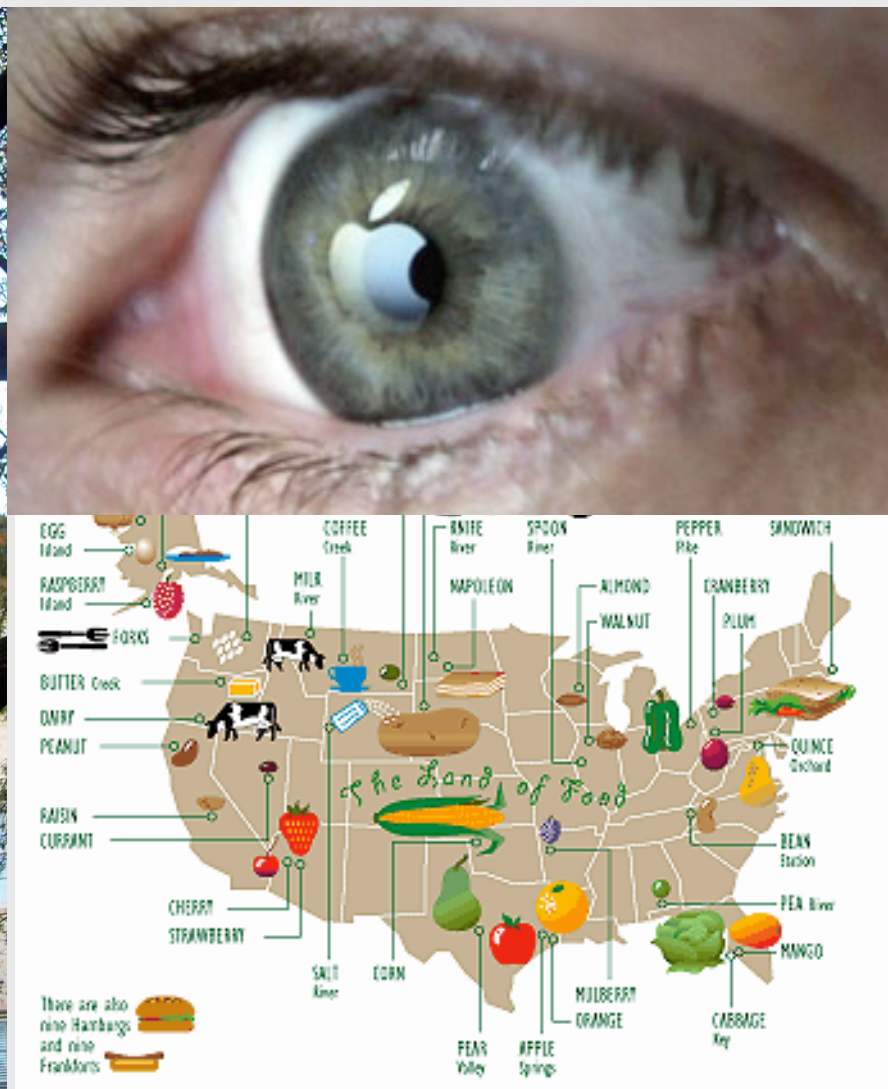# logos, icons, & descriptive graphics

kijana knight :: i385e

- Labels: A Brief Introduction

- Logos

- Icons

- Descriptive Graphics

- References

labels: a brief introduction

Labeling is a
" form of "
representation.

(Rosenfeld & Morville, pg. 76)

labels: a brief introduction

Labeling is a
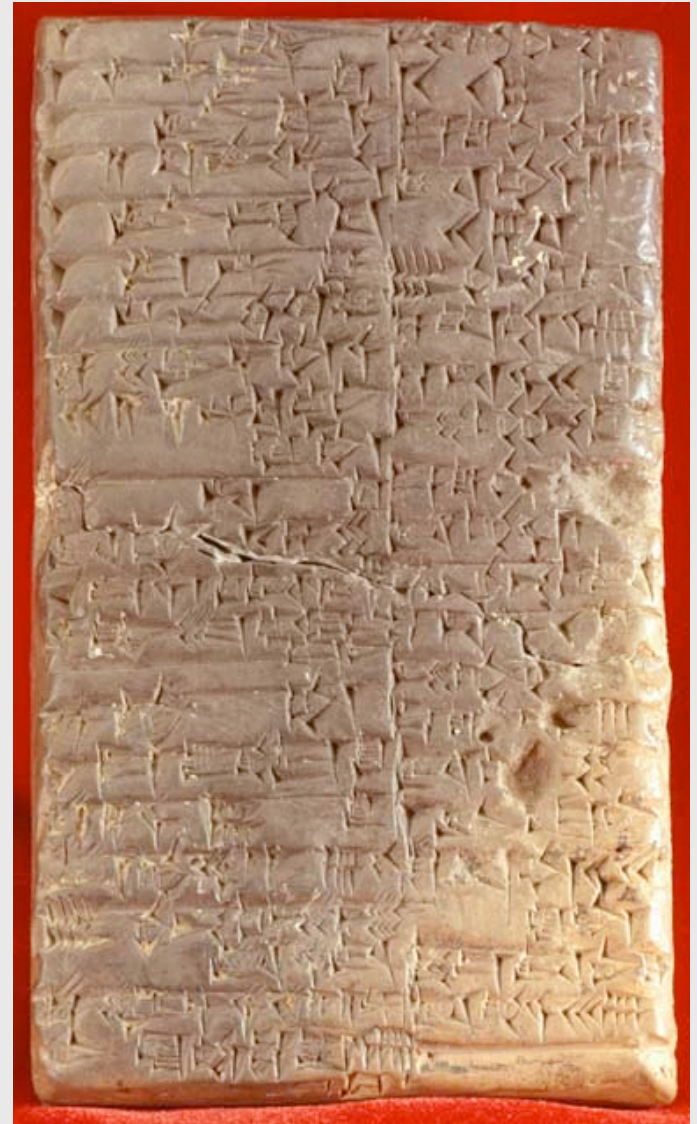**"** form of **"**
representation.

