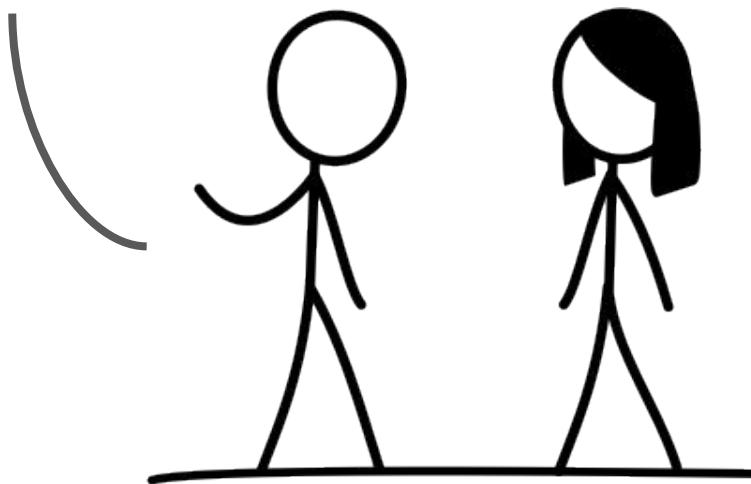
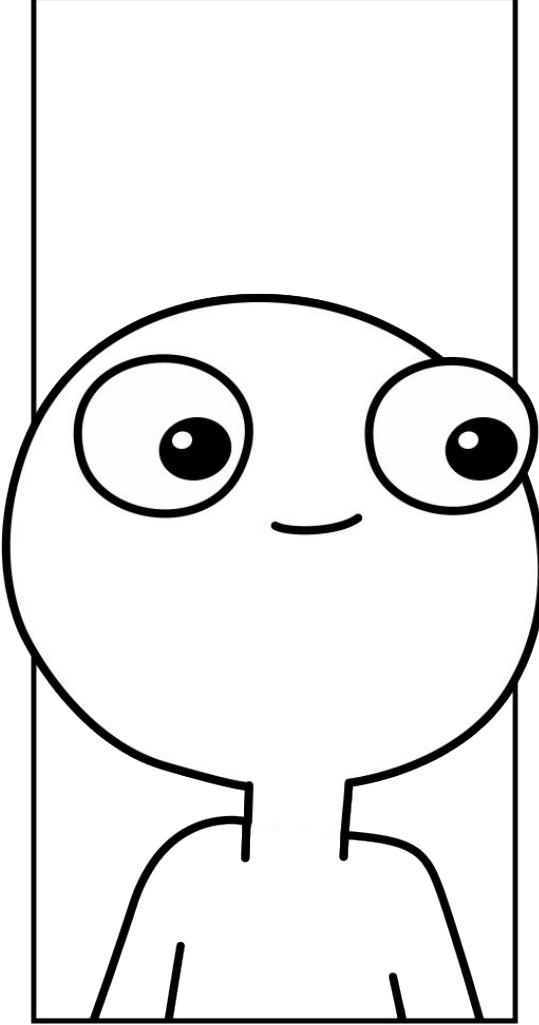


DIBUJAR
PARA
IMPACTAR



¡HOLA!



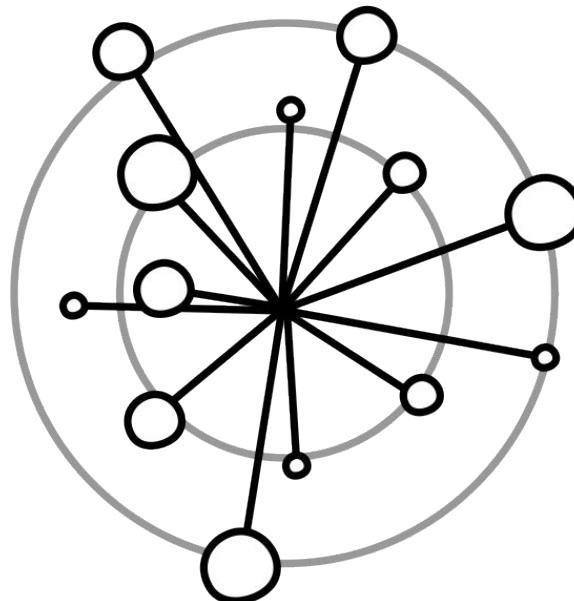


¿PARA QUÉ
DIBUJAR?

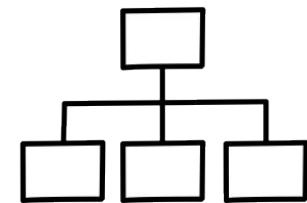
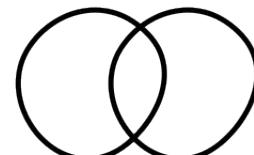
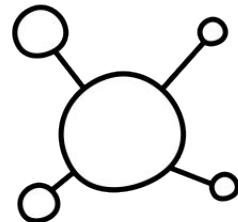
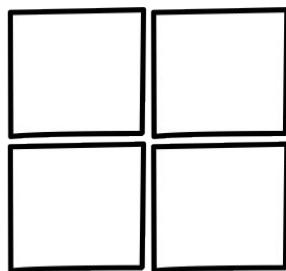
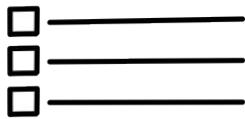
CREATIVIDAD



