

石川 将也

Masaya Ishikawa

+

田谷 修一郎

Shuichiro Taya

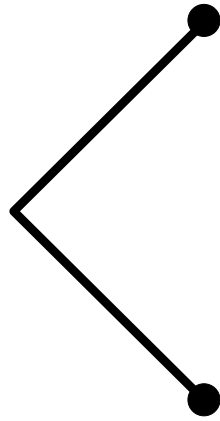
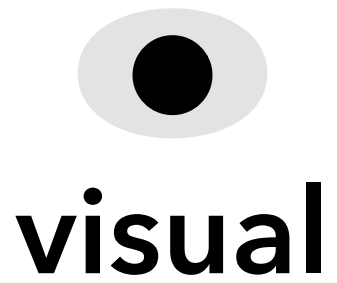
**design and**

**cognition**

*01 introduction*

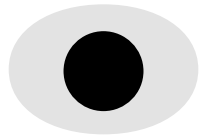
**design** and

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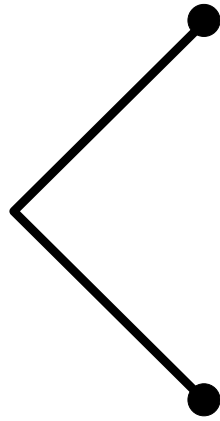


**design** and

**cognition**



**visual**



**design** and

**cognition**



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● **design** and

● **cognition**

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Masaya Ishikawa

graphic designer  
researcher

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● design and

● cognition

KEIO SFC Masahiko Sato lab | 00-04

EUPHRATES | 06-19

independent | 20-

Pitagora Souchi, ISSEY CANVAS, #hellobaobao

石川 将也

● **design** and

Masaya Ishikawa

graphic designer  
researcher

● **cognition**

**KEIO SFC Masahiko Sato lab** | 00-04

**EUPHRATES** | 06-19

**independent** | 20-





**SFC30**

**KEIO SFC 30th Anniversary**



S3C30





# 1858 + 150

## 未来を ひらく 福澤諭吉展

FUKUZAWA Yukichi : Living the Future

### 東京国立博物館 表慶館 (上野公園)

TOKYO NATIONAL MUSEUM HIYOKIRIKAN [UENO PARK]

2009年1月10日(土) - 3月8日(日)

開館時間：9:30 - 17:00 (入館は開館の30分前まで) 休館日：毎週月曜日 (ただし、月曜日が祝日の場合は開館、翌火曜日休館)

交通案内：JR上野駅公園口・豊谷駅南口から徒歩16分、東京メトロ上野駅・保木駅、京成電鉄京成上野駅から徒歩19分、〒110-8712 東京都台東区上野公園13-9  
観覧料：一般 入 1,300円 中 1,000円 小 800円、大学生 入 1,000円 中 800円 小 700円、高校生 入 800円 中 600円 小 500円  
※ 観覧料20歳以上、※ 中学生以下無料、※ 障害者とその介護者1名は観覧料無料(要予約)

主催：東京国立博物館、慶應義塾、アジサンケイグループ (主管：産経新聞社) お問い合わせ：01-5777-8811 (朝-夕) <http://fukuzawa2009.jp/>

後援：文化庁 協賛：東京建設、損害保険ジャパン、大王製紙、大日本印刷、大東証券グループ、トヨタ自動車、久光製薬、JR東日本 協力：日本通運

Creative Director:  
Masahiko Sato

Design:  
Masaya Ishikawa

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● design and

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● design and

↑ back & ↓  
forth

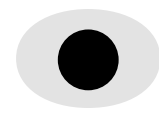
● cognition

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Masaya Ishikawa

graphic designer

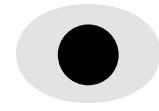
researcher



**design** and



back &  
forth



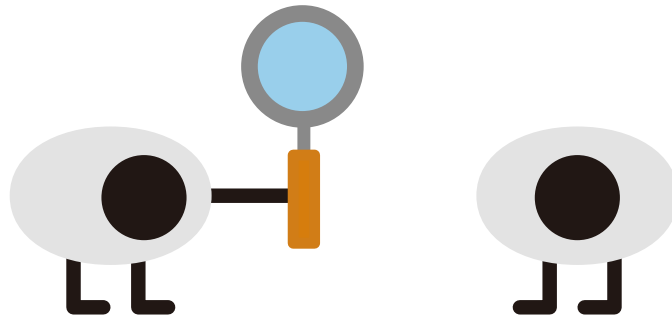
**cognition**



to explain ...

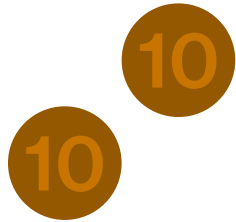
mini

# Optical Illusion workshop

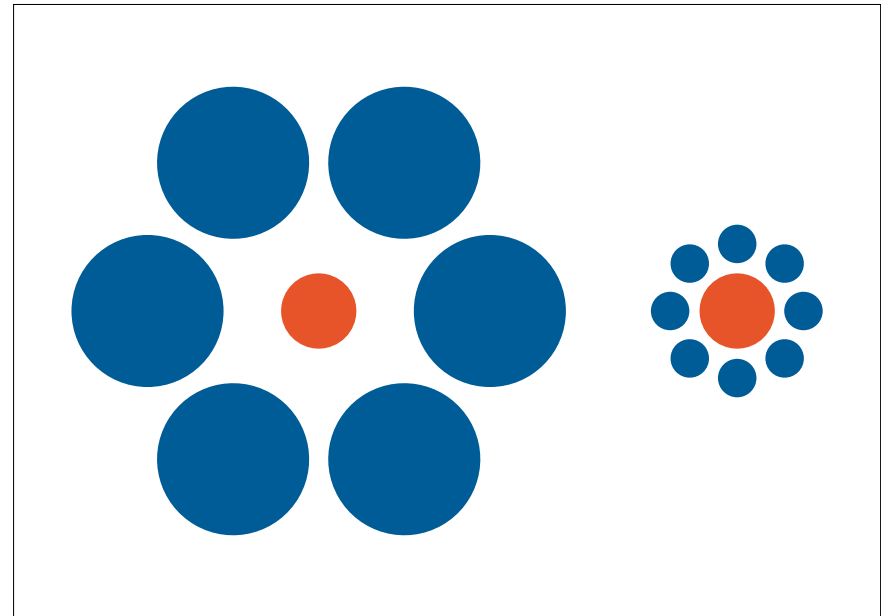




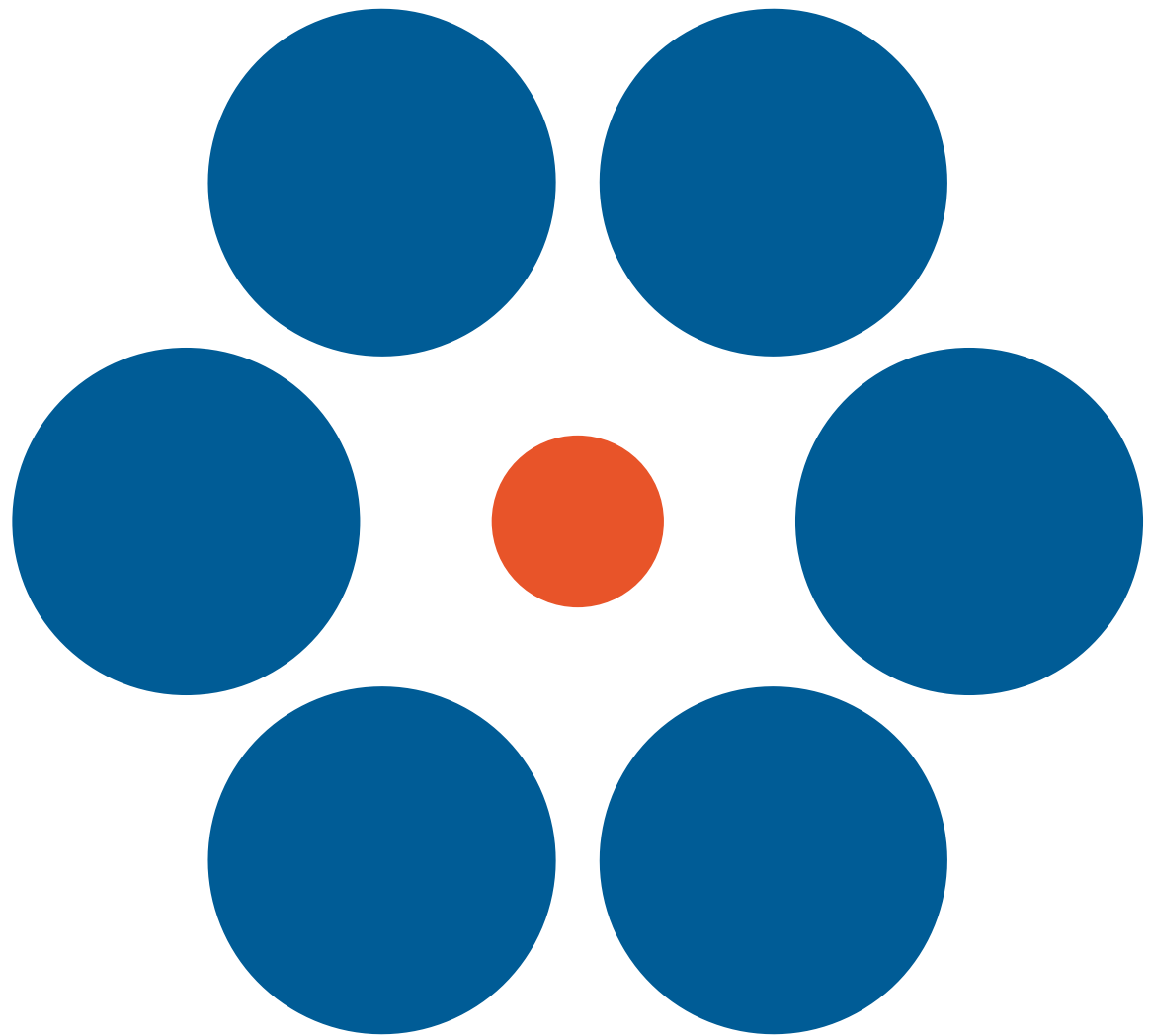
# Optical Illusion <sup>mini</sup> workshop ①



