

Sign & Symbol

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Computer Graphics & Design 1

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Sign & Symbol

What is Sign ?

What is Symbol ?

Sign & Symbol

Where's the toilet !?!

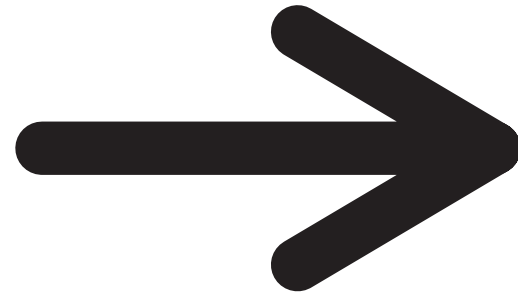
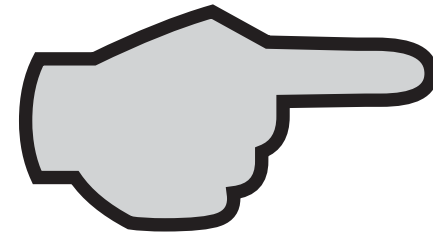
อึหยั่ง กอ ??



Sign & Symbol



Sign & Symbol



Global Language

Sign & Symbol

- Communication
- Basic human survival skill
- Means of expression for mutual understanding (global words)
- Vocal or verbal communication (red indian)
- Represent and store information
- Condense information and meaning: Signs and Symbols






Where?



Sign Definition

- Something that suggests the presence or existence of a fact, condition, or quality (Webster)
- An act or gesture used to convey an idea, a desire, information, or a command: gave the go-ahead sign (Webster)
- Signs can take the form of words, images, sounds, odors, flavors, acts or objects
- Anything can be a sign as long as someone interprets it as 'signifying' something - referring to or standing for something other than itself

Basic Signs

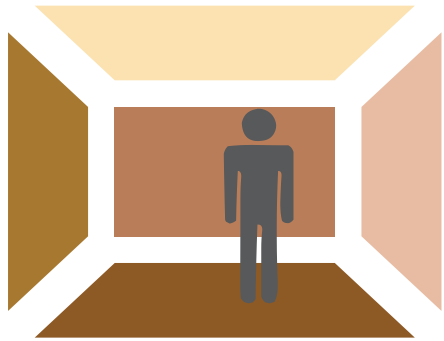
- Square 
- Triangle 
- Circle 
- Arrow 
- Cross 

The Square

- Characteristics: closed, bounded property, protection, floor, ceiling, earth's surface
- On a corner: disquieting, yield attention (traffic sign backgrounds)
- Oblong (rectangle): lose neutral status, directional