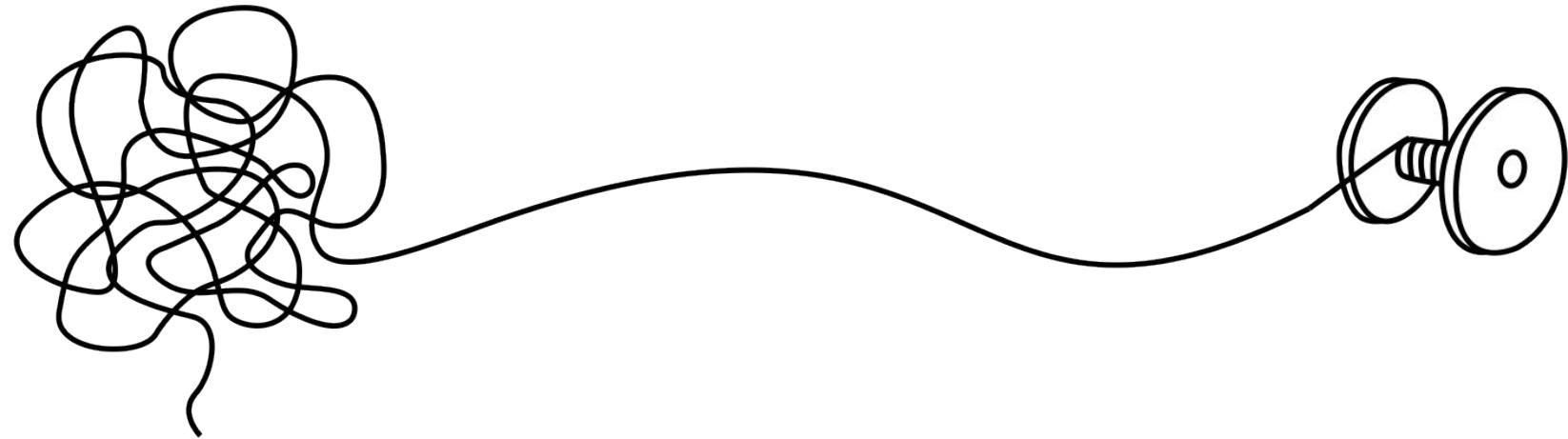
APRENDIZAJE



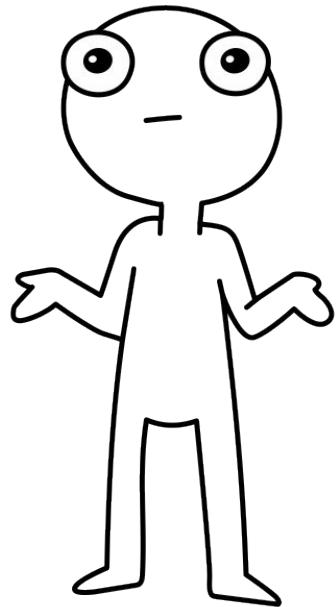
COMUNICACIÓN



BENEFICIOS PSICOLÓGICOS



DESARROLLO COGNITIVO



¡Y LA
CIENCIA?

EVOLUCIÓN DEL OJO



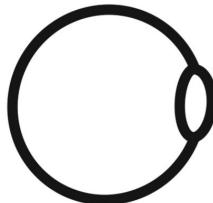
Detección



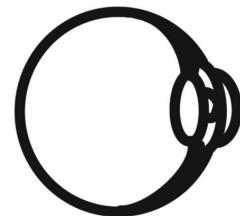
Dirección



Precisión

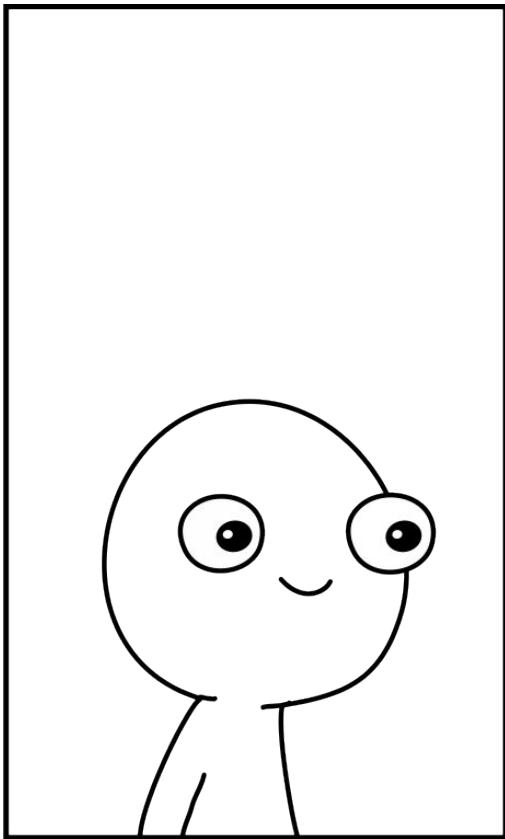


Enfoque



Diversificación y
especialización

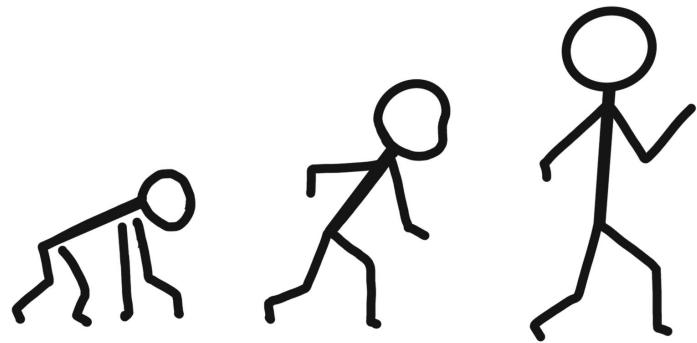
¿CÓMO VEMOS?



