

KEYWORDS

SELECTED WORDS

01 VIRTUE

Virtue is moral excellence. A virtue is a trait or quality that is deemed to be morally good and is thus valued as a foundation of principle and good moral being. Personal virtues are valued as promoting collective and individual distinction; in other words, it is a behavior that shows high moral standards. Doing what is morally right and diligently avoiding what is wrong.

02 CONVERT

The word convert denotes “change,” whether it is a person who adopts a new belief, or a changing action, such as when you convert dollars into euros. Convert can also refer to the change of form or function of something.

VIRTUE

COGNITIVE

a term referring to the psychological realm involved in gaining knowledge and comprehension.

ATTRIBUTE

a quality regarded as a characteristic or inherent part of something.

PERCEPTION

the way in which something is regarded, understood, or interpreted.

MORAL

varying principles concerning the distinction between two sides; right vs wrong.

PRECEPT

a general rule intended to regulate behaviour or thought.

ALLOCATE

distribute (resources or duties) for a particular purpose.

TYPE

a category of people or things having common characteristics.

CONCEPTION

the way in which something is perceived or regarded.

DUAL

consisting of two parts, elements, or aspects.

PRINCIPLE

a general rule intended to regulate behaviour or thought.

DISSEMINATE

spread (something, especially information) widely.

PATTERN

an example for others to follow.

ENLIGHTEN

give (someone) greater knowledge and understanding about a subject or situation.

MATCHING

corresponding in pattern, colour, or design; complementary.

FUNDAMENTAL

forming a necessary base or core; of central importance.

UNIVERSALLY

wide spread and without exception by everyone; in every case.

ANALOGOUS

comparable or similar in a way that invites juxtaposition; a likeness that permits one to draw an analogy.

PREDOMINANT

present as the strongest or main controlling element.

CONCLUSION

OF KEYWORD

01 VIRTUE

Virtue is a **cognitive** trait imbued in you and me, a natural **attribute** of the human race, and in one way or another, we all have it. Our **perceptions** of virtues vary due to different upbringings, however, the **fundamental** principles usually remain the same. Intrinsically, virtues help us to understand how others would think, feel and want to be treated.

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TYPES OF PERCEPTIONS

RESEARCH RECAP:

VIRTUE

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the psychological realm involved in gaining knowledge and comprehension.

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the way in which something is regarded, understood, or interpreted.

CONCLUSION

Although perception is a non-physical and intangible process, it can still be applied in many areas. It involves creating an interpretation of the world around us, though these perspectives are usually subjective and not always right.

All perception involves going through the cognitive system, it is here that perspectives are formed.

Because perception by definition means "a cognitive trait", virtues by that very definition can be considered a form of perception. Virtues are also highly subjective and differ from people to people.

SOCIAL PERCEPTION

(Non-Physical)

Social perception is the study of how people form impressions of and make inferences about other people. It refers to identifying and utilizing social cues to make judgments about social roles, rules, relationships, or the characteristics of others, be it true or untrue.



COLOR PERCEPTION

(Non-Physical)

Color perception is a part of the larger visual system and is mediated by a complex process between neurons that begins with differential stimulation of different types of photoreceptors by light entering the eye.



VISUAL PERCEPTION

(Non-Physical)

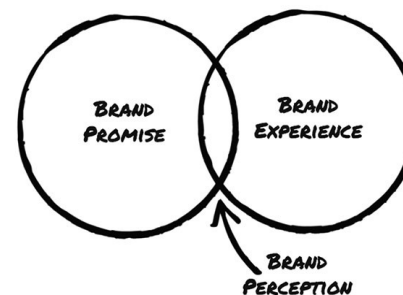
Visual perception is the ability to see, organize, and interpret one's environment. In the example below, your eyes may either see a woman's face, a male saxophonist or both. But which is it? Our answer varies depending on how our cognitive processes interpret.



