



# VISUAL FLUENCY

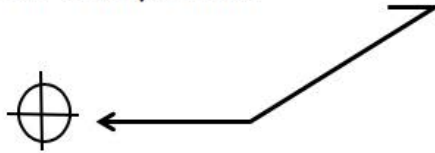
Empower your images  
with the language of  
graphics

William Horton  
william@horton.com  
[photos.horton.com/handouts](http://photos.horton.com/handouts)

# NOTICE YOUR BLIND SPOT

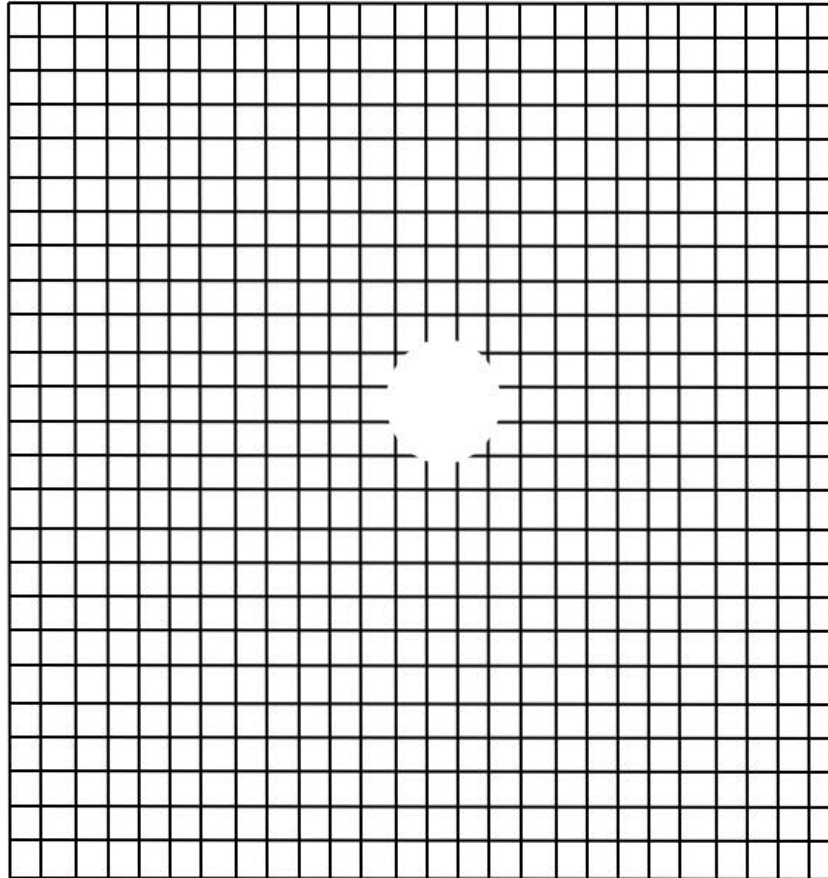
**Perform this activity from paper, not the screen!**

Close your left eye and fix your right eye on this point.



Adjust the distance of the page until the white circle at the right disappears.

What takes its place?



# FORMULA FOR MEANING

How does an image change our view of the world?

The visual display or an individual part of it.

Memories, associations, knowledge, tastes, and interests of the individual viewer.