BASTONES

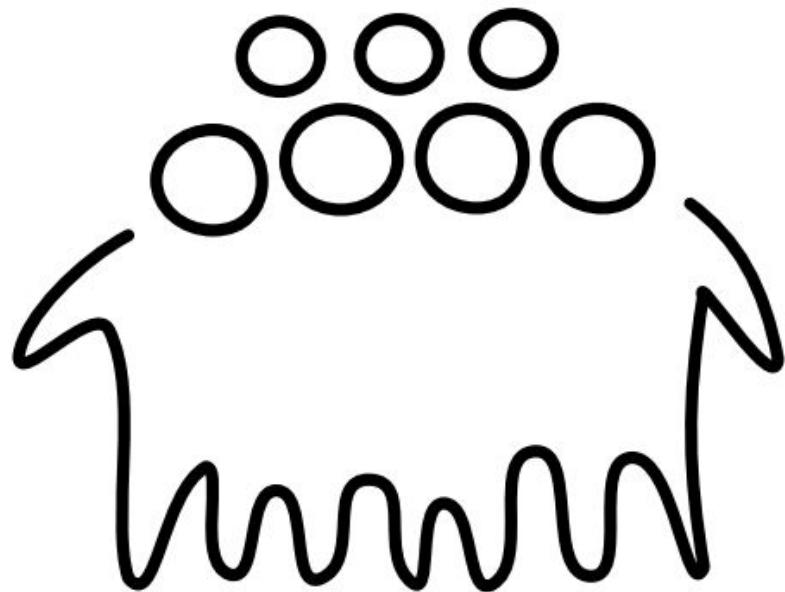
CONOS

LA MANO



BIPEDISMO

SERES SOCIALES





CAPACIDAD DE
ABSTRACCIÓN

PICTOGRAMAS



ALFABETOS (GRAFEMAS)

日:		→	○	→	日	→	日
目:		→	丶	→	日	→	目
木:		→	木	→	木	→	木
山:		→	山	→	山	→	山
馬:		→	馬	→	馬	→	馬
刀:		→	刀	→	刀	→	刀
魚:		→	魚	→	魚	→	魚
門:		→	門	→	門	→	門

