

CIHAN UNIVERSITY/SULIMANIA, ARCHITECTURAL DEPT.

THIRD YEAR 2023-2023

FIRST SEMESTER LECTURE 2

Logic and Design Methodology

Dr. Nahedh T. Al-QEMAQCHI

What is thinking

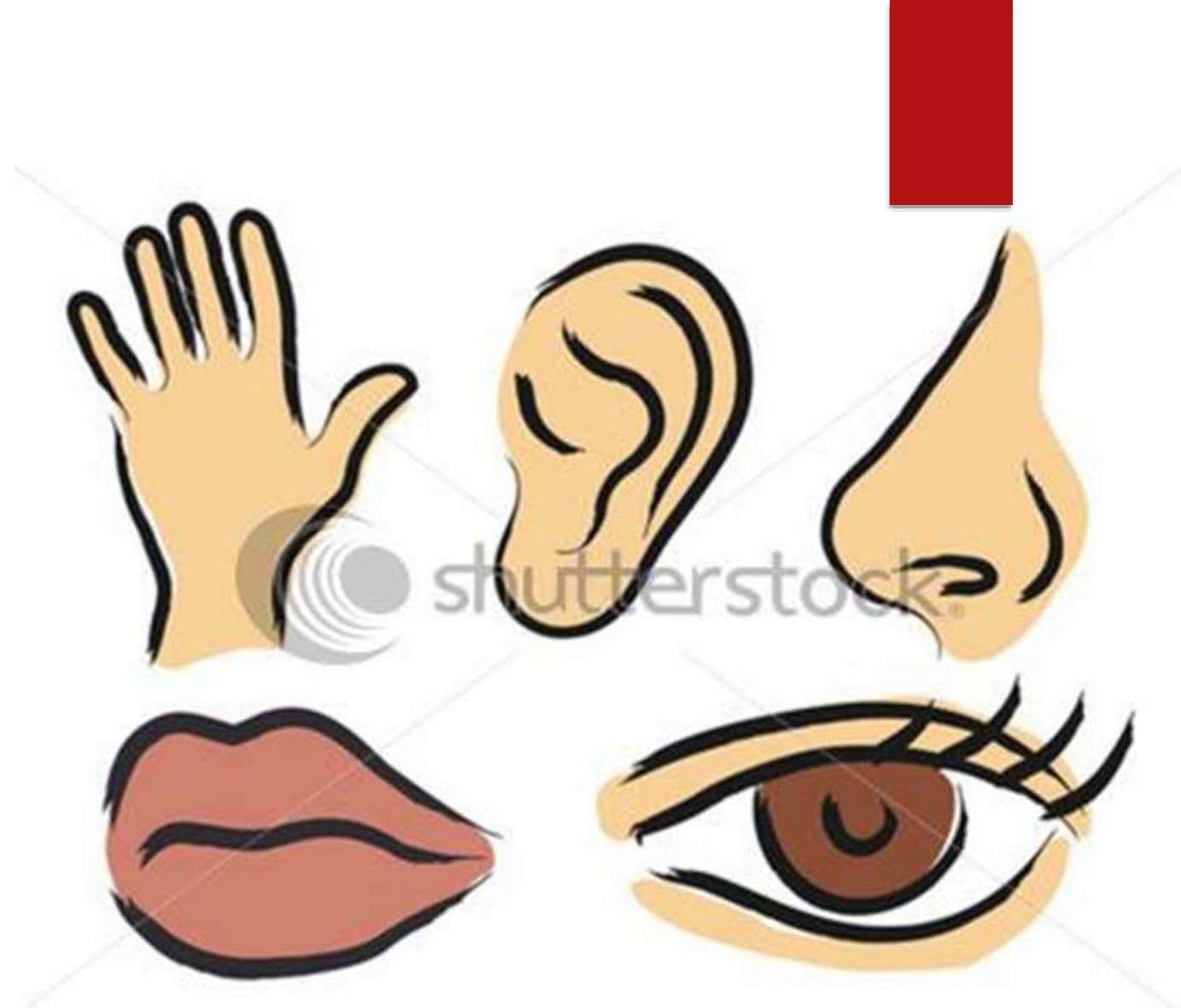
- ▶ **Thinking** is the activity of human mind as a process of strengthening the relationship between stimulus and response.
- ▶ **Thinking** is remembering something, and questioned whether there is a relationship between what is intended.
- ▶ **Thinking** is processing information mentally or cognitively by rearranging the information from the environment and the symbols which were stored in the memory.
- ▶ **Thinking** is an implicit problem-solving behavior.

The process of thinking



Perception

- ▶ A process by which an individual organizes and interprets its sensory impressions in order to give meaning to their environment.
- ▶ Several aspects of Perception known as perceptual processes are:
 1. Seeing
 2. Hearing
 3. Smelling
 4. Tasting
 5. Touching



Perception and motivations

- ▶ “ WE DON'T SEE THINGS AS THEY ARE, WE SEE THINGS AS WE ARE.”



