

# Pictograms & Ideograms

## IDEOGRAM VS. PICTOGRAM



### Ideogram

An ideogram or ideograph is a graphic symbol that represents an idea or concept.



### Pictogram

A pictogram conveys its meaning through its pictorial resemblance to a physical object.



# *A (very) Brief History*



## Mesopotamia

Mesopotamians are credited with inventing the earliest form of writing, which appeared ca. 3500B.C. The writing was based on pictograms. Pictograms were used to communicate information about crops and taxes.





*Egyptian hieroglyphs*



*Cave of Altamira*



*Sumerian Cuneiform*





## Hawai'i

One of the many examples of Hawaiian kii pohaku (petroglyphs) can be found at Waikoloa. The Hawaiian petroglyphs contain many images of the human figure. It is possible that the images evolved in complexity from the simple angular figure to triangle figures and then to muscular figures.





# **Symbols Around Us**




# AIRPORT SYMBOLS













# LAUNDRY SYMBOLS




## WASHING

-  Machine Wash Normal
-  Machine Wash Permanent Press
-  Machine Wash Gentle
-  Hand Wash
-  Do Not Wash

## DRY-CLEANING

-  Dry-clean
-  Dry-clean Any Solvent
-  Dry-clean Petroleum Solvent Only
-  Dry-clean Any Solvent Except Trichloroethylene
-  Do Not Dry-clean
-  Dry-clean Low Heat
-  Dry-clean No Steam
-  Dry-clean Reduced Moisture
-  Dry-clean Short Cycle

## IRONING

-  Iron Any Temperature Steam or Dry
-  Do Not Steam
-  Do Not Iron

## BLEACHING




-  Bleach When Needed
-  Non-Chlorine Bleach When Needed
-  Do Not Bleach

## DRYING

-  Tumble Dry Normal
-  Tumble Dry Normal - No Heat
-  Tumble Dry Permanent Press
-  Tumble Dry Gentle
-  Tumble Dry Gentle - No Heat
-  Line Drying
-  Line Dry In Shade
-  Drip Dry
-  Drip Dry In Shade
-  Do Not Tumble Dry
-  Dry Flat
-  Dry Flat In Shade
-  Do Not Dry
-  Do Not Wring

## TEMPERATURE INDICATORS

If temperature is not specified by numbers, dots are used to indicate how hot settings should be.

-  Cold / Low Heat
-  Warm / Medium Heat
-  Hot / High Heat



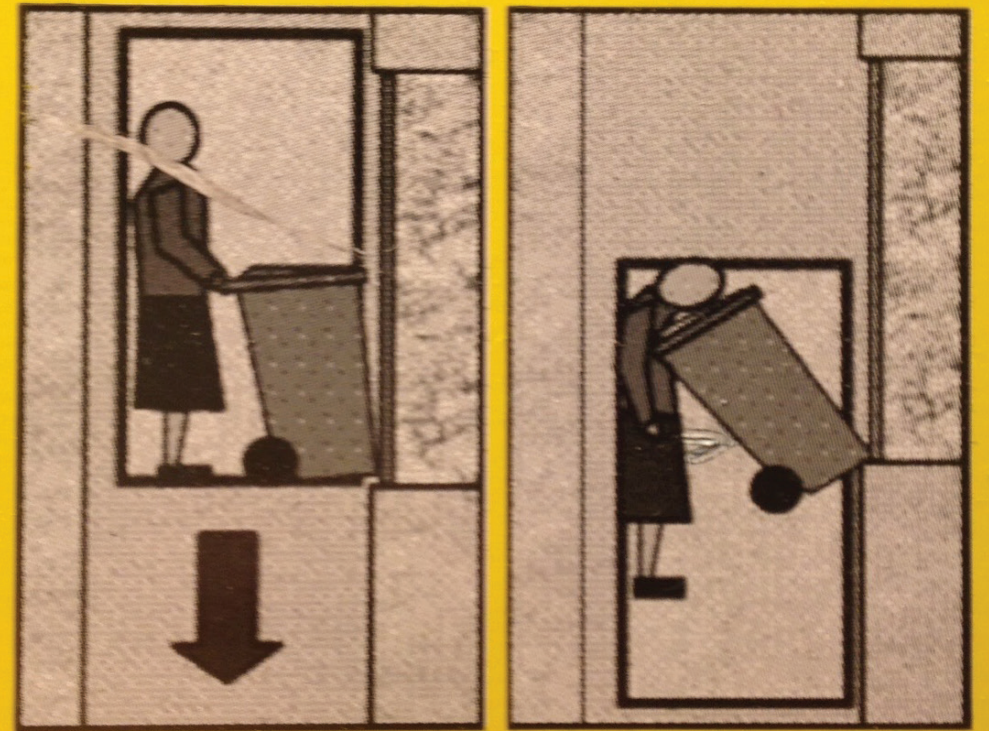
# SAFETY SYMBOLS



PICTOGRAMS & IDEOGRAMS

## FOUND IN SWEDISH ELEVATOR

# VARNING FÖR KLÄMRISK



**Farligt att transportera  
goods i hissar som saknar  
innerdörr eller fotocell**

# BRITISH ROAD SIGNS



[WATCH A VIDEO >](#)

