

Visual communication

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By Elías

14/02/13



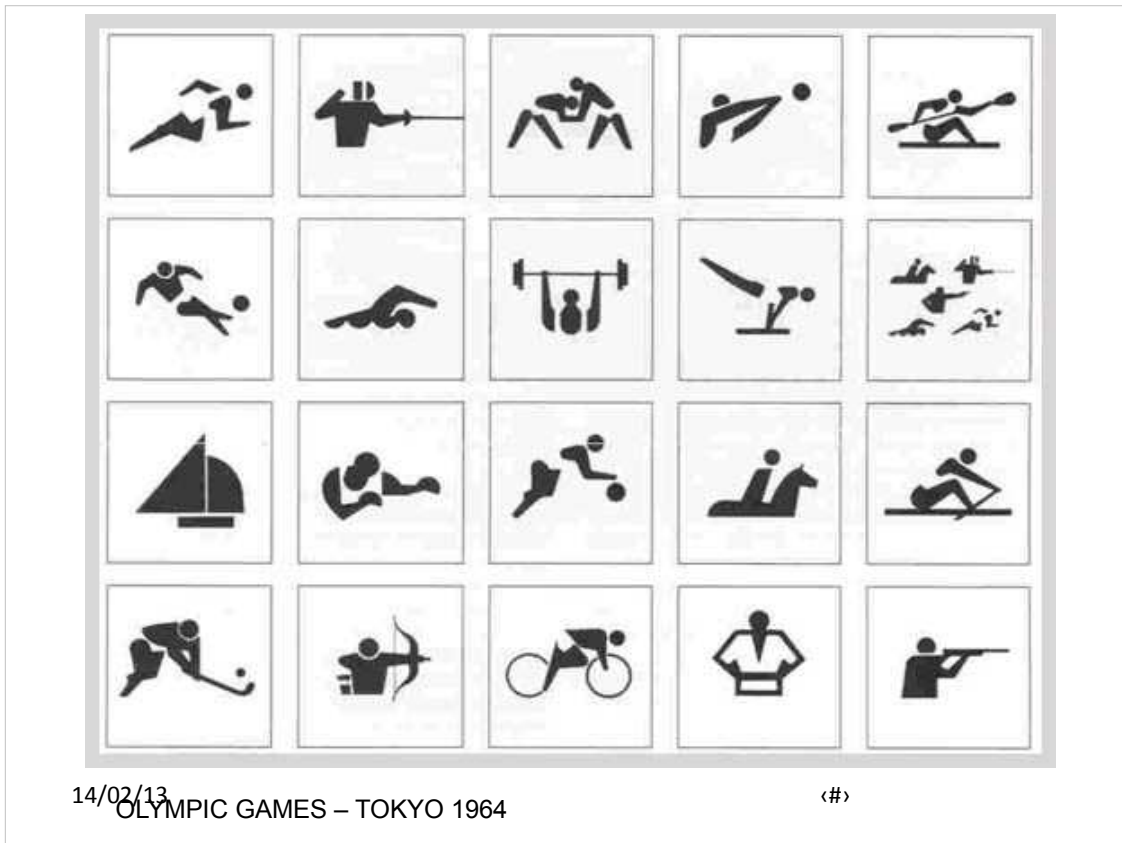


PICTOGRAMS

14/02/13

<#>

This is a pictogram of a cabin telephone. We use the pictograms to express places without words. We see other pictograms in many places. For example, in the bathroom you can see two pictograms: of a man and a woman. This pictogram is painted with only color red. I like the pictograms because they are single pictures. They are simple drawings that provide basic information.



Field Hockey. There are a lot of images of the olympic games. These images are drawings of diferent types of sports. They are painted in black an white colours. I like these images because are easy to interpret. For me, these images don't evoque any feelings.



