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An exploration of the extraordinary, overlooked creative genius of the mind's eye.

We have long known about IQ, and we are beginning to appreciate emotional intelligence, yet there is another fundamental dimension of intelligence that shapes our experience, engages roughly half the brain's cortex, and largely goes unnoticed: our

visual intelligence. Far from being a passive recorder of a preexisting world, the eye actively constructs every aspect of our visual experience—from the strut of a peacock to the nuances of light in a forest at dusk.



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In an informal style replete with presents the compelling scientific evid doing, he unveils a grammar of vision

line, color, form, depth, and motion. Hoffman also describes the loss of these constructive powers in patients who have suffered devastating impairments: the artist who can no longer see or dream in color; the woman who, having lost her perception of motion, can no longer cross the street; the man who, unable to believe what he sees, declares his father an impostor. Finally, Hoffman explores the spin-offs of visual intelligence in the arts and technology, from the dynamics of film special effects to the visual worlds of virtual reality.

-from WW Norton

illustrations, cognitive scientist Donald Hoffman	
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