(Rosenfeld & Morville, pg. 76)

" The goal of a label is to communicate information efficiently; that is, without taking up too much of a page's vertical space or a user's cognitive space. **"**

(Rosenfeld & Morville, pg. 76)

(brief) history of writing

- Written language came long after spoken language

- The first written languages were *logographic* in nature using pictographic and ideographic elements

- Earliest writing systems date back to the 4th millennium B.C.

- Symbolic writing to represent commodities, accounts, and elements of daily life.

(brief) history of writing

- Egyptian writing - hieroglyphs

- Rosetta Stone - used to decipher Egyptian hieroglpyhs

- The logograms were not read as phonetic elements but facilitated the understanding of ideas from the context of other similar.

- Ancient Egyptian had to be transliterated into English for study.

(Wikipedia.org, *History of Writing*)

the importance of graphic labels

" To minimize this disconnect, information architects must try their best to design labels that speak the same language " as a site's users while reflecting its content… Labels should educate users about new concepts.

(Rosenfeld & Morville, pg. 76)

In the context of a web page or other computer application, graphics are used to communicate ideas from the designer to the user. We interact with the medium by creating metaphors that bridge the gap between the idea and the representation.

logos

lo·go /ˈloʊgoʊ/ Pronunciation [loh-goh] –noun, plural -gos.
1.   Also called logotype. a graphic representation or symbol of a company name, trademark, abbreviation, etc., often uniquely designed for ready recognition.
2.   Printing. logotype (def. 1).

[Origin: by shortening of logotype or logogram]

from 1937, Probably a shortening of logogram - "sign or character representing a word". From Greek. logos "word" + gram "what is written."

logos

- Early use of logos were as trademarks.

- Logo usage dates back to the 13th Century

- Goldsmiths' marks

- Paper makers' watermarks

- Provided an easy way to recognize a particular craftsman

  (Conlon, 2003)

enduring logos

Ancient astrological symbol of commerce
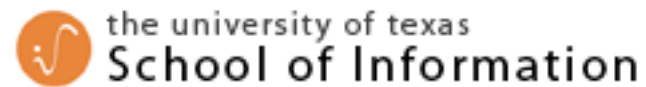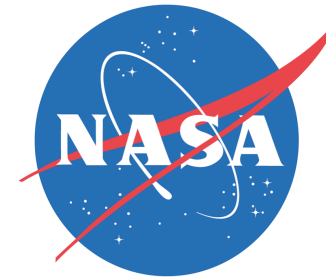associated with the Greek god Hermes.

enduring logos

"HIS MASTER'S VOICE"

This trademark and the trademarked word "Victrola" identify all our products. Look under the lid! Look on the label!

VICTOR TALKING MACHINE CO., Camden, N. J.

Since 1901. Still used by RCA-Victor

elements of style: logos

A well-designed logo

- Inspires confidence in the company and expresses professionalism

- Communicate the essence of the company without ignoring the customer audience

- Enables easy recognition of the company

- Should be simple and uncluttered

- Is distinctive

elements of style: logos

- Don't add too much text or a wordy tagline

- Don't overload the design with color unnecessarily

- Do hire a professional

(Lynch, 2005)

Logos: Put Your Best Face Forward. from Business Week Online. Found through Ebsco host

icons

i·con   /ˈaɪkɒn/ Pronunciation [ahy-kon]   –noun
1.   a picture, image, or other representation.
2.   Eastern Church. a representation of some sacred personage, as Christ or a saint or angel, painted usually on a wood surface and venerated itself as sacred.
3.   a sign or representation that stands for its object by virtue of a resemblance or analogy to it.
4.   Computers. a picture or symbol that appears on a monitor and is used to represent a command, as a file drawer to represent filing.
5.   Semiotics. a sign or representation that stands for its object by virtue of a resemblance or analogy to it.

Also, eikon, ikon (for defs. 1, 2).

[Origin: 1565–75; < L < Gk eikn likeness, image, figure]

icon vs. logo

What's the difference?

icon vs. logo

What's the difference?

logo::word

icon vs. logo

What's the difference?

logo::word   icon::picture

icon vs. logo

What's the difference?

logo::word   icon::picture

CHANEL

icon vs. logo

What's the difference?

logo::word

CHANEL

icon::picture

icon vs. logo

What's the difference?

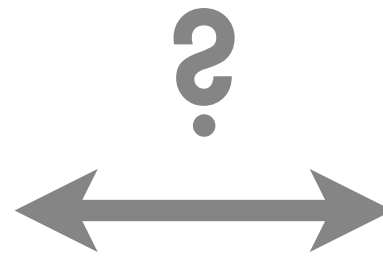logo::word   icon::picture

icons

How is this piece of religious iconography related to this desktop icon?

* They are both representation of abstract ideas
* They are both analogies of the ideas that they represent
* Metaphor

icons

?

grad school

How is this piece of religious iconography related to this desktop icon?

