



visual synthesis

P.01

OVERVIEW

Semiotics is the study of how signs work. Semiotics (also called semiology) was conceived at the turn of the twentieth century as an analytical tool for use by linguists, anthropologists, and cultural critics. This intriguing academic discipline has provided key concepts to a variety of intellectual traditions, from pragmatist philosophy and structural anthropology to post-structuralist criticism in literature and art.

Designers can use semiotics to generate meaningful forms as well as to study existing signs and communications. For example, when creating a logo or a system of icons, designers can look at the basic categories of visual sign in order to generate ideas with various degrees of abstraction or familiarity.

OBJECTIVES

General Objective

To create a family of signs for an assigned theme. The signs should be created following the principles of semiotician Charles Alexander Peirce: an icon, an index, and an symbol.

Icon: Bears a physical resemblance to the idea it represents (when making an icon to represent a fish, make a fish).

Index: An image that indicates, points to, the idea it represents (when making an index for a fishing, use water or a fish hook).

Symbol: completely abstract and with no resemblance of things that exist in reality In this assignment, students will develop the symbol combining graphic elements from icon and index.

Each student is making a family of 3 signs (icon, index and symbol) for two randomly picked pop culture figures.

PROCESS

INVESTIGATION

- Research: background story, defining characteristics, skills, and visual representation of your pop culture character. Prepare material (pdf) for a 5 min in-class presentation.
- Make a mindmap of key words that best describe or relate to your characters
- Mood boards of visual references and design benchmarks

IDEATE

- Sketch a minimum of 20 ideas per sign (120 sketches total). Use grid paper and/or tracing paper methods.

- Choose best sketched ideas to work on the computer (minimum of 2 ideas per sign, 12 total).
- Make variations on the computer, trying different solutions.

PROTOTYPE

- Refine the best chosen ideas using a grid (computer)
- Prepare for submission

SUBMISSION

Class presentation: a pdf process book showing and explaining the documented design process on a letter size pdf file: research, sketches, variations, until the final pieces.

Print: See instructions on page 3

CALENDAR

- 01/30 Project assigned
- 02/01 Research Presentation;
- 02/02 Moodboards and mindmaps done; begin sketching
- 02/06 Holiday
- 02/08 Sketch work/ review
- 02/09 Begin computer work
- 02/13 Cont. computer work - make variations
- 02/15 Computer work/ review
- 02/16 Computer work - refine on grid
- 02/20 **Pre-critique**
- 02/22 Make revisions
- 02/23 Prepare for final submission
- 02/27 Project due**

GRADING CRITERIA

Creative & Analytical thinking	15%
Visual Impact	15%
Execution	20%
Project Development	20%
Presentation	10%
Exercisse (3 Pictograms, Animal Marks)	20%

