

Bild, Farbe, Zeichen



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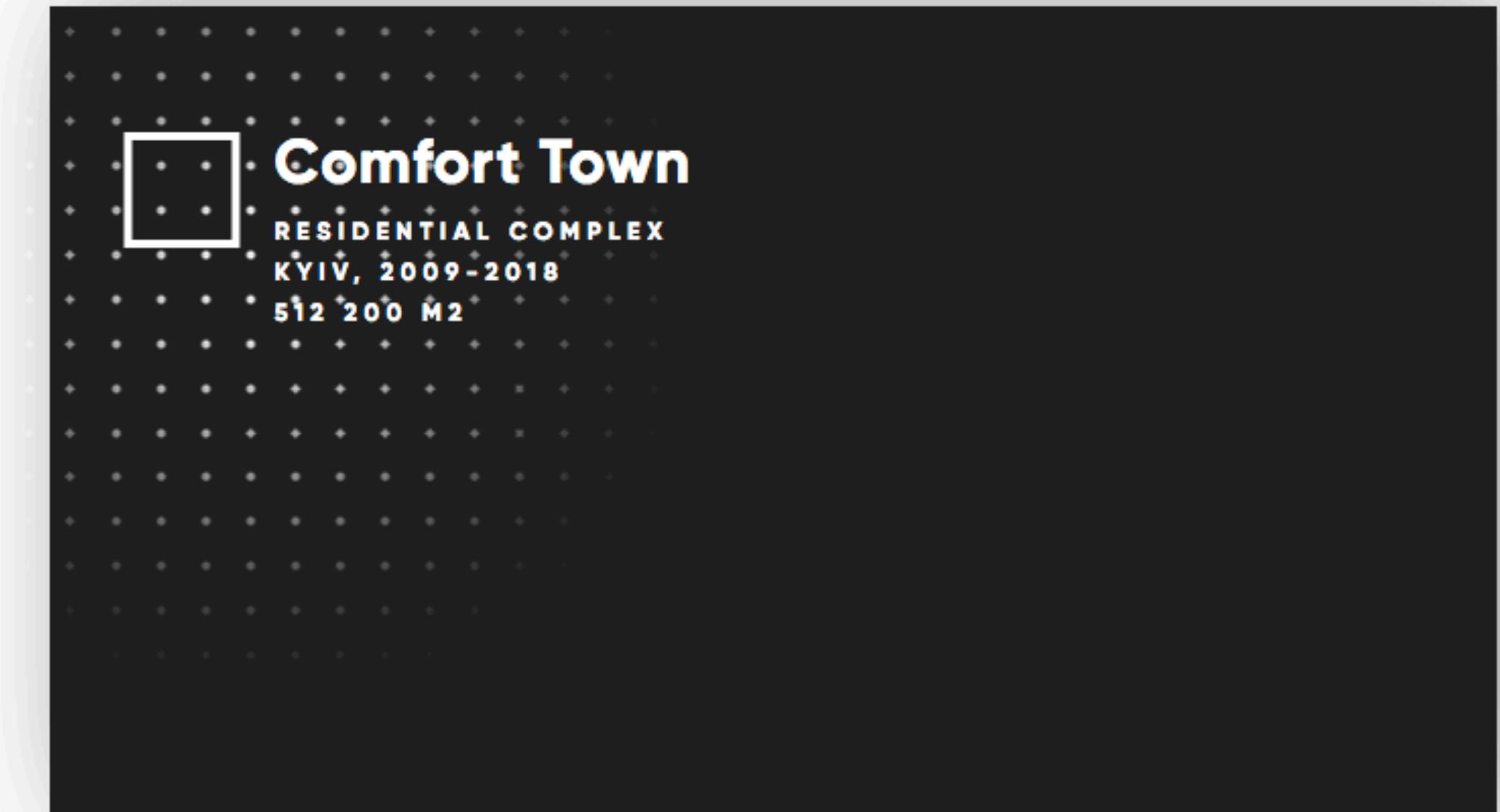
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DISCOVER THE TASTE



A close-up, low-angle shot of the laces and eyelets of a light grey leather sneaker. The laces are white and tied in a standard knot. The eyelets are silver-colored metal hardware. The leather has a visible grain and some stitching along the side seam.