* They are both representation of abstract ideas
* They are both analogies of the ideas that they represent
* Metaphor

icons

Icons are graphical analogies of abstract concepts.

" It's true that a picture is worth a thousand words. But which thousand? Icons can represent information in much the same way as text can…The problem with iconic labels is that they constitute a much more limited language than text. "

(Rosenfeld & Morville, pg. 91)

icons

"Web navigation is conceived in terms of a cognitive map similar to a cognitive map in physical space; that is, in terms of landmarks and routes.

(Maglio and Matlock)

Icons are space-saving anchors and "way signs" in the cognitive map of computer applications.

Icons are shortcuts and reminders.

end with "Why are icons going out of favor wrt web applications and other desktop applications?"
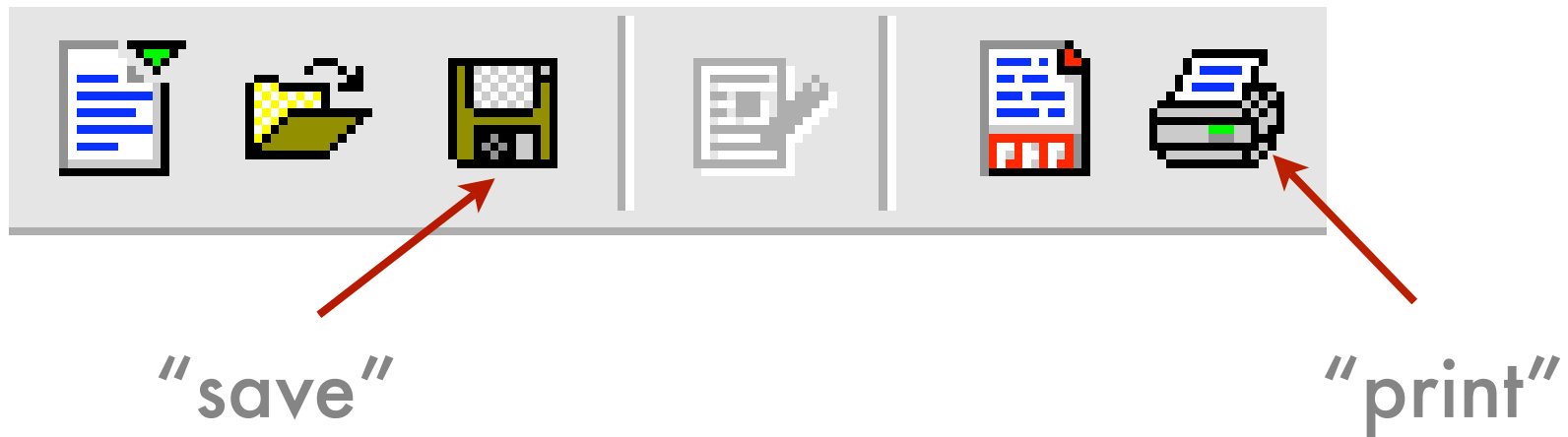
icons: the betrayal of images

(*La trahison des images,* Magritte 1928-1929)

an icon is a concrete representation of an abstract idea or concept.
The Betrayal Of Images (La trahison des images) (1928–1929) by Rene Magrite (Belgian Surrealist artist)

icons

> " The choice of a visual metaphor is crucial, however. A confusing image can obscure much more than it can illuminate. "
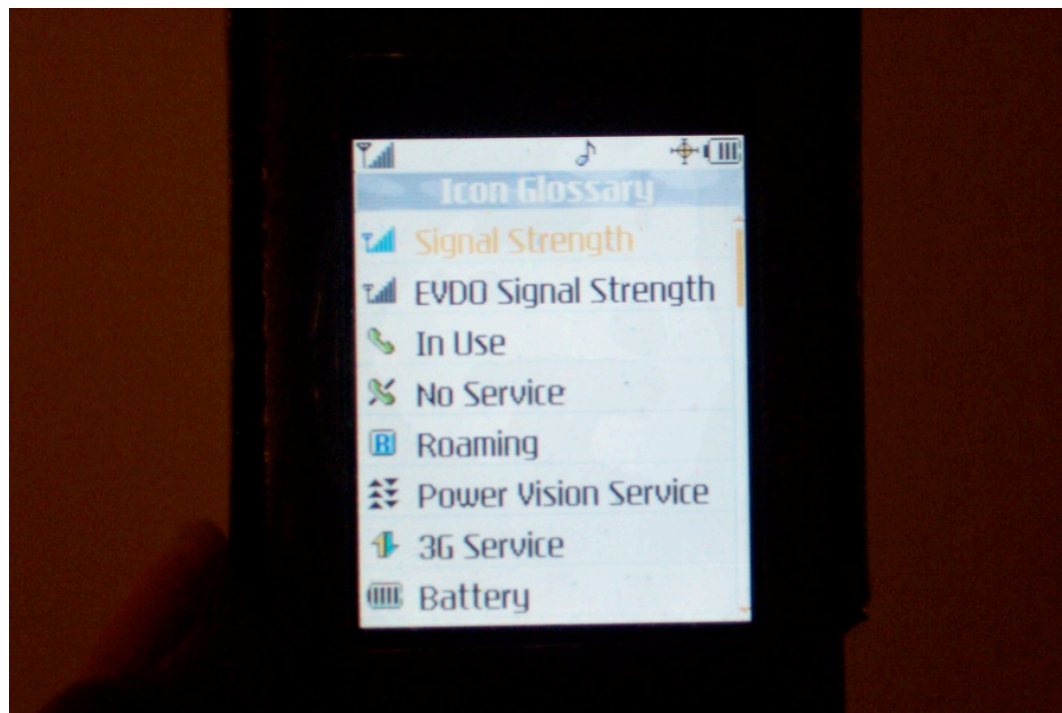
(Saffer, 2007)

