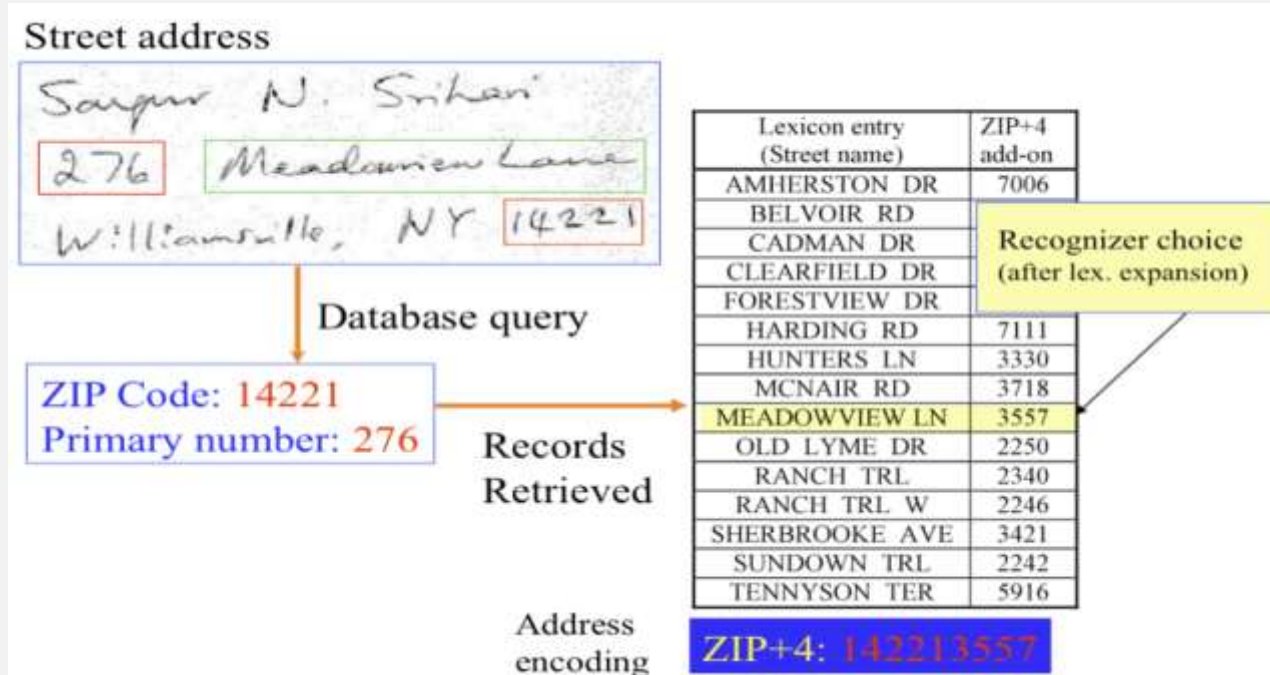
- Handwriting recognition is based on line/curve **relations**.
- 4 becomes 9 by lengthening the upright.
  - The transition from one to the other is continuous.
  - The feature is the line-curve **ratio**
    - Not either element in **itself**.

4

4

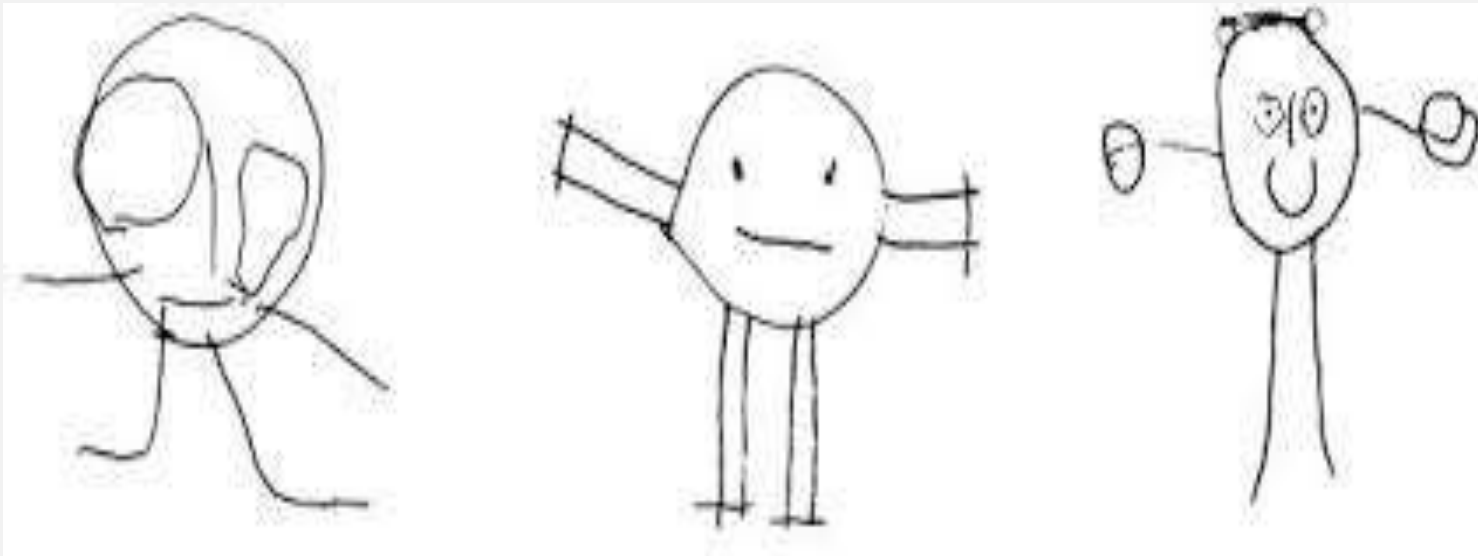
4

4



# TADPOLES

Pre-school children typically draw people as **tadpoles** i.e., they **attach the limbs to the head**.



