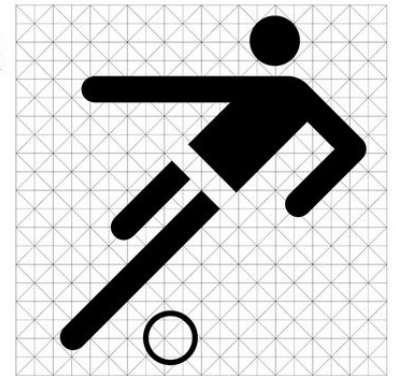


For the 1972 Olympic Games in Munich, designer Otl Aicher created a pictogram system that revolutionised our visual communication. His pictograms are world-famous and we encounter them all around the globe. Aicher's graphic symbols accompany our mobile society and make orientation easier. They facilitate international understanding, making them perfectly suited to our modern, globally thinking world.



E.01 Three Pictograms

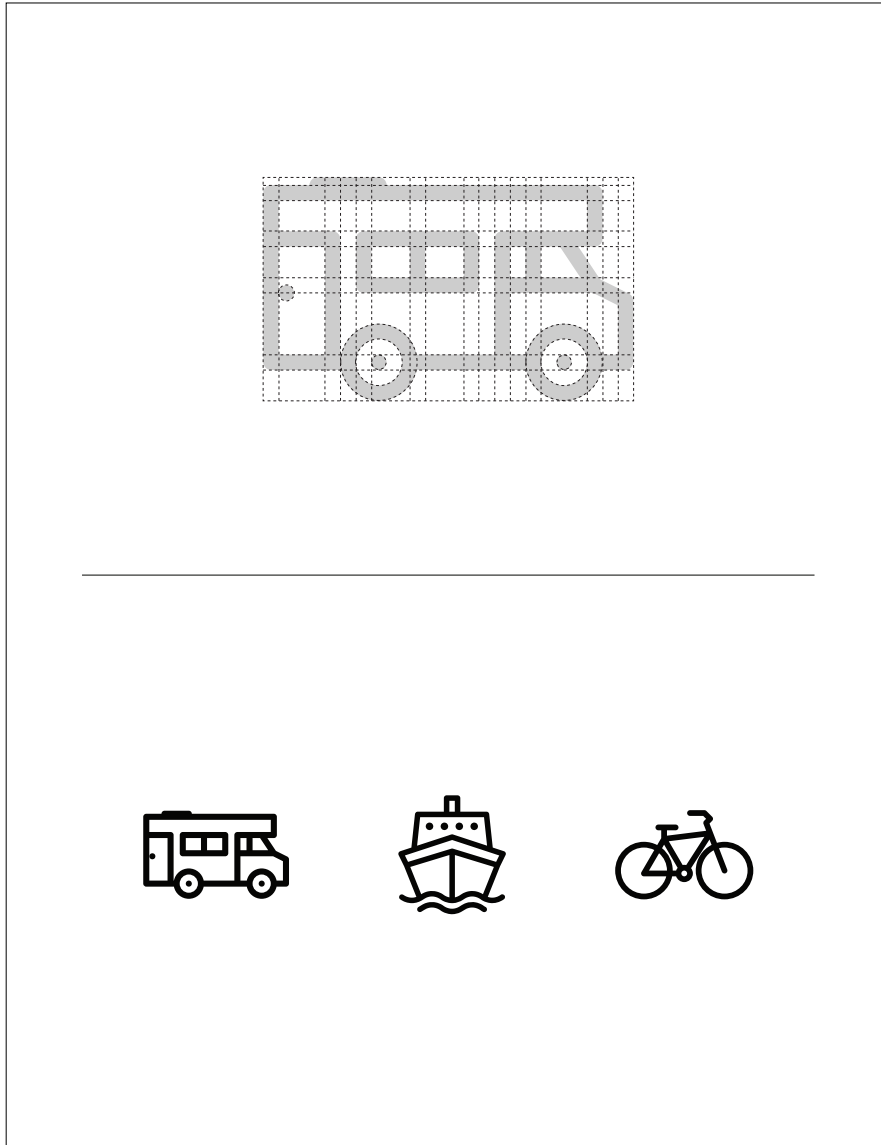
In this assignment, you are required to make 3 pictograms (black and white) on a regular grid, communicating these three characteristics about yourself:

- **An object you love**
- **A hobby you have**
- **A place you like**

Pictograms are pictorial signs used for communication. They should be of easy recognition and have a simplified form, making good use of geometry to achieve balance and clarity.

Steps:

1. Research pictogram design
2. Make a list of items responding to the 3 themes
3. Make a minimum of 30 sketches (total). Try getting used to sketching on a square-grid sketchbook.
4. Choose the best ideas/sketches
5. Build pictograms using the regular grid in Illustrator
6. Present according to the guidelines on page 2



Work must be presented like this: 3 pictograms at the bottom in smaller size and one larger (you choose) at the top, showing the grid geometry. Print and mount this page on a white board (flush, no borders)

top image: use a thin (0.5pt) dashed line in black and make the pictogram 30% transparent

size: letter (8.5in x 11in)