"save"

"print"

The problem with icons: Advantages vs. Disadvantages of using icons

* the images go out of temporal style and possibly loose significance (ex. using a diskette for the "save" icon will not make sense in a few more years)
* Internationalization
* Different levels of comprehension – a confusing image can obscure more than it can illuminate
* Apparently, the use of icons is falling out of style. Text can convey the ideas more specifically.

icons

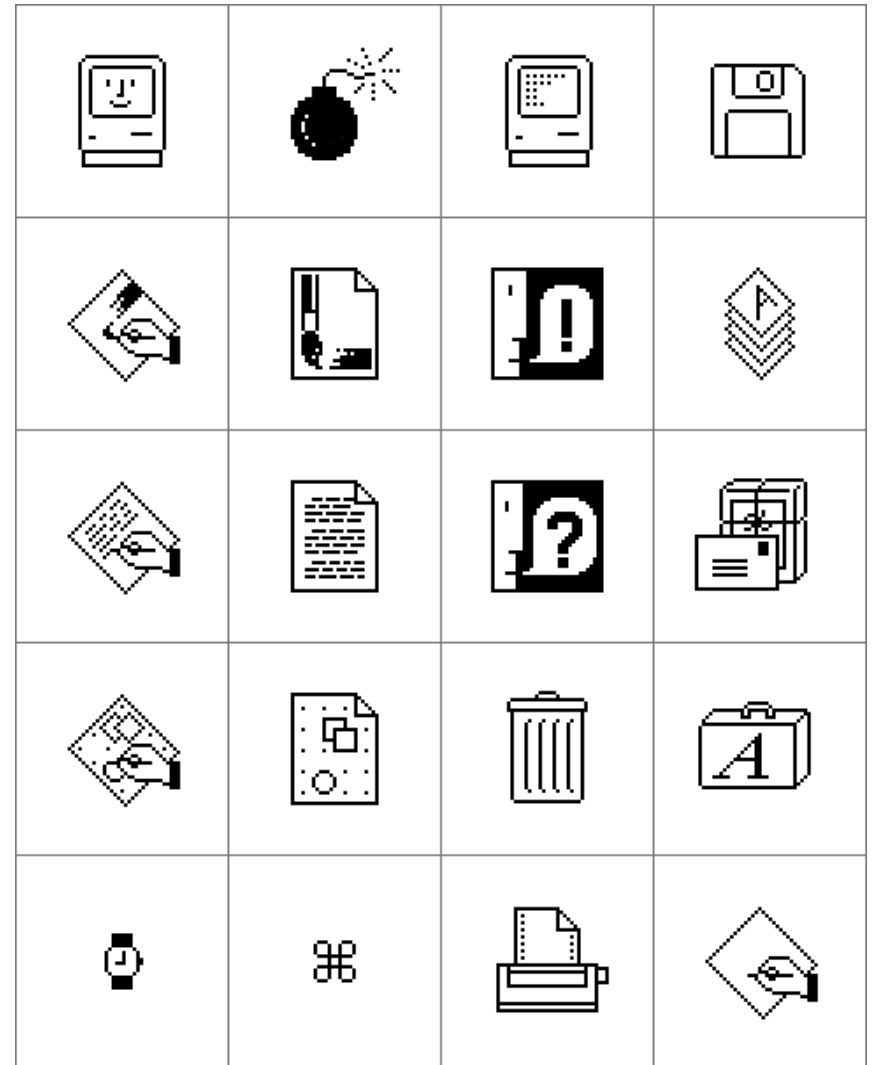Icons are still great in "scarce real-estate" situations.

icon "icon"

Susan Kare created the icons for the first Macintosh computers.

A selection of Macintosh system and application icons shown at 200%.
Client: Apple Computer, 1983-1984.

Kare - Although I've designed thousands of icons for hundreds of clients over the past eighteen years, I still search for better metaphors-perennial brain twisters such as "undo", "save", and "run program" come to mind. I have endeavored to make all kinds of software more intuitive: programs designed for na? users, for experts in vertical markets, for technical audiences, and for more or less everyone.

why we need descriptive graphics

Samaritan PAD home defibrillator

Are we just inherently lazy, lacking the intelligence or aptitude? Is that why we need pictures for everything?

why we need descriptive graphics

Samaritan PAD home defibrillator

Are we just inherently lazy, lacking the intelligence or aptitude? Is that why we need pictures for everything?

descriptive graphics

Descriptive graphics are illustrations that convey information or data.

They are intended to be easy-to-understand representations of information.

- Maps
- Pictograms
- Instructional material
- Chart
- Graph
- Signs

descriptive graphics

Some pictograms are standardized.

ISO 7001 - "Public information symbols" - defines a set of pictograms and symbols for public information. The latest version is ISO 7001:1990

SO 7001 ("Public information symbols") is a standard published by the International Organization for Standardization that defines a set of pictograms and symbols for public information. The latest version is ISO 7001:1990.

