

PSYC 3702 B : PERCEPTION

Instructor	Dr. Brian Tansley
Term	Winter 2024
Course Delivery	Live Lecture
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Office Hours	email to arrange an appointment

COURSE DESCRIPTION/INSTRUCTOR'S STATEMENT

An introductory survey of basic principles, research methods and selected issues associated with studying the how information from the senses is coded and represented in the human brain. Examples will be provided to illustrate how knowledge of perceptual principles can be applied in areas such as transportation and communication systems, medical diagnosis, cosmetic, food and beverage industries, etc.

EVALUATION (SUBJECT TO CHANGE)

Midterm Exam (short answer format) (35% of course grade)

Didactic/Review paper (20% of course grade)

Final Exam (short answer format) (45% of course grade)

TEXTBOOK

Downloadable lecture slides and readings from the course Brightspace partition.