10 yen coin × 2

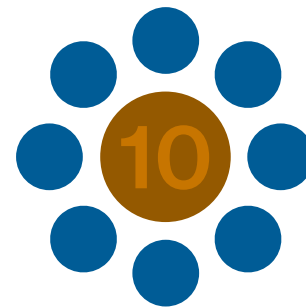
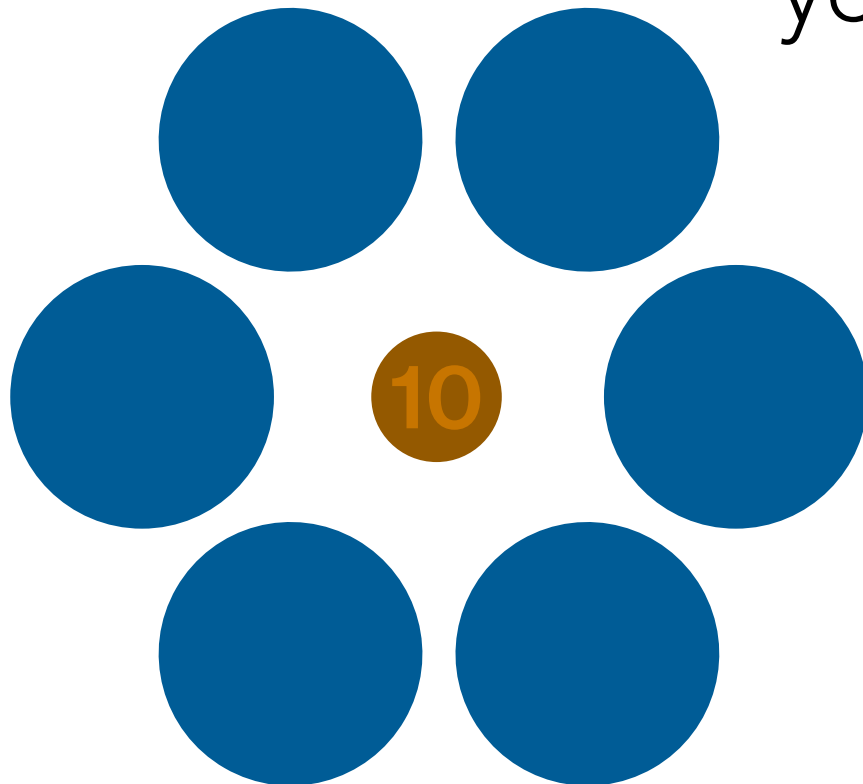


experiment sheet



# Optical Illusion <sup>mini</sup> workshop ① “size”

We **know** that the two coins are the same,  
yet **they appear** to be  
**different** sizes.



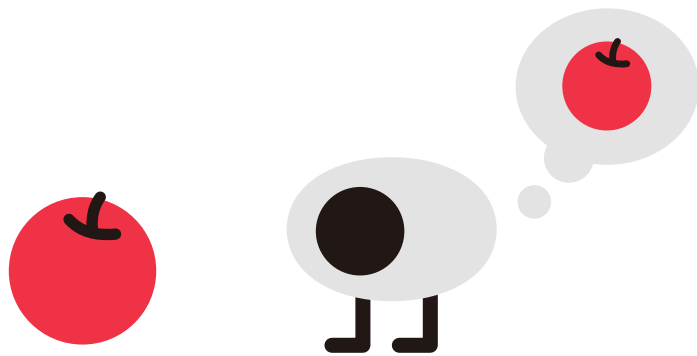
Ebbinghaus illusion, 1901

# Optical Illusion

# Optical Illusion

||

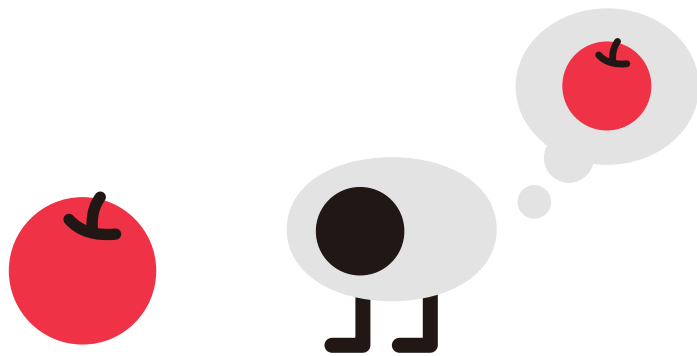
Sometimes the reality we perceive with our eyes is different from the real world.



# Optical Illusion

II

Sometimes the reality we perceive with our eyes is different from the real world.

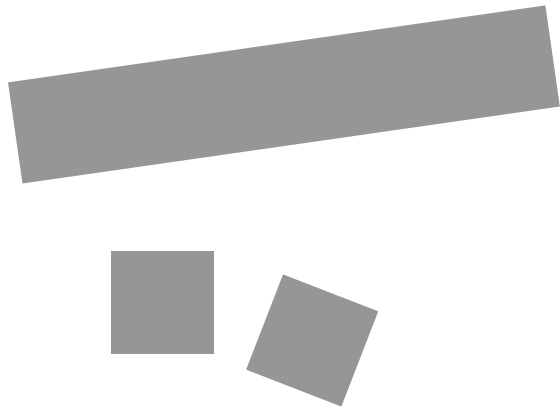


Knowing how  
the eye works is  
very important  
for graphic  
designers.

大  
問  
題

**Huge  
Problem**

# Optical Illusion <sup>mini</sup> workshop ② “color”



small grey paper

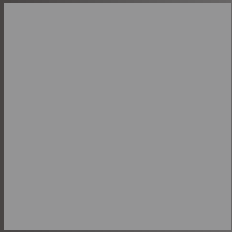


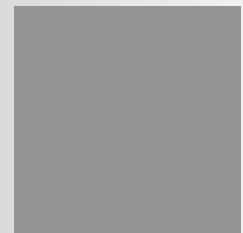
experiment sheet







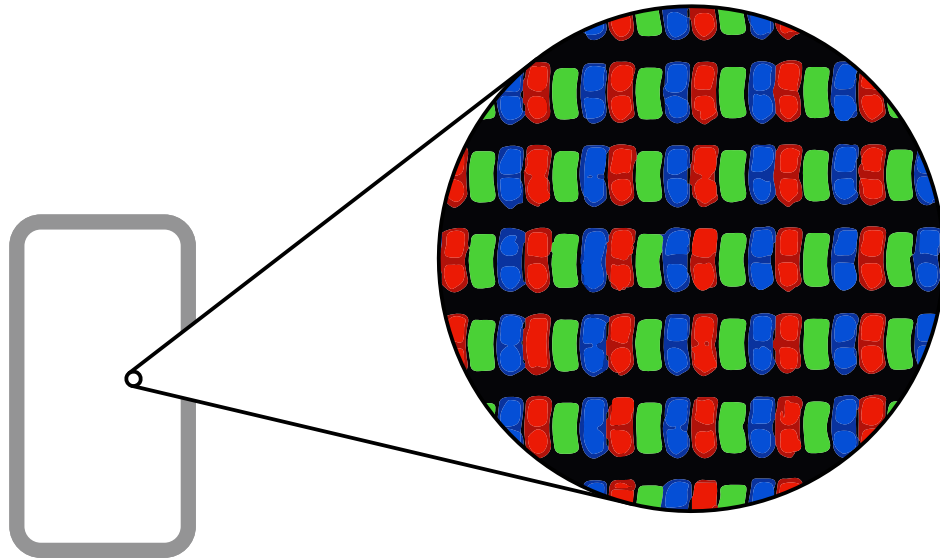




There are individual differences in the perception of optical illusions.

