USING PERCEPTION TO PERSUADE

Objective: You are going to take advantage of the ways in which people perceive their world in order to get someone to take notice of a topic of your choice. This is your first grade for the second semester, so take your time, be neat and be thorough!

Step 1 – You are going to choose a topic to promote from below:

Environmental Issues Stop Injustices

Equal Rights(women, young people, seniors) Combat a Disease

Voting for a candidate Political Ideals

Death Penalty Animal Rights

Pro or Anti War Foreign Policy Issues

Step 2 – You are going to design a poster attempting to persuade people to agree with your opinion on your topic. This poster, however, must include ALL of the ideas below. Your challenge is to figure out HOW to use ALL these ideas within the design of your poster promoting your topic from above. They cannot be randomly placed somewhere on the poster, but must be somehow incorporated into the theme. **YOU MUST DRAW AND DESIGN EVERYTHING BY HAND** - Good luck!!!

The poster should include **all** of the following ideas…

1. **Gestalt Principles of Perception (9 pts)**
   1. You must use at least three Gestalt principles/laws on your poster. Some sites to find explanations and examples:
      1. <http://graphicdesign.spokanefalls.edu/tutorials/process/gestaltprinciples/gestaltprinc.htm>
      2. <http://courses.csail.mit.edu/6.831/archive/2008/lectures/L15-graphic-design/image024.png>
      3. <http://sites.psu.edu/psych256sp15/wp-content/uploads/sites/20663/2015/01/gestalt_illustration-01.jpg>

b. On the back of your poster you must explain HOW you used the three principles.

1. **Depth Perception(9 pts)**
   1. You must use at least three principles on your poster. Some sites to find explanations and examples:
      1. <http://visual-perception.weebly.com/depth-perception-principles.html>
      2. <http://www.eruptingmind.com/depth-perception-cues-other-forms-of-perception/>
      3. <http://img10.deviantart.net/d96f/i/2012/318/6/1/monocular_depth_cue_by_peace_colby-d5kysqy.jpg>
   2. On the back of your poster you must explain how you used the three principles.
2. **Perceptual Constancy(3 pts)**
   1. You must use at least one principle on your poster. Some sites to find explanations and examples:
      1. <https://www.boundless.com/psychology/textbooks/boundless-psychology-textbook/sensation-and-perception-5/introduction-to-perception-39/perceptual-constancy-171-12706/>
      2. <http://psychlopedia.wikispaces.com/Perceptual+constancy>
      3. <https://pbs.twimg.com/media/Av5yZUnCEAMk8bh.jpg>
   2. On the back of your poster you must explain how you used the principle.
3. **Illusions(3 pts)**
   1. You must use at least one optical illusion. There are many different types of illusions. To view different types of illusions visit:

<http://www.eyetricks.com/illusions.htm>

<http://www.michaelbach.de/ot/>

<http://www.colorcube.com/illusions/illusion.htm>

Or visit Google and type in: Optical Illusions

b. On the back of your poster you must explain how you used the optical illusion.

**Rubric:**

Gestalt Principles: 9 points

Depth Perception: 9 points

Perceptual Constancy: 3 points

Illusions: 3 points

Creativity: 6 points

Neatness: 5 points

On-task Behavior/Group cohesiveness: 5 points

Total: /40 points