

intro to **graphic design**



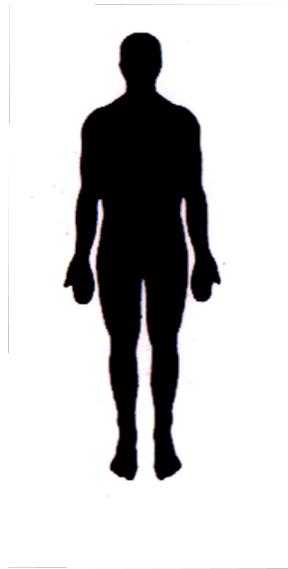
marks_what are they?

Three Levels of Visual Messages

- representational
- abstract
- symbolic

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representational



abstract



symbolic



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representational

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abstract

representational

- descriptive/detail
- life-like/looks natural
- specific interpretation

leads to distillation . . .

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photograph

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illustration

Abstraction

- more general, all-encompassing
- stripping away of detail to minimal representational information.
- no relationship to symbol making
(when symbols have associative meaning.)

abstraction becomes the **underpinnings of any design**, no matter how representational.

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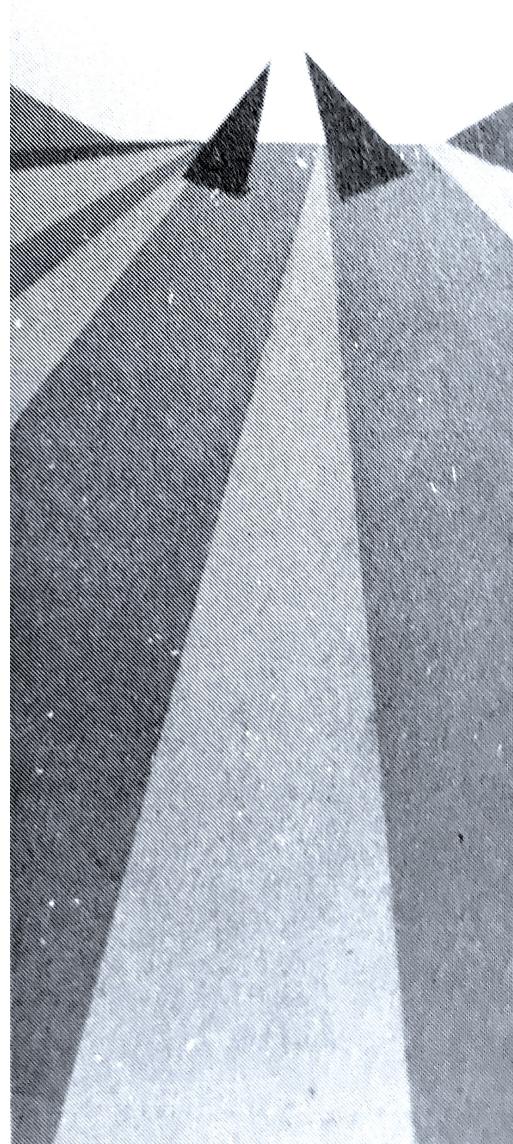
“To abstract is to draw out the essence of a matter.
But you must abstract from something.
Facility without content means nothing.”

