Visual behavior and how to influence it - 2 h

Adriana González Gil

Context

In the society of information, where each person is exposed to thousands of images every day and has dozens of options for every possible decision, it is increasingly important to be seen.

Whether we're talking about traditional communication, online presence or even business presentations, we have to know that the brain of our audience is constantly trying to filter information and make sense of the world in the easiest and fastest way possible.

This is why we need to understand how people consume visual content and how to avoid being visual noise.

Luckily, we have more information than ever on how we behave and we can use neuroscientific tools to scientifically measure what works. On this webinar we'll see multiple examples backed with science and applied to different media and multiple industries.

Duration - 2 hours:

- Visual perception and the brain. How our brain makes sense of visual stimuli - 45 min;
- Visual behavior and how to make content easy to consume - 30 min;
- How to measure and influence the visual behavior (with examples from neuroscience) - 45 min.

Detailed topics:

VISUAL PERCEPTION AND THE BRAIN

- Definitions
- Reality vs perception
- How and what we see
- The inverse problem

VISUAL BEHAVIOUR

- Patterns of visual consumption offline;
- Patterns of visual consumption online;
- Visual hierarchy;
- How to work around these patterns to stand out and make things easy to consume.

HOW TO MEASURE AND INFLUENCE THE VISUAL BEHAVIOR:

- Eye tracking
- What we have learned from neuroscience
- Examples