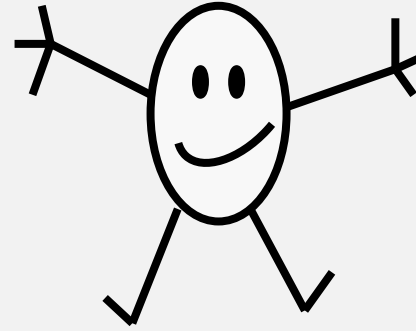
Only later do they add in a **body**.



They draw what their brain sees as important.

# ANCHORING

- People **anchor** on **end points**.
- Children draw tadpoles because:
  - The face and limbs are **end points** – although the body is larger!
  - Anchoring makes end points **key features**.
  - Children draw key features **first** and **larger**
    - i.e., face first, then arms and legs from the face.
  - Only **years** later is it done correctly.
- **Anchoring on end points is a good processing strategy.**
- Exaggerating end points makes vision easier.



# SOUTH PARK

- Cartoons such as **South Park** succeed because they understand **key features**:
  - Not realistic
  - No noses (inessential)
  - Big eyes
  - Head bigger than body!
  - Legs minimal to body
  - Simple contours
  - A few bright colors
  - Appealing & popular





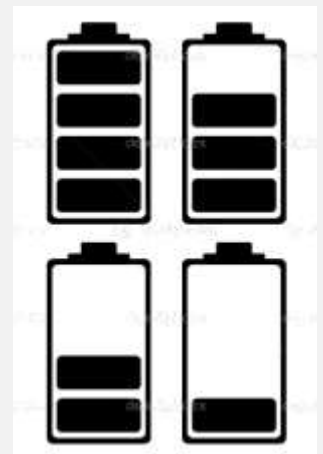
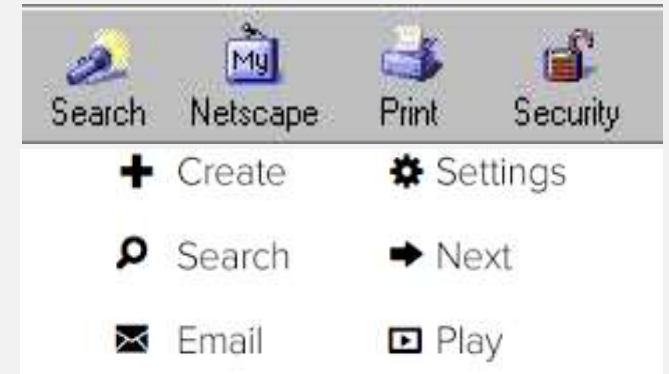
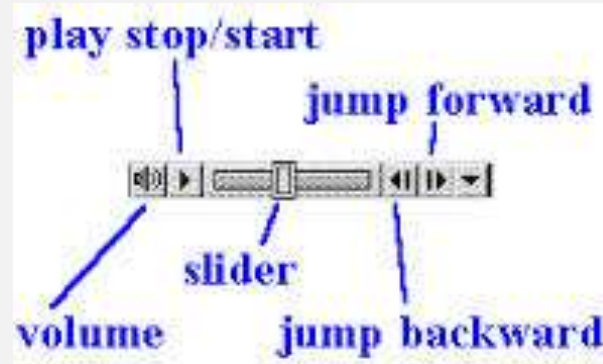
# ICONS

Key features are critical for **icons**.

- Add key features as necessary.
- **Omit** non-key features.
- **Exaggerate** or enhance key features.
- **Improve** key feature contrast.
- **Use color** to focus key features.

Use icons **with key features** for:

- **Notifications and warnings**
- **Navigation**
  - **Home:** Return to a fixed point
  - **Forward/Back:**
  - **Refresh:**
  - **Stop:**



# PART 6. CLASSIFICATION

- Based on its key features, an image is **classified**: i.e., **recognized**.
  - Prior **knowledge** of that class then applies.
  - Warn your children about?
    - **Sharks?** Kill about 1 per year in the US
    - **Cars!** Kill about 33,000/year in the US
- A **class construct** can:
  - **Expand**: All animals bite.
  - **Contract**: Only aggressive dogs bite.
  - **Form sub-classes**:
    - Little dogs attack more often but just nip.
    - Big dogs attack less often but really hurt.
  - **Be inadequate**:
    - Were dinosaurs intelligent?
    - Are mammals intelligent?
- Classification gives **meaning**.



Do you fear  
sharks or  
cars?

