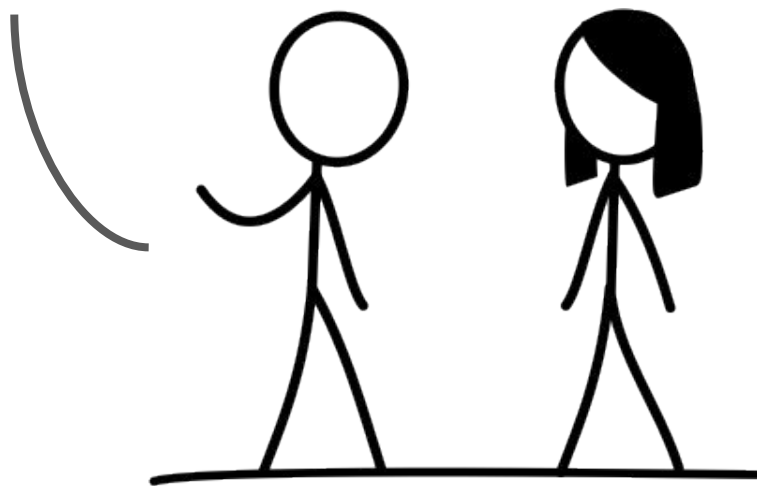
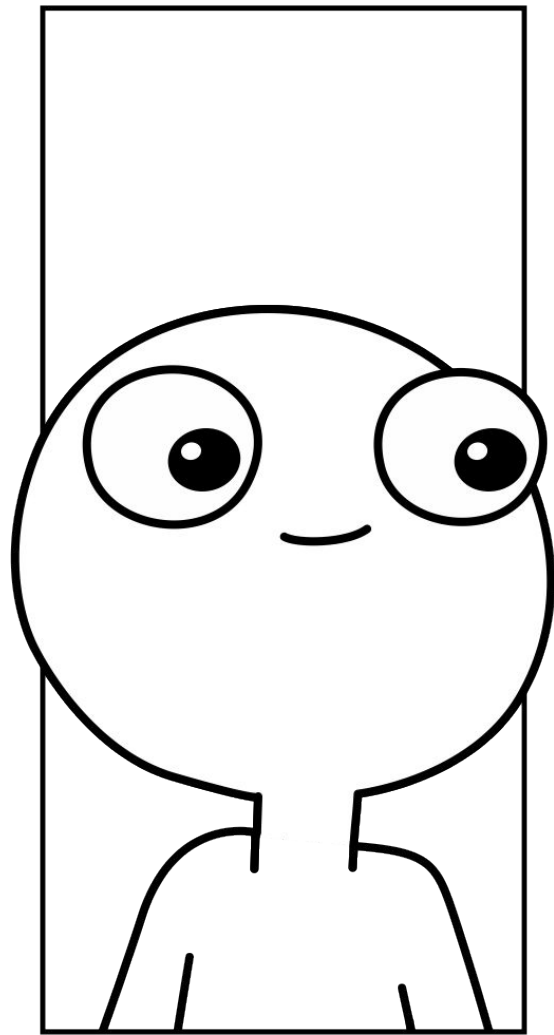


DIBUJAR PARA **IMPACTAR**



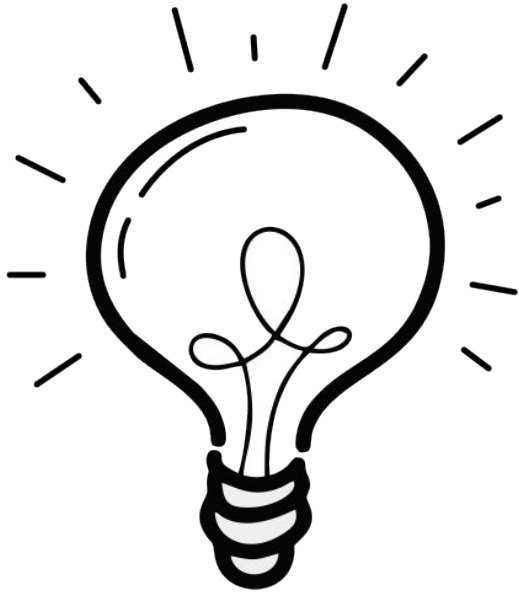
¡HOLA!



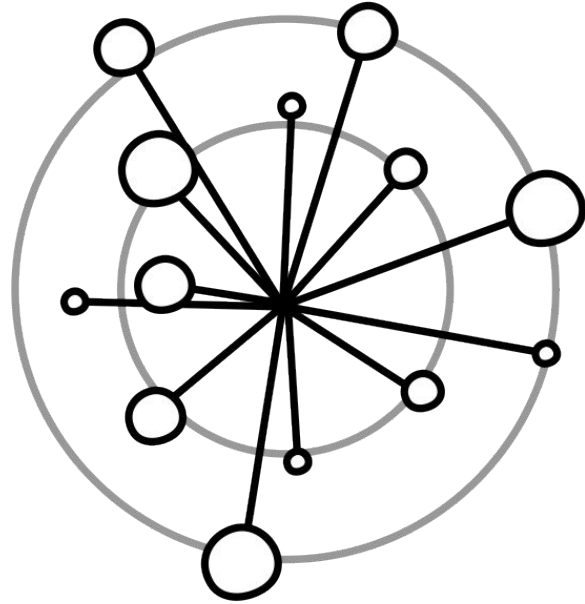


¿PARA QUÉ
DIBUJAR?