The Square



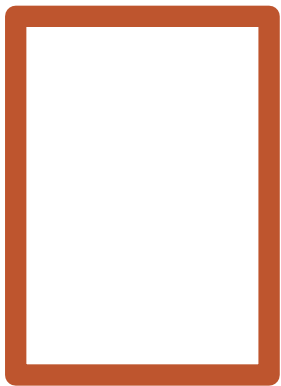
Plane / Protection



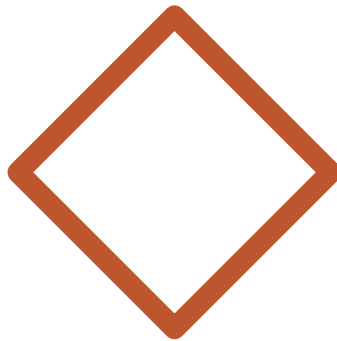
Closure



Attention



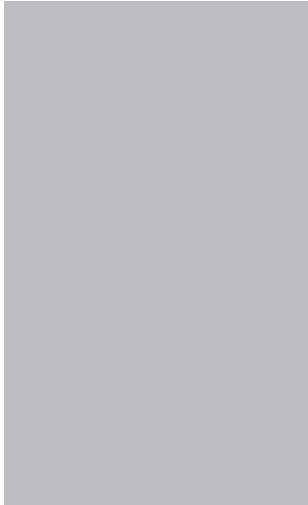
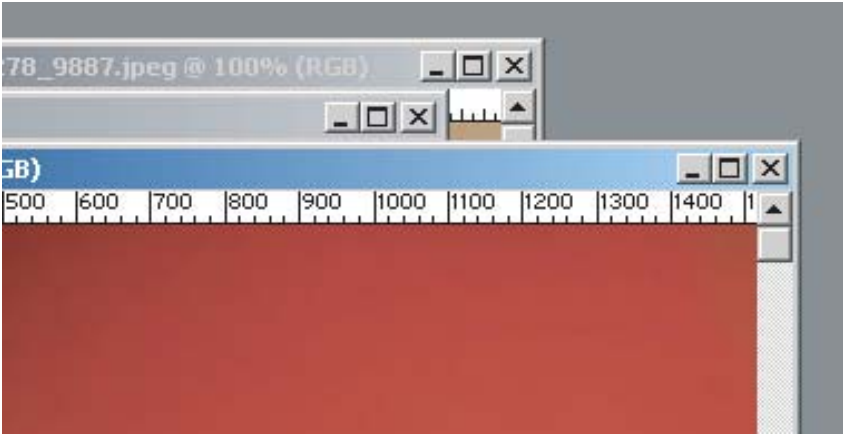
Information



Caution



The Square

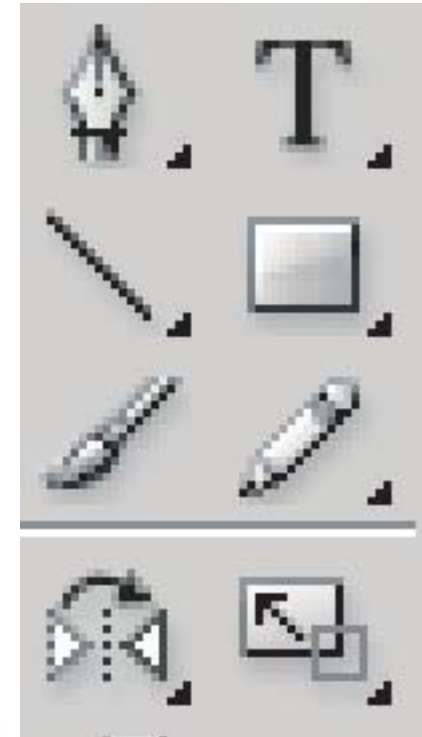


The Triangle

- Characteristics: closed, relate to horizontal or vertical reference line
- Vertical triangle: horizontal movement, left or right
- Horizontal triangle: horizontal base conveys stability or permanence (warning), reversed triangle conveys aggression or prohibitiveness

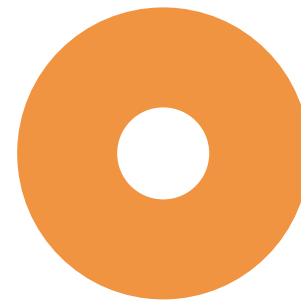
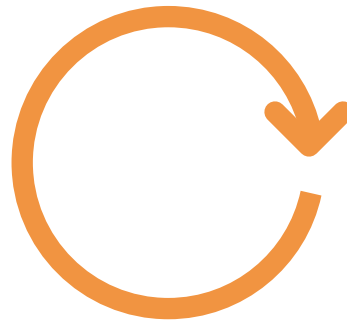
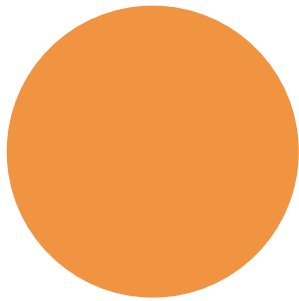


The Triangle



The Circle

- Characteristics: closed, eternal recurrence
- Meanings:
 - Going around, cycle
 - No beginning, no ending
 - Towards center or radiate outward