memo

# Optical Illusion <sup>mini</sup> workshop ② “color”



Smartphone,  
PC, TV, Tablet  
Screens



We humans have  
made use of optical illusions  
and **created useful things.**

# Optical Illusion workshop <sup>mini</sup> ③ “shape”



Overlapping checkerboard rotary illusion

重ね市松回転錯視

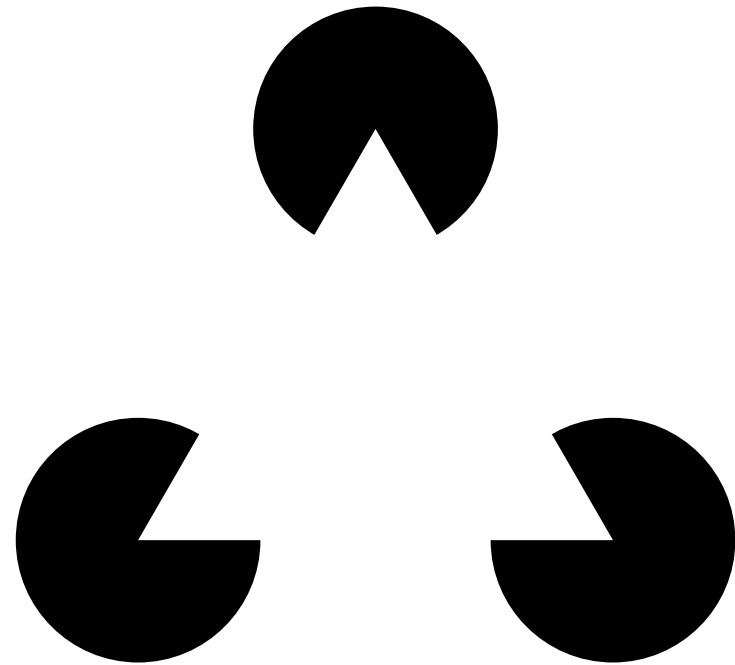
Usui + Ishikawa + Taya, 2023

# Optical Illusion workshop <sup>mini</sup> ③ “shape”



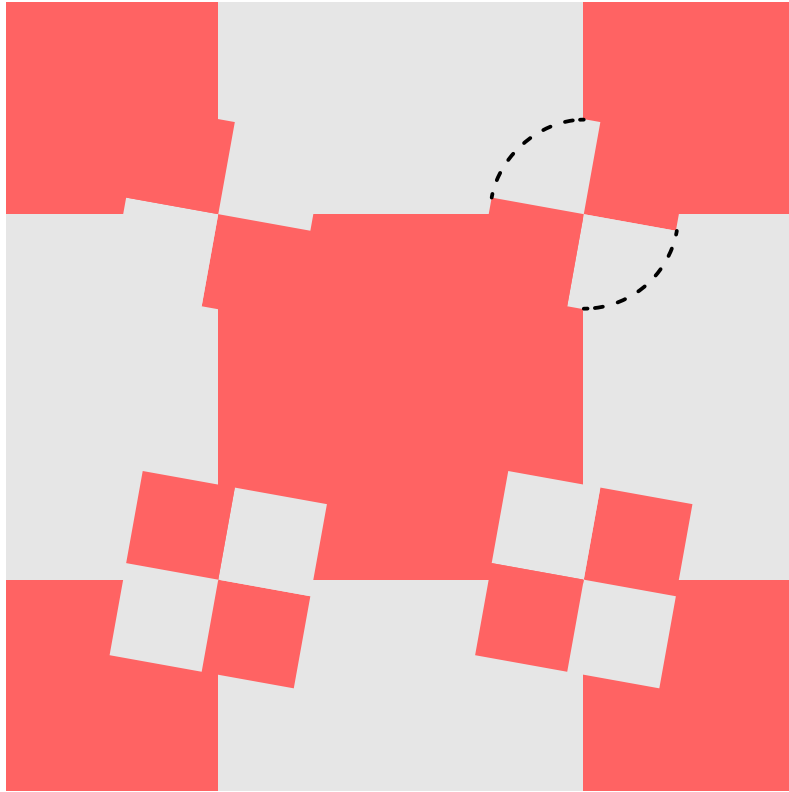
**Completion**

Humans can supplement missing information.



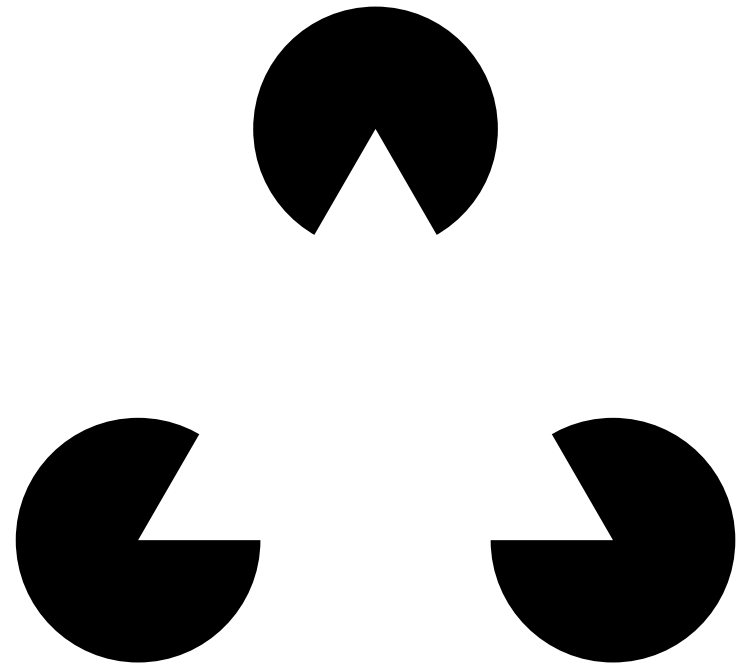
**Kanizsa, 1955**

However, the **completed representation** can be **different** from the real world.



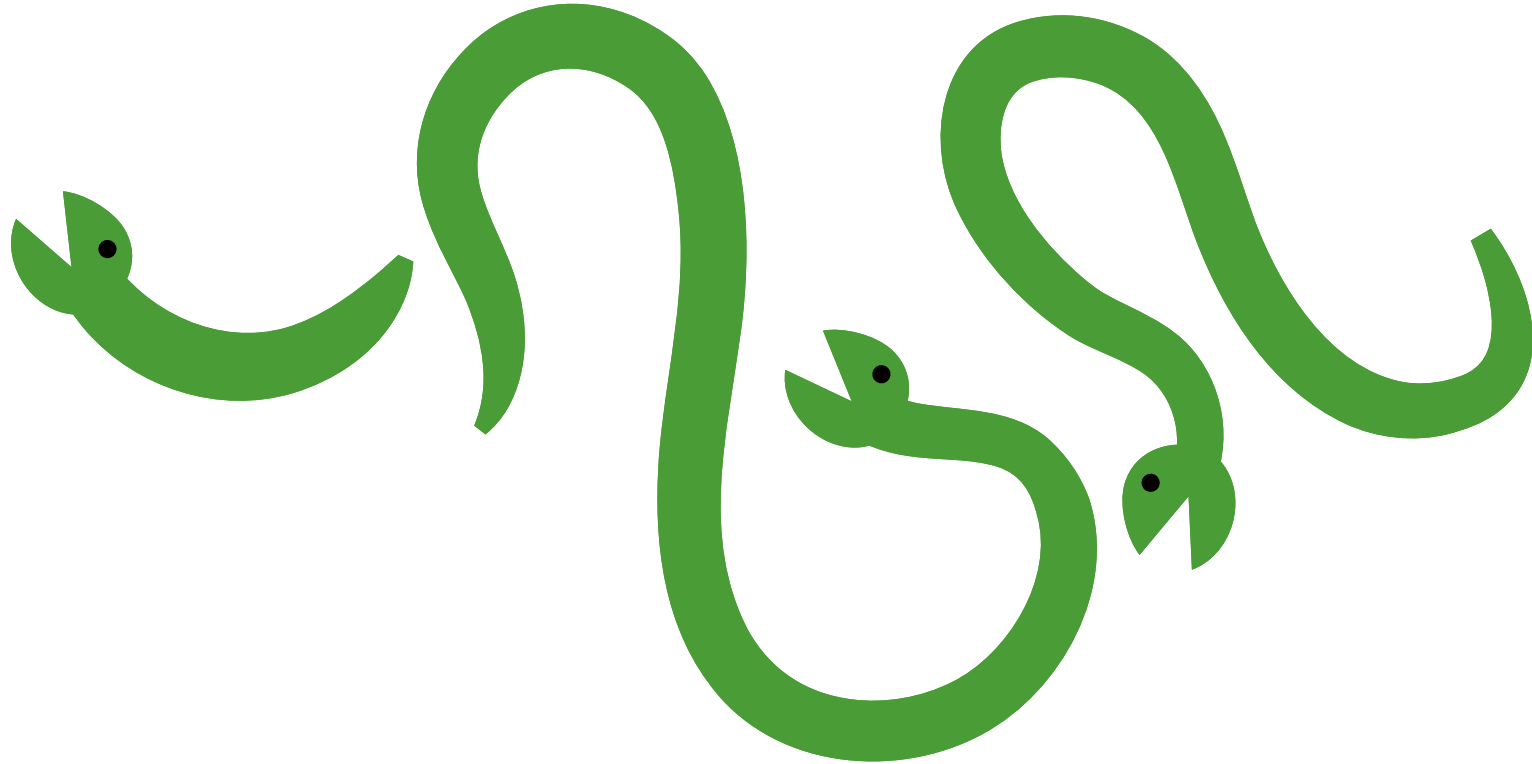
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Kanizsa, 1955