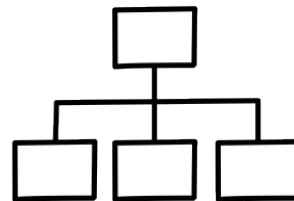
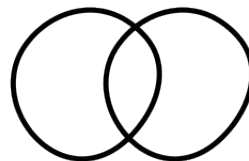
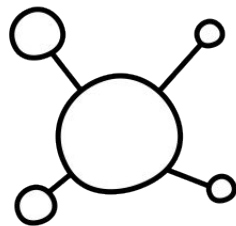
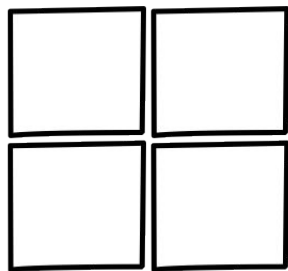
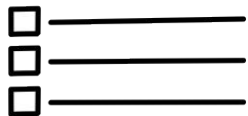
CREATIVIDAD



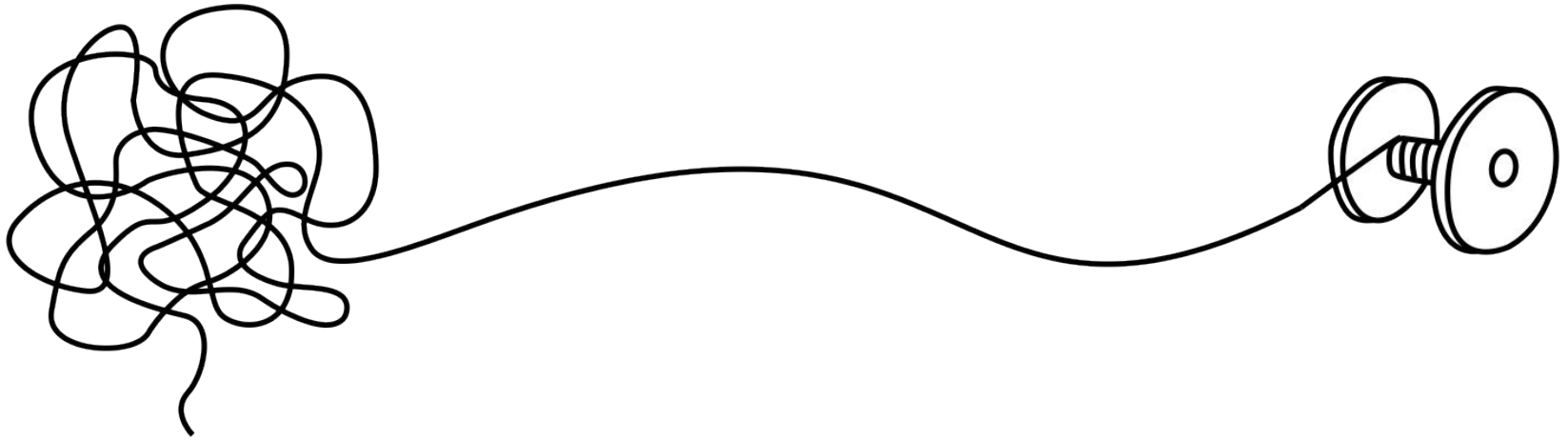
APRENDIZAJE



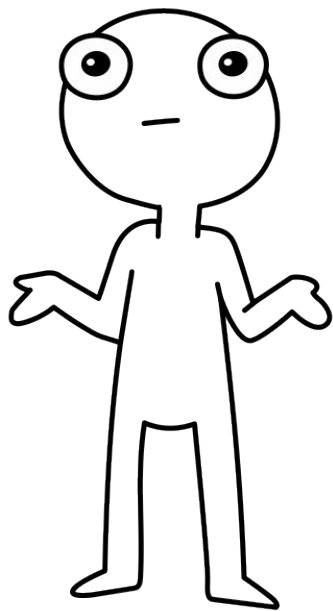
COMUNICACIÓN



BENEFICIOS PSICOLÓGICOS



DESARROLLO COGNITIVO



¿Y LA
CIENCIA?

EVOLUCIÓN DEL OJO



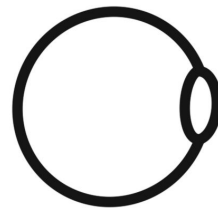
Detección



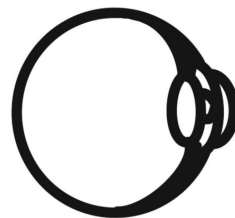
Dirección



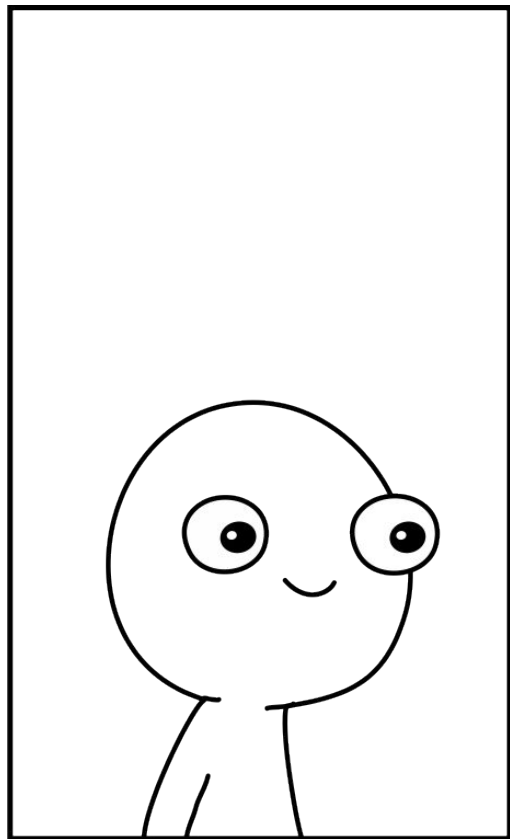
Precisión



Enfoque



Diversificación y
especialización



¿CÓMO VEMOS?



