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Reflection Paper 02

**1**

This may be a symantic argument, but I believe innovation is often misused to describe discovery. Discovering new techinques or applications of something is a commendable feat, but is not the same as innovation that fundamentally shifts the way society works. Discoveries are interconnected advancements that depend heavily on other contemporary works. Innovation is the sum of many discoveries. Both Xerox and Apple can claim to have discovered improvements to graphic user interfaces but neither should claim to have been the sole innovator of GUI. Innovation also is misapporiately used with the great man theory of history, which places too much emphasis on the individual instead of the group. Innovation is a slow group effort that is built on the shoulders of individual discoveries and fundamentally alters how society or techonology operate.

**2-1**





Source: http://www.pepsico.com/Media/Resource-Center/315

http://www.adidas-group.com/en/media/media-center/

Ideographs are ideal to draw in someone's eye and provide a unique image to associate your brand with. Since they aren't based on the company literally, they are also easier to alter / rebrand for special events.

**2-2**

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Source: https://nbcsportsgrouppressbox.files.wordpress.com/2013/10/nbcs\_digital\_pos1.png

https://upload.wikimedia.org/wikipedia/en/thumb/e/e8/Shell\_logo.svg/136px-Shell\_logo.svg.png

Pictographs

For example, Shell's logo is direclty drawn from its name.