**Image**

+

**Context**

+



**Mind**

→

**Meaning**

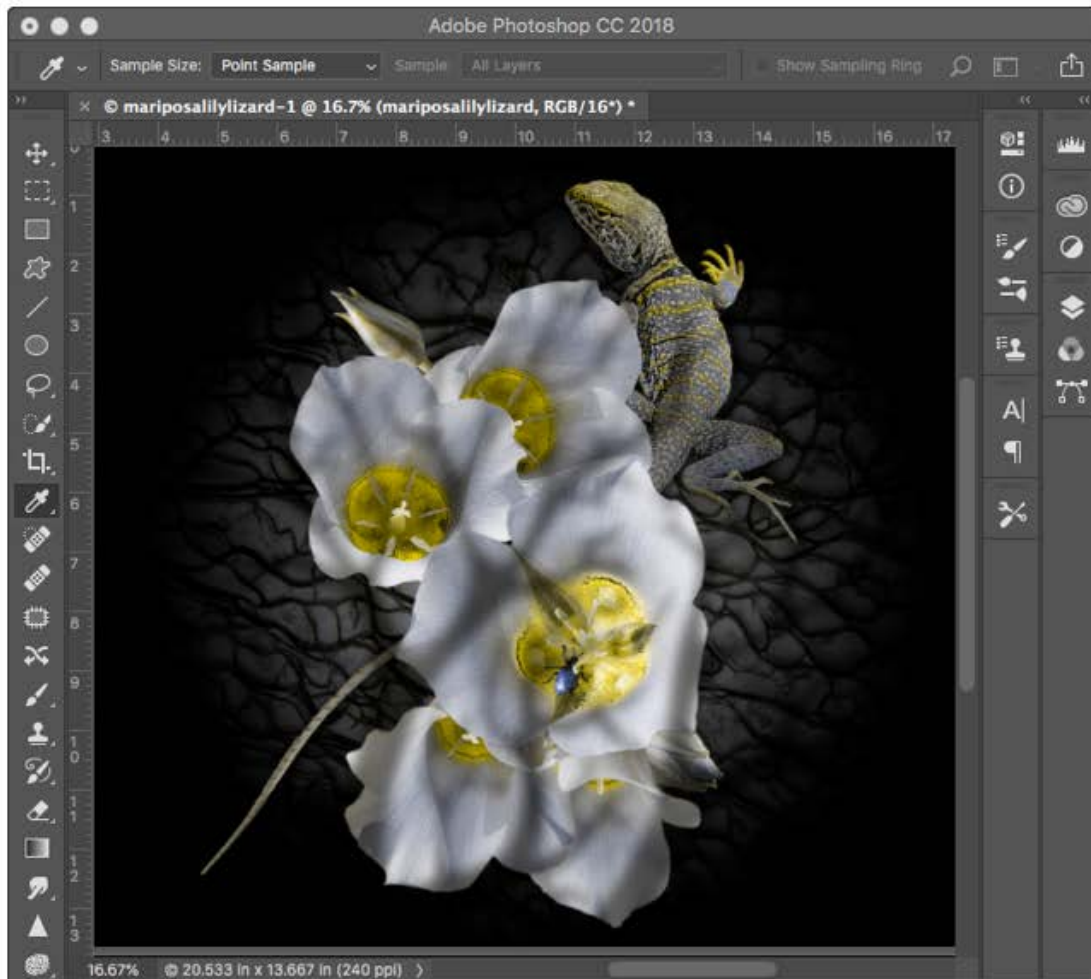


The who, what, where, when, why, and how that connects the image to the rest of existence.

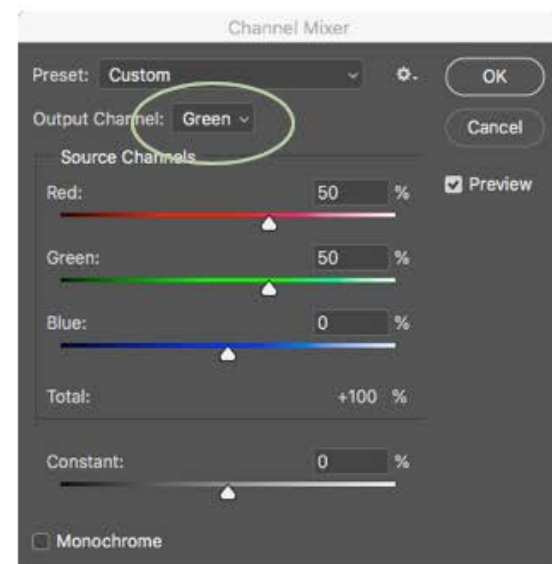


What the image communicates, provokes, or brings to mind.