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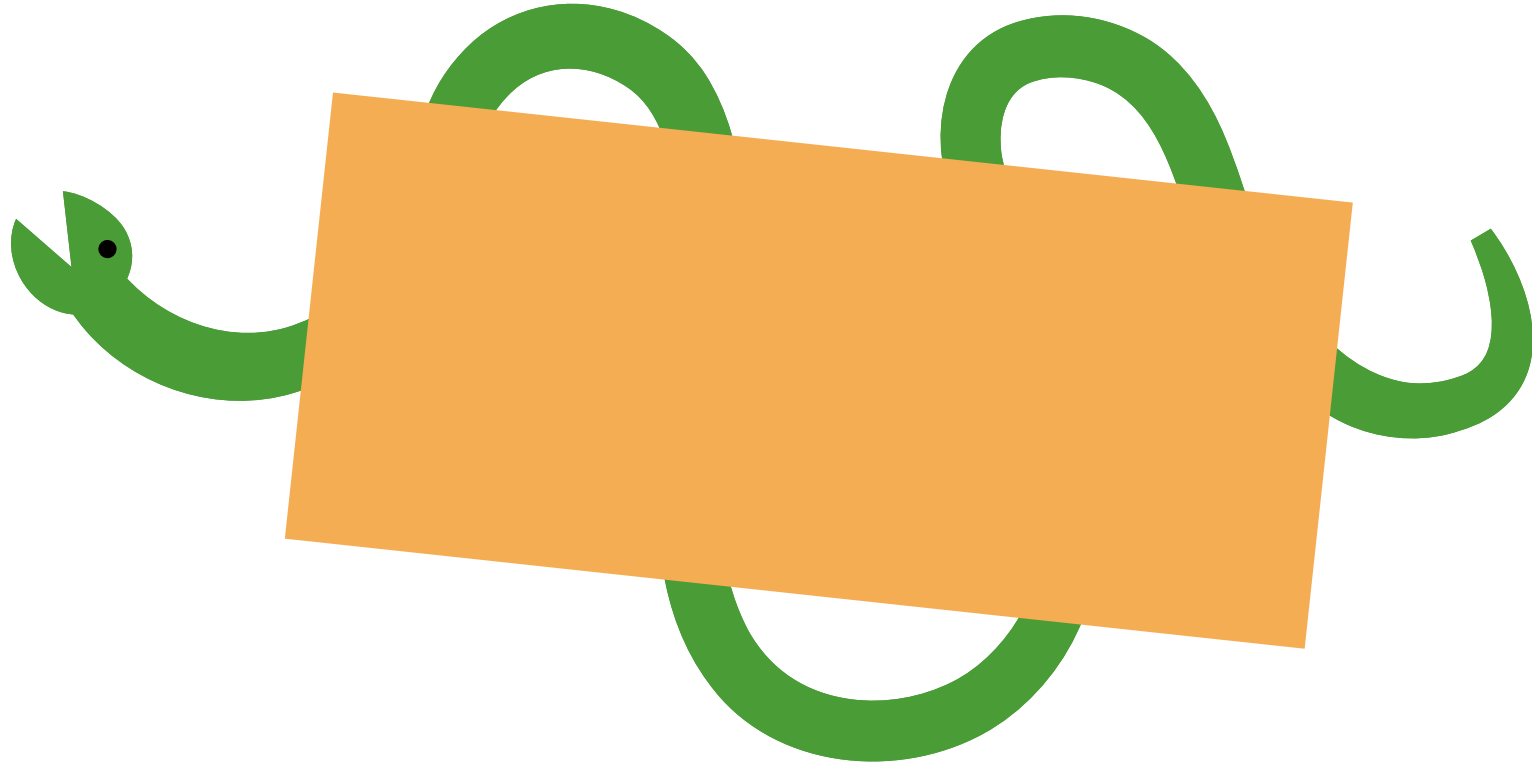


## **Completion**

Humans can supplement missing information.



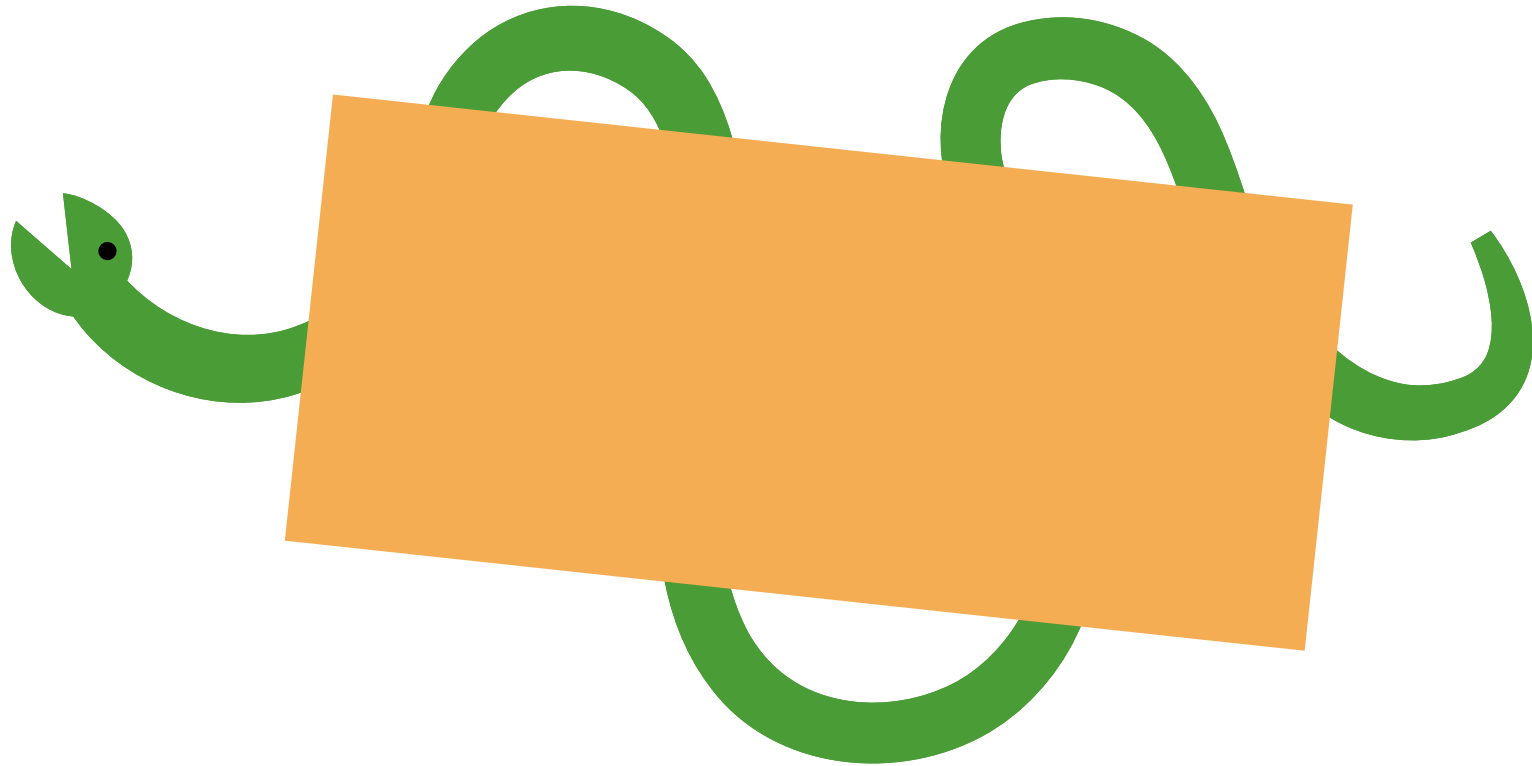
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## **Completion**

