“The more you know The more you see”

Aldous Huxley, The Art of Seeing
• “The most characteristic fact about the functioning of the total organism, or of any part of the organism is that it is not constant, but highly variable”.

• Clear seeing is a combination of how much you know and how you feel at any particular moment.
Living in a Picture Filled World

- We are becoming a visually mediated society –
  
  - For many, understanding of the world is being accomplished, not by reading words, but by reading images

- Reading is losing to watching because viewing requires less mental processing
The Function of Seeing

- Seeing has just as much to do with remembering than with seeing
- We live in a picture filled world
- Visual messages can be deeply personal
Rhetorical Iconic Images
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What is Rhetorical Iconic Imagery?

- “images ... that are widely recognized and remembered, are understood to be representations of historically significant events, activate strong emotional identification or response, and are reproduced across a range of media, genres or topics”
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- Rhetorical Iconic images have five particular elements of visual rhetoric:
  - Aesthetic Familiarity
  - Civic Performance
  - Semiotic Transcriptions
  - Emotional Scenarios
  - Contradictions and Crises
• **Aesthetic Familiarity**
  • Familiar patterns of artistic design as opposed to avant-garde approaches

• **Civic Performance**
  • the capability to reveal or say what is not being said

• **Semiotic Transcriptions**
  • Can be multiplied or coded, or have a number of ways of being understood

• **Emotional Scenarios**
  • iconic images that direct emotions

• **Contradictions and Crises**
  • recurrent societal crises are coded into the image
Rhetorical Iconic Images
The more you know the more you hear, the more you smell, the more you taste, the more you feel, the more you see...

The more you know, the more you are you...
The Eye: Window to the Soul

http://www.youtube.com/watch?v=AqnEGu8VF8Y