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## **Four Fundamental Concepts of Image Science**

The article presents basic outlines of the four fundamental concepts of image science (Bildwissenschaft): the pictorial turn, the image/picture distinction, the metapicture, and the biopicture. Some of these forms were latent in iconology and grew out of it as consistent themes and problems not only and exclusively of art history but also other disciplines engaged in the research of visual culture and images.