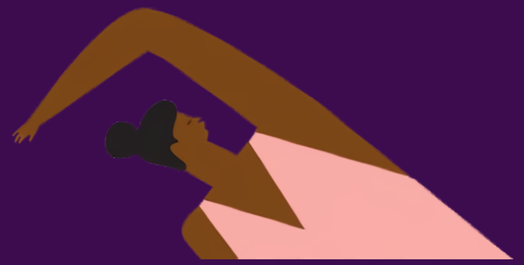
Interactive Media & Web Design

WEB-ICONS

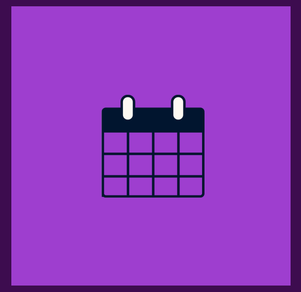
Parker Lippstock

CATEGORIES



Character

Shape



Object

CHARACTER

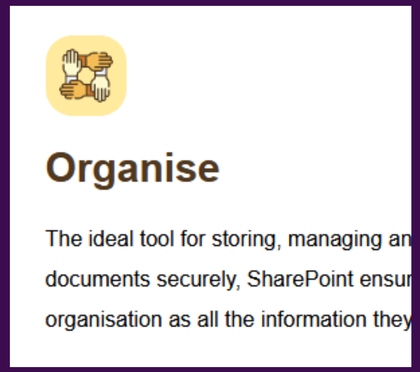
Character Icons & Identity

CoreShare

coreshare.co.uk

Identifies with icons of people working together.

Uses them to be visual aids to accompanying text and images.



WeRecycle

werecycle.ch

Identifies with icons of model people recycling.

Uses them to tell a step-by-step narrative and explain the site's goal.

MeBe Family

mebeffamily.com

Identifies with icons of minimalistic children and families.

Uses them as friendly and accessible thumbnails.

FACES OF THE BRAND

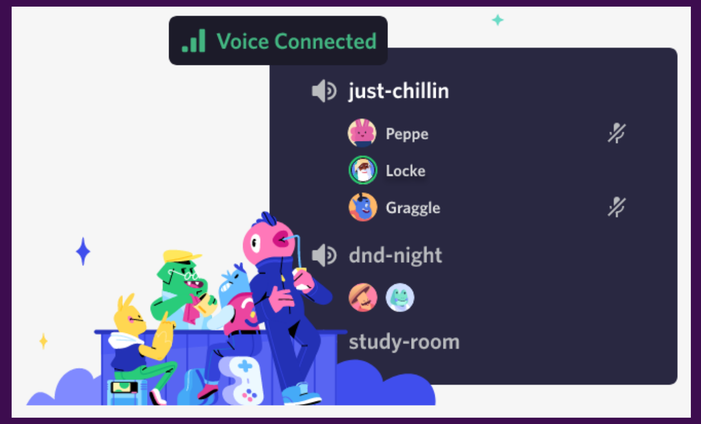
DISCORD

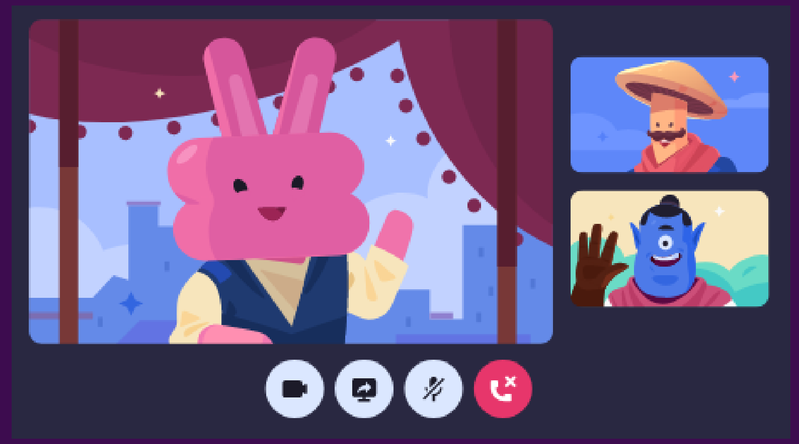
discord.com

Identifies with icons of original characters

Uses them to
- represent its users
- be accessible
- personify itself
- create stylistic heritage