# FORMING CLASSES

- Does the brain classify images using:
  - **Fixed templates** - A dog is like my dog?
  - **Abstract class - Dogness** is a **feature set** (no specific dog)?
- What makes a dog a **dog**?
  - Furry?
  - Size?
  - Barks?
  - Friendly?
  - Color?
- Classes are:
  - Learned
  - Vary between people
- What can't be classified is **new**.



**Classes of  
dogs**

# CLASSIFYING IS WORK

New hurts:

- The young create new classes—e.g., Dropbox, tag.
- The old re-use old classes—e.g., desktop, email.
- People dislike new categories!
  - I joined the Army as a psychologist, under the Education Corps, then moved into computing. A Colonel's wife, on seeing my blue Education Corps belt, said:
    - “I see you're a **‘Chalkie’** (teacher).”
    - “I joined as a psychologist.”
    - “Oh, a **‘Trick Cyclist’**!”
    - “No, I work in computing.” She got angry and walked off.
- Invent new words at your peril:
  - **Defragment** your inbox? vs. **Compact** your inbox?
  - **IBM's expanded** memory (EMS) vs. **extended** memory (XMS)
- Messing with familiar classes is funny/scary.
  - **Voldemort** has no nose.



A man with no nose is scary



# COMPUTER RECOGNITION

Computers that:

- Use **fixed templates** and process at the **pixel level** work well with fixed displays—e.g., licence plates
- But struggle with handwritten letters or **faces**.
  - Faces change with different angles, different lighting, different hair, or even a smile!
    - Canada allows only neutral expressions in passport photos.
- Security cameras are a **deterrent**.
- London security cameras haven't recognized a single criminal.
- They are accepted only if used for crime and only if recordings are kept for a certain, limited time.
- People with better pattern recognition can't watch cameras for hours.
- **HCI option**: Experts set **key features for a** computer search.
  - Computers can **select hits** features for experts to check.