Ben Shahn

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photo



abstract

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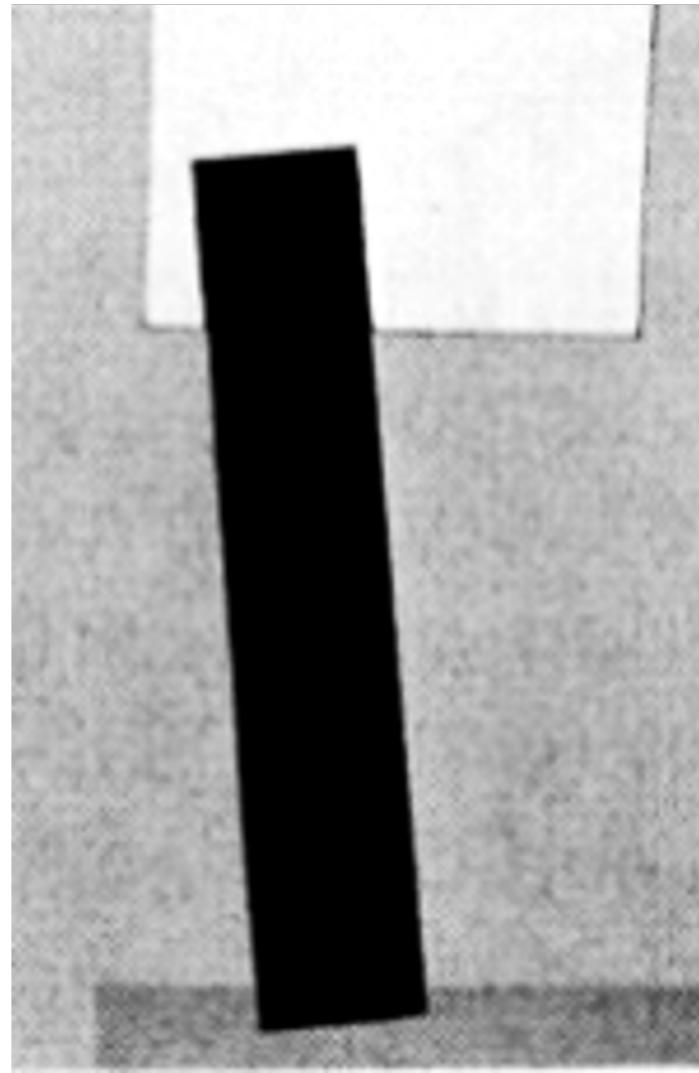
“The more simply you see, the more simply you will render.
Try to reduce everything you see to the utmost simplicity.
That is, let nothing but the things which are of the utmost
importance to you have any place.”

Robert Henri

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photo



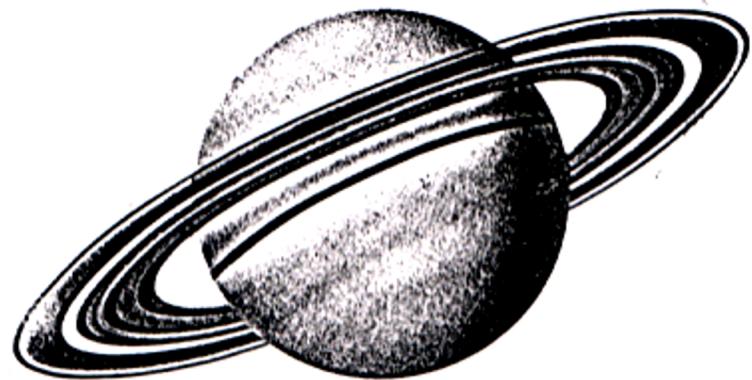
abstract

Symbolism

- reduction of detail/ simplified
- recognizable/memorable
- requires some education

if “one picture is worth a thousand words,”
then one symbol is worth a thousand pictures.