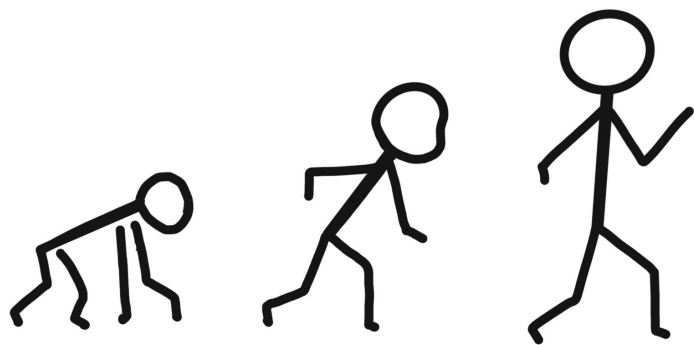
BASTONES



CONOS



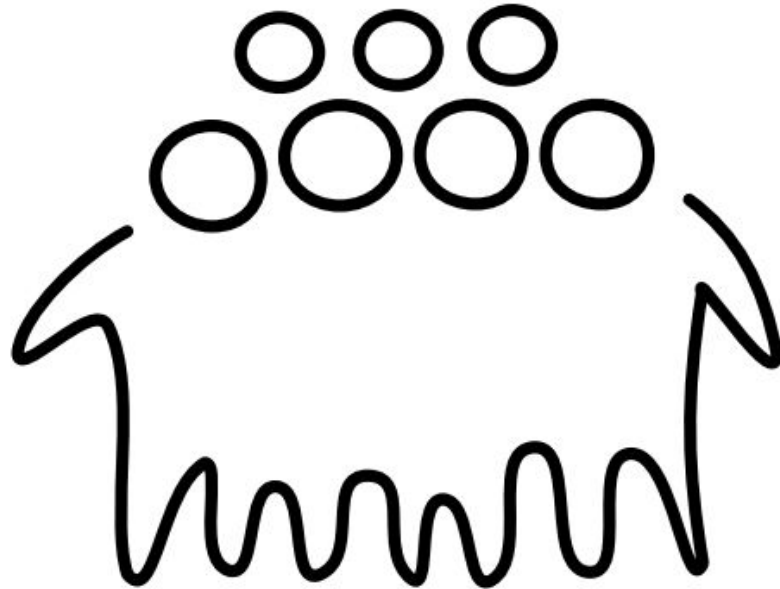
LA MANO



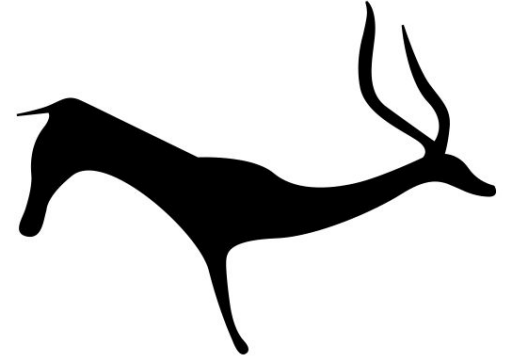
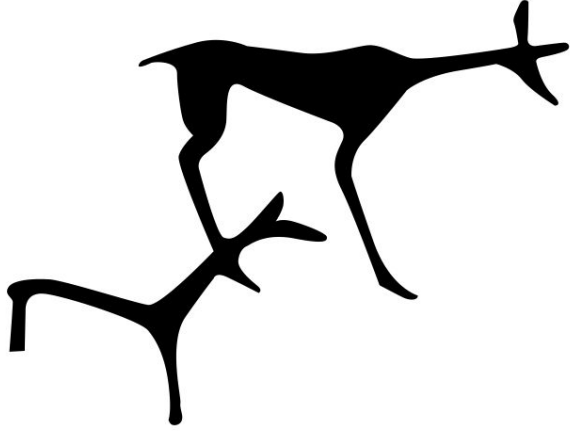
BIPEDISMO



SERES SOCIALES



CAPACIDAD DE
ABSTRACCIÓN



PICTOGRAMAS



ALFABETOS (GRAFEMAS)



