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Potter

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Exercise 3 Reflection

By learning how to draw simple pictogram designs I can increase my own baseline creativity, objective outlook, and idea generation. Due to the simplicity of a pictogram the general outline of an object's shape in greater detail is required. Each person has a general understanding that the silhouette of a person walking, a person on horseback, a picture of an animal as long as each of these silhouette’s looks reminiscent or otherwise close to what we understand in modern society. But if the silhouette is too simplistic then misunderstandings can occur. We can see the silhouette of a circle, but we can not see the underlying detail that would otherwise be there if color and other shapes had been present.

For the use of creating a logo for a company is a bit more strained. Depending on the design a pictogram can be used in the logo itself to explain a certain aspect of the company. For myself, I have chosen Upper Crust Bakery who pride themselves from being a French originated bakery, with daily fresh goods. With this in mind a pictogram of the Eiffel Tower could be used in some aspect to create the connection to France, as the Eiffel Tower has a unique outline or silhouette most people will receive the message. Besides using pictograms directly in the logo the general process or idea of a pictogram can be used. Aforementioned was that pictograms rely more on the silhouettes detail out of everything else, Creating a logo that has a unique pictogram can help with the logo’s longevity and understanding between cultures.