## A DIFFERENT INTERPRETATION



**Push Button**



**Receive Bacon**



# Sketching Scales

*Compositional Variance & Simplistic to Realistic*







# COMPOSITIONAL VARIANCE



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**1**



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**2**



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**3**



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**4**



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**5**

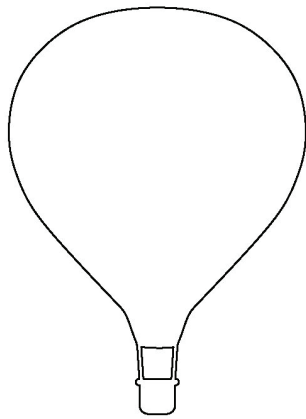
## Class Exercise

Sketch the apple in various compositions. Draw from your memory and personal experiences to depict the apple in different formats.

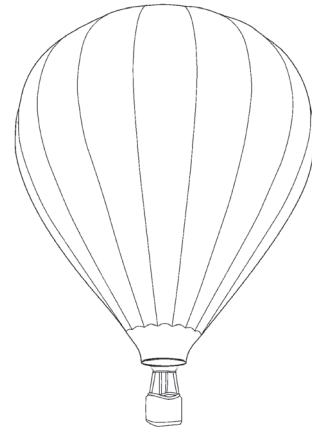




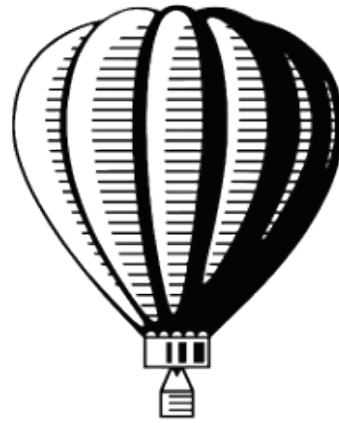
# SIMPLISTIC TO REALISTIC



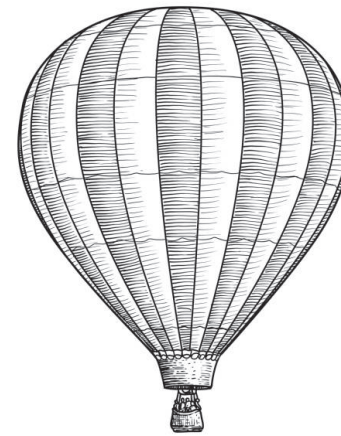
**1**



**2**



**3**



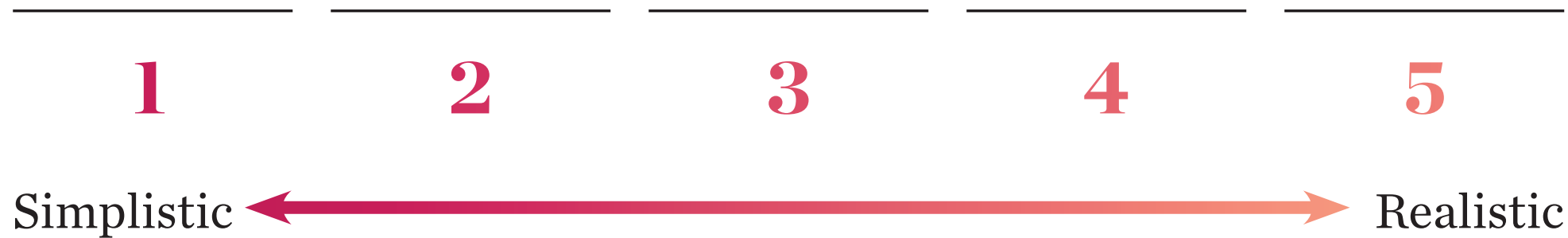
**4**



**5**

# Class Exercise

Using the official Apple Computers Logo as the mid-point, sketch the apple—including the leaf and bite—on a scale from *simplistic* to *realistic*.





# Pictograms

*A Group Project*



## THE ACCESSIBLE ICON PROJECT



[VIEW SITE >](#)

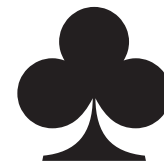
# GROUP EXERCISE



*No sunscreen  
with oxybenzone  
or octinoxate  
-or-  
Reef-safe sunscreen  
only*



*Do not slam  
taxi/car door  
-or-  
Close the taxi/car  
door gently*





## **Field Work**

*Find and photograph 1–2 examples of pictograms that you find in the world (don't download online).*