CONCRETO

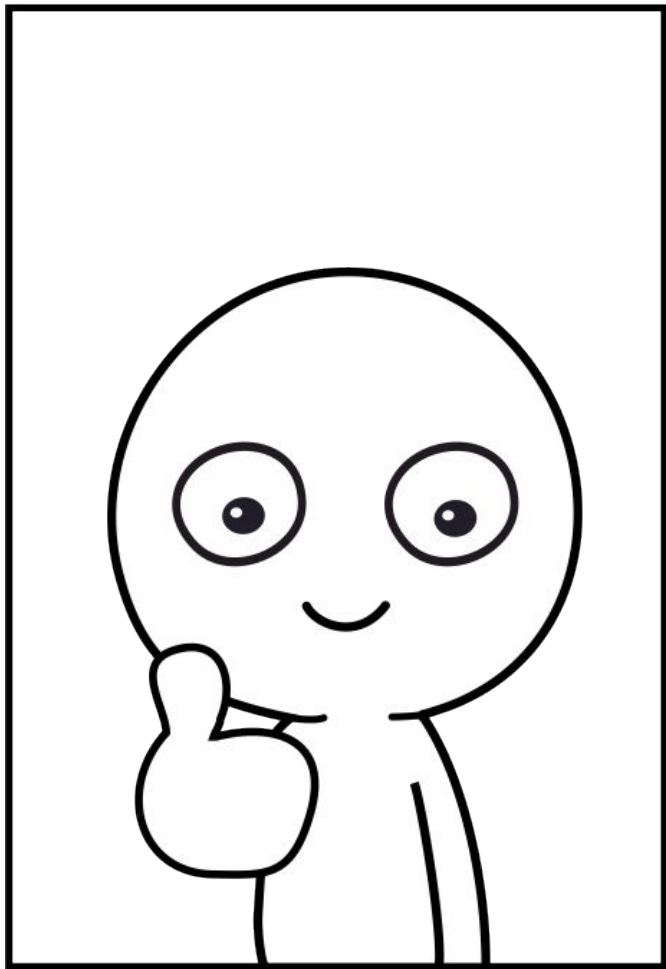
UNIVERSAL



CARA

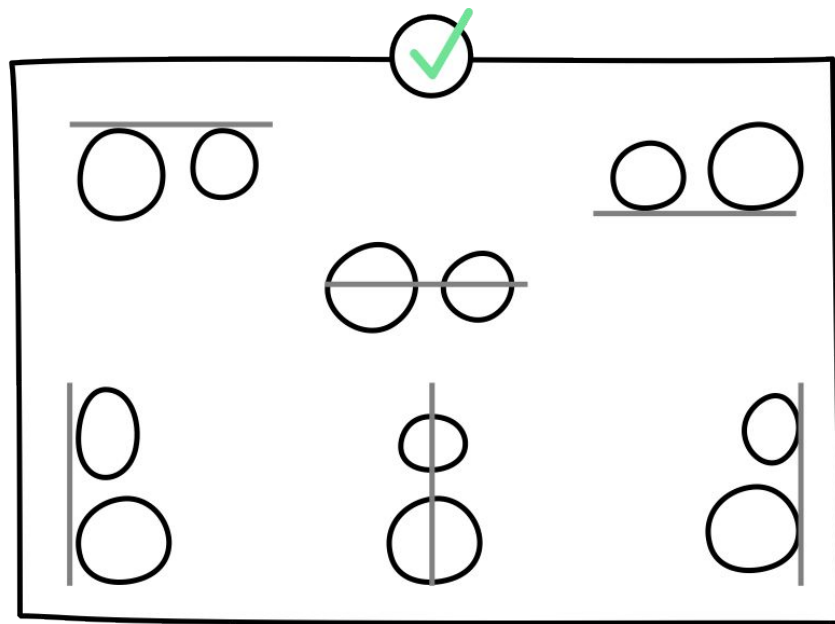
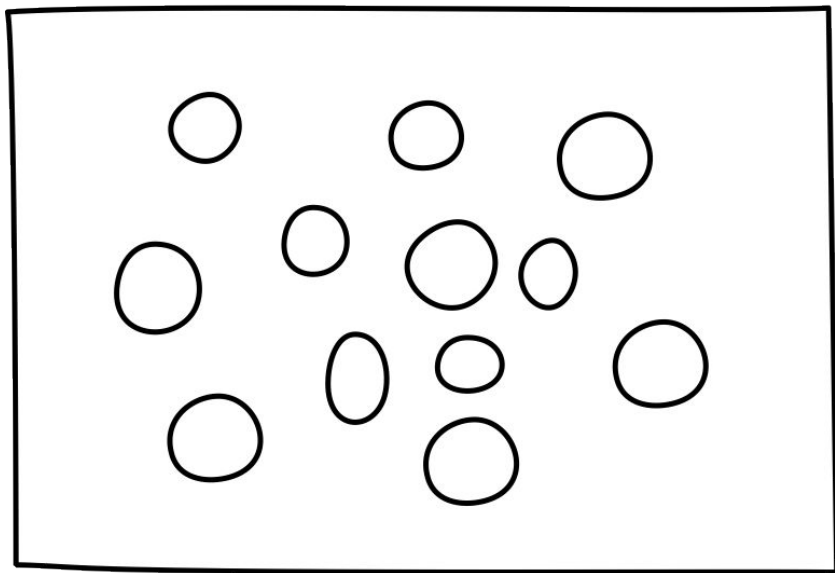
REALIDAD

