

**The Factors Affecting the Perception of Still and Moving Images
(Using multiple methods)**

Dr. Hani Khalil Farran

**Associate Professor/ Department of Applied Arts Faculty of Fine Arts/ An-Najah
National University**

Abstract:

This research aims to study and analyze the factors affecting the visual perception of the content of images (still and moving). That is, defining them, highlighting the differences between them, and clarifying the concept of perception in detail. This is achieved with regard to the physiologic and semiotic connotations of an image as they are the foundations of perceiving and understanding images. In addition, the study aims at demonstrating the most prominent psychological theories in the field of visual perception and image understanding. It also aims at clarifying the mechanisms of sight, and how the human eye physiologically recognizes objects and different shapes by understanding the semiotic and semantic allusions evident in them.