Process of selecting stimuli

▶ Out of all received stimuli some necessary stimuli are selected for further processing and the factors governing the selection of stimuli :

Internal
factors

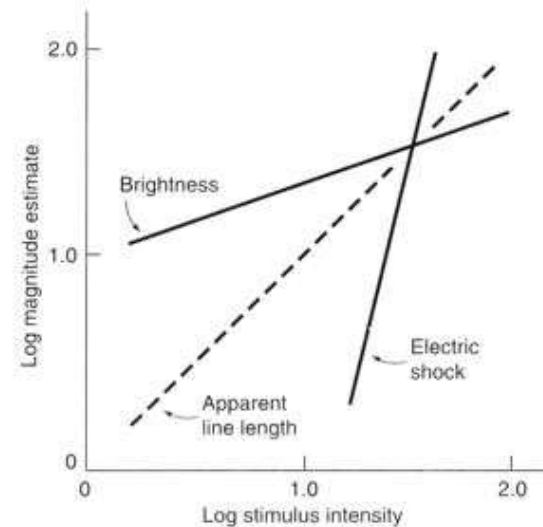
external
factors

External factors
influencing selection:

► Intensity

- Size
- Contrast
- Repetition

Steven's power law



$$P = k S^n$$

P : perceived magnitude
S : stimulus intensity
k : constant

Relationship between intensity of stimulus and perception of magnitude follows the same general equation in all senses

External factors
influencing selection:

▶ Intensity

▶ **Size, Shape,
Appearance**

▶ Contrast

▶ Repetition



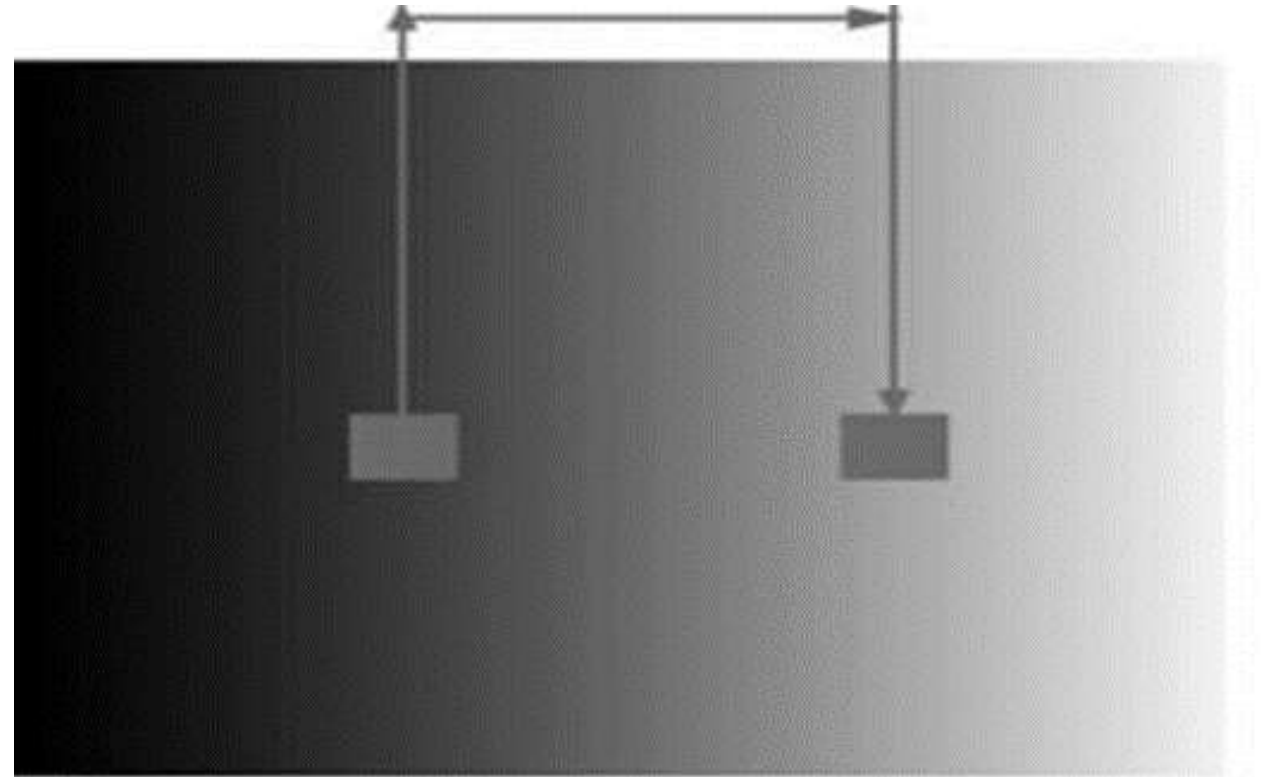
External factors influencing selection:

- ▶ Intensity

- ▶ Size

- ▶ **Contrast**

- ▶ Repetition



External factors influencing selection:

- ▶ Intensity
- ▶ Size
- ▶ Contrast
- ▶ **Repetition**



Internal factors influencing selection:

- ▶ Psychological need
- ▶ Background culture
- ▶ Experience
- ▶ Personality