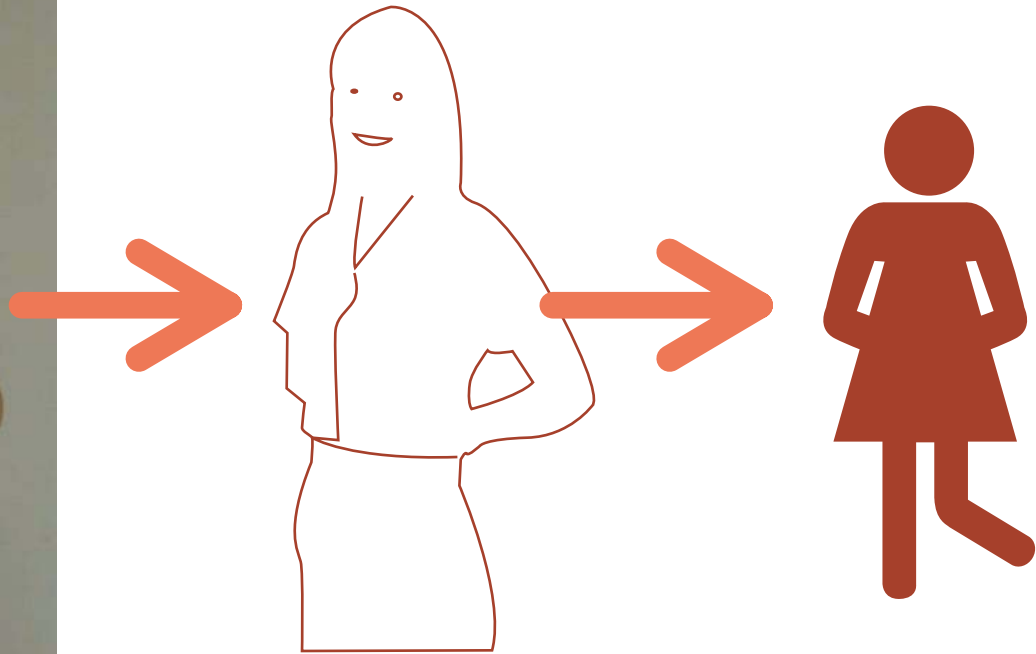


The Circle



Creating Signs

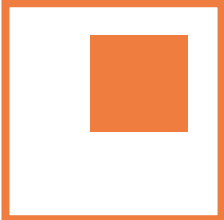
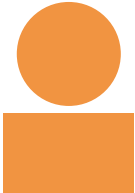
- Simplify the Form