ABSTRACCIÓN

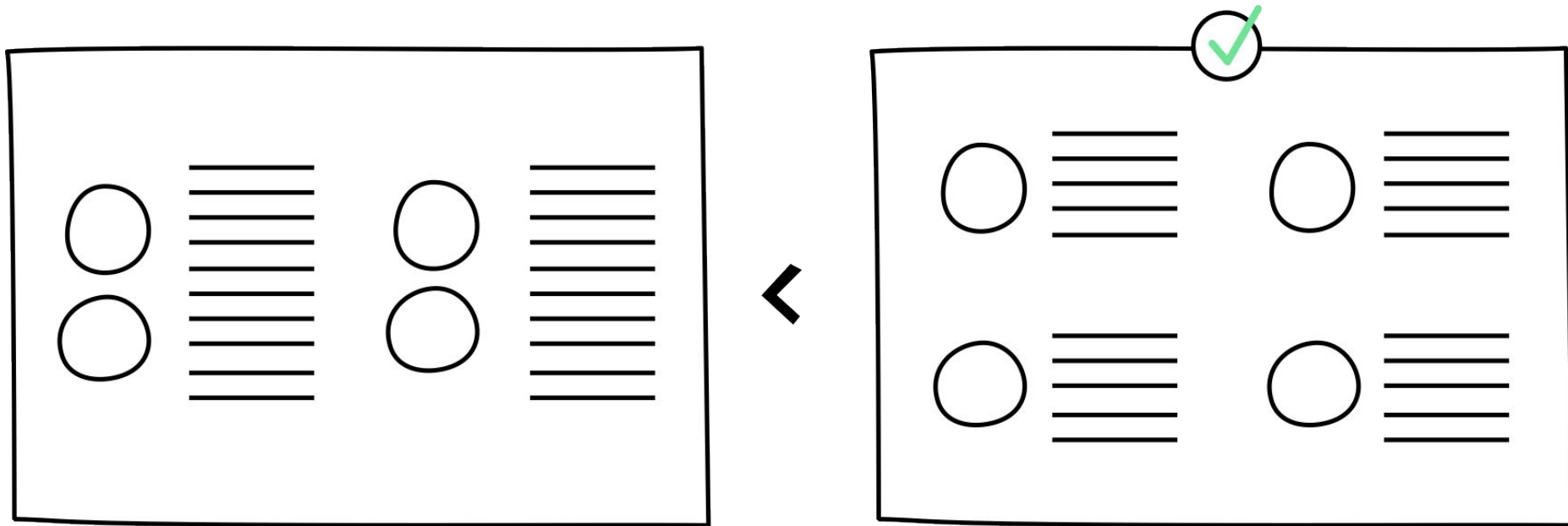


PRINCIPIOS DE **PERCEPCIÓN**

ALINEACIÓN



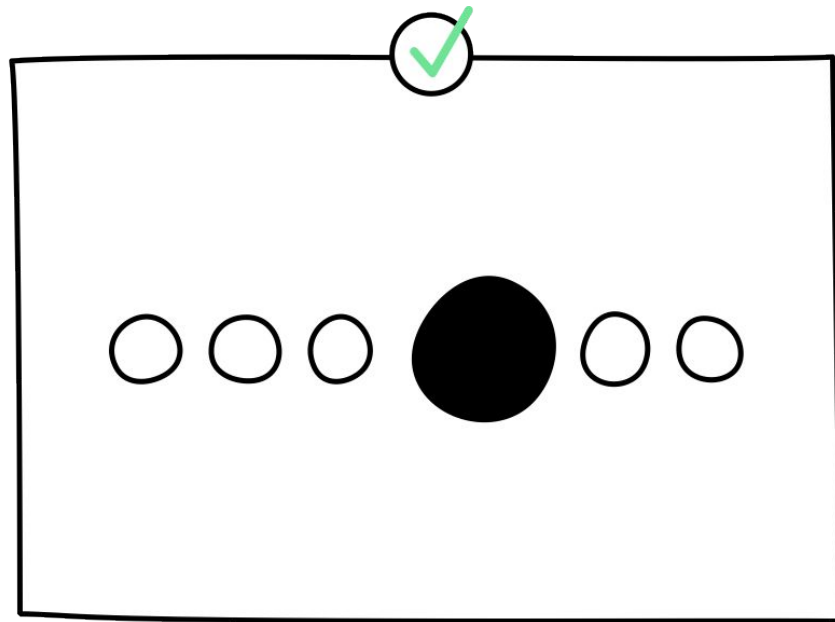
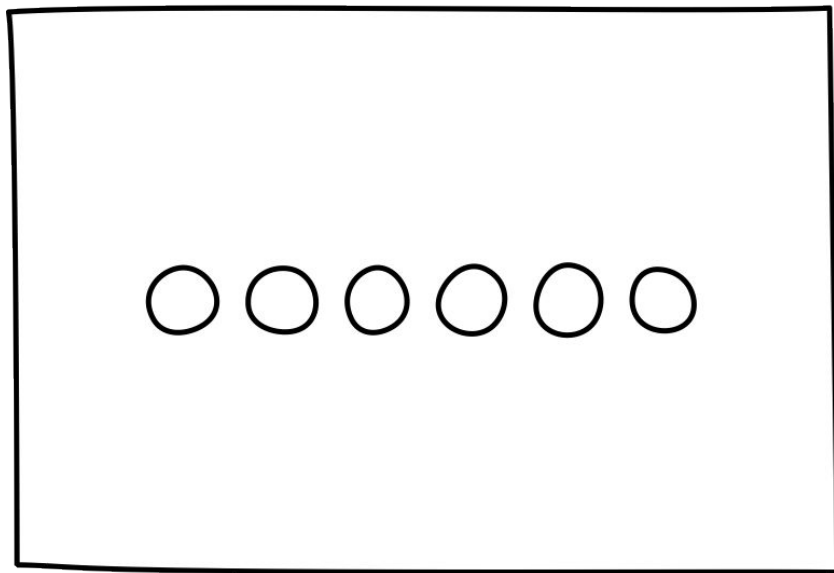
PROXIMIDAD