Licence plate recognition is easy

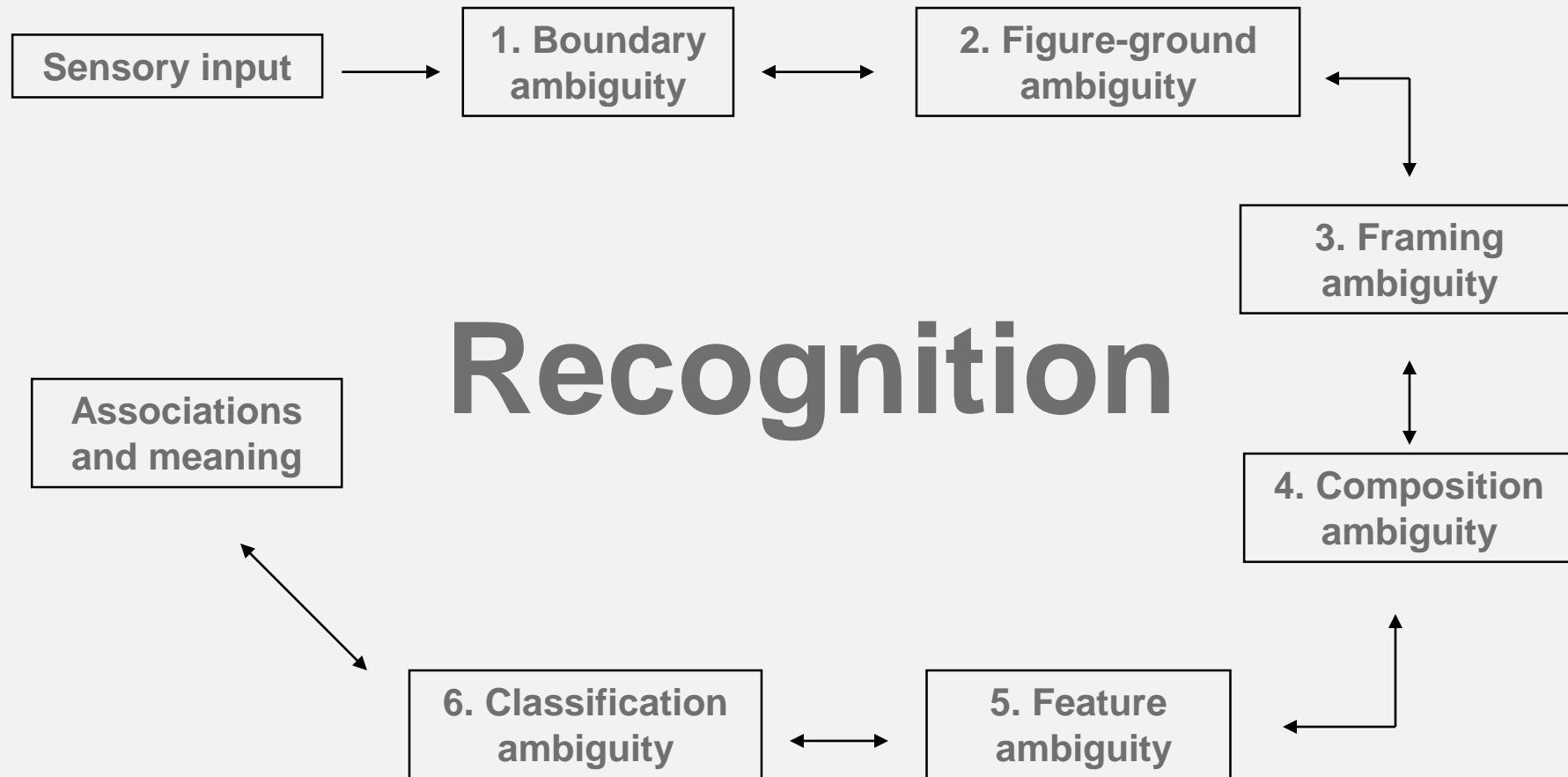


# ASSOCIATIONS

- **Associations** carry forward prior class meanings:
  - **Positive:** dogs are friendly.
  - **Negative:** dogs are dangerous.
- Can be:
  - **Appropriate:** Relevant learning transfer
  - **Inappropriate:** False learning transfer
- **Current red flags** include that:
  - Men and women are different
  - Races are different
  - Religions are different
- **Equality in diversity**
  - France's "**Vive la difference!**"
  - Nature isn't equal—but it is fair.
  - Culture as **community learning** can be wrong.



# SUMMARY



**Note: Arrows go both ways.**

# PART 7. FACES

- Babies track faces from birth.
  - We have genetically built-in face analyzers.
  - They form faces in a tenth of a second—i.e., very **quickly**.
  - Recognizing friend from foe was critical to survival.
- High-level features are needed to identify faces because the pixels of a face image change with:
  - Age
  - Background light
  - Angle of view
  - Facial expression
  - Beard, hair, moustache
  - Health
- Left/right facial **symmetry** is when both hemispheres agree.



**Facial symmetry is important**

# WHO IS THIS WOMAN?

## Who is this?

- How long did it take you to decide?
- A computer would have to search and compare millions of stored images
- Did you?



# THE ANSWER

If you knew right away, as many did, how did you do it?

How long did it take?



For the picture of Julia Roberts

**77.0%**

Right

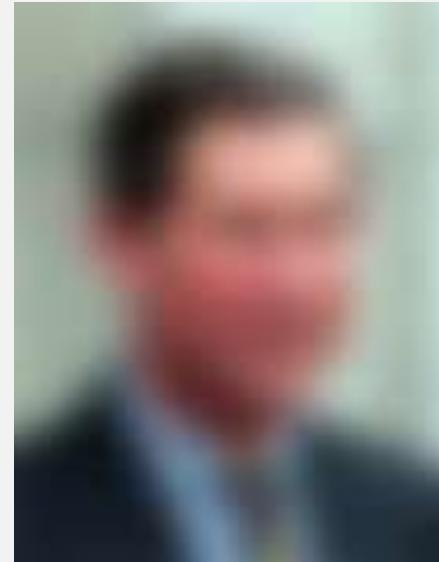
**22.9%**

Wrong

Total Votes: 31,708

Results of online poll

Try again – who is this man?





# WHO IS THIS MAN?

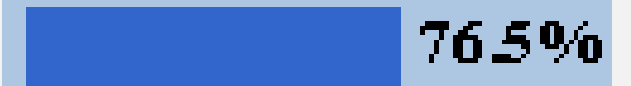
Did your brain search every face you know?

Obviously, doing such tasks on the **pixel level** wouldn't work.

The brain does it using abstract features of the face.



For the picture of Prince Charles



Right



Wrong

Total Votes: 33,029

# PART 8. ART

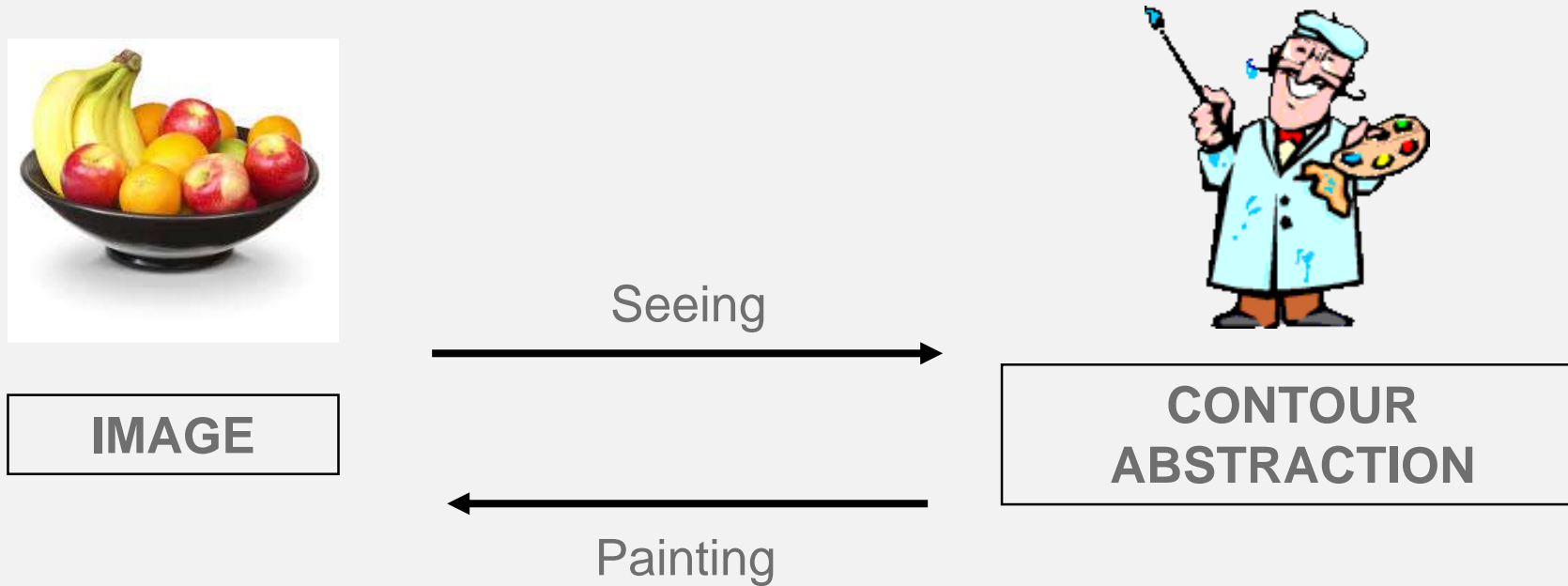
Art is about representing what people see.