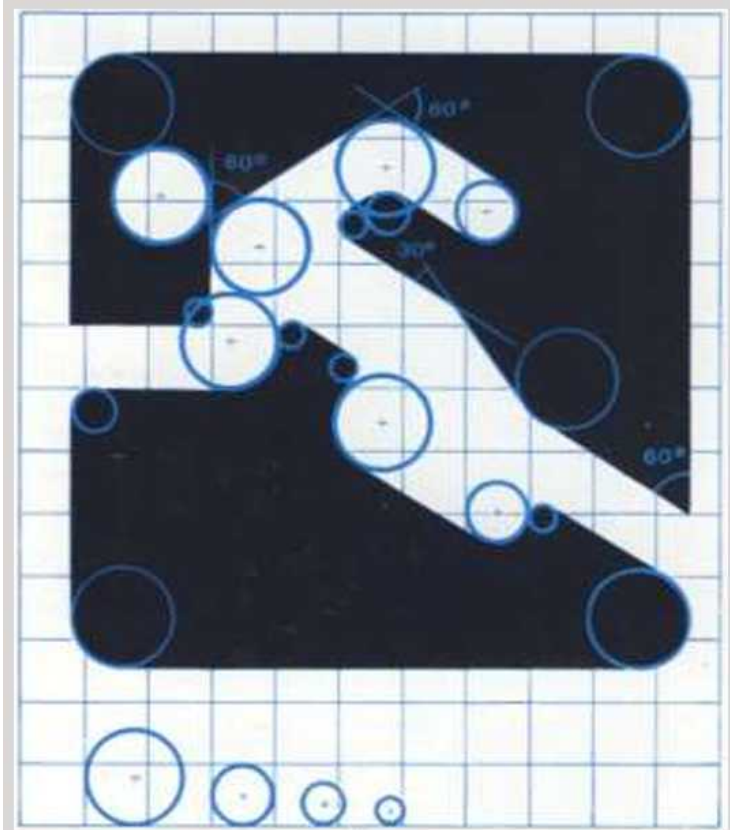
In these images we can see again different drawings of the olympic games in 1972 and 1968. In 1968 the drawings are in different colours but in 1972 the drawings are only in blue.

The message of these drawings are representing the different types of sports in the olympic games. I think these images are simple and basic to identify the sports.

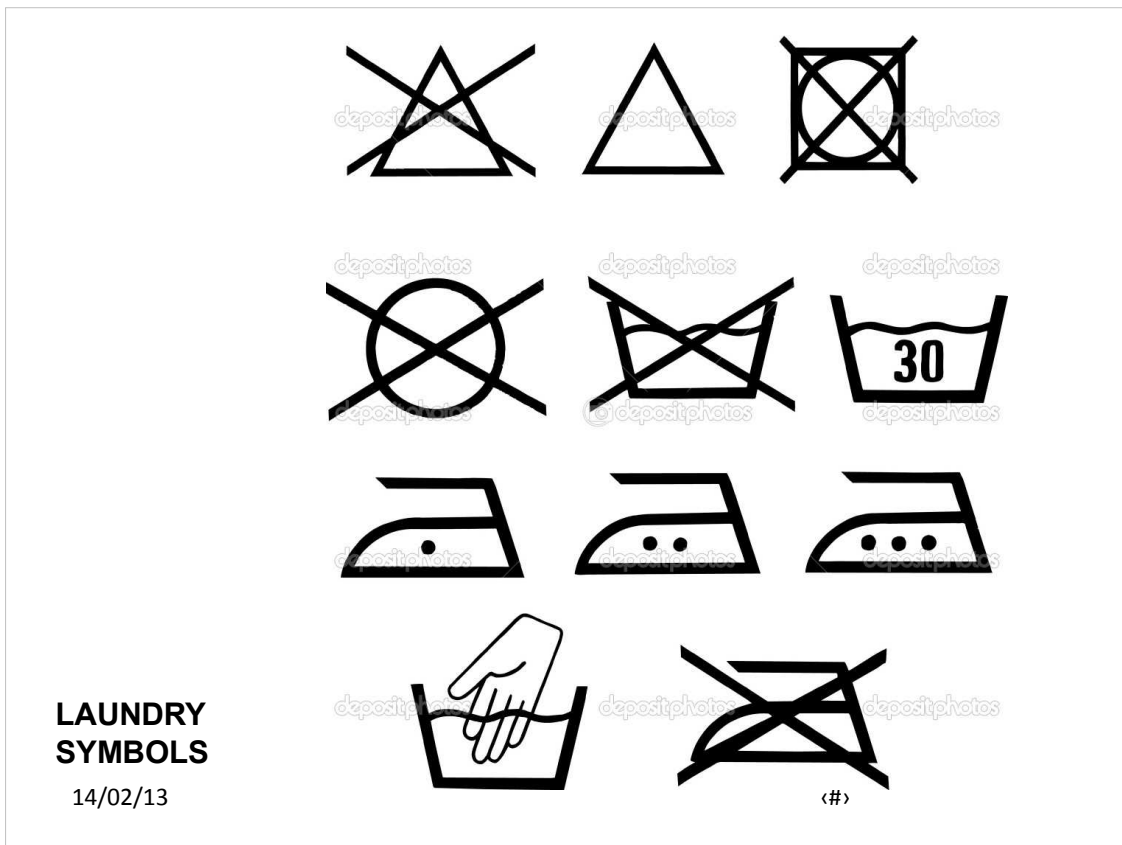
OLYMPIC GAMES
MOSCOW 1980

IMAGE STRUTURE

14/02/13



You can see an image of a man running. There are many geometric expressions and angles. These images are constructed with circle as a base. The background is colored blue and the man is colored above of the background.