Imagen Stock: www.carousell.ph

CONCRETO

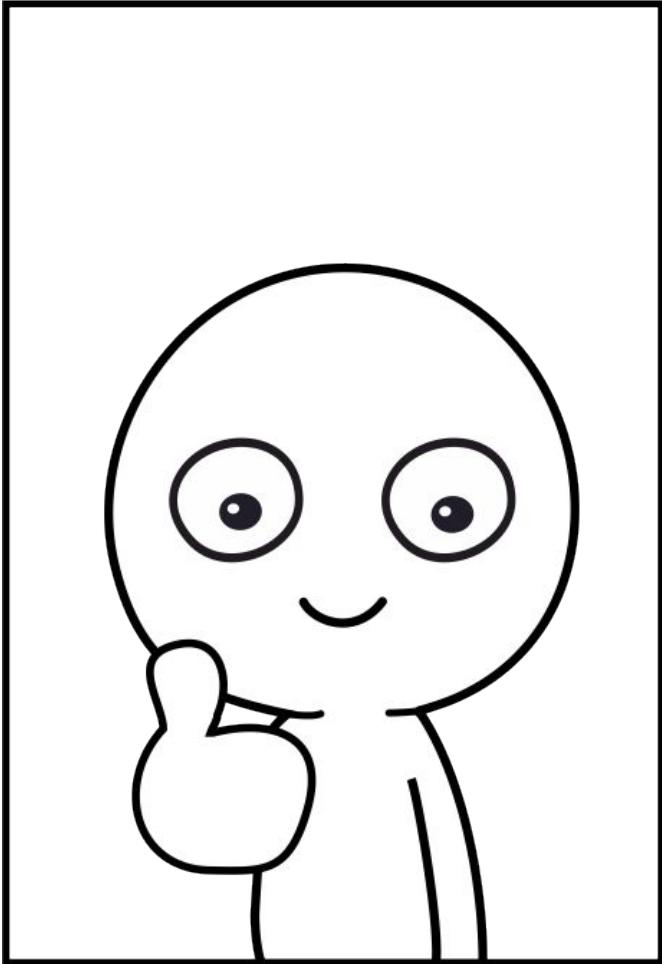
UNIVERSAL



CARA

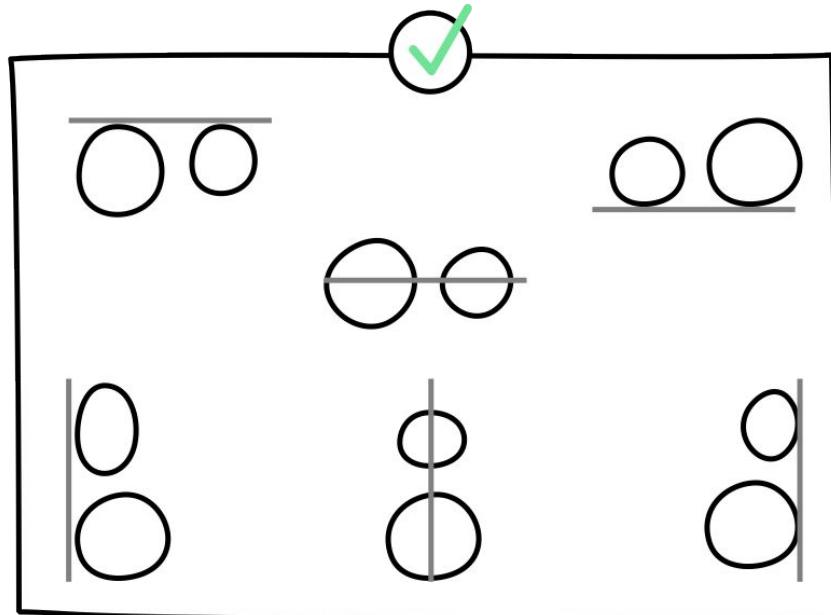
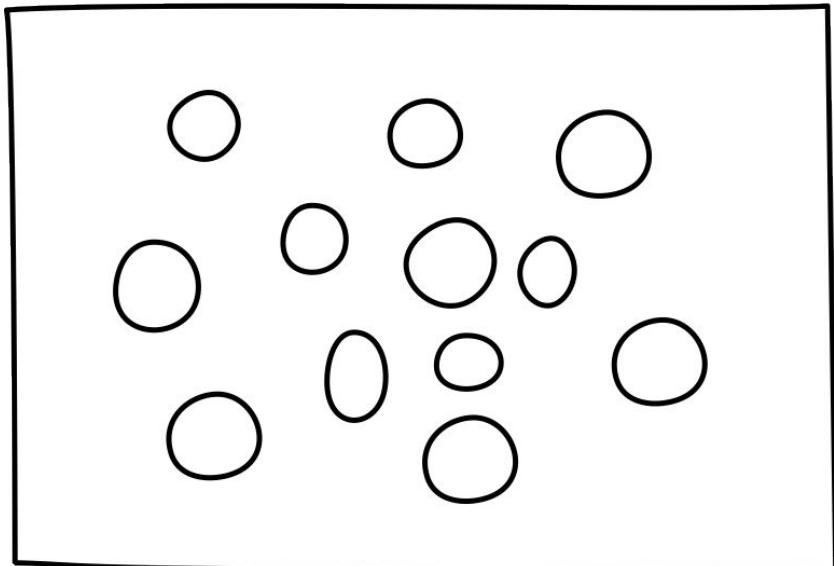
REALIDAD

ABSTRACCIÓN

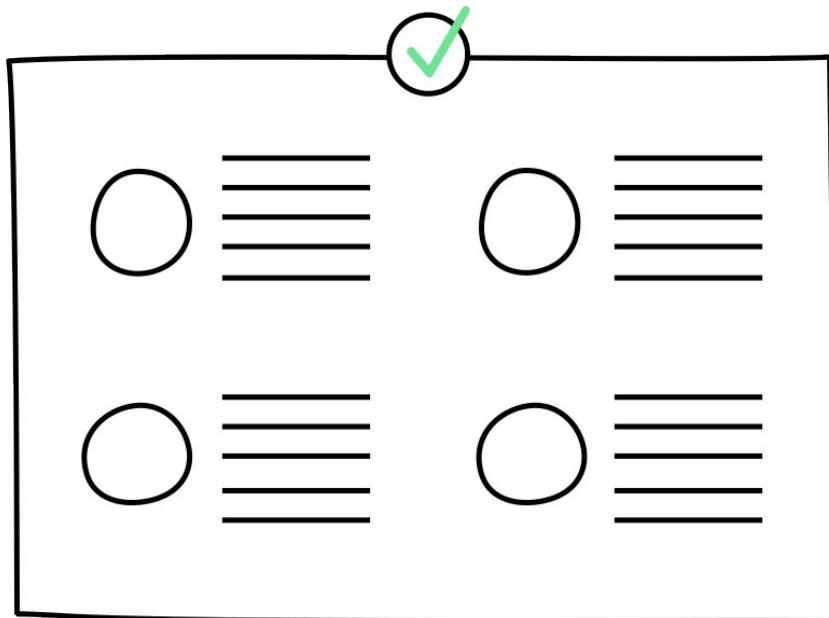
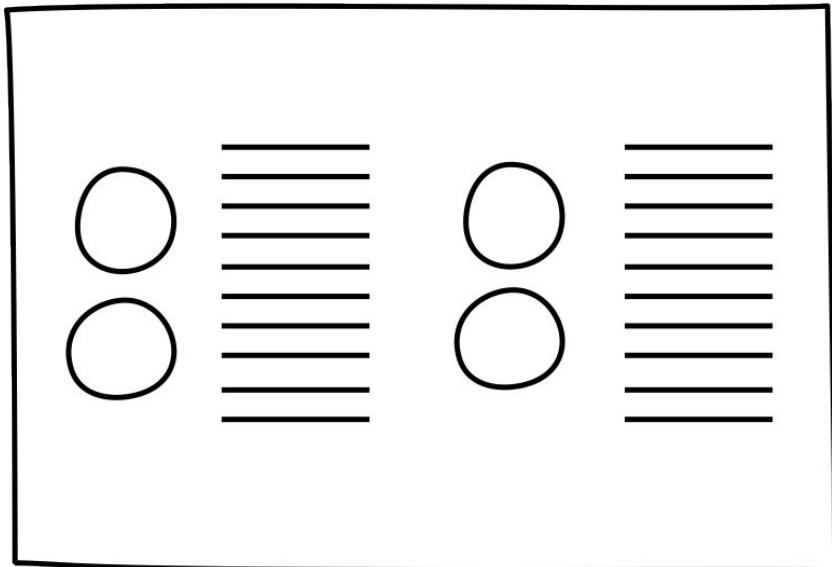