- Most of a picture's information is in the **lines**:
  - Visual processing begins by identifying lines.
  - Artists often **begin** paintings with a line drawing.
  - Cave artists used lines.
  - The first step of vision is the first step of art.
  - Without lines, there are no objects.
- **Contour abstraction**: See the lines in a view.
  - Boundary lines underlie vision and art.



Cave art based on lines

# ART IS REVERSE VISUAL PROCESSING



The artist first envisages a scene as a contour abstraction, then fills in light, shade, texture and color details.

HCI designers can do the same.

# MINIMALISM

- **Minimalism:** Using less signal to get more effect
- Small signals have a big effect if:
  - They are consistent
  - Nothing contradicts the effect
  - There is no viable alternative
  - What do you see?
- Drawing is **the art of omission**
  - Eliminate unnecessary data
- A visual image is a processing **abstraction**, anyway.
  - If the end result is the same, nothing is lost by minimalism!



# LESS IS MORE

## Decide:

- Where does attention go?
- What key features are used?
- What sensory modes count?
- What is the background contribution?
- Other channels? – space, movement, ...

## Take the best and leave the rest.

- Mickey mouse has three fingers and a thumb
- Action can be implied.
- Backgrounds can be fuzzy.

## Perceptually simple images are:

- Easier to make
- Smaller to store
- Faster to download



Mickey mouse has three fingers!



# UNREALISM

- **Unrealism:** When unrealistic signals create real meanings
- **Realism** isn't necessary for an effect:
  - Art isn't realistic.
  - Cartoons aren't lifelike.
  - Fiction outsells fact.
  - Games aren't real; zombies aren't real; ...
- **Feature enhancement:** Works by reaching a **recognition threshold** - completeness isn't necessary.
  - A smiley face with no nose is still a face.
  - Details omitted are **presumed**.
  - The semantic end result is no different.



# SMALLER CHUNKS

Computer screens hold **much** less than newspaper pages.

- Kindle is less than a quarter page.
- Mobiles are even less.
- The **usable screen** is still less!
- It is harder to skim than a book is.

Smaller chunks mean

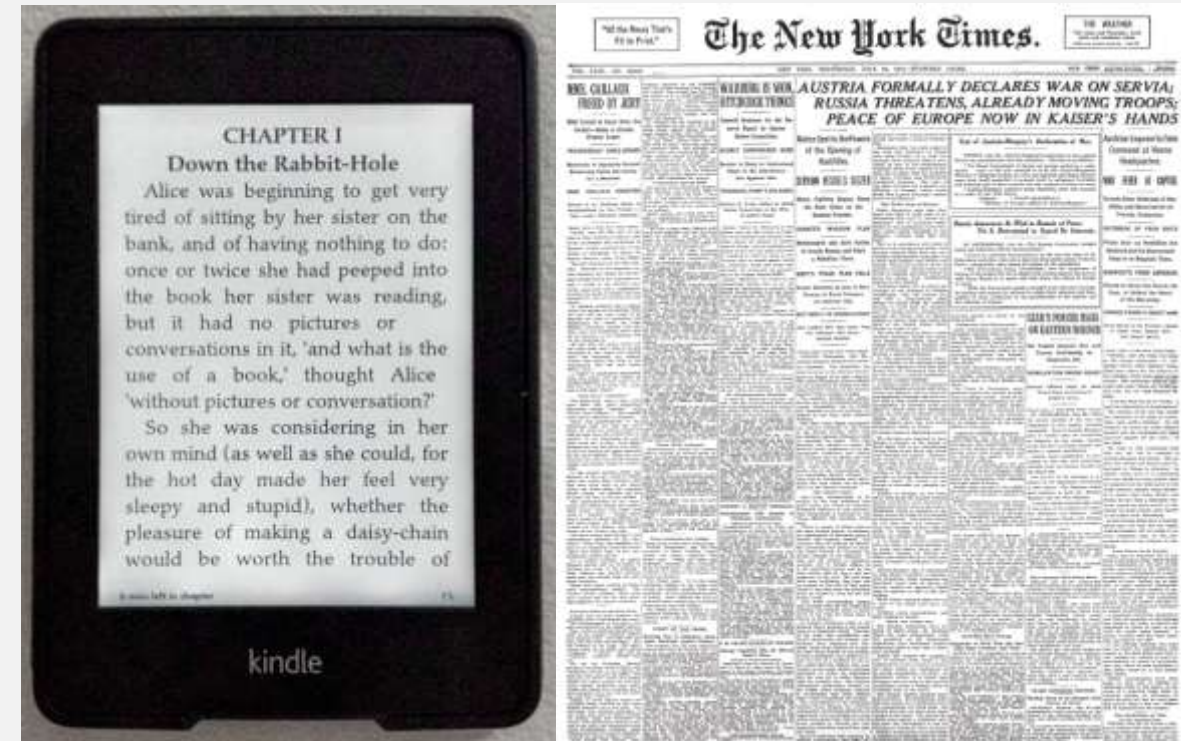
- Fewer people give up and **click-on**.
- Faster downloads, less delay.
- On-demand delivery is easier.