The set is the result of extensive testing in several countries and different cultures and have met the criteria for comprehensibility set up by the ISO. Common examples of public information symbols include those representing toilets, car parking, and information, and the International Symbol of Access.

http://en.wikipedia.org/wiki/ISO_7001

descriptive graphics

Pictograph from 1510 telling story of
missionaries coming to Hispaniola

:Pictograph from 1510 telling a story of coming of missionaries to Hispaniola.
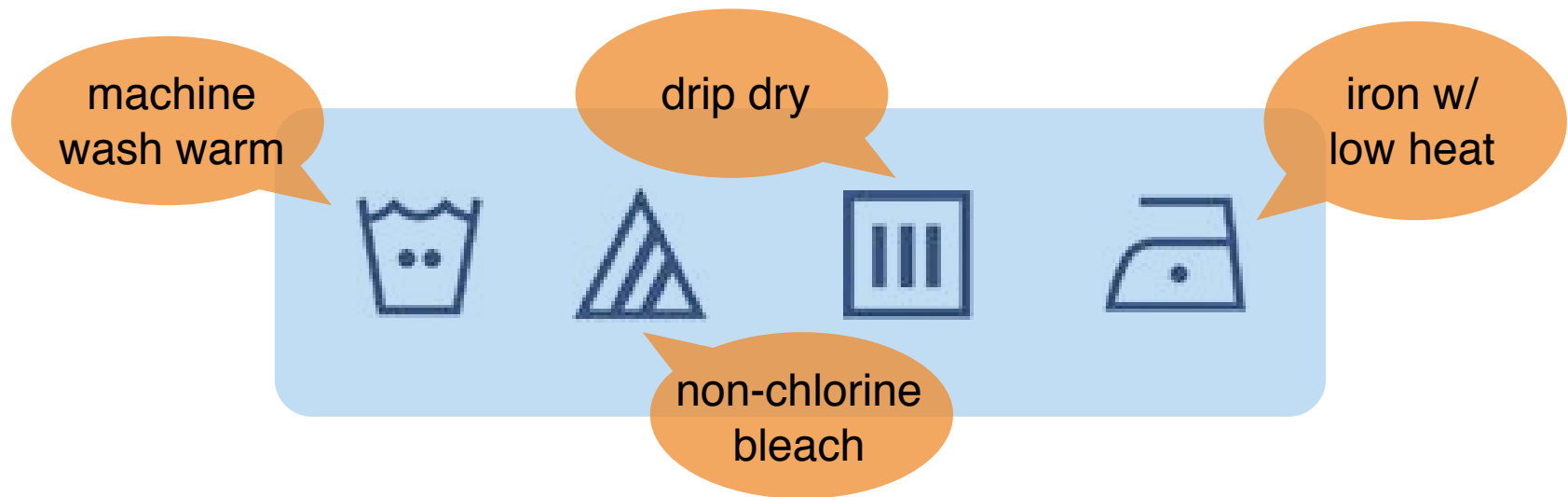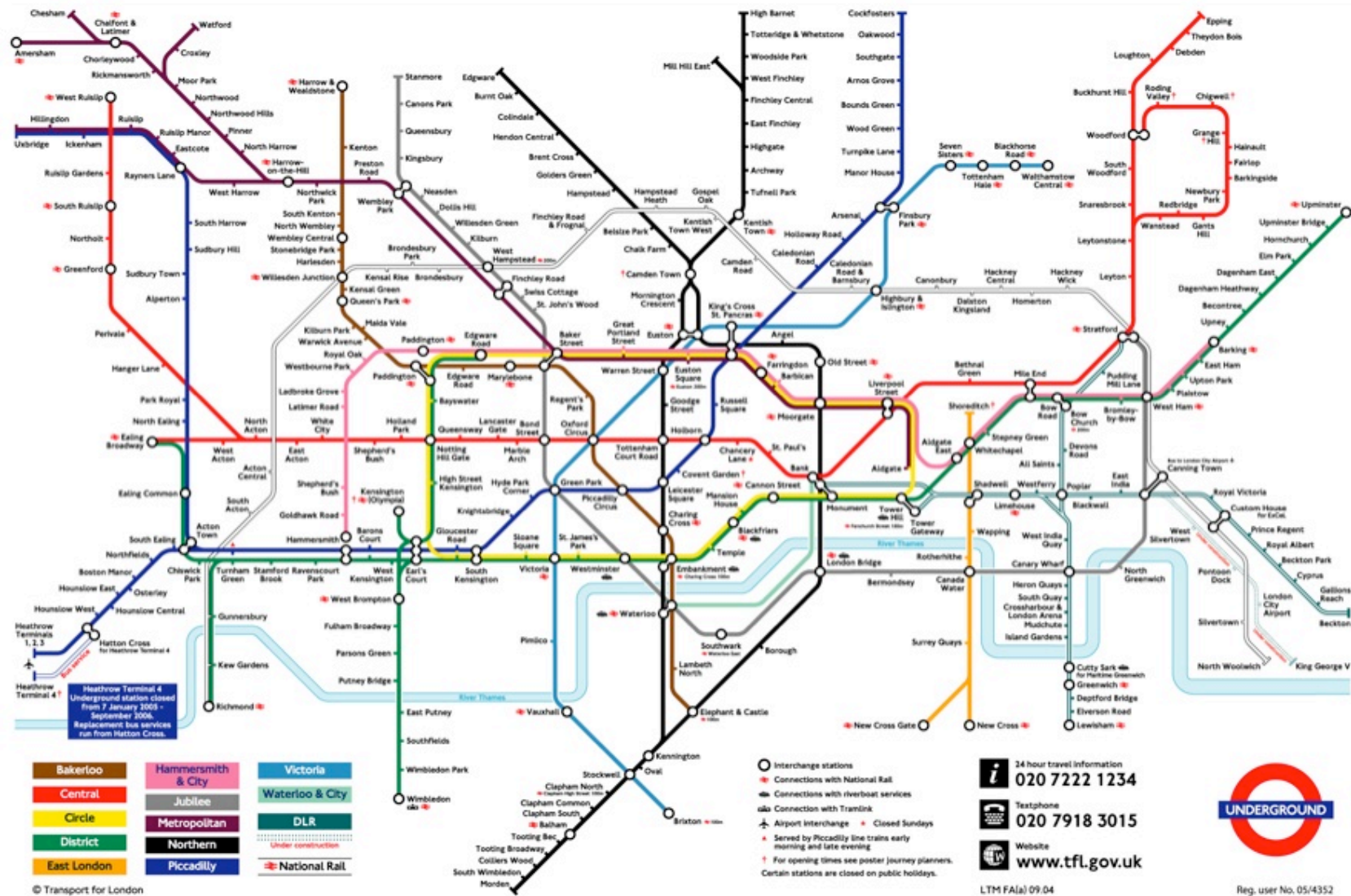
descriptive graphics