BRAND PERCEPTION

(Non-Physical)

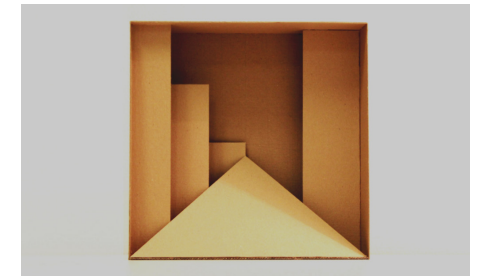
Brand perception is what customers believe a product or service represents, not what the company owning the brand says it does. Brand perception comes from customer use, experience, functionality, reputation and word of mouth recommendation.



SPATIAL PERCEPTION

(Non-Physical)

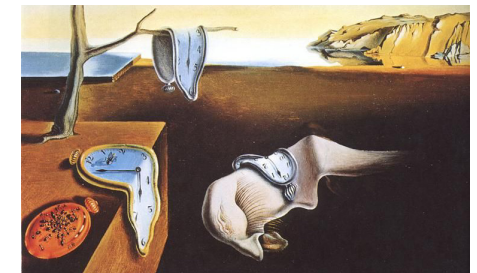
Spatial perception is the process through which organisms become aware of the relative positions of their own bodies and objects around them. It provides cues, such as depth and distance, that are important for movement and orientation to the environment.



TIME PERCEPTION

(Non-Physical)

Time perception is a field of study within psychology and neuroscience that refers to the subjective experience, or sense, of time, which is measured by someone's own perception of the duration of the indefinite and unfolding of events.



TYPES OF PERCEPTIONS

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the psychological realm involved in gaining knowledge and comprehension.

PERCEPTION

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VISUAL PERCEPTION

the ability to see, organize, and interpret one's environment.

CONCLUSION

Perception is a cognitive process that involves creating an interpretation of the world around us. Visual perceptions could be intended to be subjective, in that what each viewer sees is personal and correct. There is no "wrong way to see" in this case as all interpretations are purposefully intended by the designer/artist.

GESTALT PRINCIPLES

Figure Ground

Figure-ground organization is a type of visual perceptual grouping that is a vital necessity for recognizing objects through vision. In the examples below, what you see is subjective, it could be "this" or it could be "that" or it could be both. Either way you are right!



CHINESE TYPOGRAPHY

Figure Ground in Chinese Typography

Similar to the examples on the left, figure ground can also be applied to Chinese typography. In this case, what you see is subjective, you could see one, two if not all the characters within each form. Either way you are not wrong as that is the intended effect.



In the example below, if you can see the romanized Chinese system or "pinyin" within each Chinese character you are not dreaming, it is in fact the designer's intention to craft Chinese characters from English pinyin.



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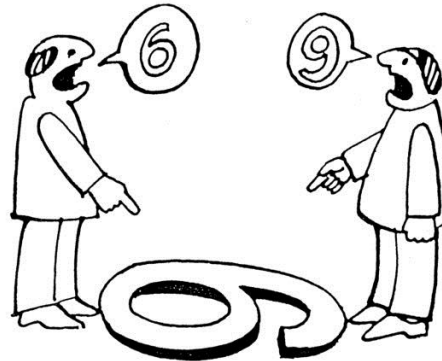
the ability to see, organize, and interpret one's environment.

CONCLUSION

Perception is a cognitive process that involves creating an interpretation of the world around us. Often these interpretations give a false sense of reality as what we visually perceive is prone to erroneous illusions. In this case, there is a "wrong way to see" as even though our perception could be a reality, we ought not to assume it is THE reality.

PERCEPTION IS NOT REALITY

What you see is not always right. In the example below, one may say '6' and one may say '9', if we do not think deeper, we may assume that both are correct. But in actuality, someone wrote down the character intending for it to either be a '6' or '9'. Therefore, one of the answer is wrong. Visual perception acts as a lens into reality, but at times, it does not adequately explain what it truly is.



PERCEPTION IS AN ILLUSION

Illusory Motion

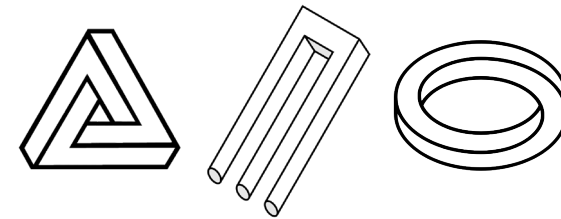
Illusory motion is an optical illusion in which a static image appears to be moving due to the cognitive effects of interacting color contrasts, object shapes, and position. Images are visually perceived to be moving but are in actuality completely static.



