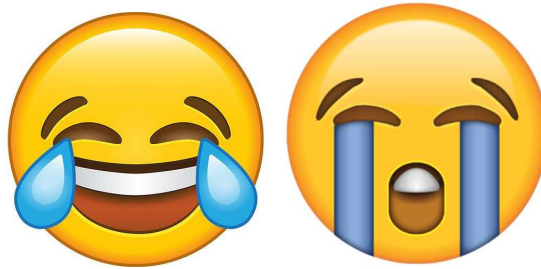


## **In-Class Assignment: Visual Evaluation, Interpretation And Meaning**

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### **What are they?**

Emoticons, commonly known as emojis are commonly used in text messaging by users to convey their emotions at the time of the message. The two main emojis we are focusing on are:

- Laughter with Crying
- Crying with Sadness

### **What are they used for?**

Emojis are able to convey feelings such as happiness, anger, sadness etc and sometimes even actions such as laughter, crying etc. The Laughter with Crying emoji displays immense laughter causing the user to tear up, whereas the Crying with Sadness emoji depicts tears in state of extreme sadness.

### **How are they designed both visually and functionally?**

**Visual Design:** They are designed by incorporating human emotions and actions within a yellow circle. The Laughter with Crying emoji makes use of a smiling human which makes it different from the expression of the crying with sadness emoji which makes use of a rather sad mouth expression.

**Functional Design:** Functionally, emojis are designed to be small to display on a keyboard similar to that of characters present on a keyboard. Both of these emojis are commonly used and hence available on the first set of possible emojis.

Emojis serve as markers for facial expressions for the sender and are based off different facial expressions of humans. It provides context for the message when being read by the reader and convey what the sender might be feeling or essentially what facial expression they may have had while sending the message, and overall set the tone of the message.

### **What does the design communicate?**

Emojis essentially communicate human emotions and actions. For the sender, it stands as a representation of how he/she is currently emoting at the time of sending the message whereas for

the reader and other stakeholders, it serves as a marker of the sender's facial expression and hence gives them context while reading the message.

The design is able to do so because it mirrors the feelings of the users, in the two emojis we chose, the first one displays how the user must be reacting to something funny by displaying that the laughter was so immense that it made them tear up, whereas the second emoji stands for how a person might be trying convey that they are upset or sad and hence may be crying due to that.

The design replicates a normal human face which is usually round in shape and hence is a standard for easy understanding for communication on text messaging. Between the two, the expression of the mouth itself makes the two emojis different because one conveys happiness, whereas the change in mouth expression makes the other one conveys sadness even though the action of crying is exactly the same. There can be can different variations, such as having the emoji circle to be different in color such as red, which may convey anger or simply having no tears. Every element from the color to the accents within the circle may variate the design of different emojis.

To make an improvement, we would suggest if emoticons could be based on more realistic humans rather than the use of yellow circles. This improves the level of context available about the individual and allows the sender to express themselves more accurately and the reader to accept the conveyed expression more appropriately and realistic manner as opposed simply a yellow circle.