There's a downside to descriptive graphics and images. Sometimes, the symbols can become so concise and specialized that they are cryptic to the broader audience.

descriptive graphics
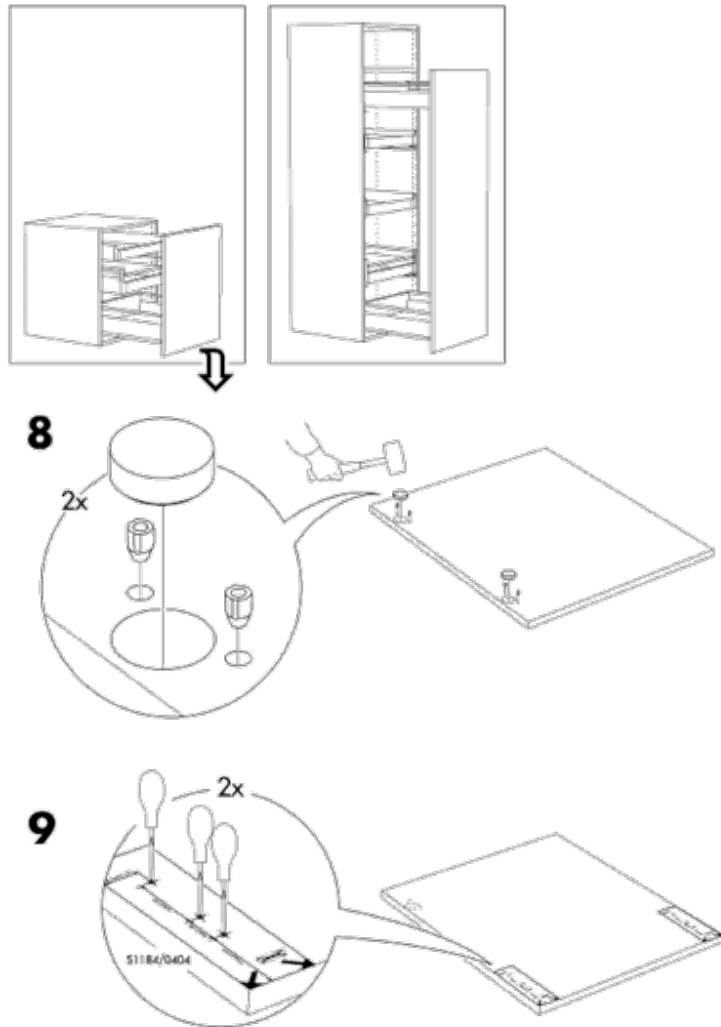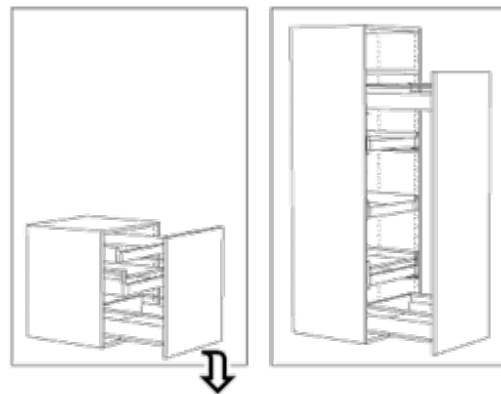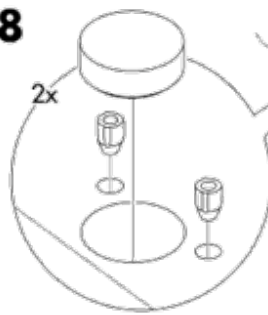
machine wash warm

