**A picture containing table, sitting, piece, food

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**Assignment 2 – Signifiers and Mapping**

This mockup seal based off a real seal used for sealing plastic bottles has one key difference between it and its widely used counterpart, and that is an alternative use of signifiers that suggest affordance. Here, rather than plastering the instructions upon the side of the device, I have attempted to incorporate the signifier into the design itself, without sacrificing its usability.

Commonly, the seal will have text printed on the seal to explain how to use it (explain what it affords, pictured bottom right). However, Pensyl argues that people, when evaluating an object or devices affordances, do not read instructions at all, which in turn increases their level of frustration with said device. Typically, seals have very small text instructions and arrows on them repeated many times in order to get the message across, which can cause confusion even if they end up reading the instructions. This might result in some perceived false affordances. Justin Davies argues that if you have to explain how to do something on a device, then it’s an improper design, such as the “pull” on a pull door. In my first attempt at this assignment, I merely altered the signifiers on the side of the seal. However, after reading through Normans “The Design of Everyday Things” and re-watching the videos, I started thinking about signifying via design rather than signifying via text and symbol. Hence, I landed on this current prototype, a flap with a half arrow pointing in the direction that it should be pulled. This eliminates any instruction and clearly conveys an intended affordance, rather than having to explain the instruction in a more complex way. This way, no false affordances are conveyed and the **A picture containing food

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