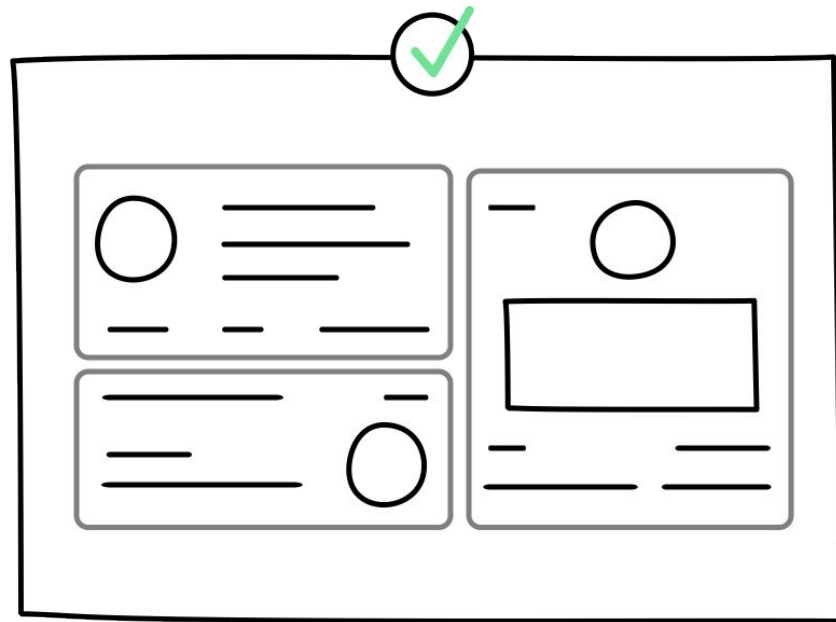
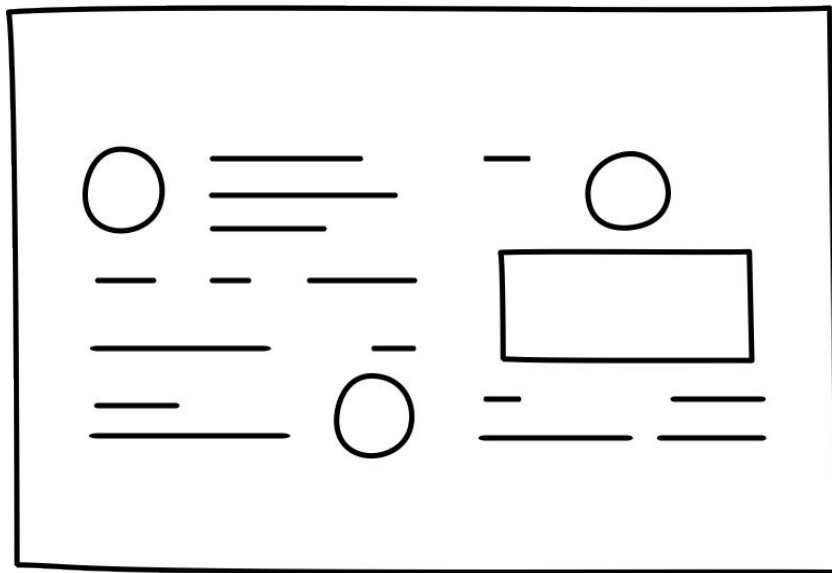
SIMILITUD