drip dry

iron w/ low heat

non-chlorine bleach

descriptive graphics

descriptive graphics
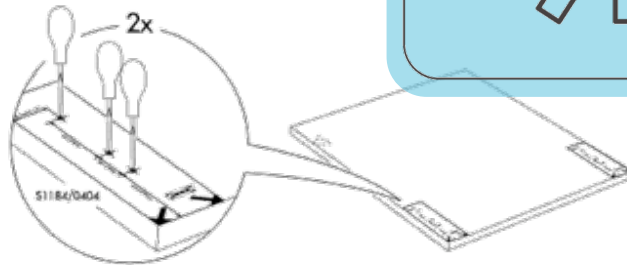

a page from an ikea manual

descriptive graphics

a page from an ikea manual
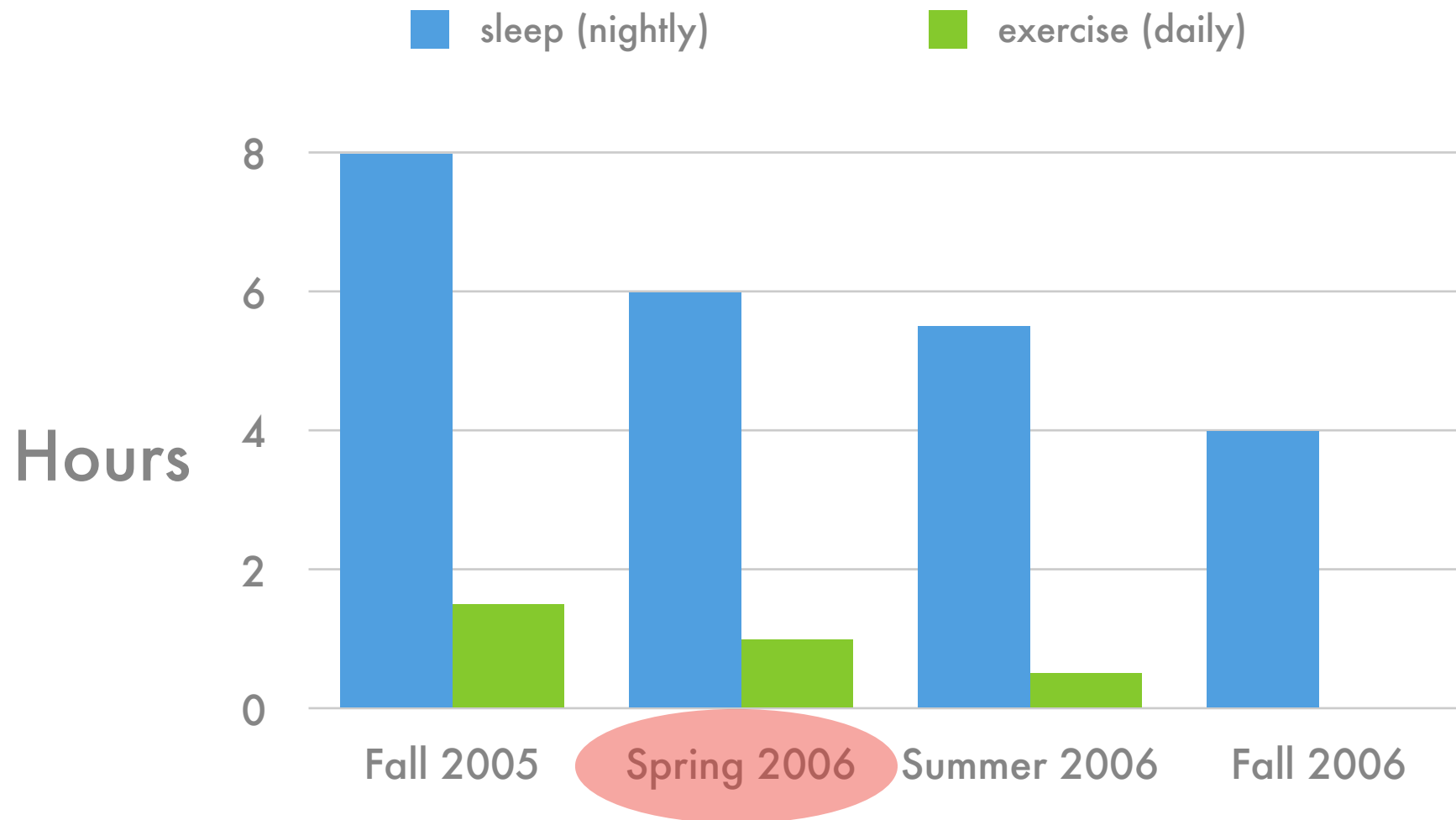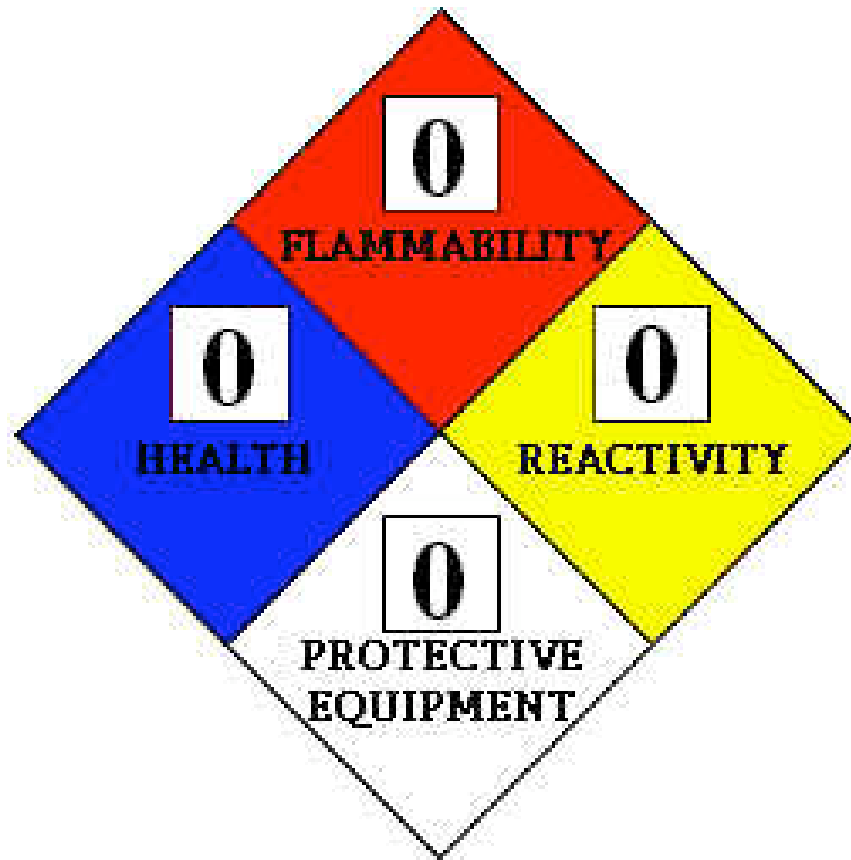
descriptive graphics

