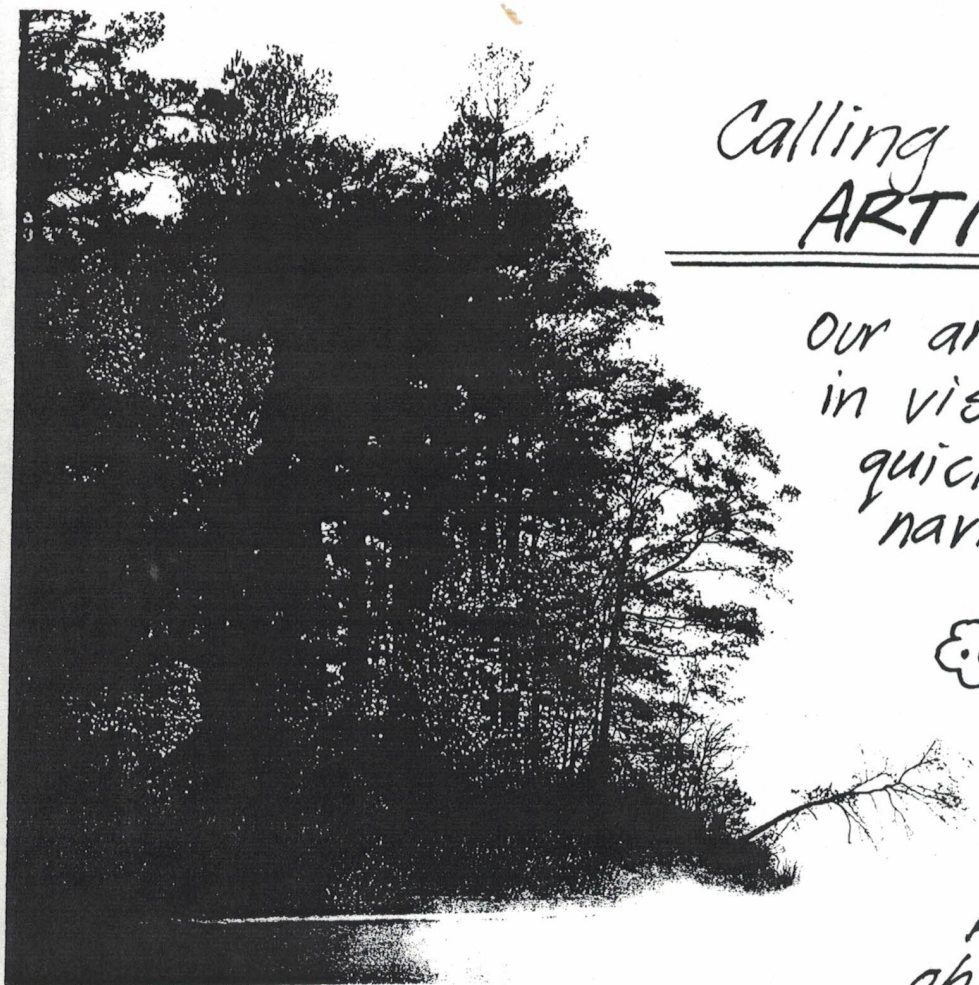




Calling on our ARTIST'S BRAIN

Our artist's brain takes in visual information quickly to help us navigate in a spatial world.

• color • value • shape

Our "thinking" brain gives names to shapes, patterns and objects. It stores

vast amounts of information and therefore it GENERALIZES, SIMPLIFIES, and makes SYMBOLS of complex visual information.



WE THINK



"Oh yeah! That's a flower!"



"Oh! It's a tree."

Our goal is to use our artist's brain on the same conscious level as we use our thinking brain.

"To see we must forget the name of the thing we are looking at."
- Claude Monet