

THE VISUAL MODALITIES

INTRODUCTION

The visual modality refers to the sensory channel through which information is perceived visually.

Moreover, the visual modality refers to a series of images and other visual ancillaries which share a message (or simply exist for aesthetic purposes). These include photos, photo essays, drawings, paintings, websites, advertisements, visual memes, billboards, flyers, and even visuals with motions, such as films, television, animations, reels, etc.

Visuals are indispensable. Seriously, when was the last time you used a map? Or, digitally, relied on your GPS in your phone, which presents a visual orientation and your current position on a map.

HOW THE PROCESS WORKS

Visualizations involve the process of seeing and interpreting visual stimuli such as shapes, colors, objects, and scenes. Further, the process of understanding visuals relies on critical thinking processes to determine the message and its meaning.

In humans, seeing various objects involves the eyes capturing light and sending signals to the brain for processing and interpretation.

If you want more detail: Vision begins with the reception of light by the eyes. Light enters the eye through the cornea and passes through the pupil, which adjusts its size to control the amount of light entering. The lens of the eye then focuses the light onto the retina at the back of the eye. The retina contains photoreceptor cells called rods and cones. Rods are sensitive to low light levels and are responsible for night vision, while cones are responsible for color vision and detailed daylight vision. These photoreceptors convert light into electrical signals. The electrical signals generated by the photoreceptors are sent via the optic nerve to the brain. The brain processes these signals in the visual cortex, located at the back of the brain.

The visual cortex interprets the electrical signals received from the eyes to construct a visual representation of the external world. This region of the brain is responsible for recognizing shapes, colors, depth, and motion.

Perception involves the brain's interpretation of visual information. It encompasses recognizing objects, faces, places, and scenes, understanding spatial relationships, and interpreting visual cues such as gestures and facial expressions.

COMPONENTS OF THE VISUAL MODE

As mentioned, the visual modality is crucial for tasks such as recognizing faces, navigating environments, reading, and interpreting gestures or expressions. Understanding the visual modality often involves integrating visual data (such as images or videos) with textual information to enhance comprehension and generate more nuanced responses.

Vision often works in conjunction with other sensory modalities such as the auditory modality (hearing), touch, and the sense of body position. Integrating visual information with these other senses enhances our overall perception and understanding of the world.

Back to visuals, the visual mode is usually composed of a few elements (or components) which are common across visuals:

1. Layout
2. Color
3. Style (as in different types of font)
4. Size
5. Perspective (including position)
6. Movement
7. Dimensionality
8. Space

And there are others. But, if you need more information, you should switch to an art major or graphic design program. We will only cover enough of the basics to give you a solid understanding of what needs to be done with basic documents.