"Where": See & lose interest quickly; excitement, danger, fatiguing

"Where" vision system is activated by: High Contrast Shapes Movement Space Angles Line

To get someone's attention fast, talk to the Where system. The ancient, survival-focused Where system sees and categorizes things quickly, is triggered by high contrast, edges, line, shape, angles, and the appearance of movement and space, and allows its focus to fade very quickly in order to process an incoming stream of new things being viewed. The Where vision system is also completely colorblind!!!

Focus for a minute on center of the first illustration (above). It will be hard to keep looking at the center. Notice where your eyes want to go, and where they want to linger.

The artwork's high contrast, sharp edges and angles, and lack of color and texture are attention-getting, but the longer you look, the more your eyes want to get away from the sharp, dark mountain range that caught attention first. Your Where system is triggered by the artwork, then processes what it sees fast, and wants to move on to the next thing. This allows your What system to kick in.