

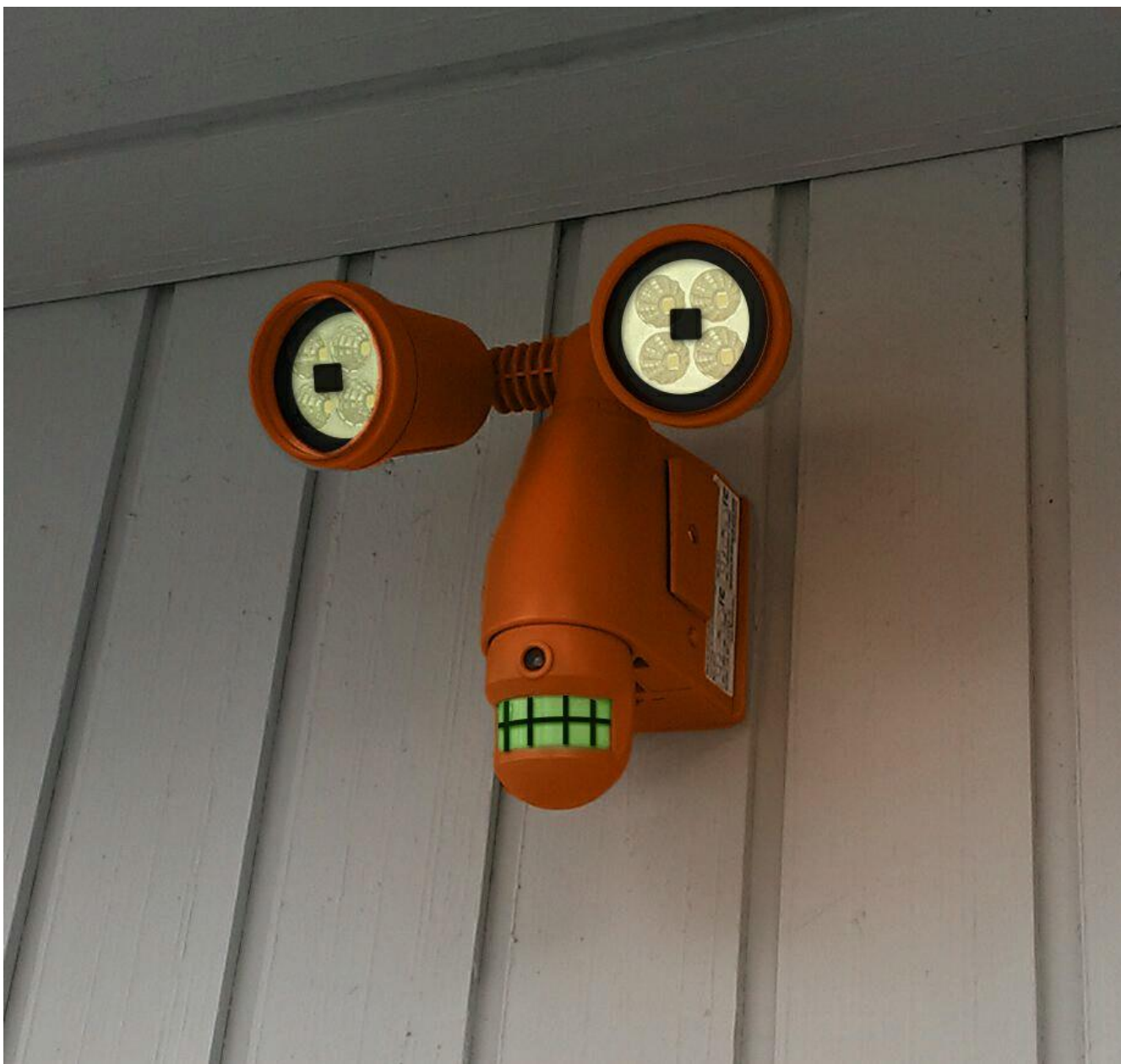
# Pareidolia



**Pareidolia** term for familiar seeing patterns in random data.

Some common examples are seeing a likeness of Jesus in the clouds or an image of a man on the surface of the moon.























































Use a camera (on your phone will do) and photograph any examples of Pareidolia you find.

Think of any ways you could use the images for advertising purposes.

Present your results next week.