Also uses shapes & symbols in its iconography





SHAPE

Simple, Yet Fully Representitive

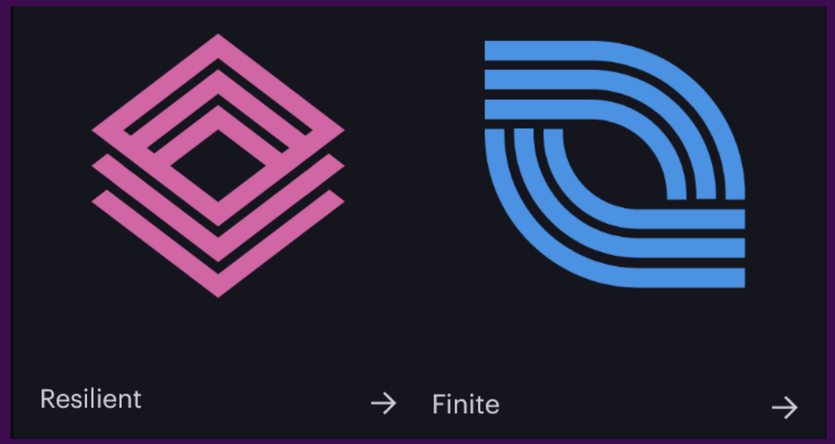
VECTORLAND

Humane By Design

humanebydesign.com

Identifies with abstract icons of shapes and lines.

Uses them to be lush, responsive flourishes to its content

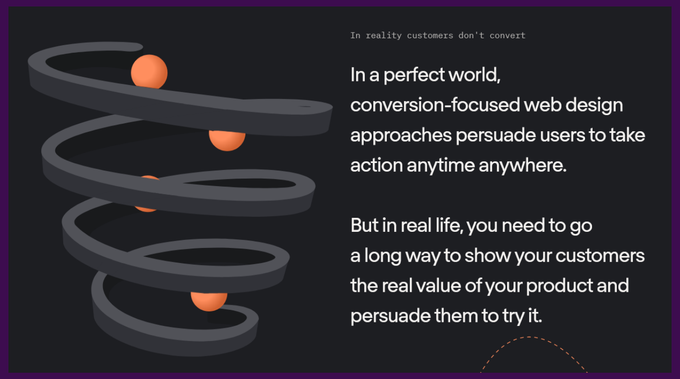


Eleken

eleken.co

Identifies with icons of geometric shapes and environments.

Uses them to guide and respond to the user.