FALSE PERCEPTIONS

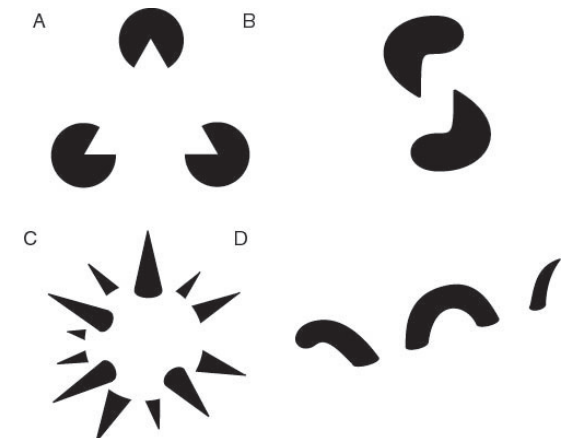
Impossible Objects

An impossible object is a type of optical illusion. They are different from typical illusions as the objects are not visually moving. What it does do however, is give a false perception, tricking the mind into thinking that these objects are visually possible or normal when they are not.



Closure of Negative Space

Each figure demonstrates that our mind perceives and constructs more spacial information than the visual stimuli represent. Our minds are constantly trying to make sense of the world around us and in order for it to do that, it often perceives more than it should. This leaves us to wonder if our perceptions of the world is accurate or just an illusion of reality.



LINKING BACK

TO KEYWORDS

VISUAL PERCEPTION

Visual perception is the ability to see, organize, and interpret one's environment. It could be intended to be subjective, in that what each viewer sees is personal and correct. There is no "wrong way to see" as all interpretations are purposefully intended. However, these interpretations could also give a false sense of reality. This is because what we visually perceive is prone to erroneous illusions. In this case, there is a "wrong way to see", as even though our perception could be a reality, we ought not to assume it is THE reality.



COGNITIVE

All forms of perception goes through the cognitive system to be interpreted into perspectives and believes. Visual perception can therefore be cosidered a cognitive process as without it we would not be able to make sense of what we are seeing.



VIRTUE

Virtues are by definition a cognitive ideology. It is a form of visual perception as it helps us to see and subsequently frame the world we live in. Virtues can be subjective due to differing upbringings and teachings. To some, it is seen as an illusion of reality, that controls the way we live our lives.

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CONCLUSION

Fundamental can be applied in many areas. It refers to the basic component(s) that underlies each system. Though rudimentary, fundamentals are essential before greater complexity can be implemented.

Fundamental can be referred to in both physical or non-physical terms. Either way, it can be considered cognitive as the word is used to describe a baseline knowledge of any particular topic.

Virtues are a cognitive trait. Fundamental principles that act as a foundation for character building and development.

FORM FUNDAMENTALS

(Physical)

Most subjects can be simplified down to basic forms of spheres, boxes, cylinders, etc. Understanding the basic forms and structures which make up your subject will allow you to paint more convincing depictions.



MAKE-UP FUNDAMENTALS

(Physical)

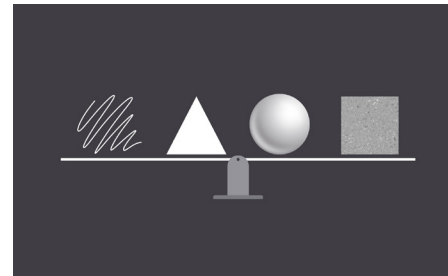
In make-up, foundation is the base upon which you build your entire makeup look. It provides an even finish to skin so that more complex cosmetics can layer and build up. Skipping make-up fundamentals could result in uneven or patchy end results; spoiling the look.



DESIGN FUNDAMENTALS

(Physical)

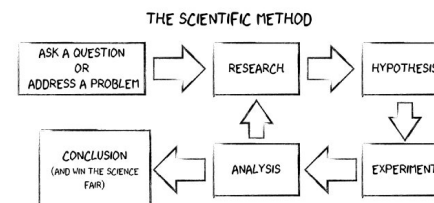
Design fundamentals are composed of basic elements, including line, shape, form, texture, and balance. They might not seem like much on their own, but together, they're part of almost everything we see and create.



