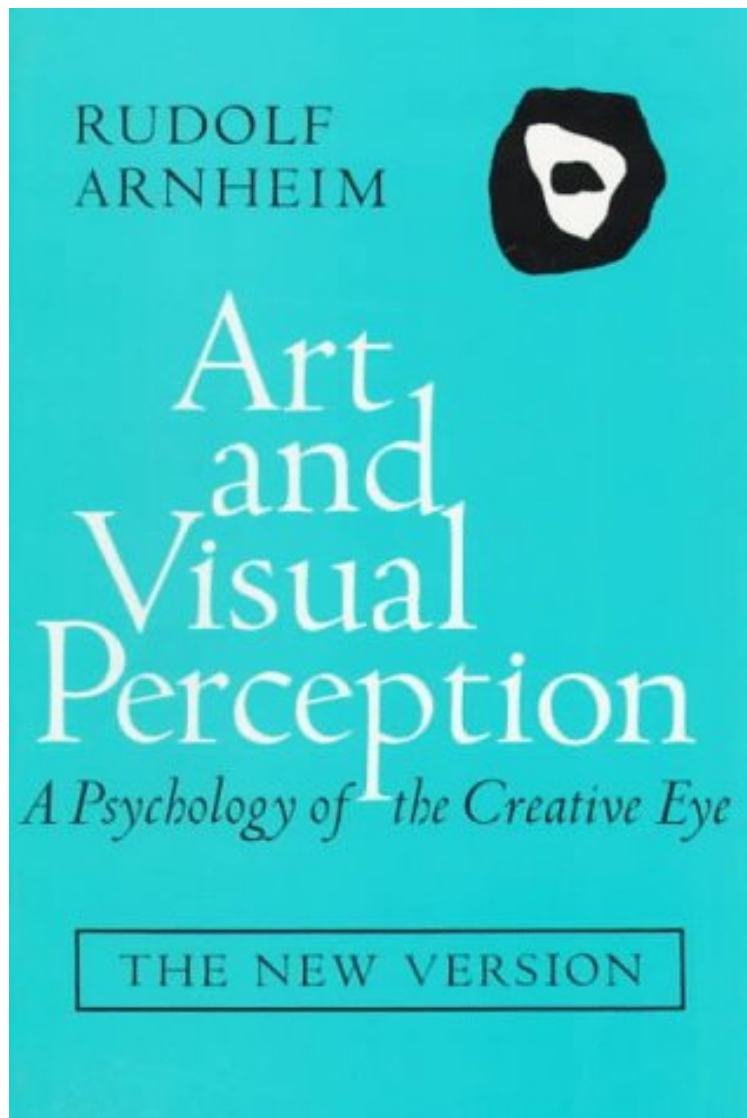


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Art and Visual Perception: A Psychology of the Creative Eye, The New Version, Second edition, Revised and Enlarged

Rudolf Arnheim

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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.
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Since its first publication in 1954, this work has established itself as a unique classic. It applies the approaches and findings of modern psychology to the study of art; it describes the visual process that takes place when people create - or look at - works in the various arts, and explains how they organize visual material according to definite psychological laws. Artists, critics, art historians, students, and general readers have found it a highly readable book. Now Arnheim has thoughtfully revised and enlarged the text and adds new illustrations, taking advantage of recent developments in his own work and that of others.

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