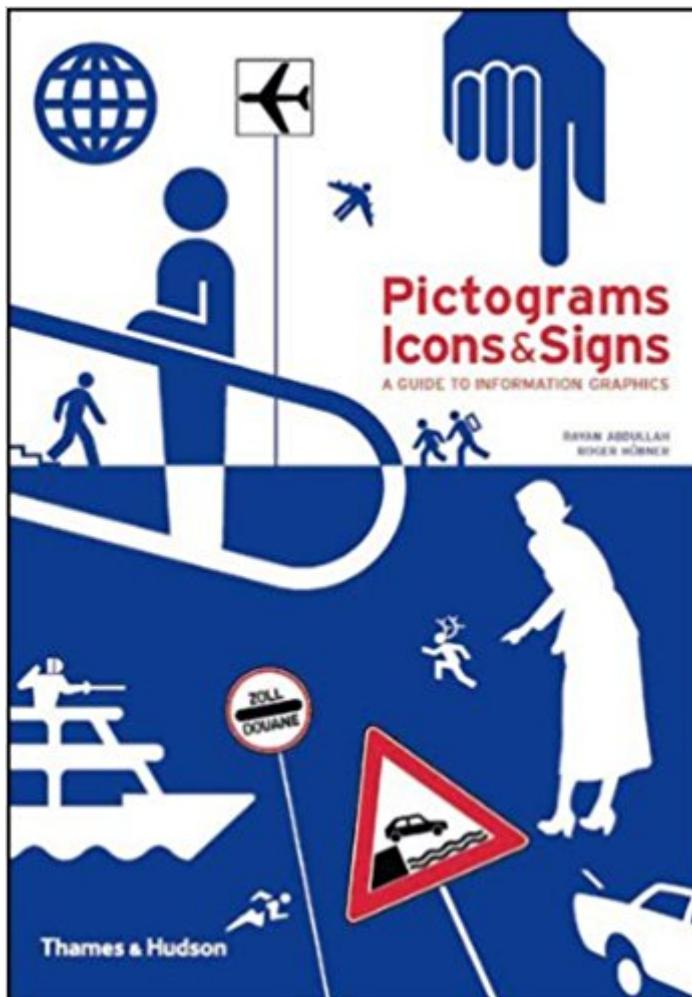


The book was found

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

Paperback: 244 pages

Publisher: Thames & Hudson (November 13, 2006)

Language: English

ISBN-10: 0500286353

ISBN-13: 978-0500286357

Product Dimensions: 8.4 x 0.9 x 11.7 inches

Shipping Weight: 2.3 pounds (View shipping rates and policies)

Average Customer Review: 4.5 out of 5 starsÂ See all reviewsÂ (4 customer reviews)

Best Sellers Rank: #680,700 in Books (See Top 100 in Books) #97 inÂ Books > Arts & Photography > Graphic Design > Commercial > Branding & Logo Design #3846 inÂ Books > Arts & Photography > Decorative Arts & Design #9835 inÂ Books > Arts & Photography > History & Criticism

Customer Reviews

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).

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.

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

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.

[Download to continue reading...](#)

Pictograms, Icons, and Signs Icons of Fashion: The 20th Century (Prestel's Icons) Islam: Signs, Symbols, and Stories (Religious Signs, Symbols, and Stories) After Death Signs from Pet Afterlife & Animals in Heaven: How to Ask for Signs & Visits and What it Means Astrology 101: From Sun Signs to Moon Signs, Your Guide to Astrology (Adams 101) Tools of Titans: The Tactics, Routines, and Habits of Billionaires, Icons, and World-Class Performers Orthodox Icon Coloring Book Vol.2: 17 Icons of Jesus and The Saints Dictionary of Symbolism: Cultural Icons and the Meanings Behind Them Icons and Idiots: Straight Talk on Leadership by Lutz, Bob (2013) Hardcover On Racial Icons: Blackness and the Public Imagination (Pinpoints) Creating Icons for Websites and Apps (Intuitive Illustrator) Croatia Best Singers From Opera To Pop: Pioneers, Divas, Icons, Mega Stars, Legends, and New Talents (Best Singers in the World) Icons and Idiots: Straight Talk on Leadership The Gateway Arch: A Biography (Icons of America) Fashion Lives: Fashion Icons with Fern Mallis Louis Vuitton Icons Surfing: Vintage Surfing Graphics (Icons) Genius Moves: 100 Icons of Graphic Design Praying with Icons The Meaning of Icons

[Dmca](#)