# SIMULATE R-G COLOR-BLINDNESS



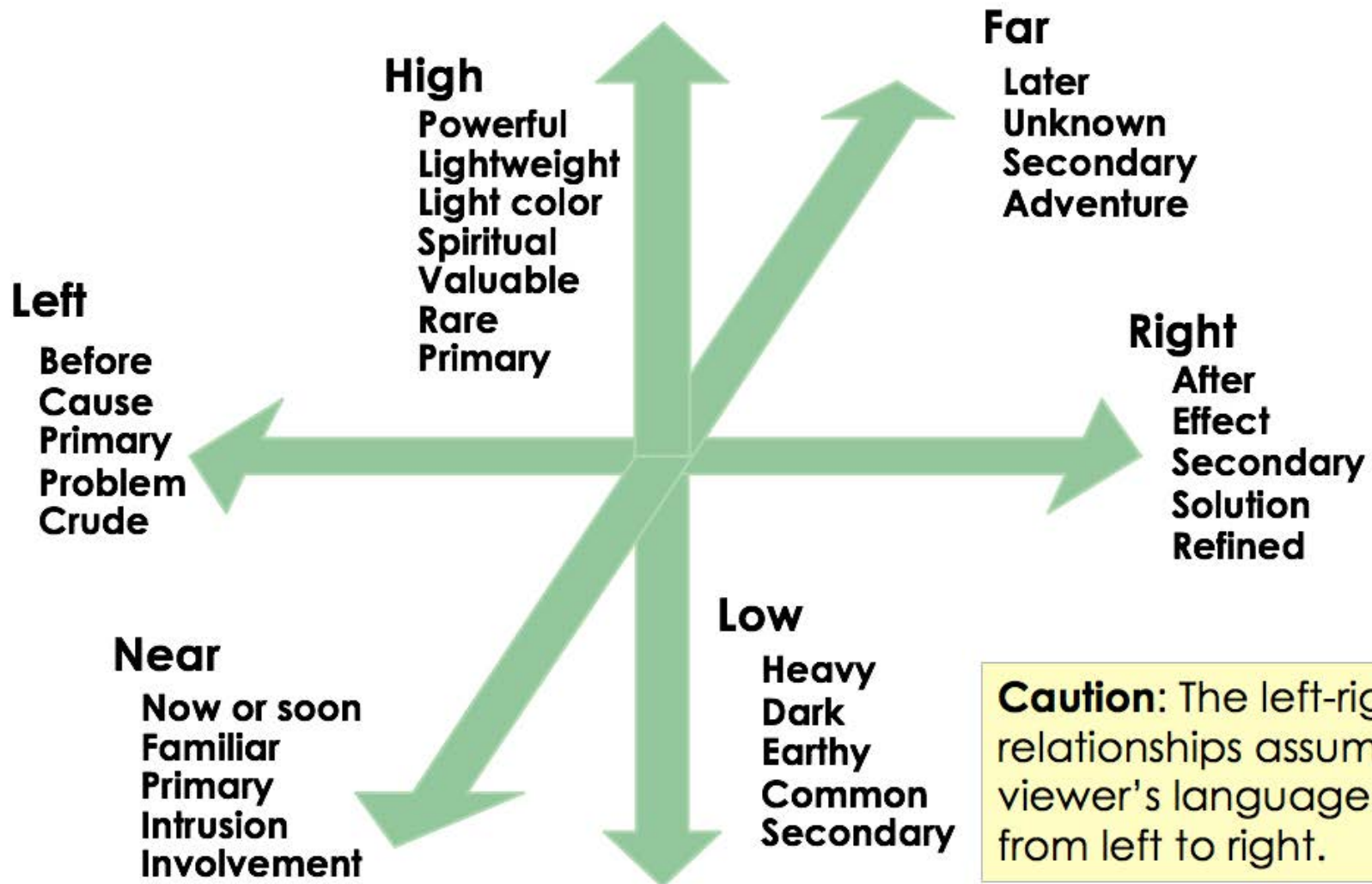
1. Open and select the image in **Photoshop**.
2. **Image > Adjust > Channel Mixer**



3. For **Output Channel Red**, set **Source Channels Red** and **Green** to **50%**.
4. Do the same for **Output Channel Green**.

# SPATIAL SYMBOLOGY

Position objects to signify relationships and meaning by figurative location:



# FINAL EXAM

List three things you will do as a result of this workshop.

1

2

3