In this image there are laundry symbols. On the top, the two triangles mean if you should use bleach or not. And the next symbol means no drying. Below the other symbols in the second line you see another three laundry symbols. The first means “don’t dryclean”.The second means “don’t wash”, the next is the temperature of the water. In the third line the symbols mean “the heat intensity”. And finally, in the last line the first symbol means “hand wash” and the next “do not iron”.



TRAFFIC SIGNALS

14/02/13

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In this image I see a stop sign. This signal is for the cars stop when it's needed. You can see this signal in many streets. I think this is a basic signal for maintaining the order of traffic. It's painted with white and red.



o give way= to yield

Turn= noun

To turn= verb

Overtaking= passing

These are many traffic signals. These pictures are

drawings in three colours: red, white and

blue. The purpose of these signals are

maintaining the order of traffic. I can see many of

these signals in the streets, highway,..etc.

There are two types of signals: prohibited and mandatory.

Load= weight

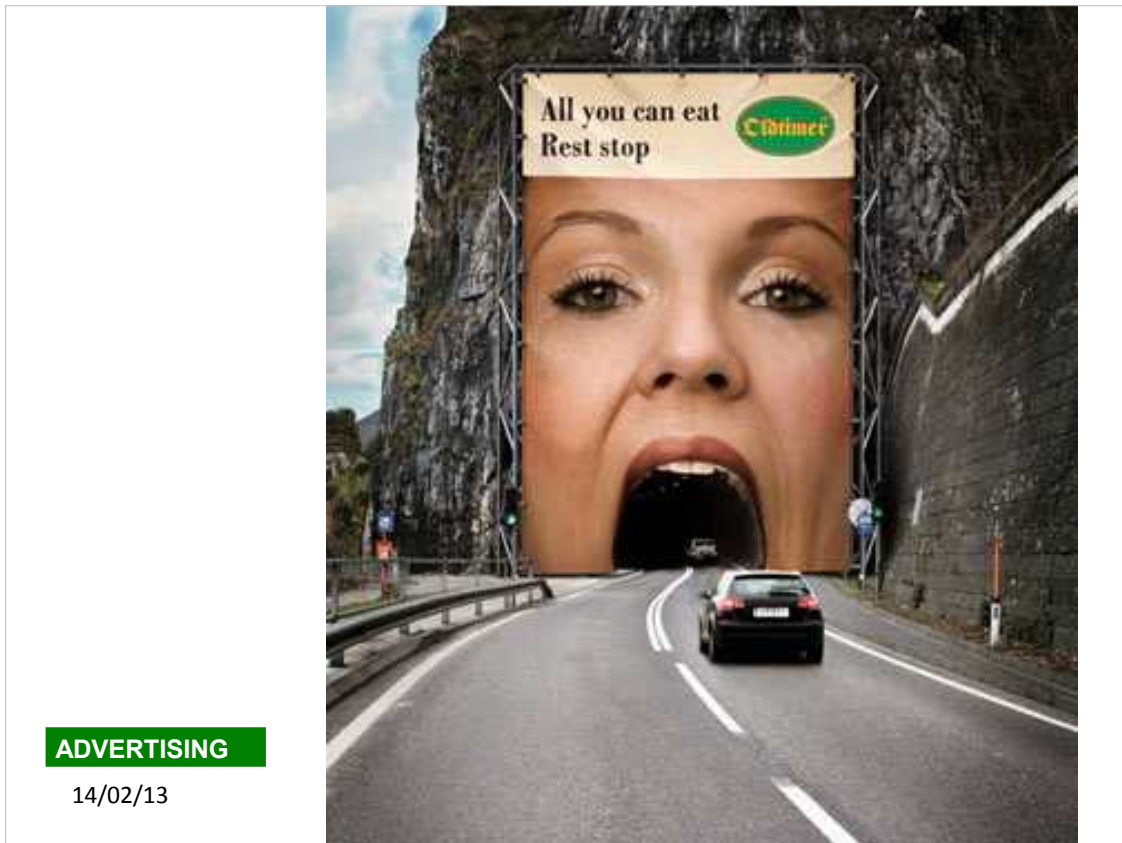
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Traffic signals