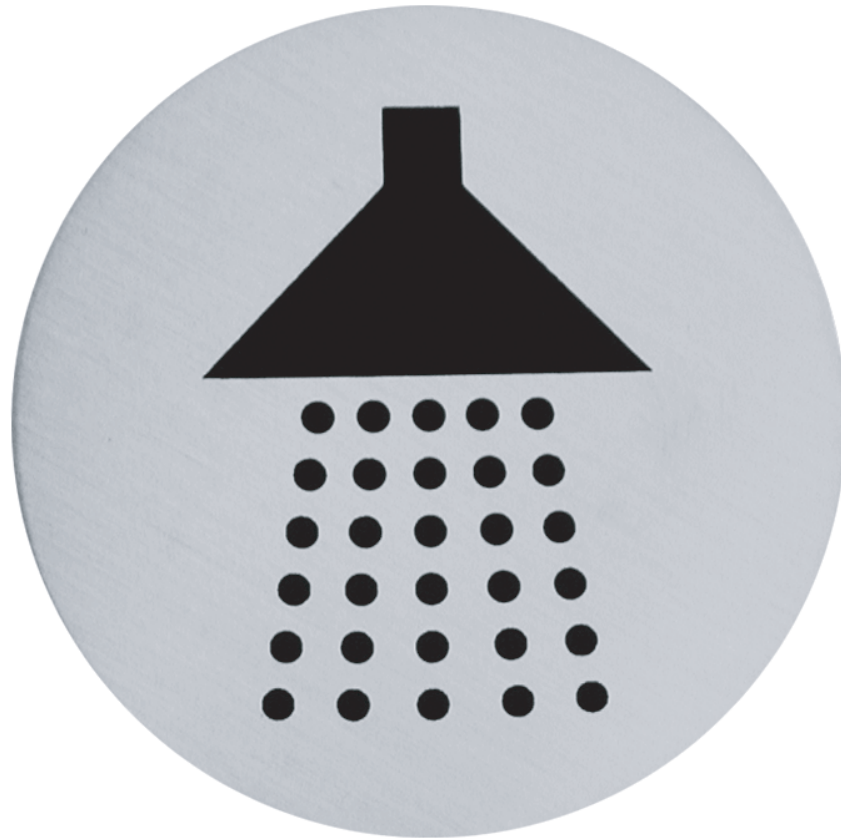
Creating Signs

- Combination of basic sign elements
 - Same forms
 - Different forms
 - Open/ Closed forms
- Outline and Solid
 - Thickness of lines
 - Swelling and shrinking
- Positive and Negative
 - Indication of form, absence of form
- Patterns
- Volumetric
 - Perspective
 - Shadowing
 - Optical illusions
- Colors
 - Distinguishable, memorable (Black, White, Red, Yellow, Blue, Green, Orange, Brown)
 - Color psychology (warm/ cold, abstract meanings)