PRINCIPIOS DE **PERCEPCIÓN**

ALINEACIÓN



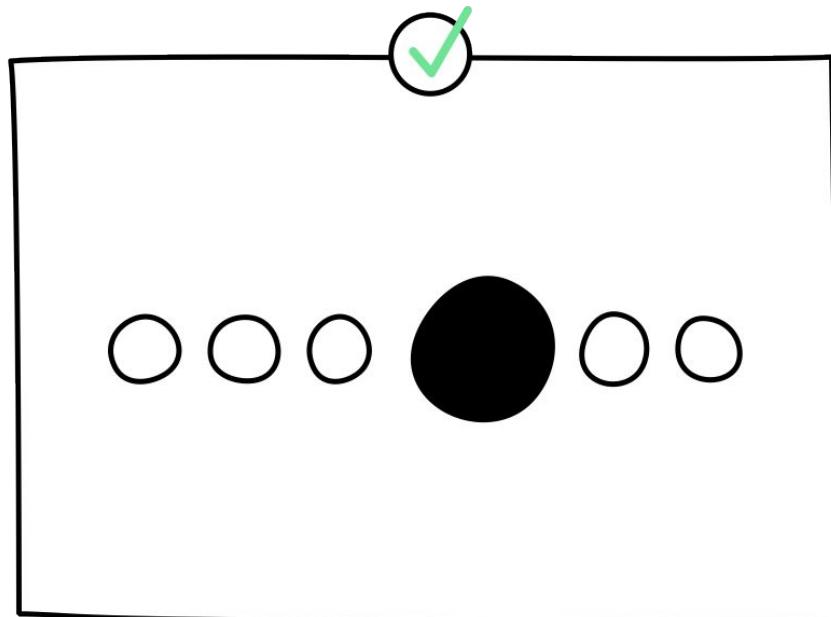
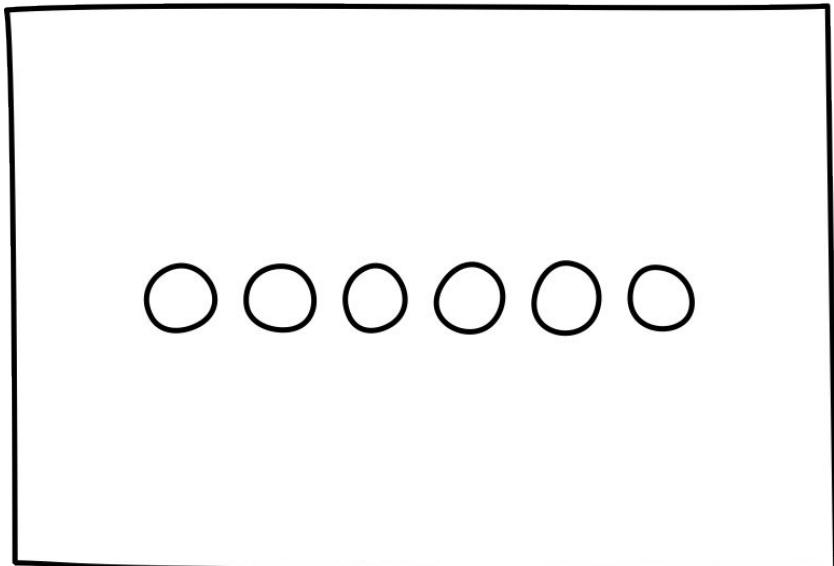
PROXIMIDAD



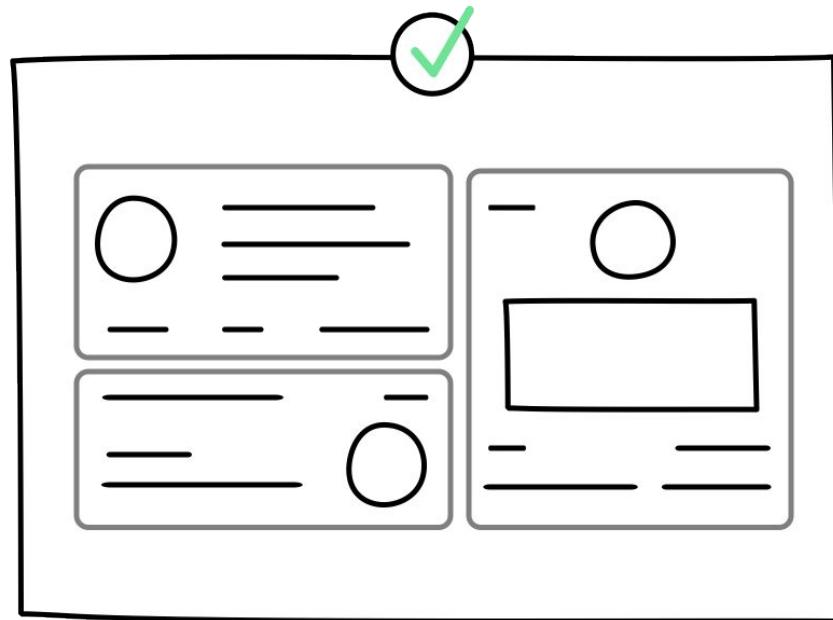
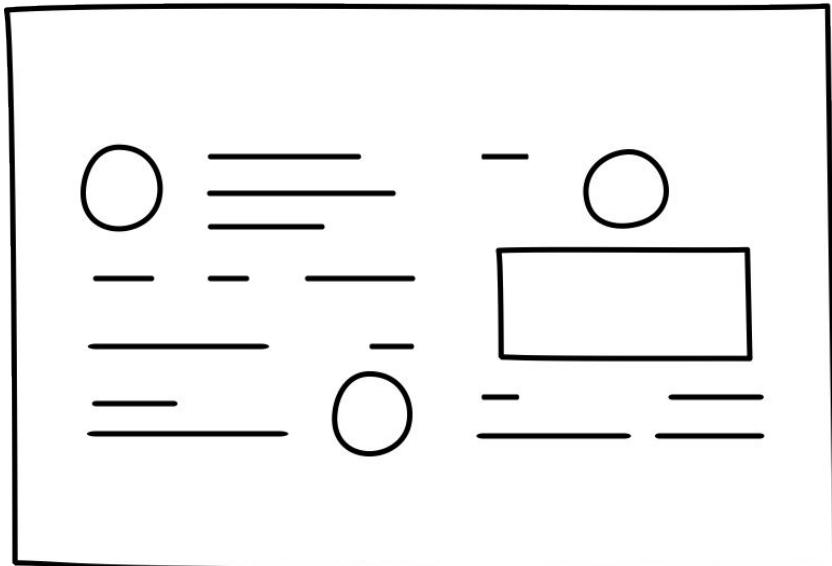
SIMILITUD