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representational

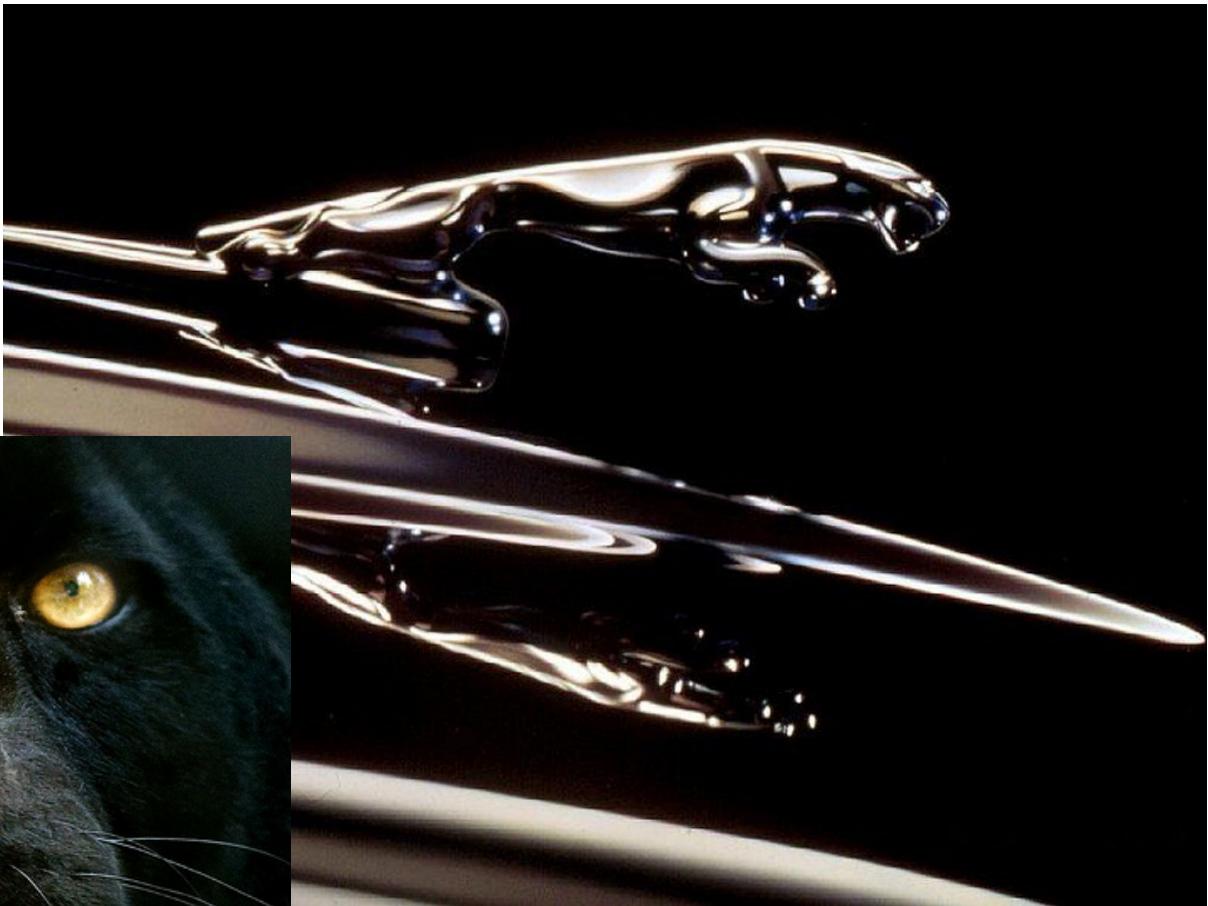


SATURN®

symbol

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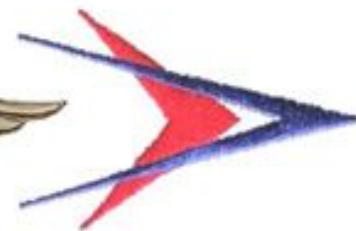
1910



1932



1932



1951



1955



1982



1994



2010

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Woolmark by Francesco Saroglia

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skein of yarn

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various methods of storing yarn

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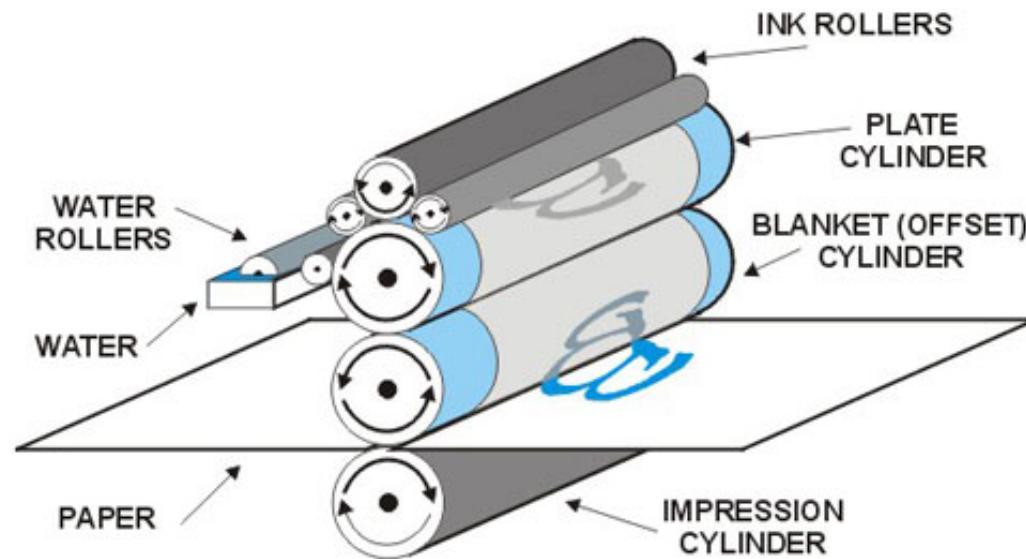
world's largest ball of “sisal twine” in Cawker City, Kansas