Creating Signs



Samples



Samples



Samples



Samples



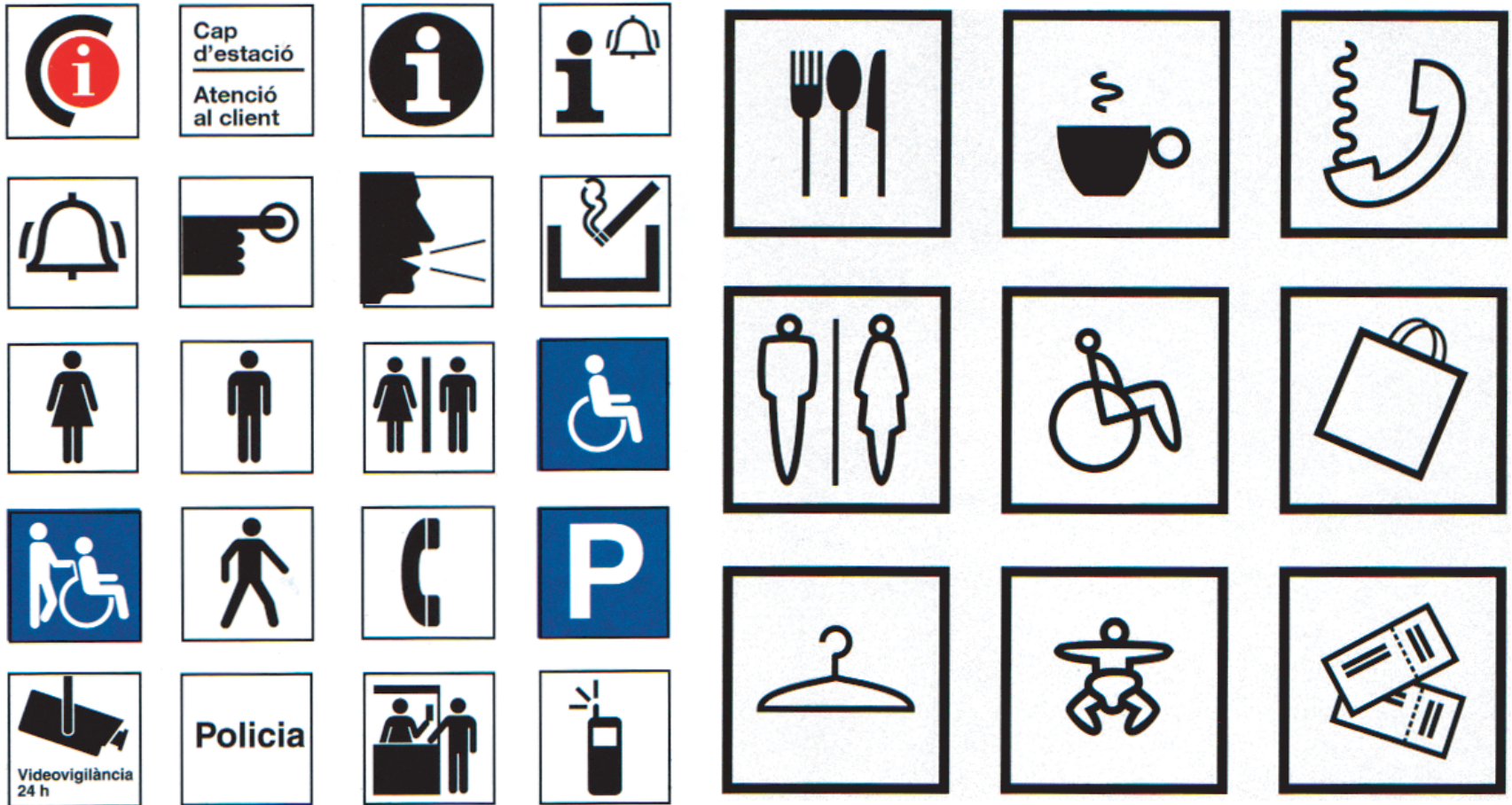
Samples



Samples



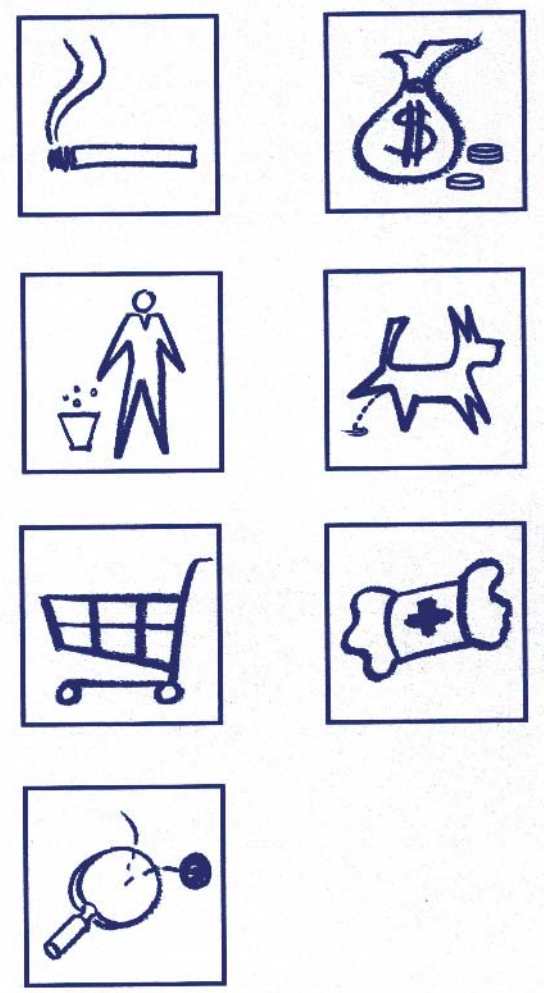
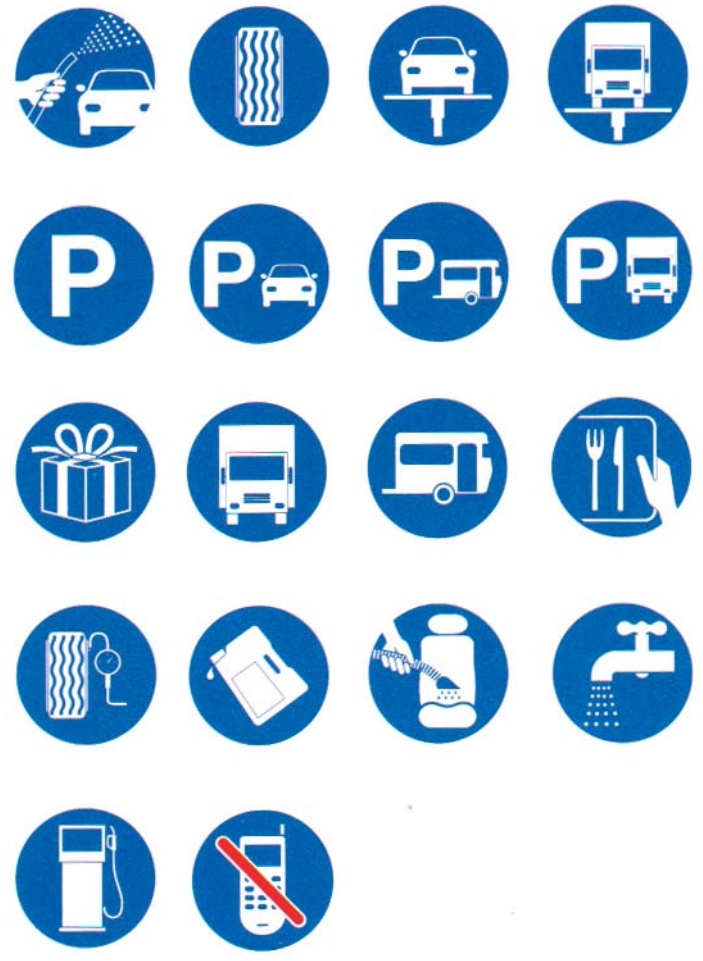
Samples