PUNTO FOCAL



REGIÓN COMÚN



CIERRE

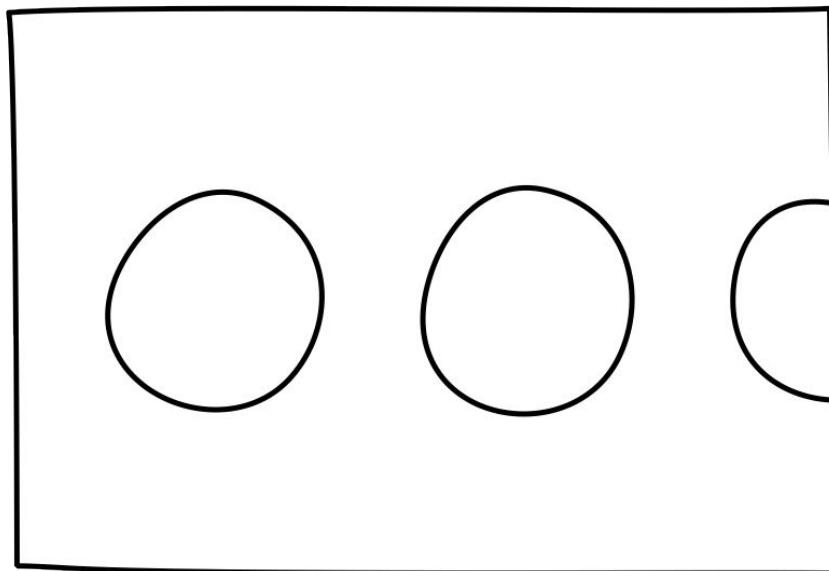
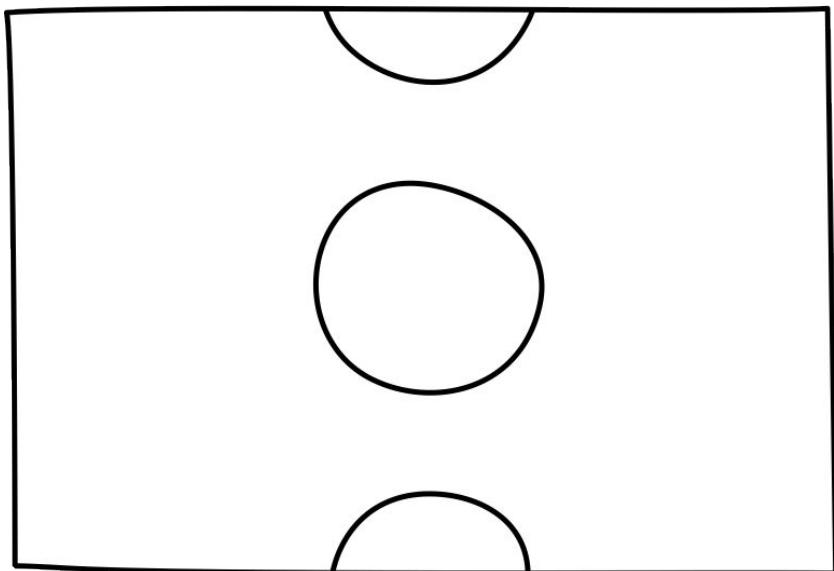
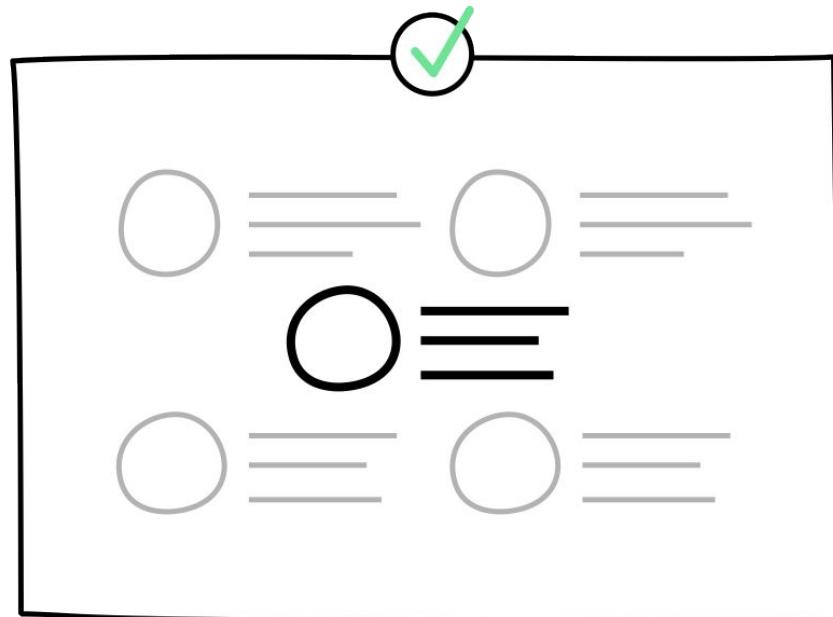
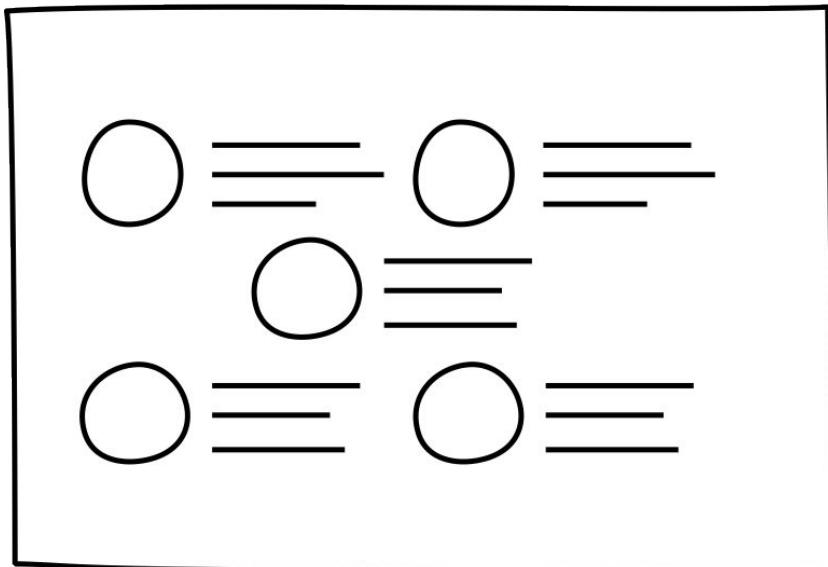
