"What": See & lose interest slowly; quiet, safe, deeply interesting

"What" vision system is activated by: Low contrast, Value shifts, Texture, Details, Curved line, Color

To hold someone's attention, talk to the more intellectual and slower-to-process What system, which is triggered by reduced contrast, gradual value shifts, curves, texture, details, and color.

Focus for a minute on center of the second illustration (above). Don't let your eyes wander, but try to notice if your eyes want to move, and where they want to go.

You'll find your eyes are held pretty continually by the artwork, which has lots of Where qualities such as low contrasts, texture, color and curves. Your eyes will want to "walk" around the artwork, along the curves, noticing the texture and colors. At some point, you'll find your eyes drawn briefly to the text (which is more Where-ish than the artwork due to being more high-contrast).

You won't be able to hold your attention on the text for long, because it will be processed by the fast-processing, easily-fatigued Where vision system (due to being more high-contrast than the artwork). The artwork will hold you and pull you deep into it, and it'll be hard to break away to read the text at the bottom. The curvy, low-contrast, textured mountain range should hold your attention the longest.