PUNTO FOCAL



REGIÓN COMÚN



CIERRE

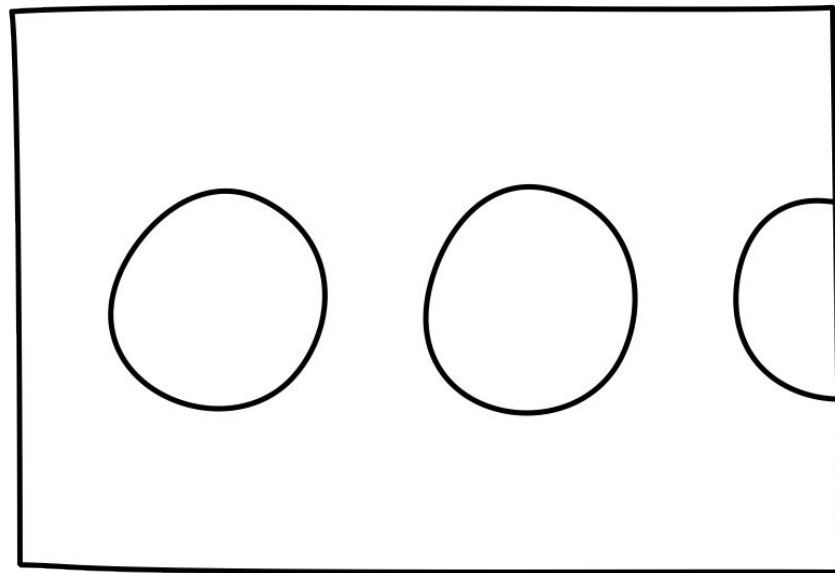
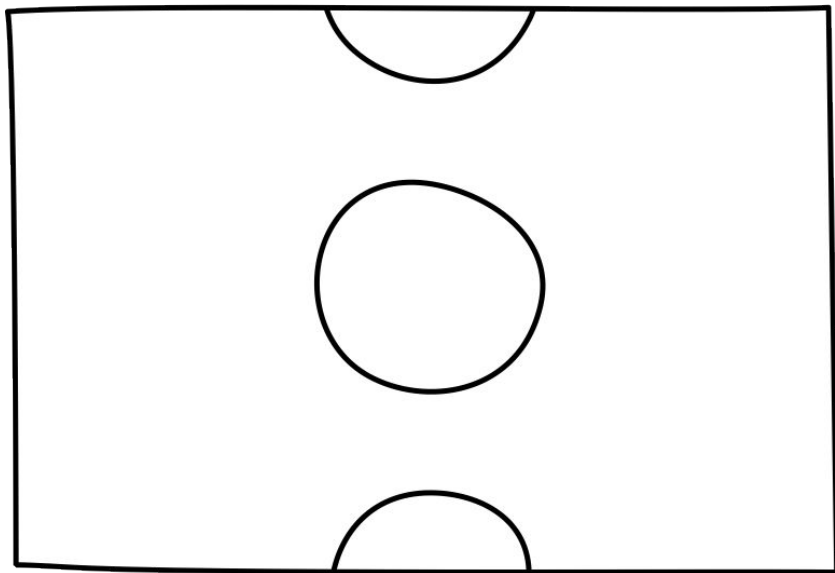
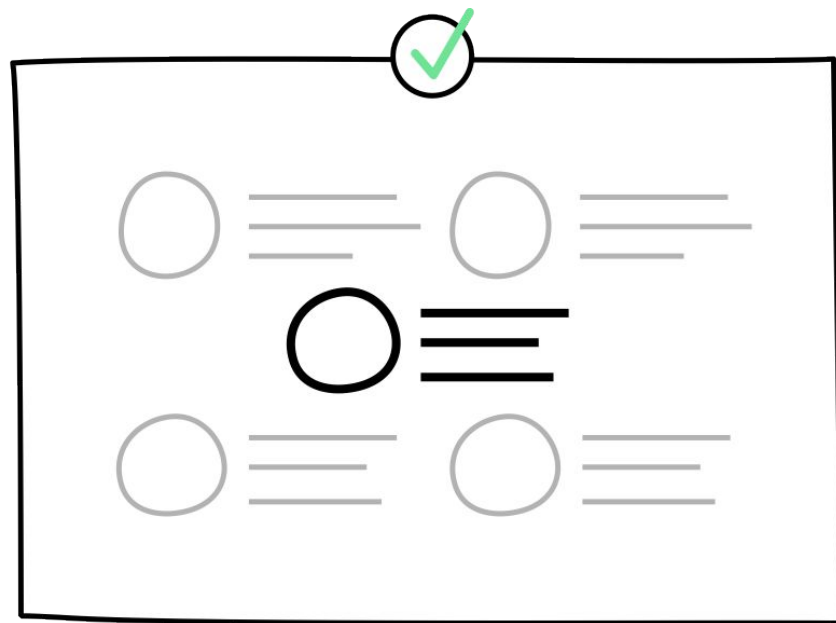
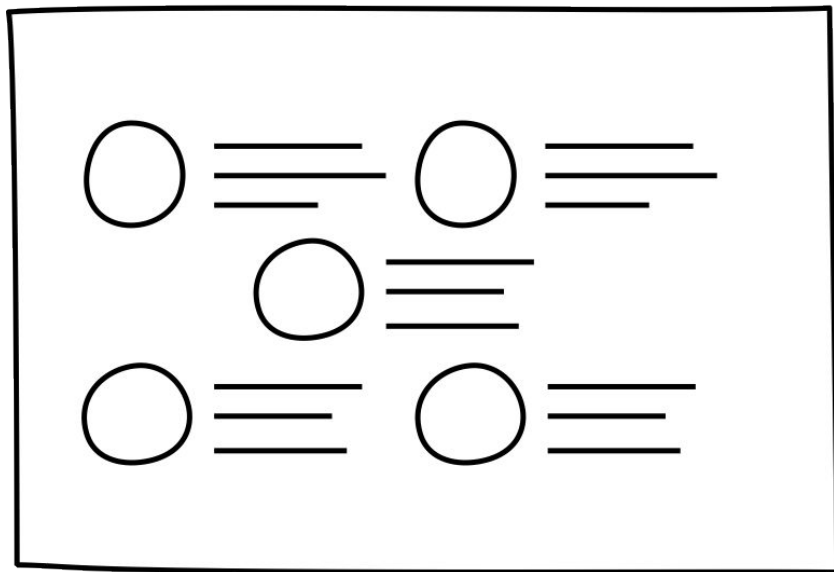
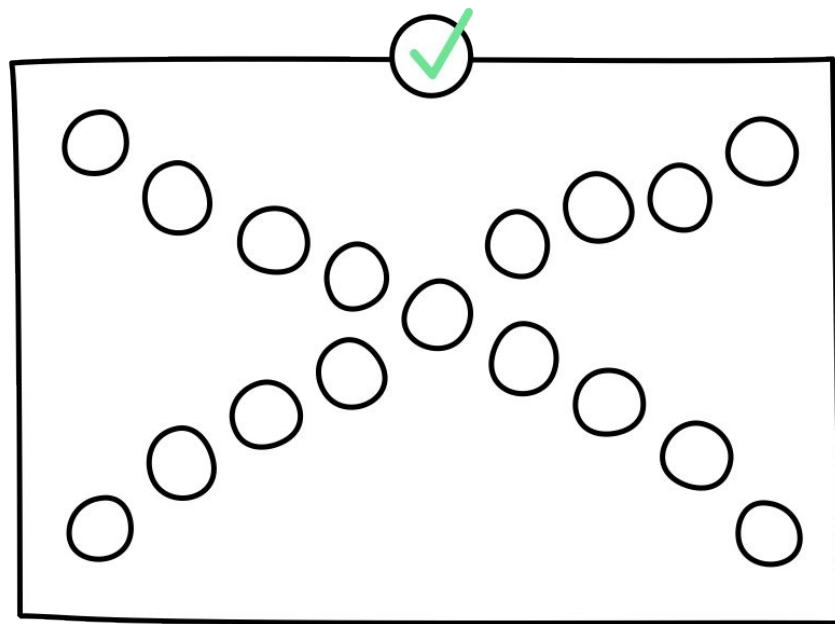
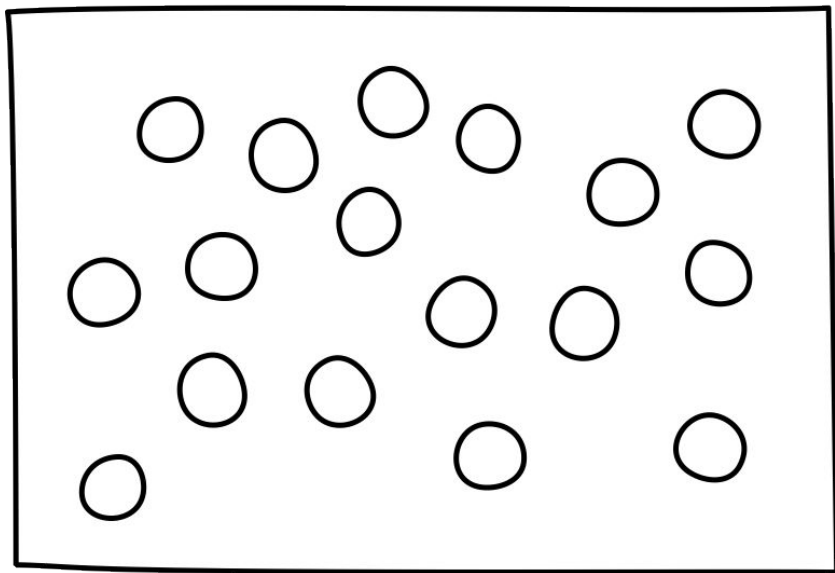