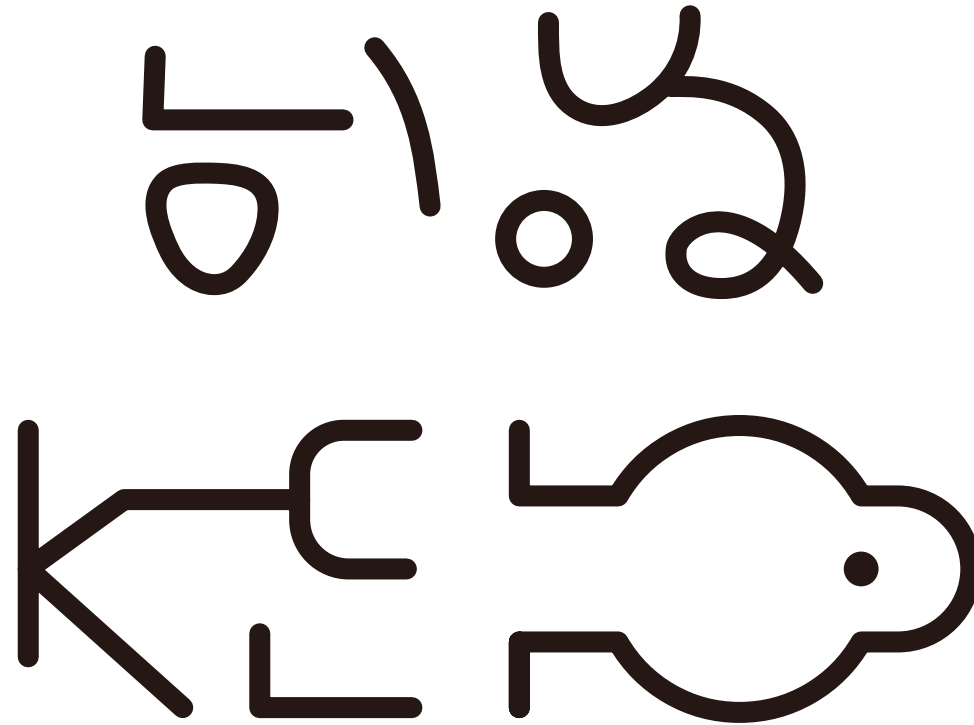
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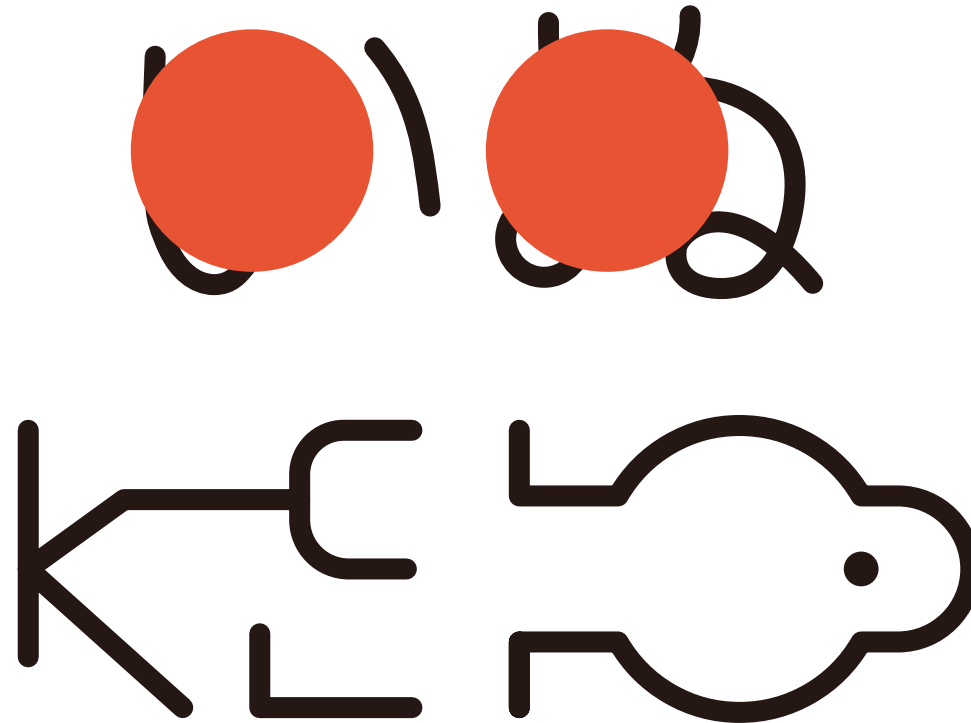
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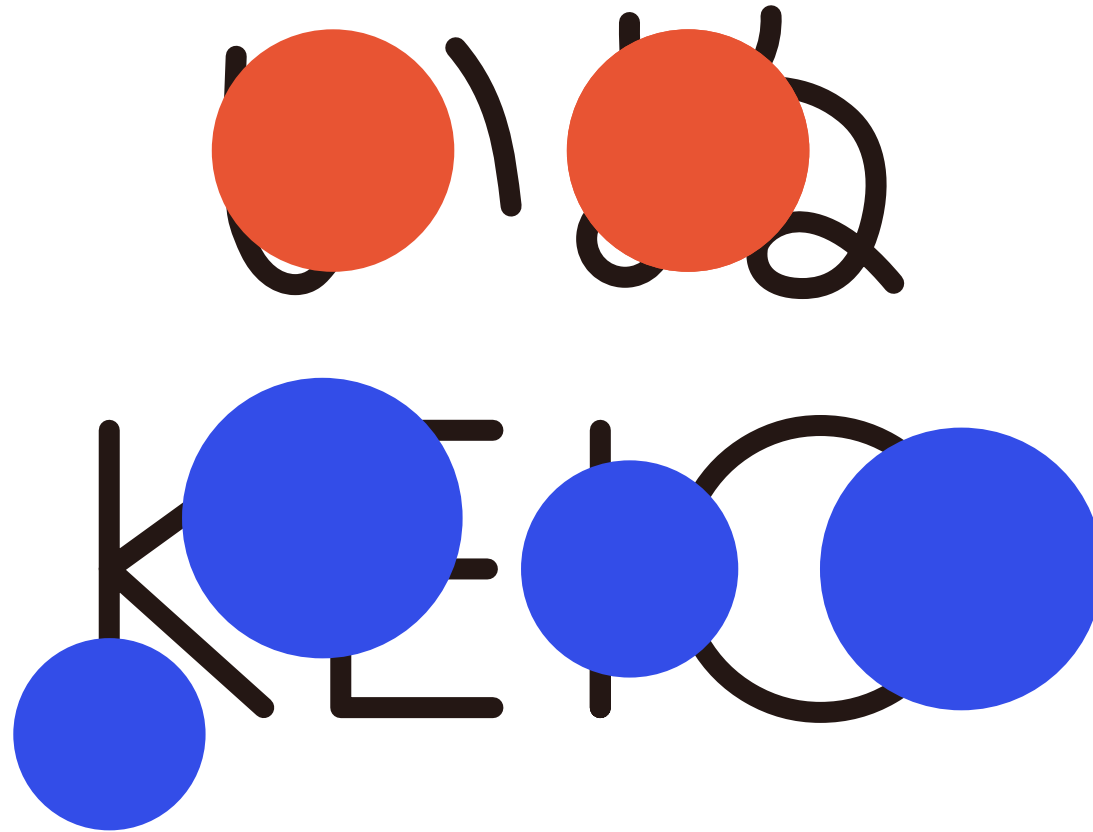
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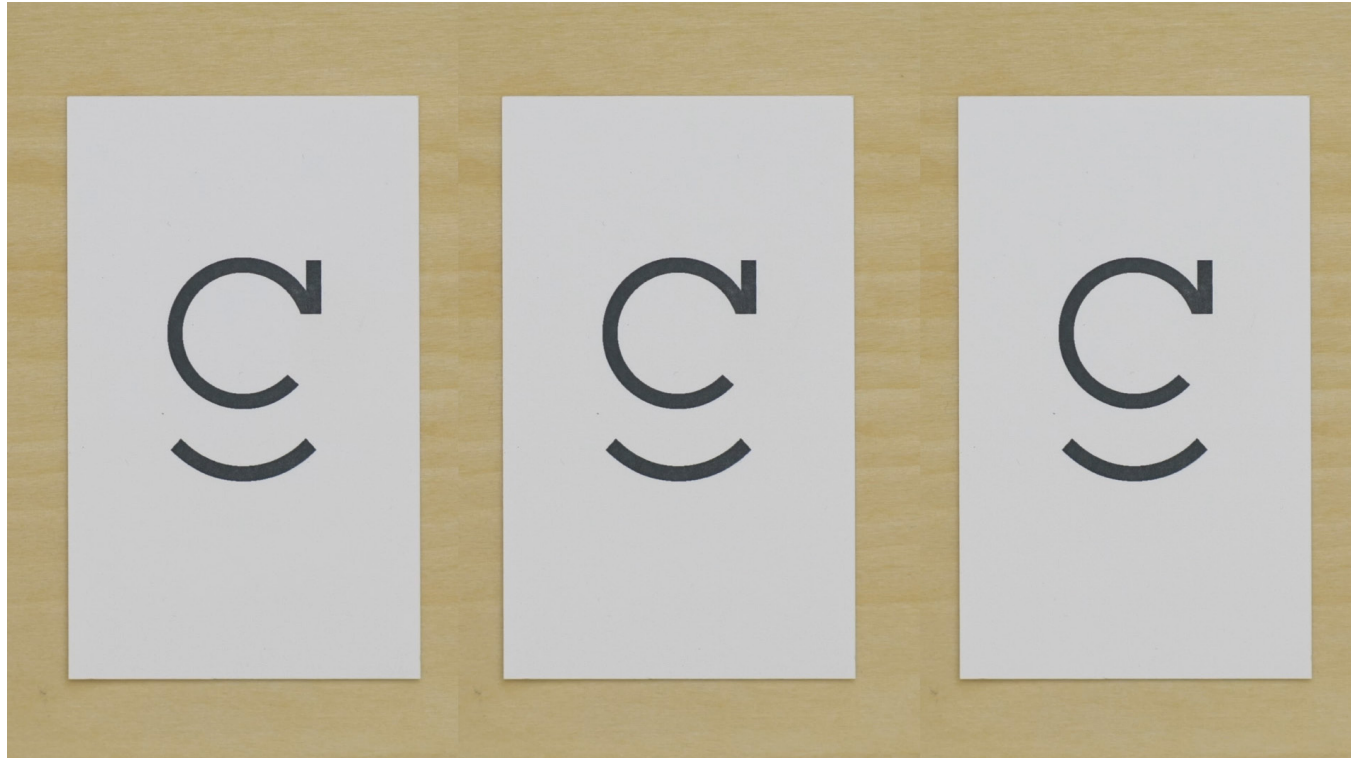
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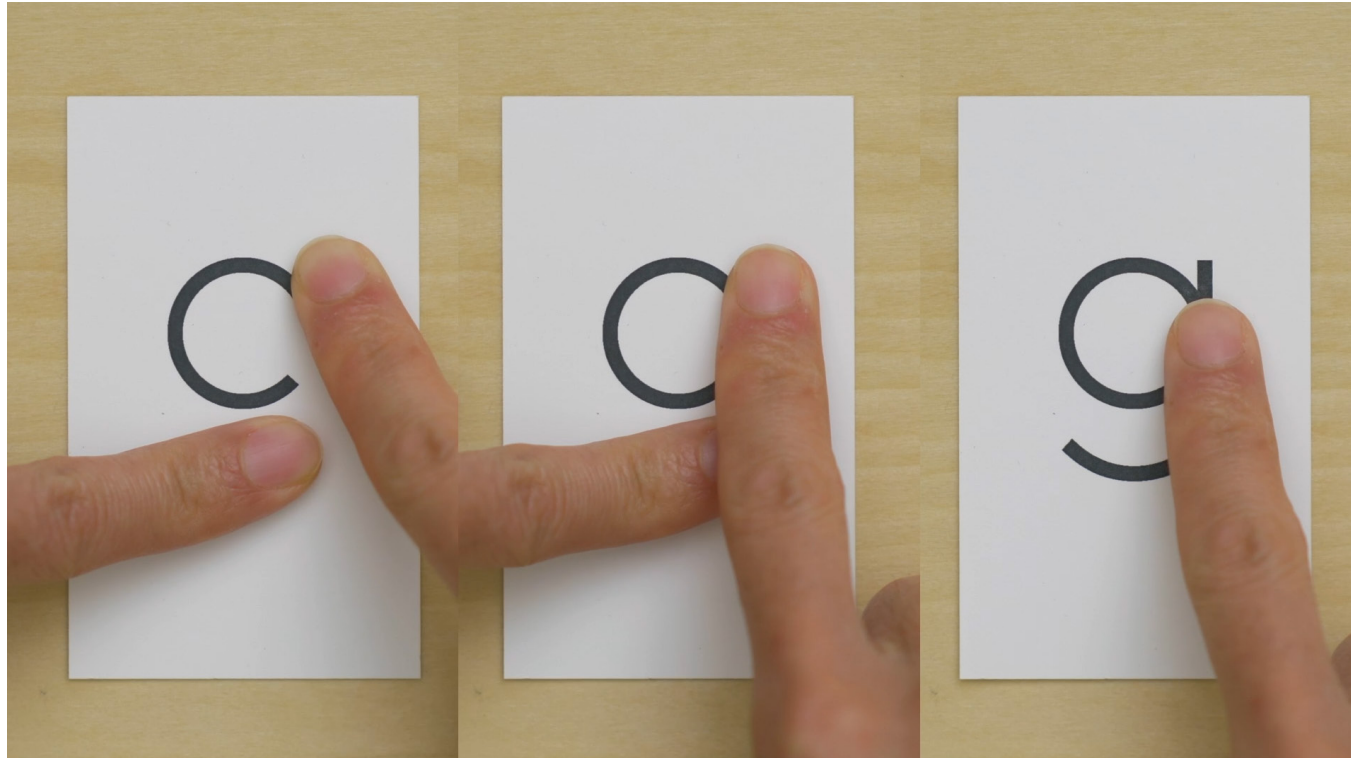
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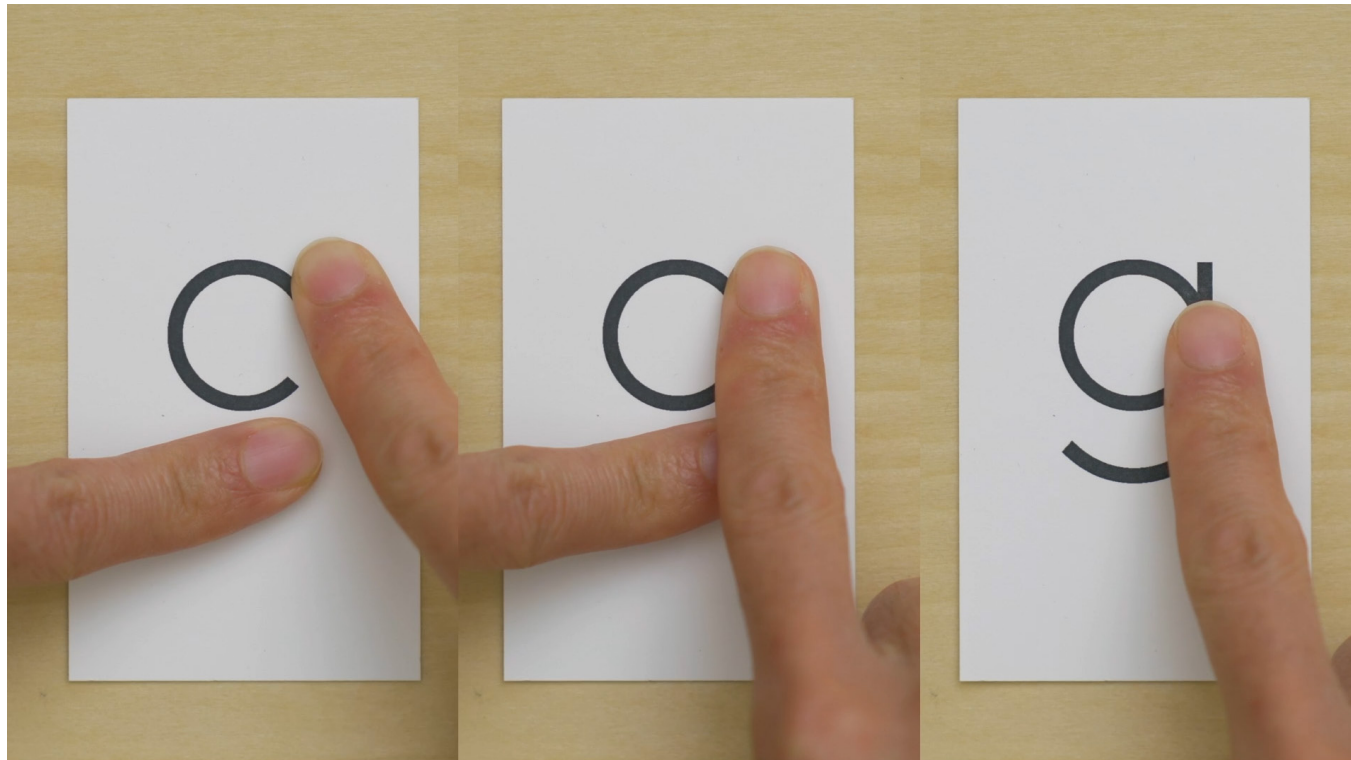


