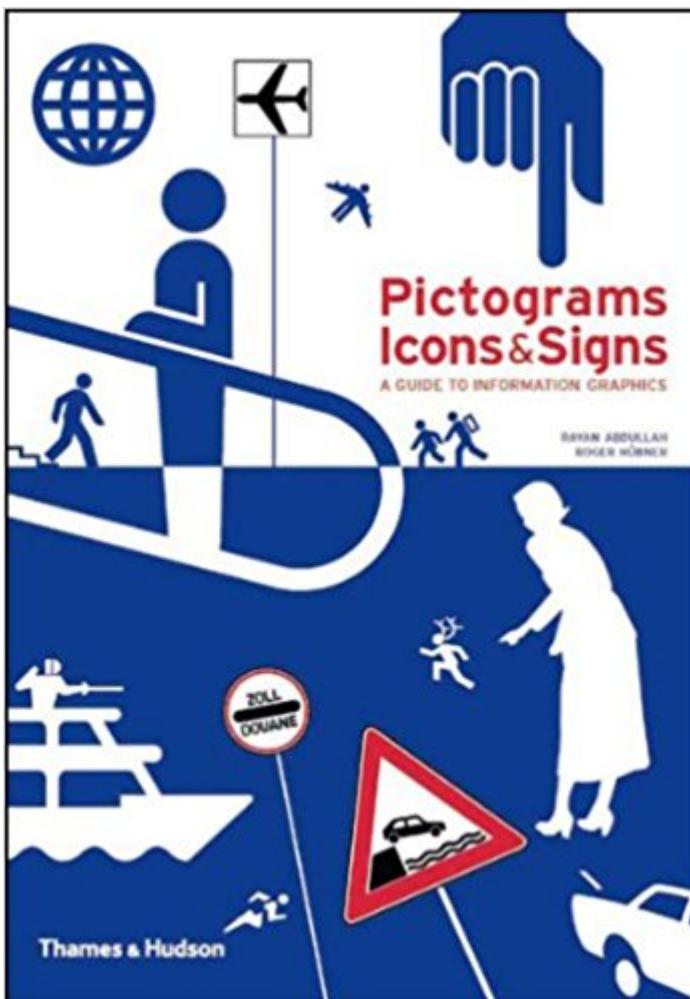


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# Pictograms, Icons, And Signs



## **Synopsis**

A copiously illustrated and practical guide to informational graphics. Pictograms and icons are a keystone of nonverbal and multicultural communication. But what precisely are pictograms, and when is it appropriate to use them? What are their advantages? What rules must be followed, and what are the pitfalls that designers of pictograms and icons must take care to avoid? Drawing on a multitude of examples from around the world, the authors outline the history of the pictogram and show how it has been used in commercial and creative fields over the past century, as well as offering invaluable hints and advice to designers. The book features: over 2,000 illustrations organized by theme, including pictograms from all the Olympic Games from 1964 to 2004; tips from successful pictogram designers, with real-life examples to instruct and inspire; a detailed discussion of icons, the "silent servants" of online communities; a chapter by designer Jochen Gros on his quest to create a visual language that crosses all grammatical, semantic, and semiotic boundaries—*in effect, to create a "language without words,"* and more. Over 2,000 illustrations

## **Book Information**

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## **Customer Reviews**

Rayan Abdullah teaches design and typography at the Academy of Visual Arts in Leipzig. Roger Häfner does consulting and design for webjuice.de and teaches graphic design in Berlin.

I teach interaction design at the Rotterdam University of Applied Sciences (Hogeschool Rotterdam).

I found this book to be a perfect introduction, collection and practical starting point for icon and pictogram design. This topic is hugely important within the discipline of interaction design, and it is difficult to find broadly-oriented resources. I found this to be one of the best, along with the work of Paul Mijksenaar. Especially useful is section 2, about the nuts and bolts of pictogram concept and design, including grid, format, cultural conventions, abstraction, and environment (where the pictogram will be used).

Useful book. Good addition to a design library. Solid examples. Simplifies semiotics in accessible way. Wish there was an American equivalent with US examples.

This book gives us the exact amount of information to understand the importance of the proper use of pictograms in daily life. It also reproduces the pictograms of the Olympic Games since Berlin 1936, that gives the reader the chance to compare the evolution of the graphic design of the visual systems used during the history of these games. I recommend this book to all designers and architects who are concerned with the construction of a better urban space, in which communication graphics play a relevant role.

There should be an accompanying CD with the images included as vector art. As is, it's merely visually interesting, but fairly useless as a production tool.

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