

Abstract

Visual short-term memory and visual long-term memory are two memory systems which differ in storage capacity. The latest research on short-term visual memory indicates that it uses a limited capacity source which is being unequally re-allocated between the stored items. The fidelity of memory recall concerning a specific item improves with the increase of the allocated source capacity. Because early research on visual long-term memory suggests that its capacity is almost unlimited, newer studies focus on the fidelity of preserved memories. Visual memory capacity, be it about short-term or long-term memory, is defined by both the number of stored memories and their fidelity. The thesis presents a literature review systemizing research on visual memory capacity. It describes the visual memory systems, characterizes the formation of a visual representation, and discusses the principles of remembering details of visual scenes and the memorability of pictures. The empirical part includes a research design focusing on remembering details from different specific central parts of a picture.