Less data reduces cost

- Data roaming costs are high.
  - Especially problematic are huge updates.

People want faster responses.

- For the foreseeable future, size matters!



Text per page comparison

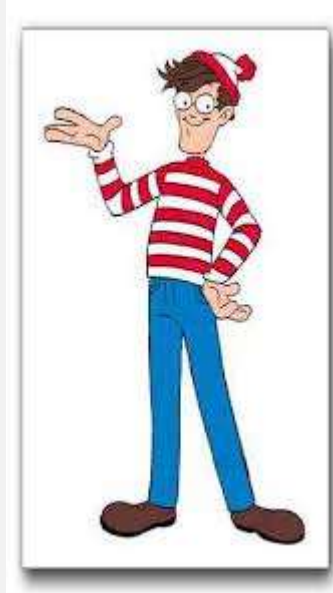
# LET THE BRAIN ACT

The brain exists to process data, and so people **like** to problem solve – and succeed.

- We like to form figures, fill in the gaps and **find patterns**.
  - Connect-the-dots puzzles and jigsaws are popular because they reveal a picture.
  - **Where's Wally?** became an international hit because people like finding a familiar object.
- We like to discover things so don't forget to leave something for the viewer to **figure out**:
  - Find a back door, a secret, a **treasure**
    - Software "Easter eggs" include:
      - The Android lollipop
      - Google secrets
    - There is a long history of hidden meanings in symbols
      - E.g. The Da Vinci code



People like lollipops  
and Where's Wally?



# PART 9. DESIGNER NOTES: RECOGNITION

## Background

- Choose to support your figure.

## Framing

- Crop and frame key graphics, like faces.

## Composition

- Proximity, continuity, similarity, closure and simplicity help form figures.

## Enhance features.

- People often **anchor** on end-points.

## Use class meaning.

- Use known classes unless educating.

**Reduce the information  
but not the perception.**

## Less is more.

- Less storage, less waiting, less processing

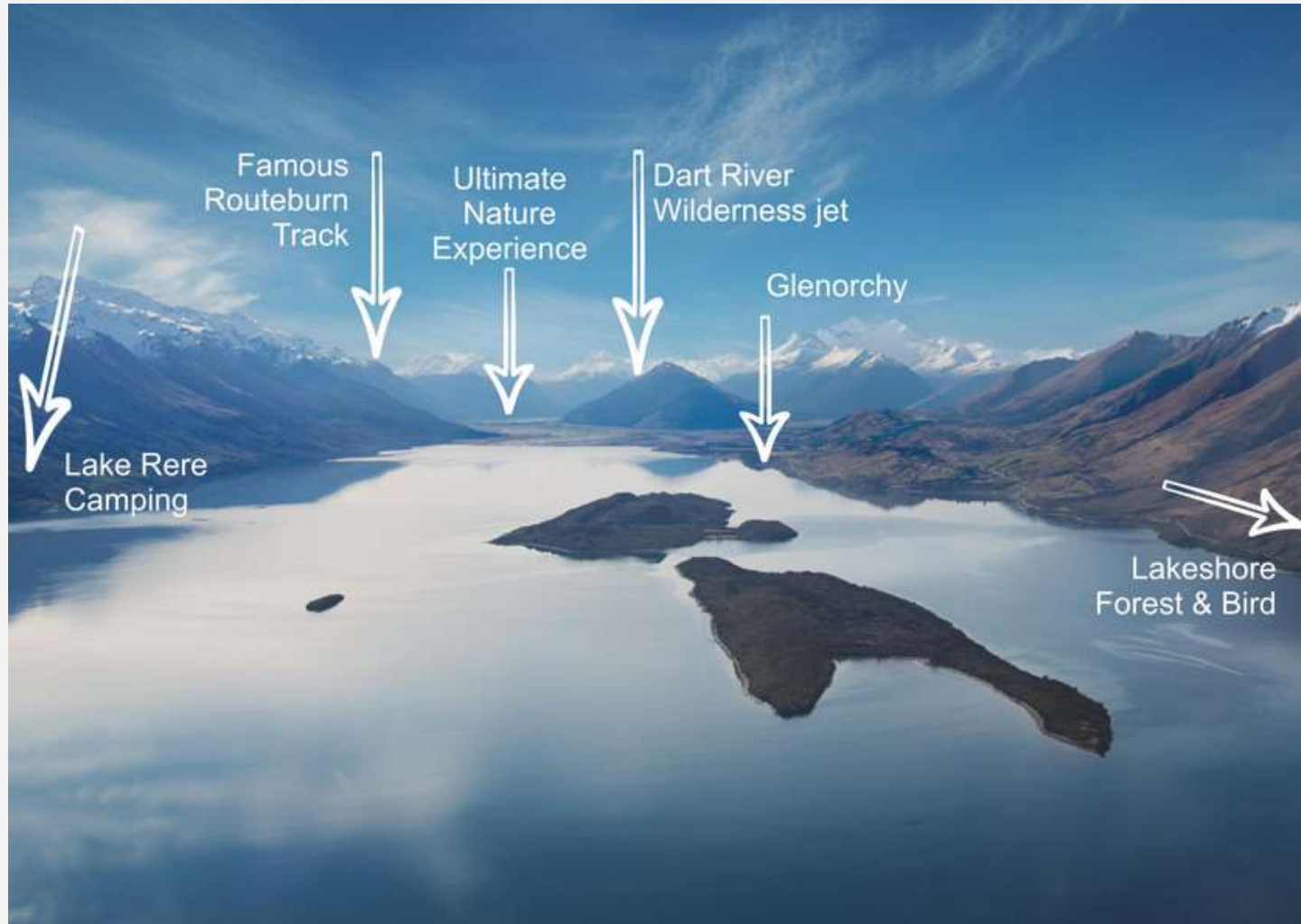
## Let the brain act.

