

Due: next class

Remember that there are several kinds of symbols:

PICTOGRAM (looks like the object that it represents), like:



could mean that there's a stadium nearby.

IDEOGRAM (recognizable shape that represents an *idea*, not the object itself), like:



means "poison" or "danger", not that there's a skeleton here.

ABSTRACT (shape that has a meaning we learn), like:



means what? Well, whatever you associate with Nike: shoes, sports, activity, "just do it", etc.

OK, now it's your turn!

Pick any one of the ideas below, and design *two* symbols (one *ideogram*, one *abstract*) for it:

Success
Creativity
Sadness

Remember, an *ideogram* starts with a recognizable shape, like a pictogram, but uses it to represent an idea instead of the specific object.

An *abstract* symbol, on the other hand, starts with any shape that you think fits the idea you're expressing but isn't meant to look like any specific object.

REQUIREMENTS

Do 10-20 quick sketches for each symbol. These are graded as part of the assignment and must be turned in.

Use **black & white** only, no color.

No words, letters or numbers.

Create simple, strong shapes, not detailed pictures/illustrations.



Create your final symbols in cut paper, on the computer, or *very neatly* drawn and inked. Each symbol must be approx. 8 x 8" on a separate 8.5 x 11" piece of white paper.

On the back put your name, the idea the symbol represents, and mark "top" of the page.