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Lithographix by Don Weller

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offset lithography press

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Yosemite National Park by G. Dean Smith

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Half Dome... the real deal

marks

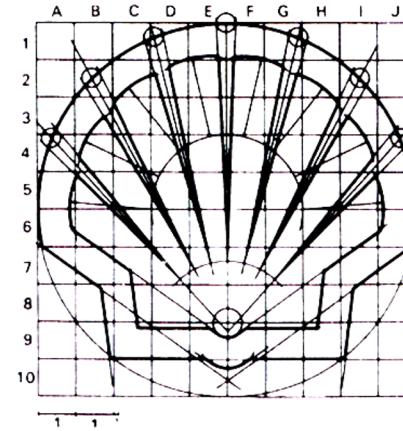
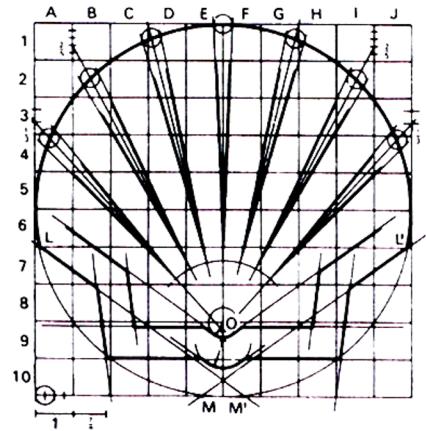
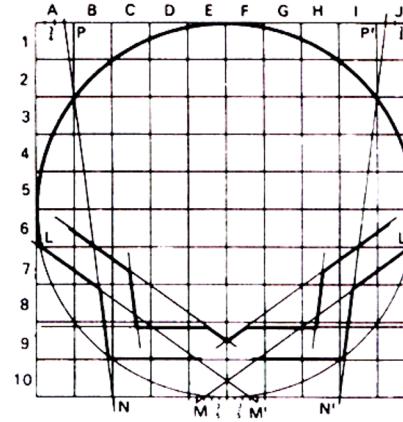
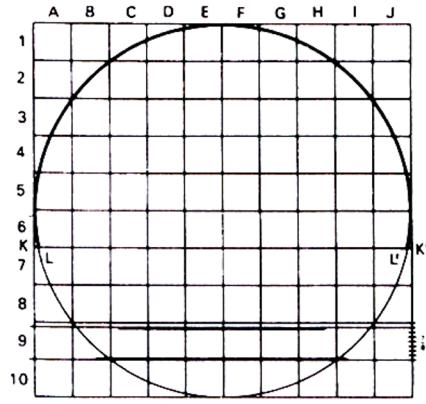
- 1 symbols**
- 2 pictographs**
- 3 lettermarks**
- 4 logos**
- 5 combination marks**

symbols

- marks without type used to identify a corporation, agency, or institution.
- can be legally protected.



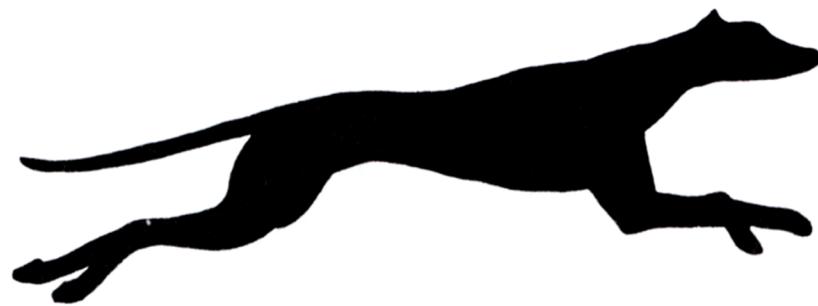
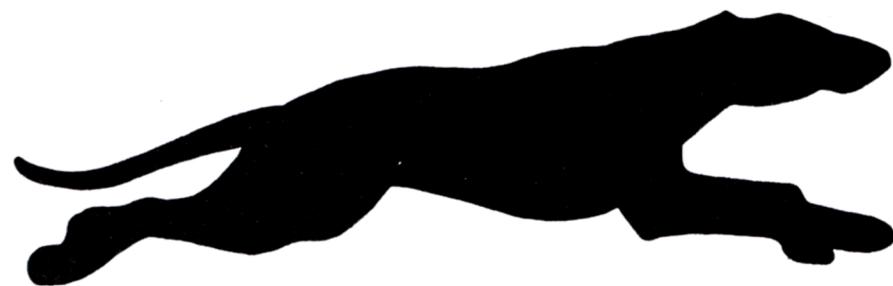
















pictographs

- public symbols.
- used to cross language barriers for direction, safety, transportation.
- use encouraged by all.