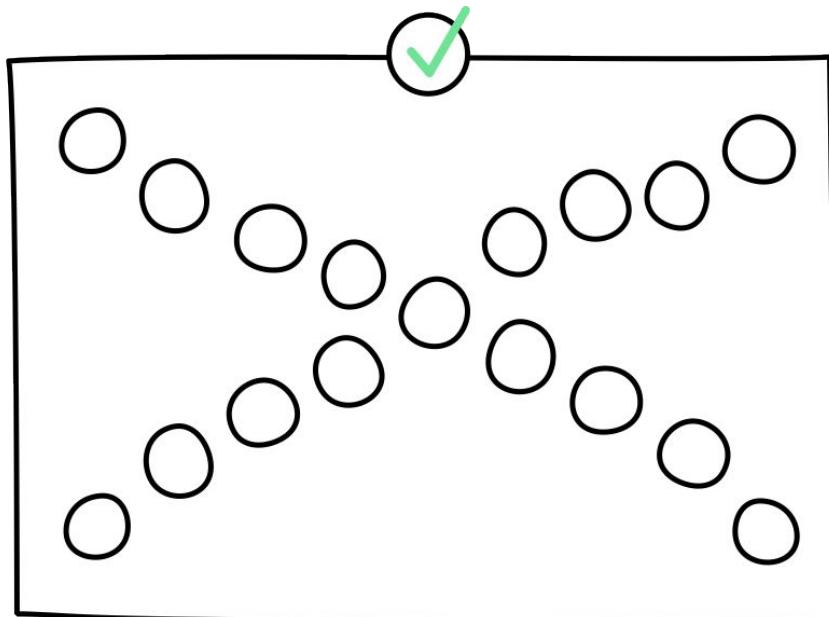
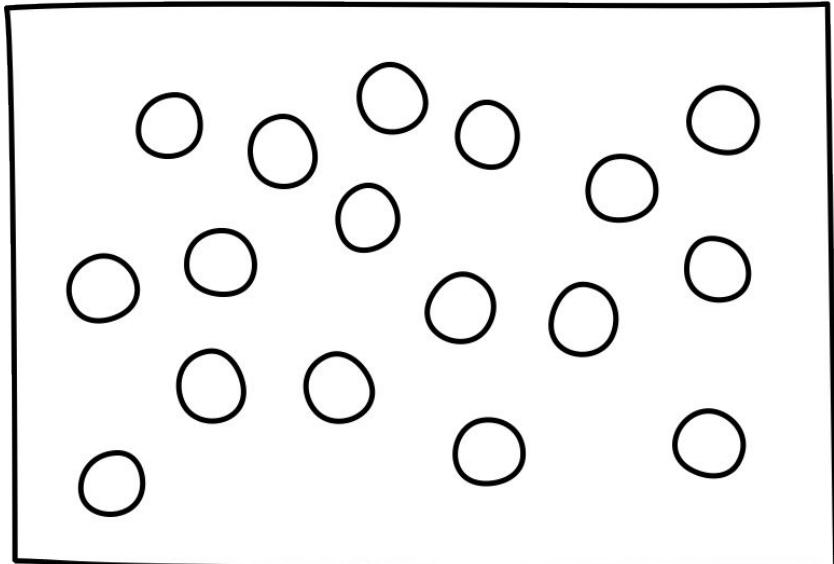
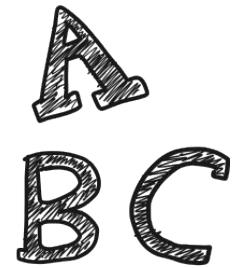
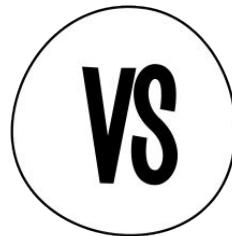


