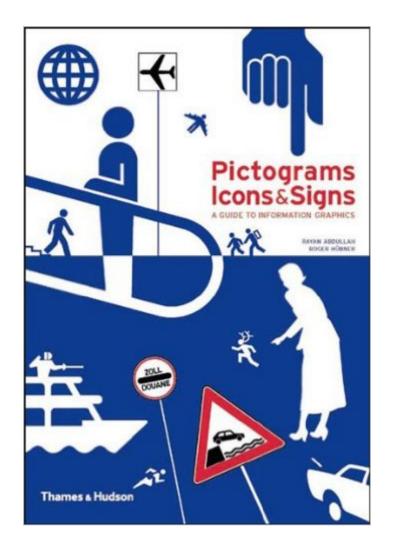
## The book was found

# 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 boundariesâ •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 stars Â See all reviews (4 customer reviews) Best Sellers Rank: #680,700 in Books (See Top 100 in Books) #97 in Books > Arts & Photography > Graphic Design > Commercial > Branding & Logo Design #3846 in Books > Arts & Photography > Decorative Arts & Design #9835 in 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 pictogrmas in daily life. It also reproduces the pictograms of the Olympc 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.

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