Students should be able to:

1. Describe the role of the following neuro-anatomic structures in processing the visual elements of visual stimuli:
   a. Lateral Occipital Cortex; b. V1; c. V2; d. V4; and e. the Interotemporal Cortex.
2. Describe the location and function of the Fusiform Gyrus.
3. Explain Geon Theory and why it is important in a discussion of face and object recognition. Add to your explanation what is meant by a “geon”.
4. Explain the role and function of visual “gist” perception, and tell why it is important relative to Geon Theory.
5. In terms of neurological brain circuiting and the concept of gist perception, explain why the speed of object identification increases with experience.
6. Explain the functional role of attention in working memory relative to understanding visual and verbal material in working memory.
7. Describe, the operations and utility of explicit and implicit memory relative the processing of graphics.
8. Explain the process—from beginning to end—of how a visual object comes to be represented in mind.
9. Describe what happens when a visualization graphic is “branded”.
10. Explain why there is a tension between novelty and branding.