DOWNLOAD PDF PICTOGRAMS, ICONS AND SIGNS

Chapter 1 : 25 Free Pictogram and Symbols Sign Icon Sets

Pictograms and icons have one thing in common: they both are pictorial signs, but they have different functions. Pictograms warn, guide or protect, so they need to be immediately decipherable, and there should be no chance of misunderstanding them.

Gael Davidson Have you heard the one about the pictogram, the ideogram, the icon and the logo? They all appeared on a sign together and everybody was lost, insulted and confused! What makes pictograms, ideograms, icons or logos so effective can also be their undoing, resulting in unconvincing messages when applied carelessly. If the image being portrayed is unrecognisable or ambiguous, the viewer will be confused at the least, but if culturally insensitive or misleading could result in offence or unpleasant misinterpretation. Determining what the differences are between the four can be a significant start with a view to avoiding their misuse and deciding how and where to use them, while identifying what images are most effective. Pictogram â€" Pictorial representation of an object, place or item. Icon â€" Image or statue of symbolic nature, sometimes with significant special or religious connotations. Ideogram â€" Character or representation of an idea without expressing the sounds or letters in its name. Logo â€" Badge or pictorial representation depicting a specific organisation or company. The use of pictorial representations as a means of communication is not new. Indeed, it is almost as old as man, evident from prehistoric and stone-age cave drawings, Egyptian hieroglyphs right through to modern day signage and digital technology. Good images should be literal and easy to understand no matter what the language or cultural differences. Often pictograms and ideograms are combined to form simple instructions or messages. What these images have in common is, when viewed in context with their respective surroundings or in keeping with their subject matter, they are easily understood. However a tumble dry symbol on a directional sign in the local train station would not necessarily be recognised as such because it is being viewed out with its context and would therefore undoubtedly create confusion. For identification of successful images, there are standardised pictograms defined in the International Standard ISO This was created following extensive testing and research in different countries and cultures and incorporates the pictogram conventions widely known and understood worldwide. Due to the vast array of both traditional and digital communication tools available, difficulties can often arise when attempting to communicate something new, extraordinary or inventive. As a result, there is a wide diversification of less familiar icons, pictograms and ideograms in use. Keep it simple â€" Represent one message only. Attempting to incorporate multiple ideas creates more confusion. Minimise colour â€" Multiple colours can be unclear or untidy. When possible use only one or two colours. Clean and clear - Use simple easily identifiable shapes to portray the message. Context â€" Keep within context of subject or surroundings. Sensitive â€" Be aware of cultural difference and avoid images that could create offence in some instances. Finally, if in doubt refer to and utilise the International Standards, this will vastly increase the chance of being understood â€" a much more preferable outcome than being responsible for an international incident!

Chapter 2 : Pictograms, Ideograms, Icons & Logos

25 Free Pictogram and Symbols Sign Icon Sets By Paul Andrew on October 18th, Icons, UI In this article we feature 25 multi-purpose pictogram and symbols sign icon sets that have all been stripped down to their bare essentials and presented in their simplest form and all ready for use.