SCIENTIFIC FUNDAMENTALS

(Non-Physical)

The scientific method is used in all sciences. Scientists in different fields use the same core approach to find answers that are logical and supported by evidence. The greatest scientific mysteries rely on rudimentary yet effective fundamentals to garner answers.



BUILDING FUNDAMENTALS

(Physical)

The foundation serves the purpose of completely distributing the load from the structure over a large base area and then to the soil. In order for towering structures to be built, a strong building fundamental is essential.



CODING FUNDAMENTALS

(Non-Physical)

In coding, simple text base elements are typed out in a vertical manner. Each word corresponds to a basic fundamental function. When multiple codes are structured properly, these basic commands can build up complex and imaginative websites.

```
<!DOCTYPE html>
<html>
  <head>
    <title> CINDY </title>

    <link href="CSS/style.css" rel="stylesheet">
    <style type="text/css">
    </style>
  </head>
```

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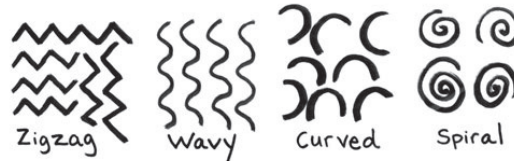
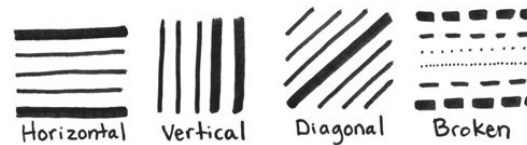
Fundamental can be applied in many areas. It refers to the basic component(s) that underlies each system. Design fundamentals can either refer to geometric elements or a composition thereof.

GEOMETRIC

Design fundamentals is defined as being composed of basic geometric elements that form up the structure of something. This takes the form of line, shape, form, texture and balance.

Lines

Line is probably the most fundamental of all the elements of design. It is the starting place for most artistic creation whether one is starting a fine draing or painting or even sketching ideas, most design begins with line.



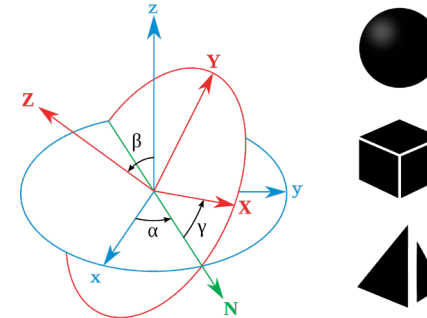
2D Shapes

From lines, the most basic, primary shape can be derived. Anything and everything around us composed of these basic units. There are others but the bottom three are the most common; square, circle & triangle.



3D Forms

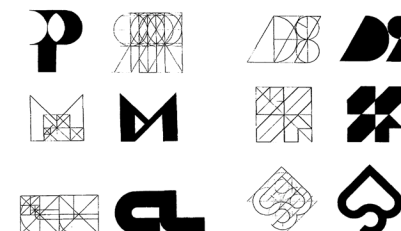
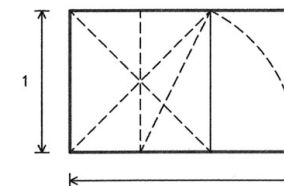
3D forms are basically repeated 2D forms that are rotated about a central axis; either, x,y or z as represented below.



ORGANIC GEOMETRY

Organic geometry is the process of construction following the principle of geometry without using any measurements except the starting units (square, circle, triangle) to create the "perfect" form.

The Perfect Form (Golden Section)



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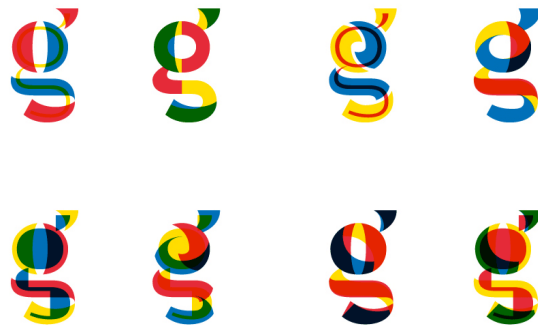
CONCLUSION

Fundamental can be applied in many areas. It refers to the basic component(s) that underlies each system. Design fundamentals can also refer to a progressive process in which primary units are added one by one to achieve an outcome that is big, complex and intricate.