Samples



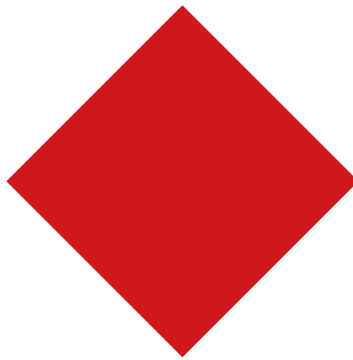
Samples



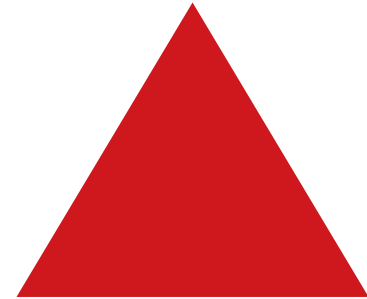
Samples



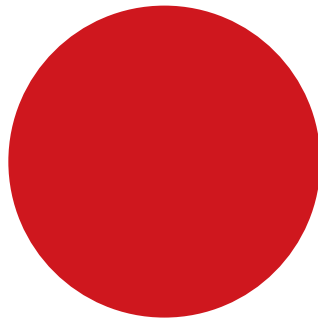
Announce



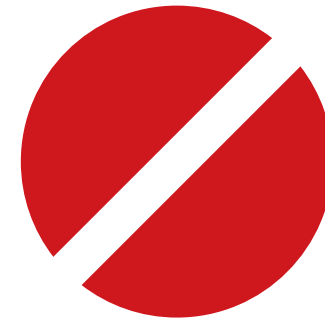
Caution



Warning



Should / Must



Do not

Symbols

- Something that represents something else by association, resemblance, or convention, especially a material object used to represent something invisible (Webster)
- A printed or written sign used to represent an operation, element, quantity, quality, or relation, as in mathematics or music (Webster)
- An object or image that an individual unconsciously uses to represent repressed thoughts, feelings, or impulses: a phallic symbol (Psychology)
- A mode in which the signifier does not resemble the signified but is fundamentally arbitrary or purely conventional - so that the relationship must be learnt (e.g., language in general, numbers, morse code, traffic lights, national flags)

Types of Symbols

- Figurative Symbols

- Fauna (animals)
- Plants
- Human form (whole or parts)

Objects, elements of nature (i.e., tools, sun, clouds, etc.)

- Abstract Symbols

- Cross
- Signs symbolizing movement
- Overlapping, interweaving, knotting
- Sun signs
- Stars
- Geometric forms

