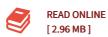




Eye Chart

By Germano, William

Condition: New. Publisher/Verlag: Bloomsbury Academic | The strange history of the eye chart: an essential diagnostic tool, template, sign, toy, and design icon. | Object Lessons is a series of short, beautifully designed books about the hidden lives of ordinary things. Desert nomads tested their vision by distinguishing a pair of stars. But we have since created more disquieting ways to test the strength of the eyes. Reading the eye chart is an exercise in failure, since it only gets interesting when you cannot read any further. It is the opposite of interpretative reading, like one does with literature. When you have finished reading an eye chart, what exactly have you even read? From a Spanish cleric's Renaissance guide to testing vision, to a Dutch ophthalmologist's innovation in optical tech, to the witty subversion of the eye chart in advertising and popular culture, William Germano's Eye Chart lets people see the eye chart at last. Object Lessons is published in partnership with an essay series in The Atlantic. | List of FiguresAcknowledgments1. What can you see?2. Reading stars, reading stones3. How to choose eyeglasses (circa 1623)4. The persistence of memory5. Eleven lines, nine letters6. Reading close up7. Looking for trouble8. Eye terror9. Eye...



Reviews

Very beneficial for all type of folks. It can be rally intriguing through studying time. You will like how the writer publish this ebook.

-- Nathan Cruickshank

Totally one of the better pdf I have at any time read through. It really is simplified but shocks within the 50 % from the ebook. Once you begin to read the book, it is extremely difficult to leave it before concluding.

-- Mariano Spinka