MODULAR DESIGN

Graphic Design

Modular design or “modularity in design” is a design approach that subdivides a system into smaller parts called modules or skids that can be independently created and then used in different systems; functional partitioning into discrete scalable and reusable modules.



Architecture

Modularity is also present in architecture. Through it, you can achieve designs, while achieving low-cost for development, as well as, cost saving in design and productivity in construction.



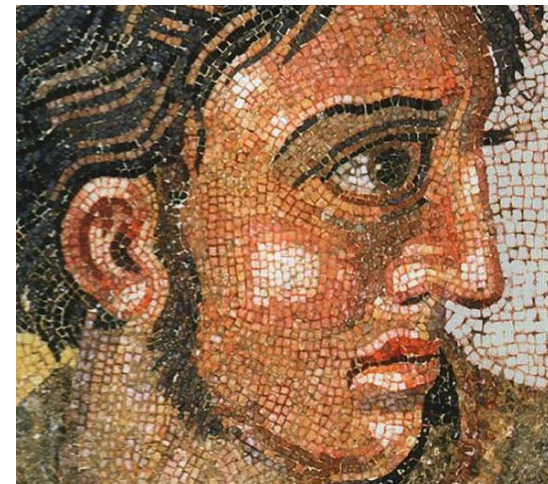
GENERATIVE ART

Generative art refers to art that in whole or in part has been created with the use of an autonomous system (non-human). Shape by shape, the system introduces randomness as part of its creative process.



MOSAIC

A mosaic is a pattern or image made of small regular or irregular pieces of colored stone, glass or ceramic, held in place by plaster/mortar, and covering a surface. Considerations in this case are shape, form and colour.



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VIRTUE

As the famous adage goes "Rome wasn't built in a day." Virtues are a cognitive trait, the fundamental foundation/unit of character building (outcome). It is a progressive process that develops step by step.

CONCEPT BUILDING

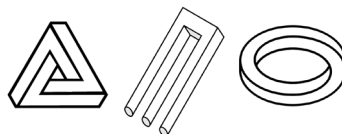
OF KEYWORDS

KEYWORDS FROM MINDMAP

INSPIRATION FOUND

LINKING BACK TO FESTIVAL

FROM PERCEPTION



VISUAL PERCEPTION

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YOUR EYES PLAY TRICKS ON YOU

At times these interpretations give a false sense of reality as what we visually perceive is prone to erroneous illusions. There is a "wrong way to see" as even though our perception could be a reality, we ought not to assume it is THE reality.

WHAT YOU SEE IS NOT WHAT YOU GET

There are various oddities in the hungry ghost festival, some of which are weird and off-putting; coming off as overly superstitious or irrational. But what we see is not always as it seems as many of these practices stem from virtuous behaviour. According to this system of belief, those exercising such practices fervently are in contrast more honourable.

FROM FUNDAMENTAL



DESIGN FUNDAMENTAL

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MASTER THE FUNDAMENTALS

"Get the fundamentals down and the level of everything you do will rise." Everything we see around us is composed of basic elements; even the most complex forms. The fundamentals are key to achieve perfection. Only by layering the foundation one by one can we go on to achieve greater things.

FUNDAMENTALS MATTER

Paying their respects, providing for and even entertaining their deceased ancestors may seem to us mechanical and pointless. But practitioners of the faith know these fundamental acts of filial piety matter. The implications of disregarding something "so small" has serious consequences. Apart from disrespecting your ancestors, it can also bring bad luck and misfortune.

RE-CONCLUSION

OF KEYWORD

01 VIRTUE

Virtue is a fundamental principle that resides in us. It's degree of importance varies from people to people; due to differing perceptions. Some see it as a guide to life, while others deem it to be an illusion that controls everything. Regardless, virtues aid in character development and is a process that is progressive; building up step by step.