- Patterns, secrets, implications, Easter eggs, layers of meaning, symbols



# BACKGROUND

We **absorb** the beautiful New Zealand background but **focus** on the text.





# FRAMING

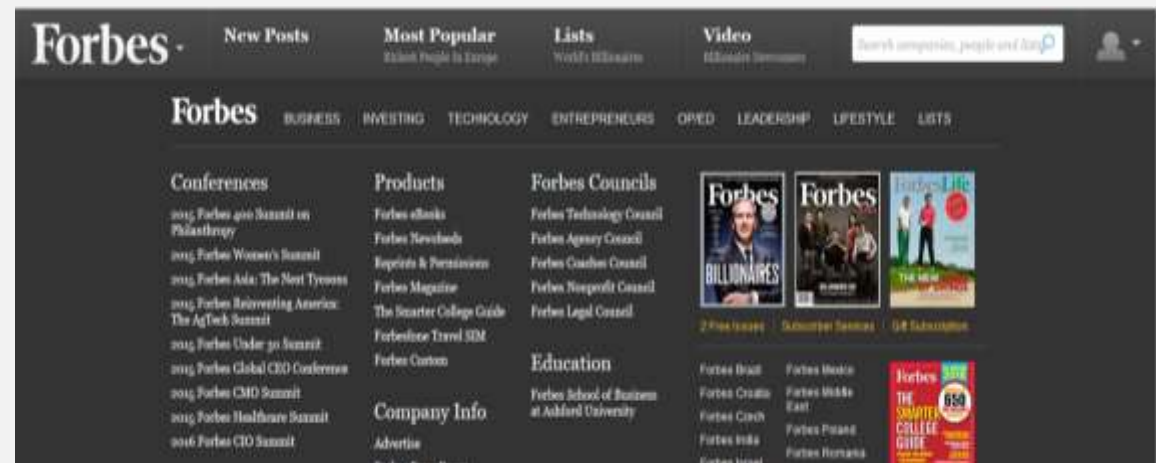
Frame a person among a group of runners to provide a focus.