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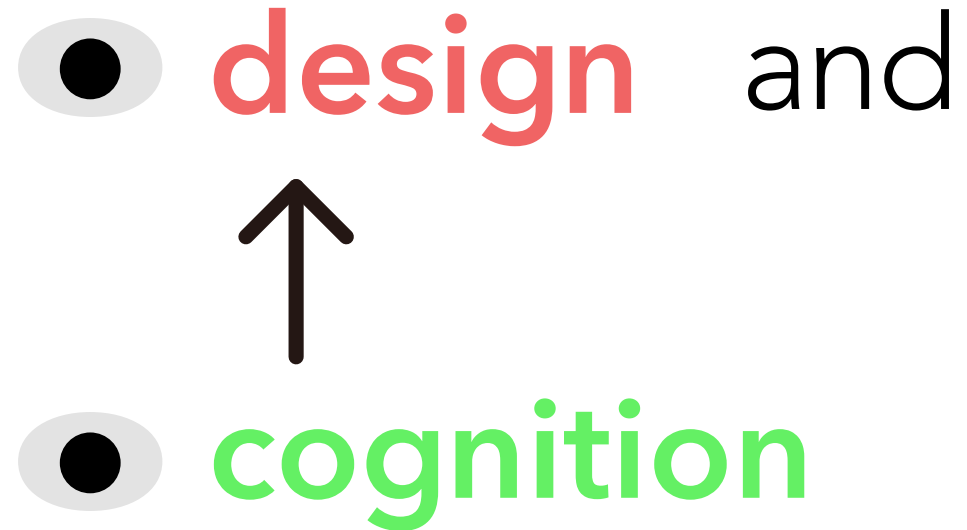
Eテレ2355

