6. The rAAV virion of claim 1, wherein the rAAV virion exhibits at least 10-fold increased infectivity of a retinal cell compared to the infectivity of the retinal cell by an AAV virion comprising the corresponding parental AAV capsid protein.

7. The rAAV virion of claim 1, wherein the rAAV virion exhibits at least 50-fold increased infectivity of a retinal cell compared to the infectivity of the retinal cell by an AAV virion comprising the corresponding parental AAV capsid protein.

8. The rAAV virion of claim 1, wherein gene product is an interfering RNA or an aptamer.

9. The rAAV virion of claim 1, wherein the gene product is a polypeptide.

10. The rAAV virion of claim 7, wherein the polypeptide is a neuroprotective polypeptide, an anti-angiogenic polypeptide, or a polypeptide that enhances function of a retinal cell.

11. A pharmaceutical composition comprising:

a) a recombinant adeno-associated virus virion of claim 1; and

b) a pharmaceutically acceptable excipient.

12. Use of a recombinant adeno-associated virus (rAAV) virion according to claim 1 in the manufacture of a medicament for ~~A method of~~ delivering a gene product to a retinal cell in an individual~~,~~ ~~the method comprising administering to the individual a recombinant adeno-associated virus (rAAV) virion according to claim 1.~~

13. The use~~method~~ of claim 11, wherein the gene product is a polypeptide.

14. The use ~~method~~ of claim 11, wherein the gene product is a short interfering RNA or an aptamer.

15. The use~~method~~ of claim 13, wherein the polypeptide is a neuroprotective factor, an anti-angiogenic polypeptide, an anti-apoptotic factor, or a polypeptide that enhances function of a retinal cell.

16. The use~~method~~ of claim 13, wherein the polypeptide is glial derived neurotrophic factor, fibroblast growth factor 2, neurturin, ciliary neurotrophic factor, nerve growth factor, brain derived neurotrophic factor, epidermal growth factor, rhodopsin, X-linked inhibitor of apoptosis, retinoschisin, RPE65, retinitis pigmentosa GTPase-interacting protein-1, peripherin, peripherin-2, a rhodopsin, or Sonic hedgehog.

17. Use of a recombinant adeno-associated virus (rAAV) virion according to claim 1 in the manufacture of a medicament for ~~A method of~~ treating a retinal disease in an individual. ~~, the method comprising administering to an individual in need thereof an effective amount of a recombinant adeno-associated virus (rAAV) virion according to claim 1.~~

18. The use~~method~~ of claim 17, wherein said rAAV virion is to be administer~~eding is~~ by intraocular injection.

19. The use~~method~~ of claim 17, wherein said rAAV virion is to be administer~~eding is~~ by intravitreal injection.

20. The use~~method~~ of claim 17, wherein the ocular disease is glaucoma, retinitis pigmentosa, macular degeneration, retinoschisis, Leber's Congenital Amaurosis, diabetic retinopathy, achromotopsia, or color blindness.

21. An isolated nucleic acid comprising a nucleotide sequence that encodes a variant adeno-associated virus (AAV) capsid protein, wherein the variant AAV capsid protein comprises an insertion of from about 5 amino acids to about 11 amino acids in the capsid protein GH loop relative to a corresponding parental AAV capsid protein, and wherein the variant capsid protein, when present in an AAV virion, provides for increased infectivity of the AAV virion of a retinal cell.

22. The isolated nucleic acid of claim 21, wherein the insertion site is between amino acids 587 and 588 of AAV2, between amino acids 590 and 591 of AAV1, between amino acids 575 and 576 of AAV5, between amino acids 590 and 591 of AAV6, between amino acids 589