

R.I.T.

Chester F. Carlson

College of Science

Center for **IMAGING** SCIENCE

Seminar Series

Three Contributions of Visual Science to Understanding of Reading and Typographic Design

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Reading matters, and readers care about both speed and pleasure. Ideally, a scientific understanding of reading would account for both, though speed is objective and pleasure is subjective. We will present three ideas: crowding, channels, and readability. Crowding creates a perceptual bottleneck (the uncrowded window) that determines reading speed. Channels are scale-selective perceptual mechanisms that introduce effects of size, but differently for speed and pleasure. And we will show new results regarding the nature of perceived readability.

4pm, Wed, March 18, 2009

Auditorium of the Center for Imaging Science

www.cis.rit.edu/seminar

for up-to-date seminar schedule, video archives and abstracts.