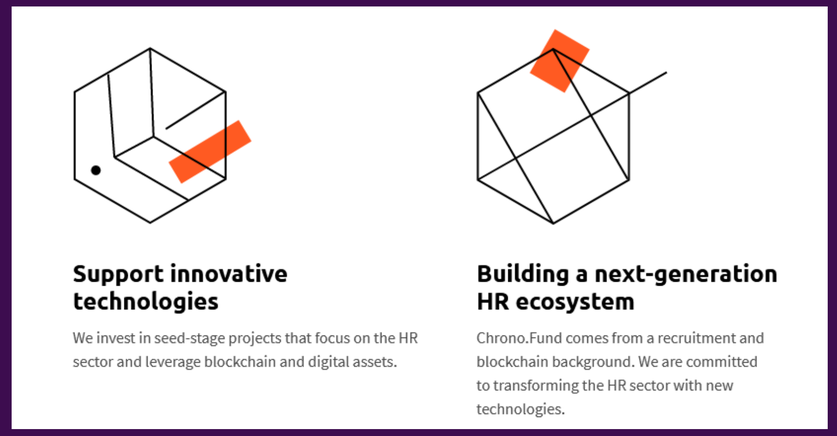


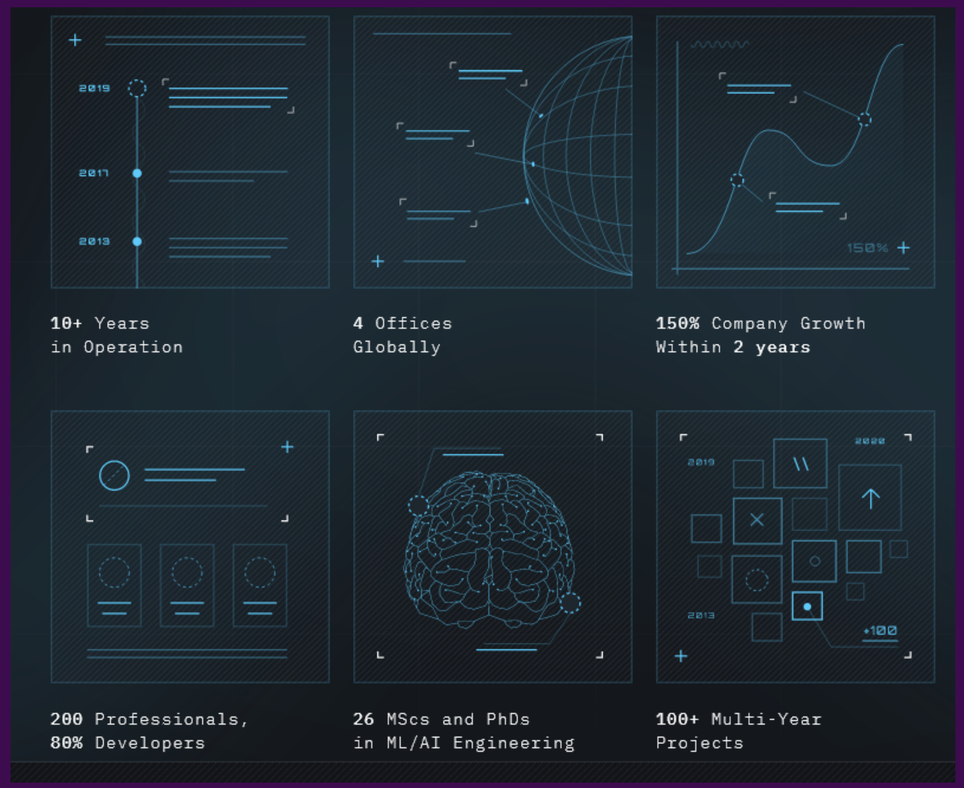
Chrono Fund

chrono.fund

Identifies with abstract vector iconography.

Uses them as flourishes and interpretational representations.



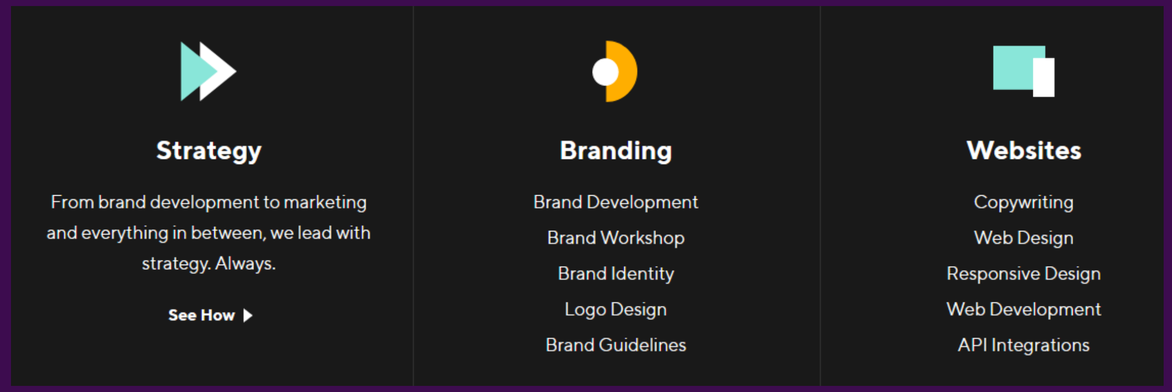


Proxel

proxet.com

Identifies with simplistic vector iconography

Uses them as visual aids to their accompanying text.



Tiller

tillerdigital.com

Identifies with simplistic vector iconography

Uses them as flourishes & simplistic representations

OBJECT

Everyday Items, Recognized Everywhere

Rude Elf

rude-elf.cards

Identifies with playful icons & representations.

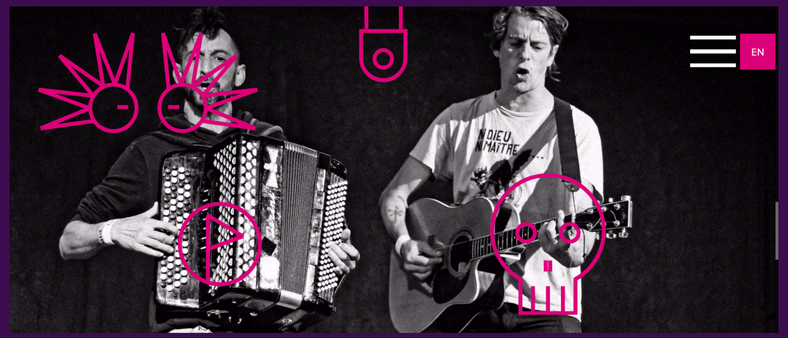
Uses them as user guides, controls, & buttons .