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original pictograph

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lettermarks

- letters form name in type.
- used to identify company, often to shorten long name.



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logos

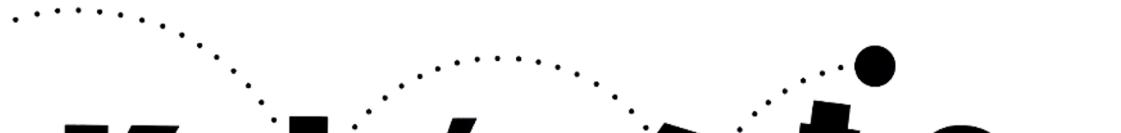
- word or words in type. Identify company, brand, project, group.

Nocturnia

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POMODORO

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Kids' n Action

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combination marks

- symbol and logo used together.
- also called signature.



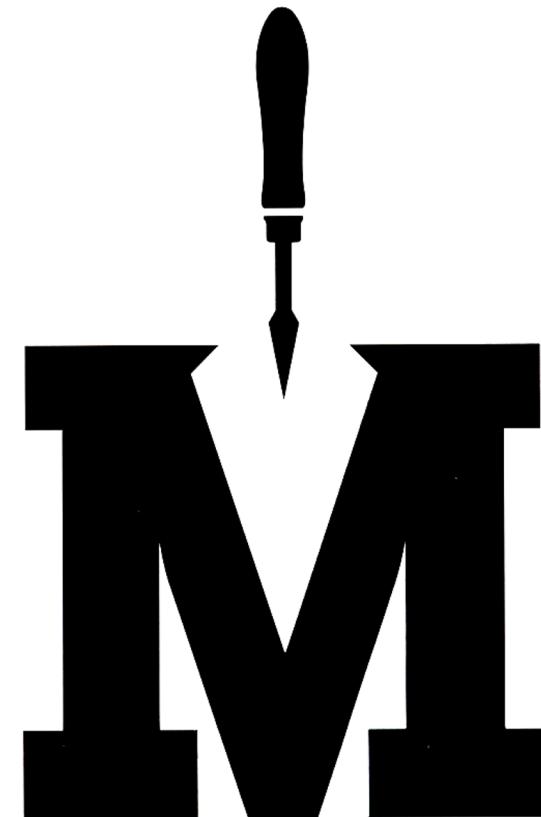
A Q U A S T A R
P O O L S

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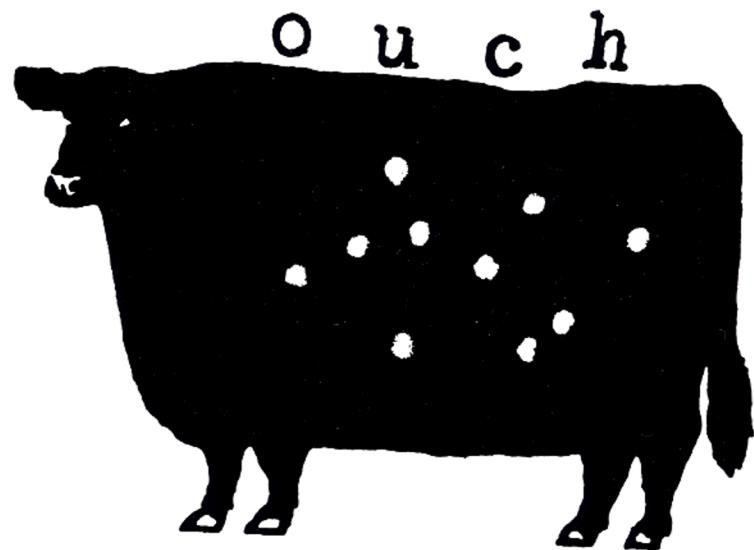


MONTEREY BAY
AQUARIUM

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BROWN DEER
PRESS

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at&t

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AMERICAN
GREETINGS



**your homework is to
send me an image
of your favorite “mark”**

*(you need to also tell me specifically
which kind of mark it is)*

by 11:59pm tonight, wednesday, april 22nd

e-mail to: jlweast@yahoo.com