

Applied Design Tools & Interfaces

Layout Design Basics - Iconic Representation

Page Layout

Iconic Representation

Deals with icons and how they convey meaning.

“ the use of **pictorial images** to improve *recognition* and *recall* of **signs** and **controls**..”

Types

- Similar: Uses images that are analogous to an action or object, most effective at depicting simple actions.



Page Layout

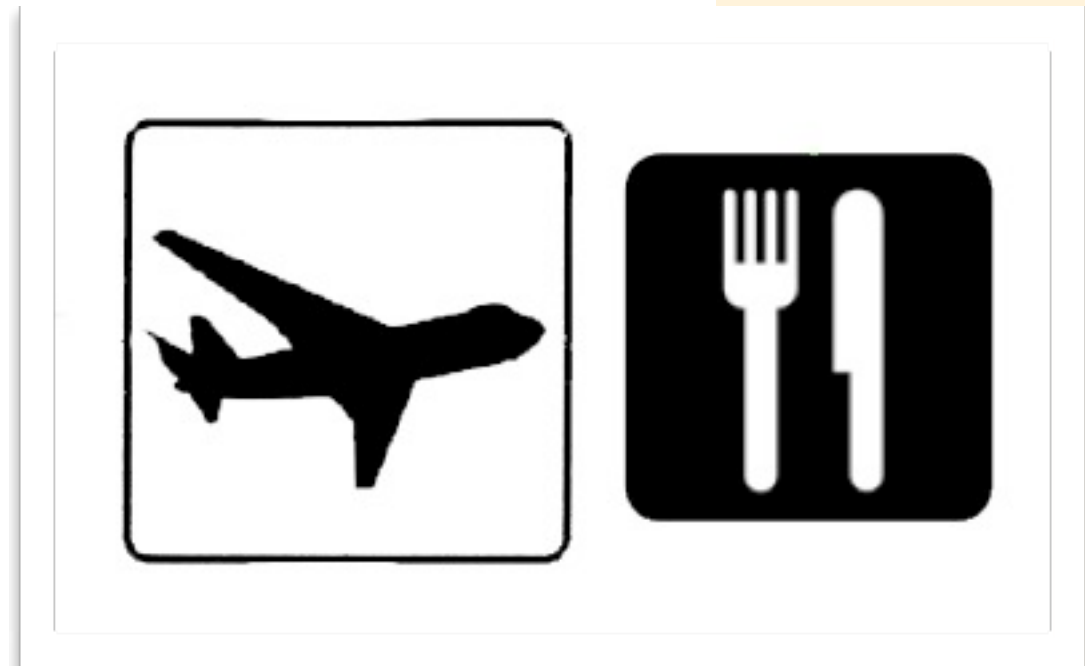
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Types

- Example: Uses images commonly associated with an action or object—most effective at depicting complex actions.



Page Layout

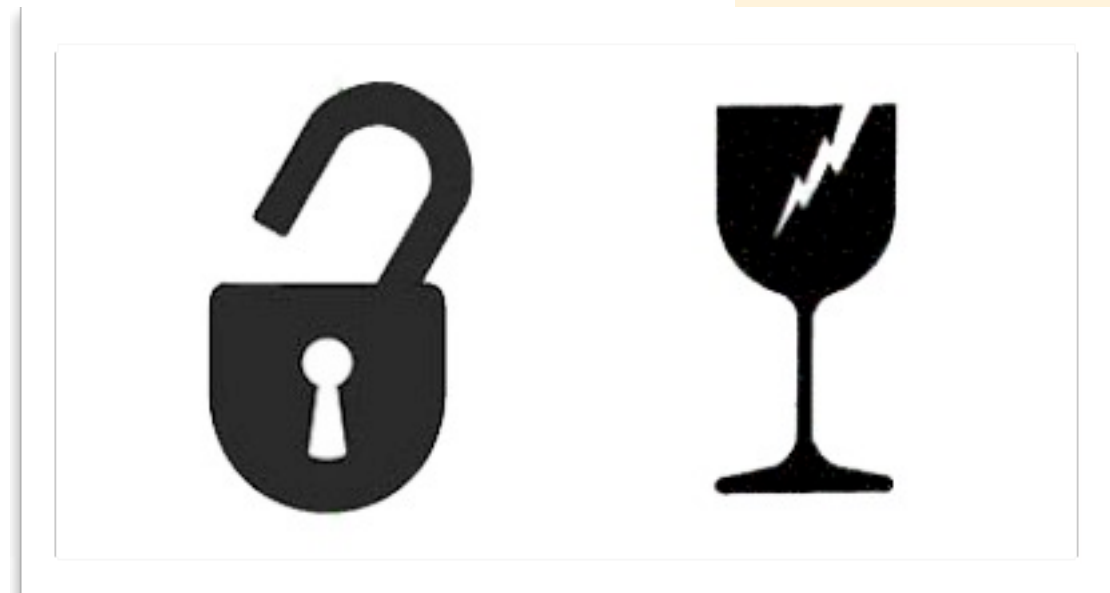
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Types

- Symbolic: Uses images that represent an action or object at a higher level of abstraction, most effective at depicting recognizable objects.



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Types

- Arbitrary: Use images that bear little or no relationship to the action or object, the relationship has to be learned.