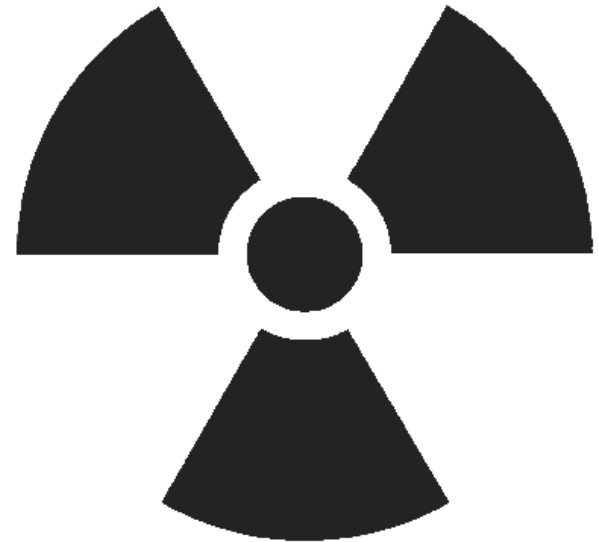
Samples of Symbol



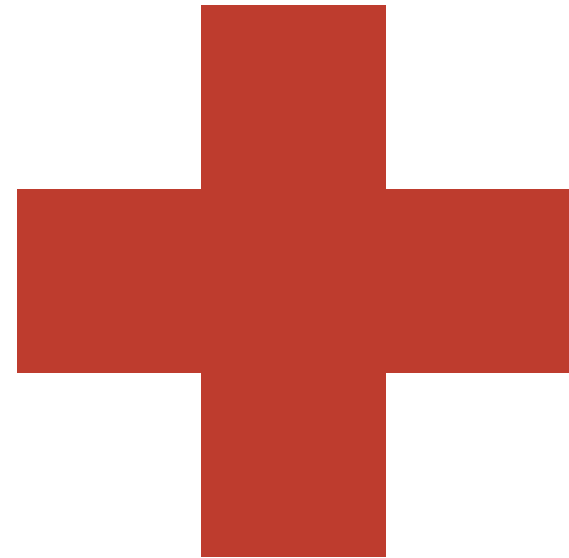
Samples of Symbol



Samples of Symbol



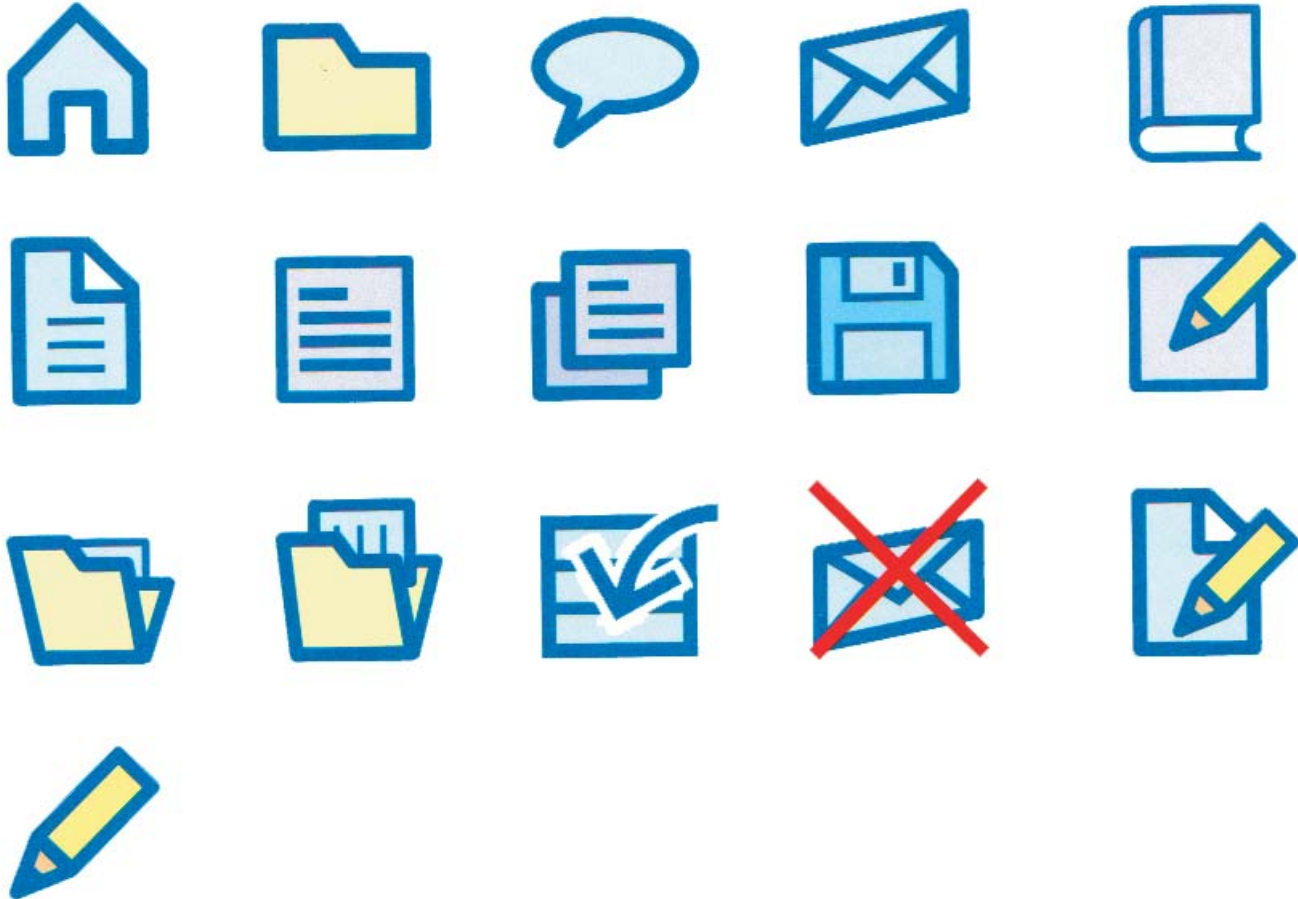
Samples of Symbol



Samples of Symbol



Samples of Symbol



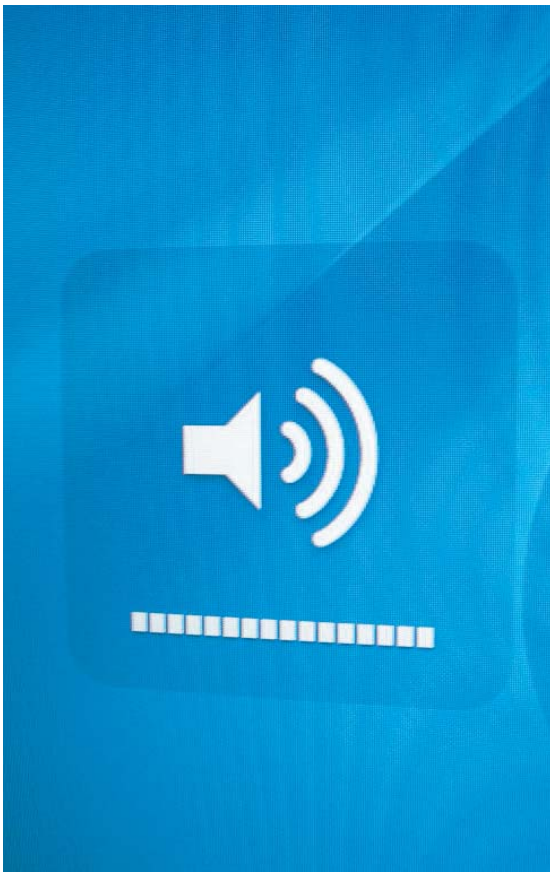
Samples of Symbol



Samples of Symbol