However, the understanding of a sign increases, when there is a visual correspondence between the sign and the signified. This correspondence is called the degree of iconicity, where as the degree of abstraction describes the signifiers divergence with the signified. The origins of the semiotic terms icon, symbol, and index derive from the following Latin and Greek words: A pictogram that is too complex loses its representative value. It starts to stand for itself instead of its signified. The visual style of representation is also connected to the context. When pictograms have a similar visual form, they can be recognized as parts of a system. When an individual pictogram is put into the context of a system, it is faster and easier to understand. The signs relation to its receiver is covered by pragmatics. Here, two main factors need to be studied, the intention of the sender and the interpretive faculties of the receiver. Interpretation can occur in three different degrees: Open interpretation occurs, when there is no prior agreement for the use of pictogram. The user must discover the meaning on her own. This can also be the case, when a user is introduced to a completely new interface or a novel icon. Clear interpretation is a prerequisite for a pictogram. Clear context contributes to this interpretation, right place, moment, form and conditions ensure a clear understanding. Complete interpretation within a system occurs, when a pictogram is seen as a part of a system, and the full context of a closed pictorial language becomes apparent to the user. The intention or purpose of a pictogram can be one of the following: The first pictorial signs, the cave paintings of Chauvet Cave in France, date back to circa 30 BC. The earliest known writing systems originated in Mesopotamia and Egypt more than five thousand years ago. Even hieroglyphs do not qualify as pictograms, since only a person with an understanding of the Egyptian culture could decipher their meaning. A pictograms needs to meet the criteria of cultural neutrality and international symbolism. The use of vignettes began with the invention of the printing press in the 15th century. Vignettes are small ornamental designs, that were repeatedly used as illustrations and as marks of identification. However, vignettes were not dependent of any system and they were more elaborate than pictograms in general. The second industrial revolution made it necessary to develop rapid forms of communication that were not restricted by language or culture. The first pictorial symbols used as traffic signs, were agreed to in Paris in A number of European countries agreed to the use of four pictograms: Neurath also worked on the establishment of an international pictographic system. Also in , the Berlin Olympics featured the first Olympic pictograms. In , Otl Aicher perfected the use of pictograms in the Munich Olympics. His simplified and stylized formal language is regarded as the model that gave rise to the modern pictogram. Another forerunner in the standardized use of pictorial signs have historically been airports. In , a pictogram study group that was put together in the Association of German Airports, recommended the use of pictograms in airports. Gradually over a few decades the practice became a standard for bus and train transport as well. Interface Icons According to the authors: They supposedly are more entertaining than regular pictograms. Supposedly the term icon was first used in the context of interfaces, when digital devices started to replace analogue ones. As the digital revolution, that started largely in the English speaking world, spread to other countries, a new demand for visual means for communication came up. The best known icons of this time were the ones designed by Susan Kare. Probably her most recognized icons are the ones she designed for Apple Macintosh. She thrived to design icons that would convey an idea in a clear, direct, and relevant way. Her approach to icon design was more similar to traffic signs than illustrations. Her designs included some of the classic Apple icons, such as the cursor hand, clock, smiling Mac, paint bucket and lasso tool. In fact the waste bin was already part of the icon set of the xerox alto in

Chapter 3 : Pictograms, Icons, and Signs | W. W. Norton & Company

Pictograms, Icons, and Signs [Rayan Abdullah, Roger HÃ¼bner] on theinnatdunvilla.com *FREE* shipping on qualifying offers. A copiously illustrated and practical guide to informational graphics. Pictograms and icons are a keystone of nonverbal and multicultural communication.

Chapter 4 : Standard Safety Pictograms and Symbols | Stonehouse Signs

A pictogram is normally a pictorial symbol (a visual representation of the designed object), and it comprises a combination of things: the surroundings, the form, the colour, and symbols or icons with a high degree of abstraction.

Chapter 5 : Pictograms, Icons & Signs | jieshilee

Interesting, but brief discussion of pictograms in context of semiotics. The book goes on to review several pictograms sets. One of the final discussions holds forth the promise of a universal language based on translating text into a common icon based language.

Chapter 6 : Modern Pictograms Icons And Symbols | InkThemes

modern pictograms (solid icons) carefully crafted on 16*16 pixel grid. Pictograms can be used for different purposes like e-Commerce business icon design and signs, Electronics, Weather reports, Emoticons and symbols etc.

Chapter 7 : GHS hazard pictograms - Wikipedia

Food icons by Maxim Ali, via Behance Find this Pin and more on Pictograms, logos, vectors, Icons, signs & symbols by Oluwashina Atere. - a grouped images picture Icons - an idea for menus or signs - part branding, part functionality for non-English speakers.

Chapter 8 : 8 Free Pictogram Icon Libraries and Collections

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Chapter 9 : Hazard symbols and hazard pictograms - Chemical classification

Symbols and pictograms have been used since the beginning of history, in every stage of the evolution of the many forms of human communication, from the use of visual signs and figures to convey the meaning of concepts, words and sounds, to the development of spoken language to writing.