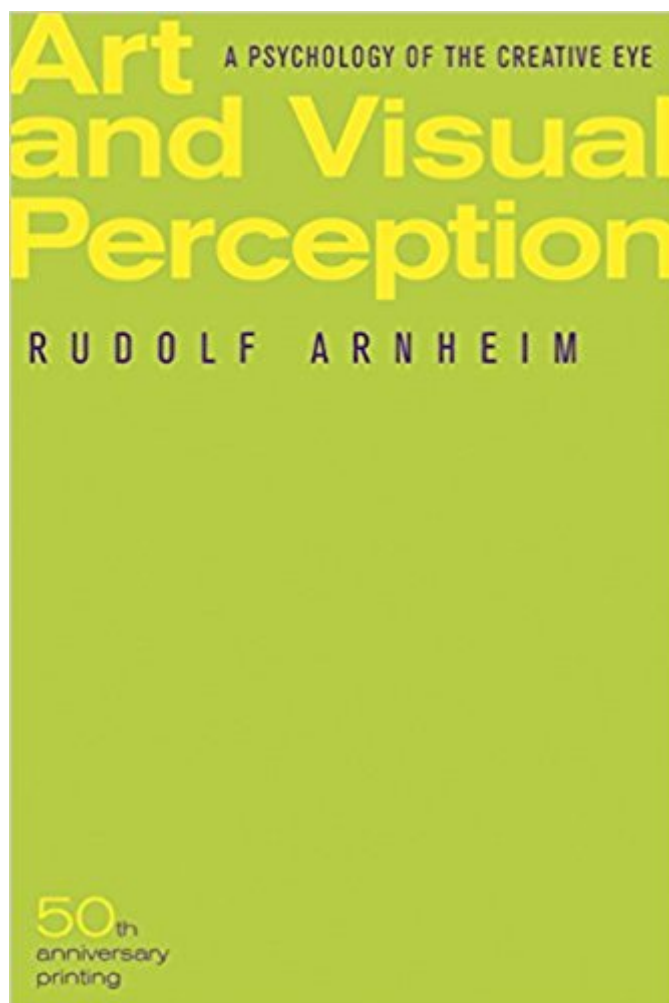


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# Art And Visual Perception: A Psychology Of The Creative Eye



## Synopsis

Since its publication fifty years ago, this work has established itself as a classic. It casts the visual process in psychological terms and describes the creative way one's eye organizes visual material according to specific psychological premises. In 1974 this book was revised and expanded, and since then it has continued to burnish Rudolf Arnheim's reputation as a groundbreaking theoretician in the fields of art and psychology.

## Book Information

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"The clear, direct, flexible writing is powerfully reinforced by the numerous illustrations . . . not one of which is superfluous."--"Journal of Aesthetics and Art Criticism

"In The Ego and the Id Freud argued that a cogent thought process, to say nothing of conscious intellectual work, could not exist amidst the unruliness of visual experience. Over the last half century in a sequence of landmark books, Rudolf Arnheim has not only shown us how wrong that is, he has parsed the grammar of form with uncanny acuity and taught us how to read it."#151;Jonathan Fineberg, author of Art since 1940: Strategies of Being

this is a great book. and I recommend it it really. especially if your really serious about understanding visual language and how our brains reads and understands things like line and shape. But it comes with a warning. this book is long and hard to get trough.I think that as a designer, be it graphic designer or concept artist. I personally am studying visual development. this

an important read. what you learn in class starting out when it comes to universal design principals is dumb down and basic. and you learn the rest from trial and error and experience. and most art books are usually entertaining. this is a thick book with little parting, few pictures and reads like your in college level science class.if you really really want to beyond the basics and into the science of visual design. read this book. it very informative. and I did help me grow. but honestly I haven't been able to finish it. I kinda started swimming it. I mean to explain one theory it will go on and on for ages. and it sorta became like ok I get it. so I recommend this book but be warned. it's not for everyone.

It's a really useful book for filmmaker

impeccable

Wonderful book. thak you to this book' s seller

good

Wonderful book, great presentation of the subject, superb idea of explaining the image from psychology point of view.It really helped me understand better the way I see the world and how I could improve my seeing (photographical speaking) skills.It's a little bit too long, but if you have the time and availability, it worth every page.

Art and Visual Perception: A Psychology of the Creative Eyeby Rudolf Arnheim is a work of great importance to any serious artist. In a nutshell, Arnheim tells us in language only we (artists) could fully appreciate and comprehend how our brains and our eyes do so naturally what they do. This is a left brained guy who is fascinated by we right brained people. This work and his other masterpiece "Visual Thinking" make me delighted to be a visual thinker.

This book is a must for an artist. My first copy fell into the paws of my puppy springer spaniel who was teething! So I needed a new copy. I also purchased one for for a fellow artist. I love this book. I have used it to problem solve and at times to understand a course I have already taken.

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