Samples of Symbol



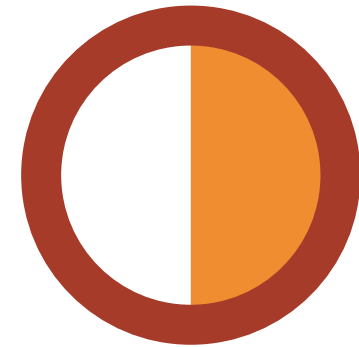
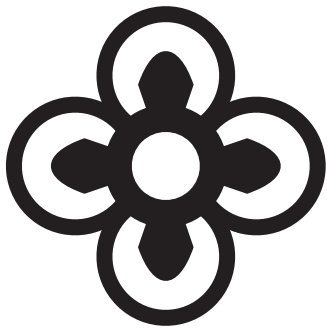
Assignment

3 Signages for Samurai / Ninja : Using the elements below



inversed use or subtractive are allowed.

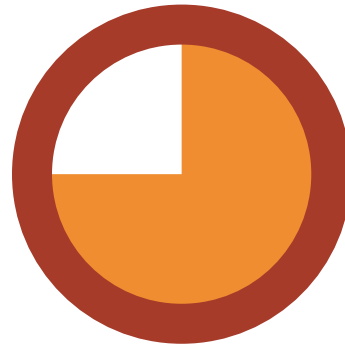
Sample



30 Mins.

Assignment

3 Symbol represents : What students said.....



45Mins.