MSDS (Materials Safety Data Sheet) Symbol

descriptive graphics

- U.S. industrial designer

- Started out by designing stage sets

- 1938 - introduces a Model A John Deere tractor

- 1950s - "ergonomics" coined to describe the study of human-equipment interaction

- 1960 - "The Measure of Man" (ergonomic data guide) published.
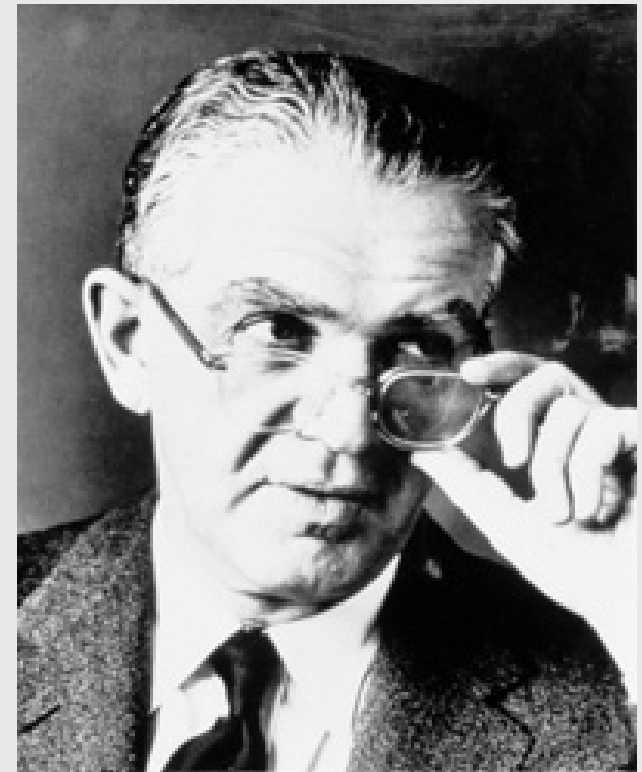
Henry Dreyfuss

1904 - 1972

descriptive graphics

- 1955 - publishes "Designing for People" - included the first publication of "Joe" and "Josephine" (anthropological charts).

- Focused on design problems related to the human figure

- Human Factors as a technical discipline began during WWII - standards for military equipment design.

- This data formed the basis of post-war design standards by Dreyfuss.

- 1972 - *Symbol Sourcebook: An Authoritative Guide to International Graphic Symbols*

Henry Dreyfuss

1904 - 1972

http://www.idsa.org/webmodules/articles/anmviewer.asp?a=247

Representing the American National Standards Institute (ANSI) in 1971, he chaired the first meeting of the International Organization of Standards Technical Committee (ISO/TC) in Berlin which set international standards for 145 signs and symbols.

descriptive graphics

Joe and Josephine

Dreyfuss was the first industrial designer to harness the use of anthropometrics, the study of human measurements and capabilities, in his work. In the 1950s, his charts of "typical" Americans, whom he called Joe and Josephine, became critical tools for industrial designers.

descriptive graphics

THE WINNING EDGE

❶ The clap skate allows the edge of a blade to remain in full contact with the ice for an extra moment, even though the foot is beginning to lift off.

❷ The brief added contact with the ice means that a skater can exert more force on the blade, which in turn generates more speed.

❸ The "clap" is heard when the hinged blade snaps back to the boot the moment the foot is lifted off the ice.

In speed skating, where a fraction of a second can decide a race, this little extra "push" can give an athlete the winning edge.

THE ICE IN THE 1994 OLYMPIC RINK IS THINNER THAN MOST HOCKEY AND FIGURE SKATING SURFACES. IT'S A MERE THREE QUARTERS OF AN INCH THICK.

spring

" What I try to do is to explain things to people, and for people, and sometimes to companies about themselves. Taking some complex procedure, or event, or set of numbers, and making it understandable for people that haven't got a clue about it in the first place. "

(Nigel Holmes)

What I try to do is to explain things to people, and for people, and sometimes to companies about themselves. Taking some complex procedure, or event, or set of numbers, and making it understandable for people that haven't got a clue about it in the first place.

Nigel Holmes is an IA/Graphic Designer who owns Explanation Graphics, a design firm dedicated to explaining things to people.

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