FIGURA-FONDO



CONTINUIDAD





VS

A
BC

IMAGEN

▲
CARGA DE SIGNIFICADO

PALABRA

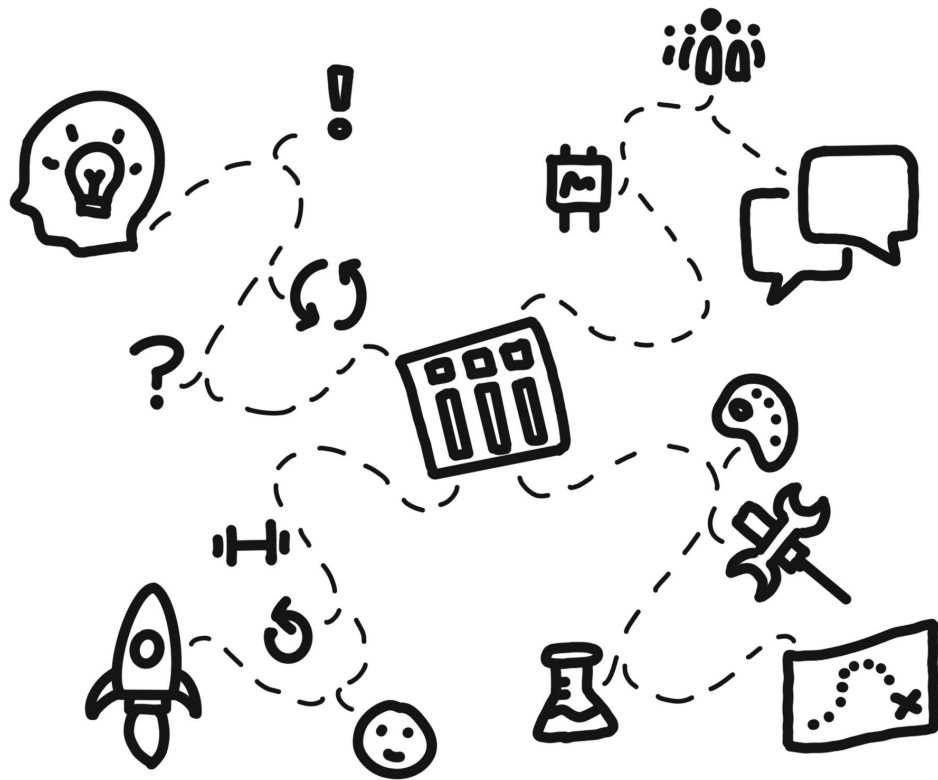
A LO MODESTO

USA NIVELES DE
JERARQUÍA

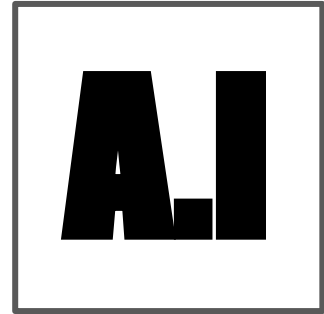
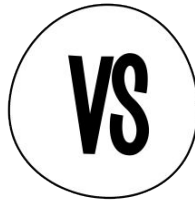
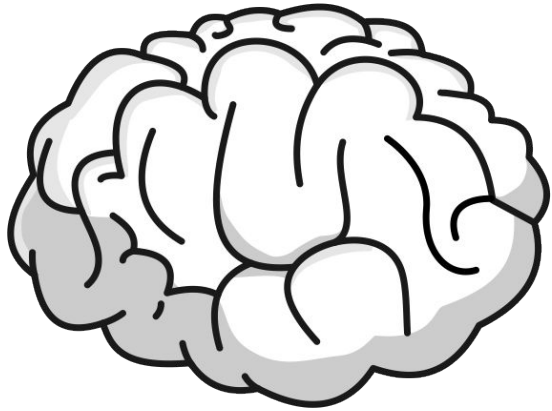
PARA IR DE LO IMPORTANTE

NO TENGAS
MIEDO
A LOS ESPACIOS
VACÍOS

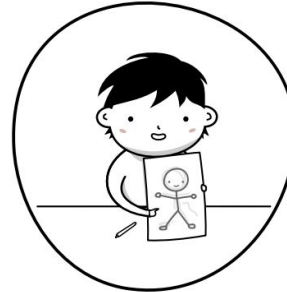
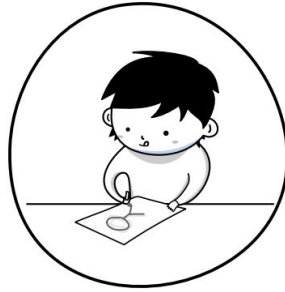
BOCETA SIN
COLORES,
NI DETALLES



Y PARA TERMINAR...



DE VEZ EN CUANDO



TRABAJA FUERA DEL ORDENADOR

¡GRACIAS!



@MOLASABER