Stop lights

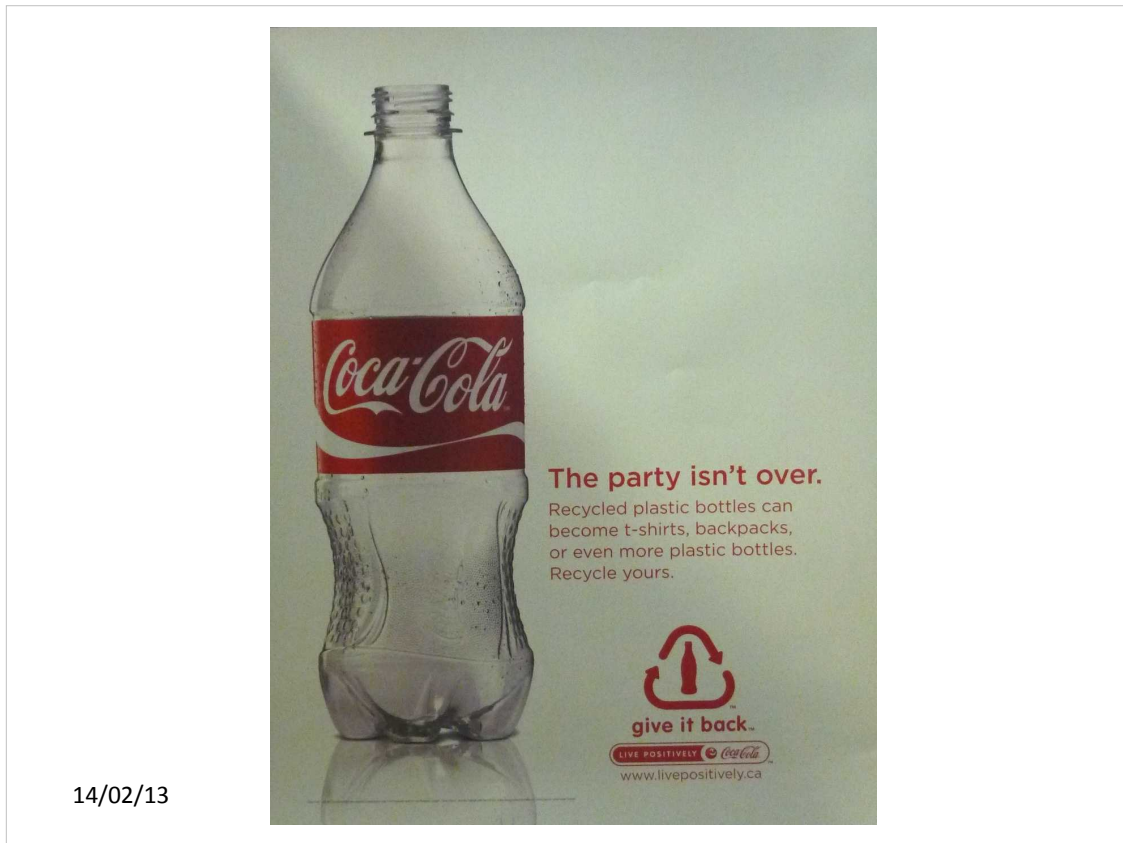
These are a new type of traffic signal named stop light. These signals are mainly habitual only in the streets. These signals have three colours: red, yellow and green. The red colour is for stop, the yellow to reduce the speed and the green for go. This is another basic signal of traffic and necessary too.



Apple has a lot of ads because people buy iPads, iPods, iPhones. Capitalism, psychology
This is another advertisement of a restaurant in a rest stop. In this advertisement they play with our feelings. They use a woman to attract men. As you can see the sign is posted at the entrance of the tunnel that is the woman's mouth. Is a very good advertising, I would go.



This is one of many advertisements for Coke, 1886. In the picture we see out of the bottle of Coke to a model with this bottle. The picture is painted in bright colors like red, yellow, pink, orange .. etc



This is a picture in which we see a plastic bottle of Coke. With that they want to convey the message that we recycle plastic bottles. It's a simple image with a simple message. I think this is a very important advertisement that teaches us to recycle. It's painted with red and white with the green background.

smart

smarter

14/02/13

The 2008 Honda Metropolitan
100+ MPG



This is a very simple advertisement. They are comparing two smarts. The smarter are better than the smart because it is more ecologic and economic. The smarts are painting with the same colour and the background is very simple, with only one colour. The advertisement is very simple so that you focus the two vehicles.