「そうとしかみえない」



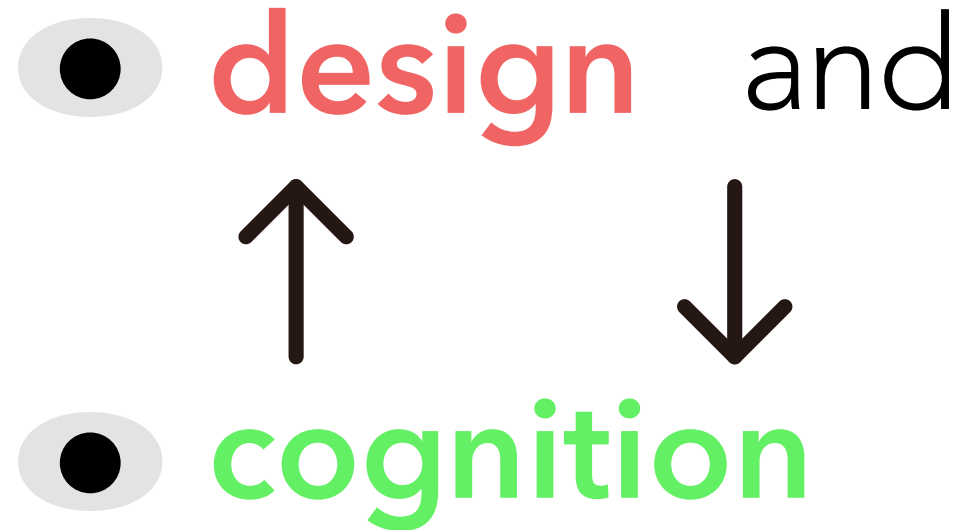
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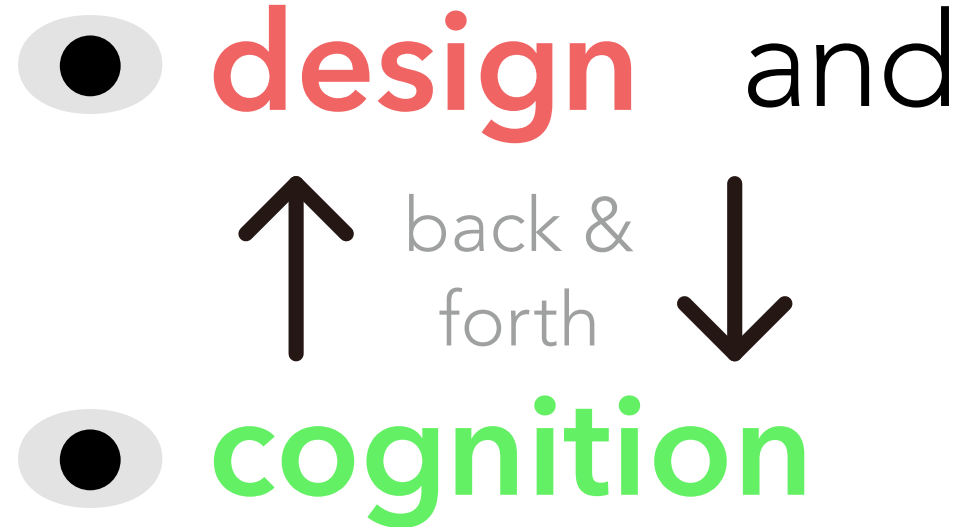
A new expression  
might tell us  
**something new**  
**about the eye and**  
**the brain.**



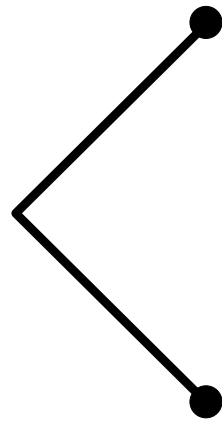
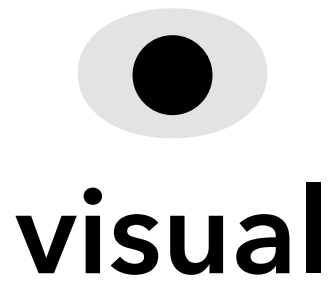
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our activity

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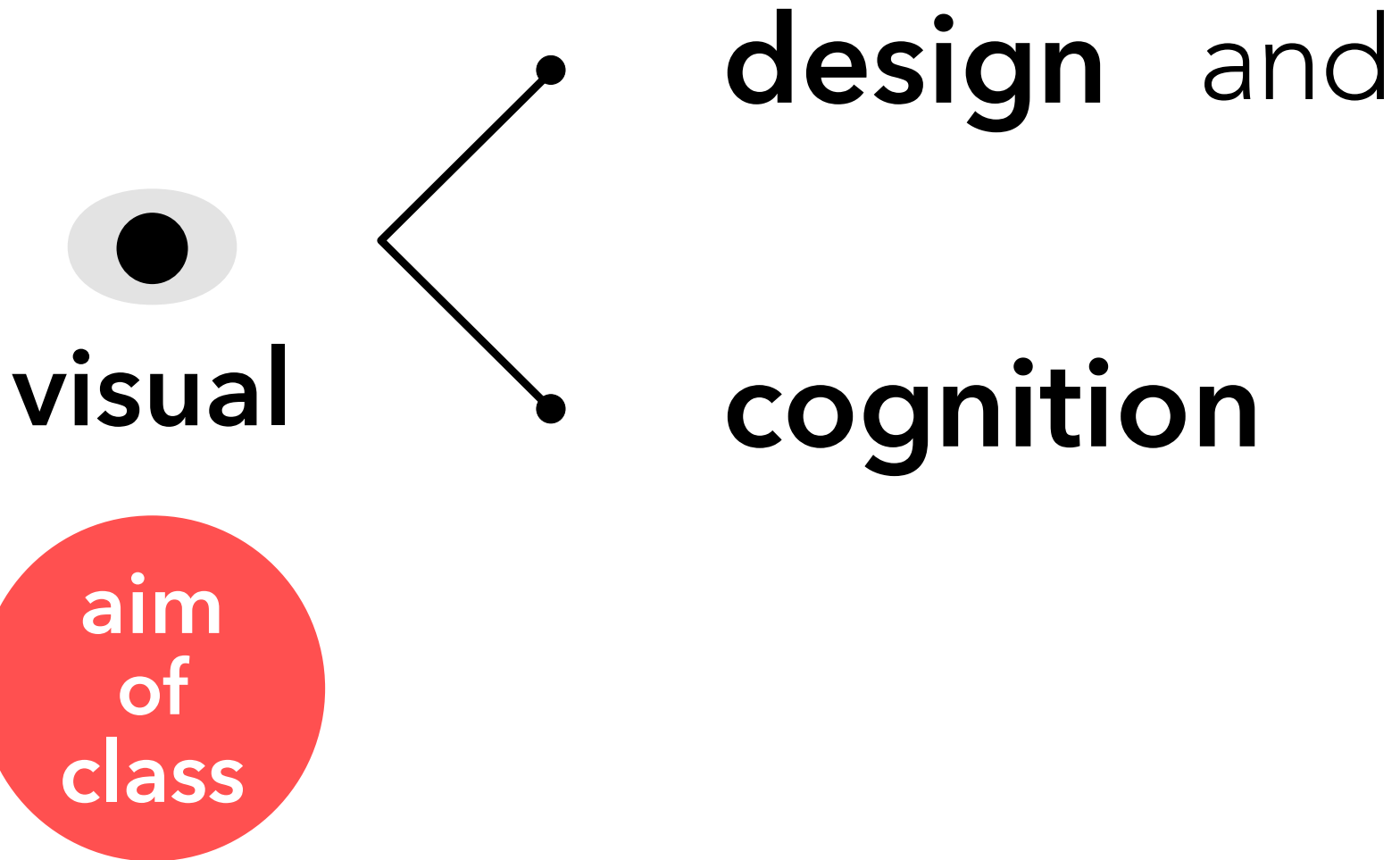
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**design and**  
**cognition**