FIGURA-FONDO



CONTINUIDAD





IMAGEN

CARGA DE SIGNIFICADO



PALABRA

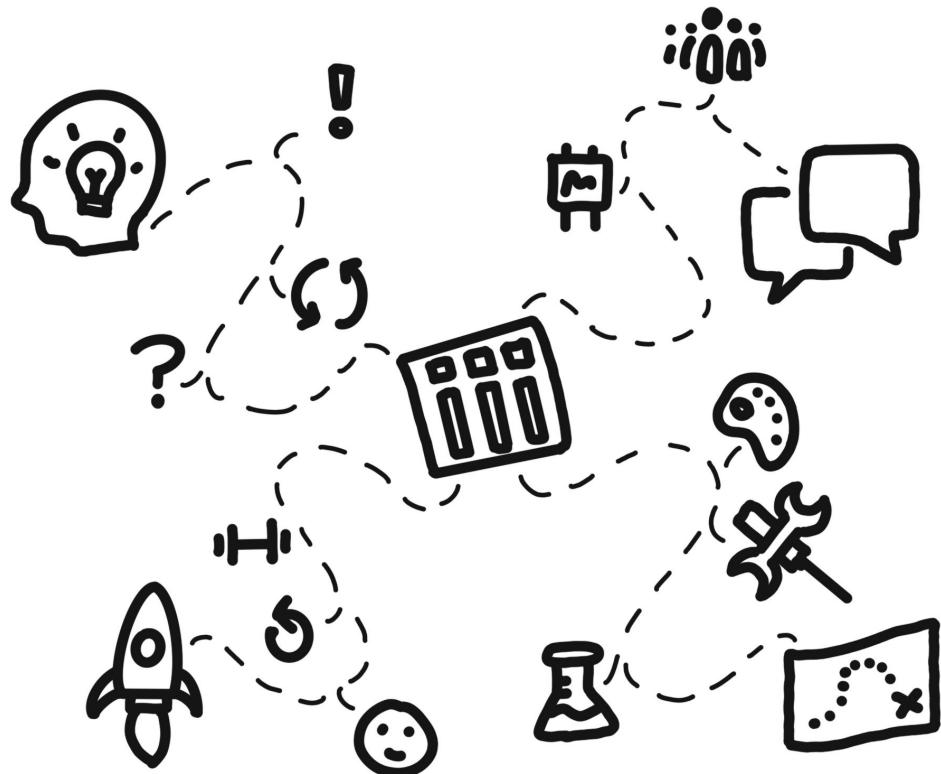
A LO MODESTO

USA NIVELES DE
JERARQUÍA

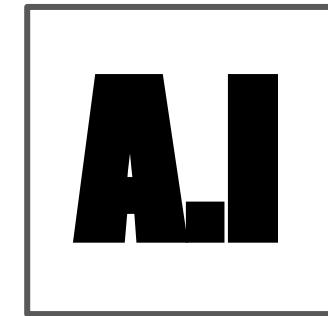
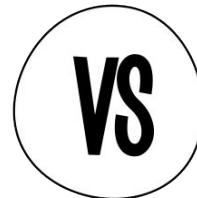
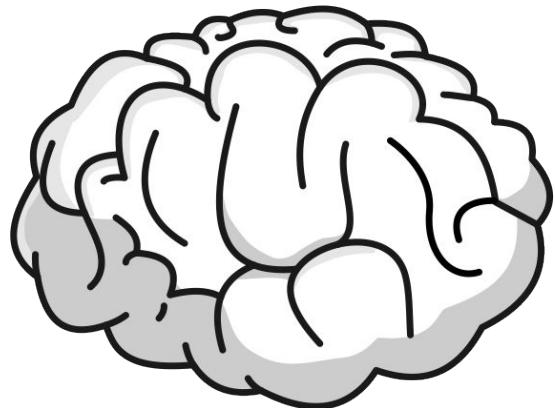
PARA IR DE LO IMPORTANTE

NO TENGAS
MIEDO
A LOS ESPACIOS
VACÍOS

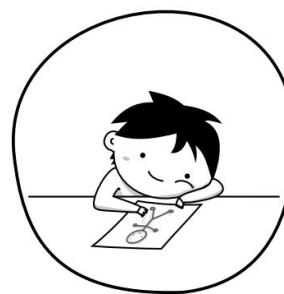
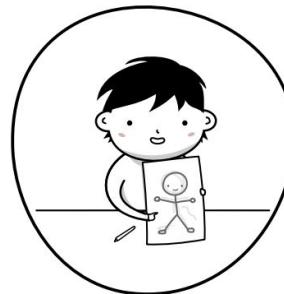
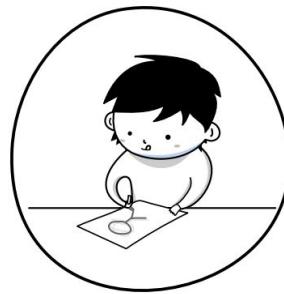
BOCETA SIN
COLORES,
NI DETALLES



Y PARA TERMINAR...



DE VEZ EN CUANDO



TRABAJA FUERA DEL ORDENADOR

¡GRACIAS!



@MOLASABER