# COMPOSITION

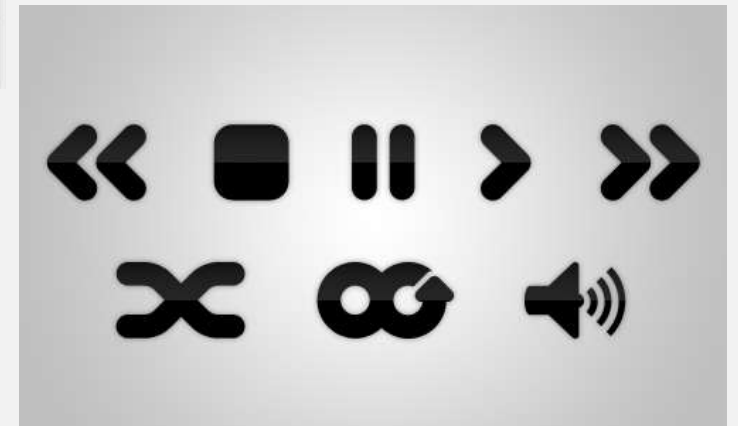
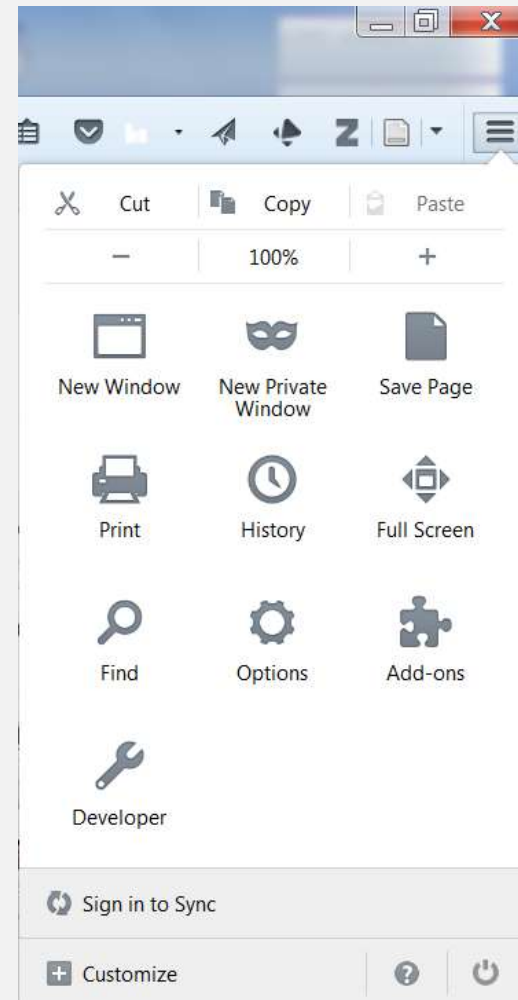
- **Proximity:** Pictures or text grouped
- **Continuity:** Title bar
- **Similarity:** Colors, fonts, size, texture...
- **Closure:** Missing picture parts are assumed accidental or covered.
- **Simplicity:** White space is not “nothing”.
- **Framing:** White background frames.

*Without reading anything, the layout is clear.*



# ENHANCE ICON FEATURES

Icons are everywhere.



# INVOLVE MEANING!

The \$25-million New Zealand flag referendum - how **NOT** to introduce a new symbol.

- **Skip design:** The PM's fern scribble on a restaurant napkin was the design phase.
- **Use amateurs:** They invited unpaid public submissions including from schools.
- **Ignore experts:** A panel of supporters with no design experience picked the flag finalists – which just happened to all be ferns.
- **Deny feedback:** The online submit site didn't allow comment, discussion or voting.
- **Get no involvement:** They called public meetings where panellists outnumbered public.
- **No Meaning:** The New flag was sold as a **brand logo** with no meaning or reference to New Zealand's heritage or Maori history.





# LESS IS MORE

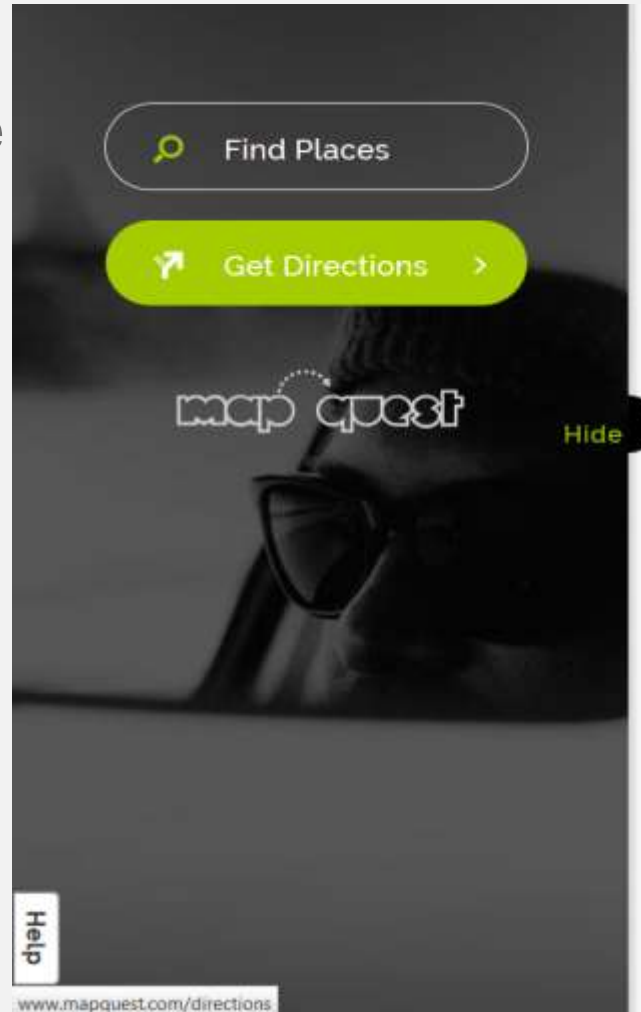
Mouse over highlight

Faces are easy to recognize

Background eyes covered

Background blurred

Driver theme





# LET THE BRAIN CREATE YOUR IMAGE

GREENWOOD  
CAMPBELL

EXPLORE

CONTACT



## DIGITAL Traditionalists

The digital agency with a human approach.

EXPLORE

MENU