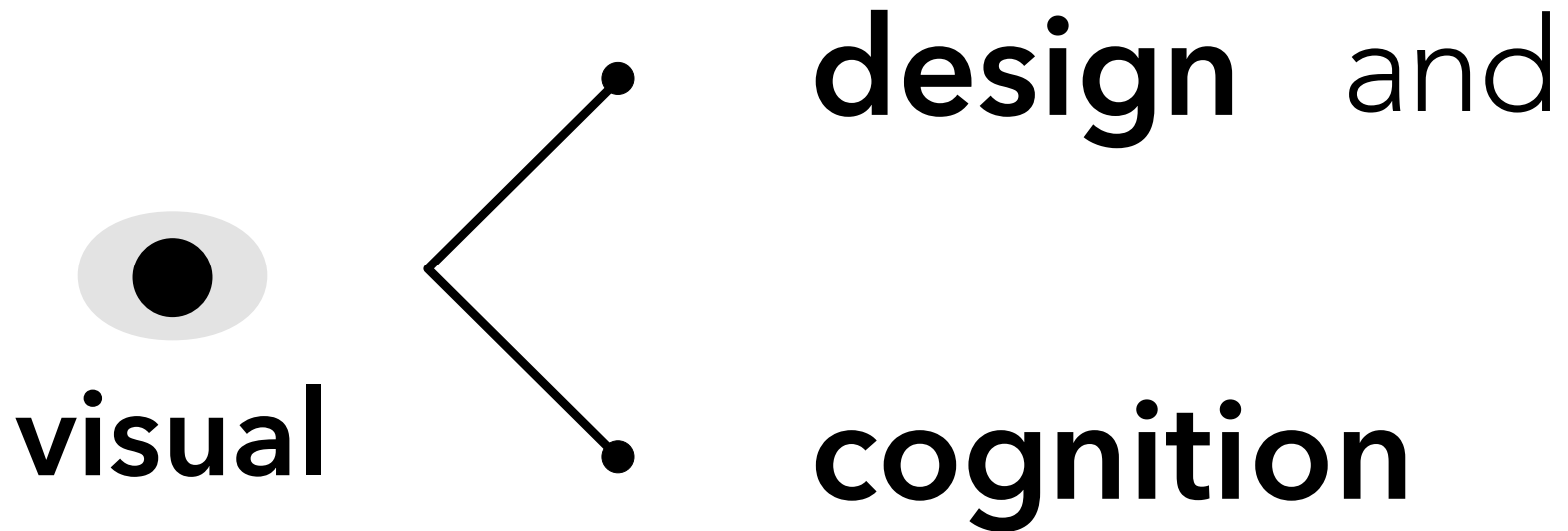
● **design** is a **skill & technique** to convey information.

The most important thing is to have **passion for good communication**.



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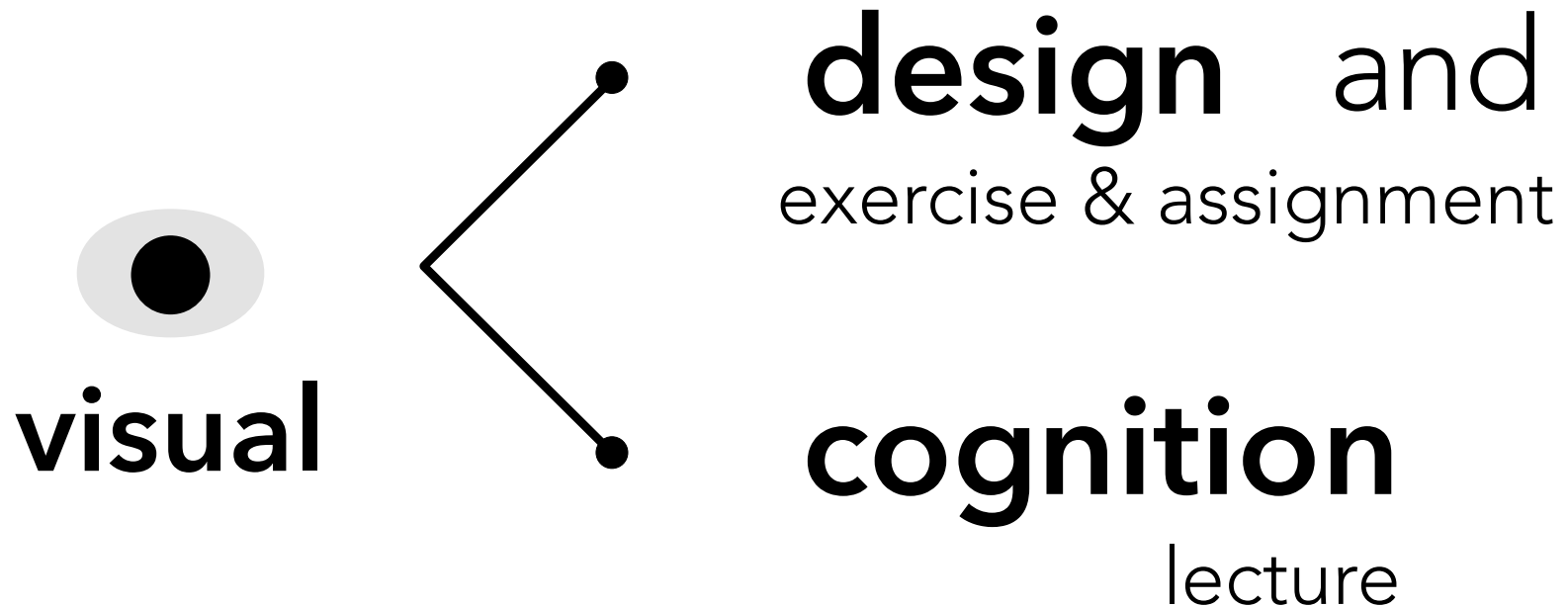
There is **always cognitive science behind**

● **design and communication**.

A important knowledge to live in our modern society  
(filled by media communication & media consumption).

● **design** is a **skill & technique to convey information.**

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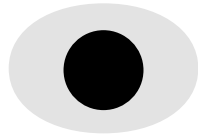
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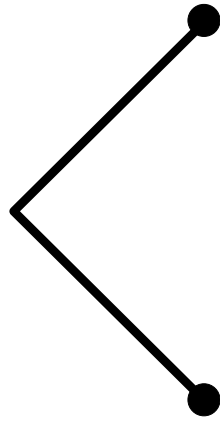
**size**

**color**

**shape**



**visual**



**design** and

**cognition**

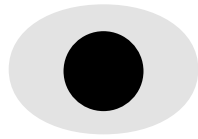


**size**

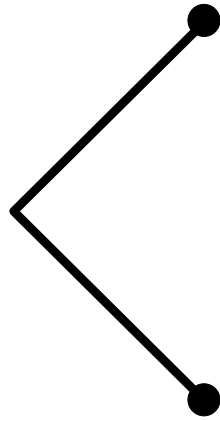
**color**

**shape**

**motion**



**visual**



**design**

**and**

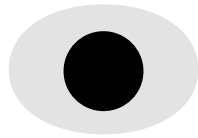
**cognition**

size

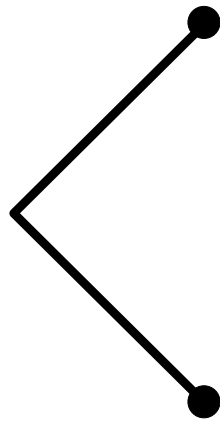
color

shape

**motion**



visual



design and

**cognition**

from next week :

We will focus on cognition behind **motion and video** by creating **stop motion animation**.

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+

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**design and**

**cognition**

*01 introduction*