Punk is Not Dead

pind.univ-tours.fr

Identifies with sharp, rebellious icons

Uses them to transition the user and stand as icons for punk rock



Mad Dad

maddad.co

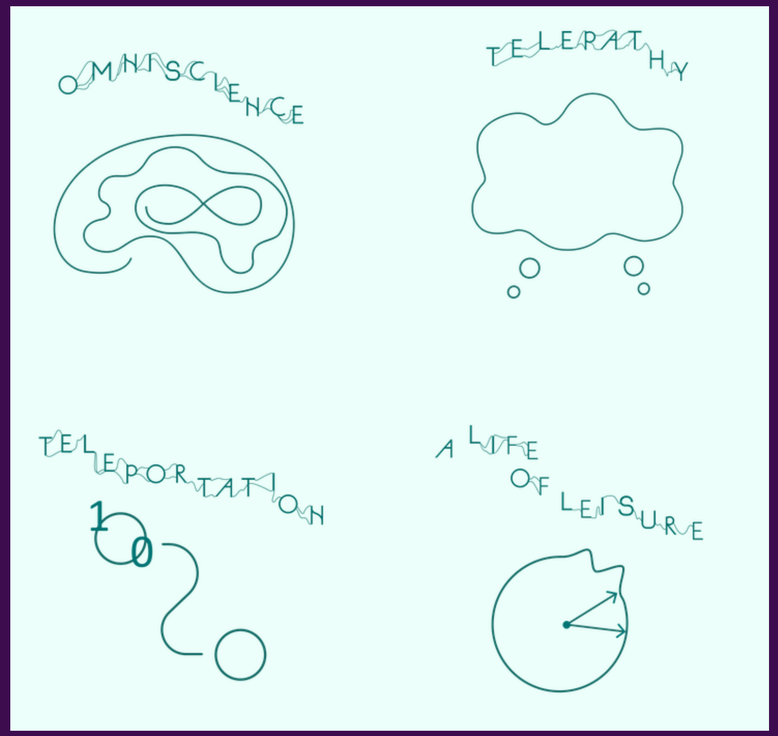
Identifies with cutout icons of assorted objects & symbols.

Uses them lively symbols & communication devices.

COMMON MEANING

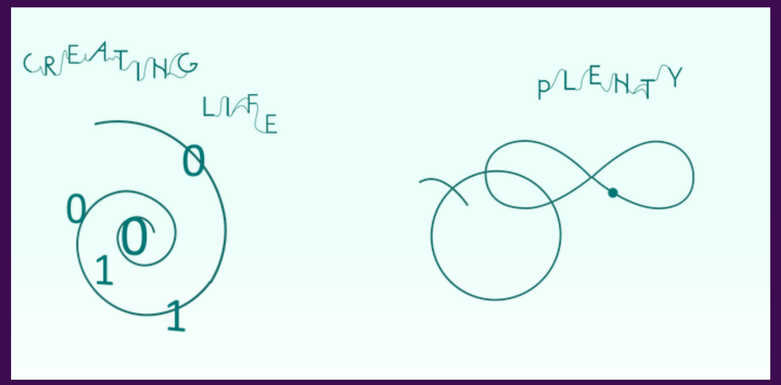
IMPOSSIBLE IS INEVITABLE

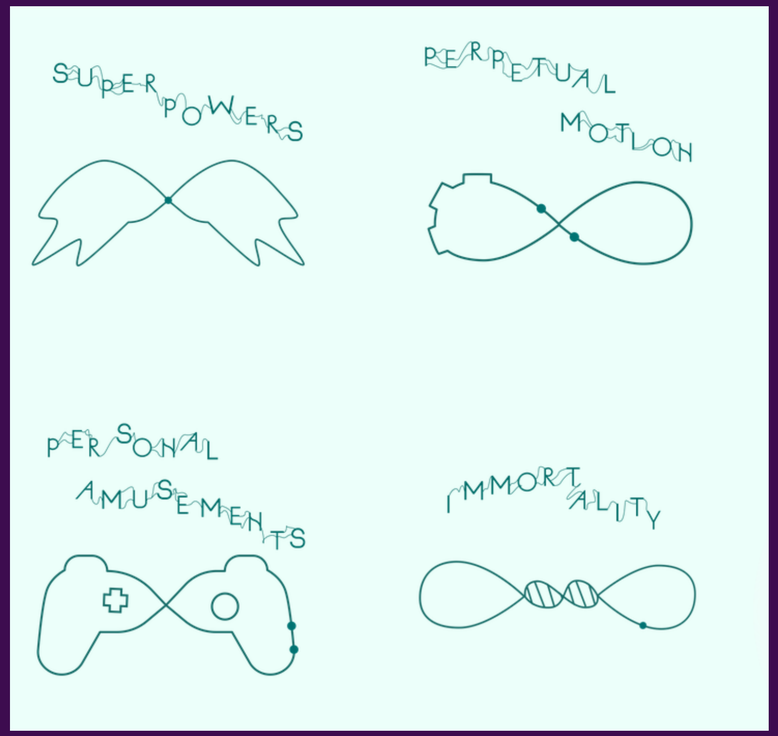
impossibleisinevitable.com



Identifies with abstract representations & type

Uses them to
- disorient
- create a dreamlike atmostphere
- represent each idea





THANK YOU!