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Chelsea Boots

Sophisticated style, clean design, premium execution: the Chelsea boot is the perfect winter essential.



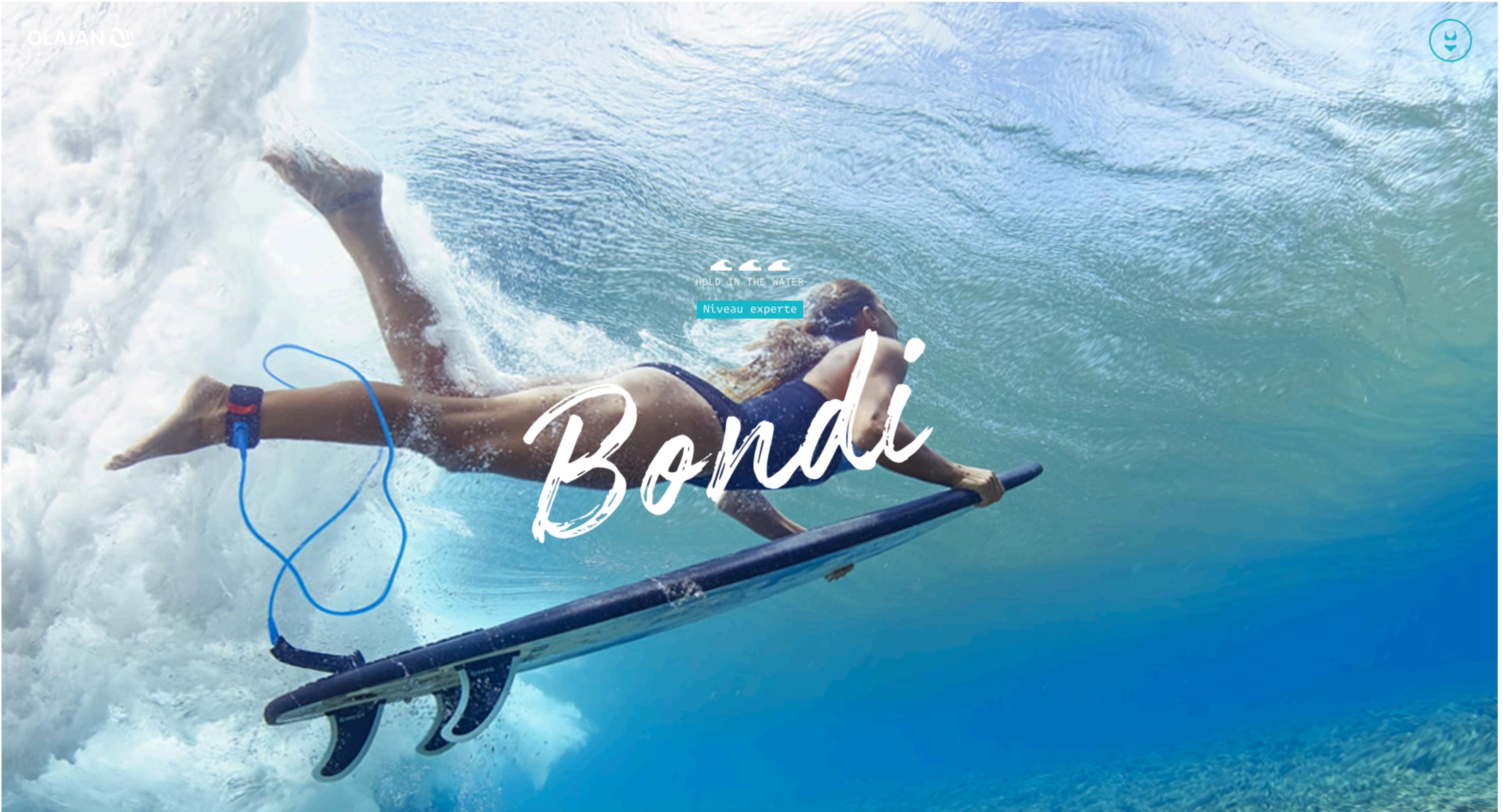
OLAIAN



HOLD IN THE WATER

Niveau experte

Bondi



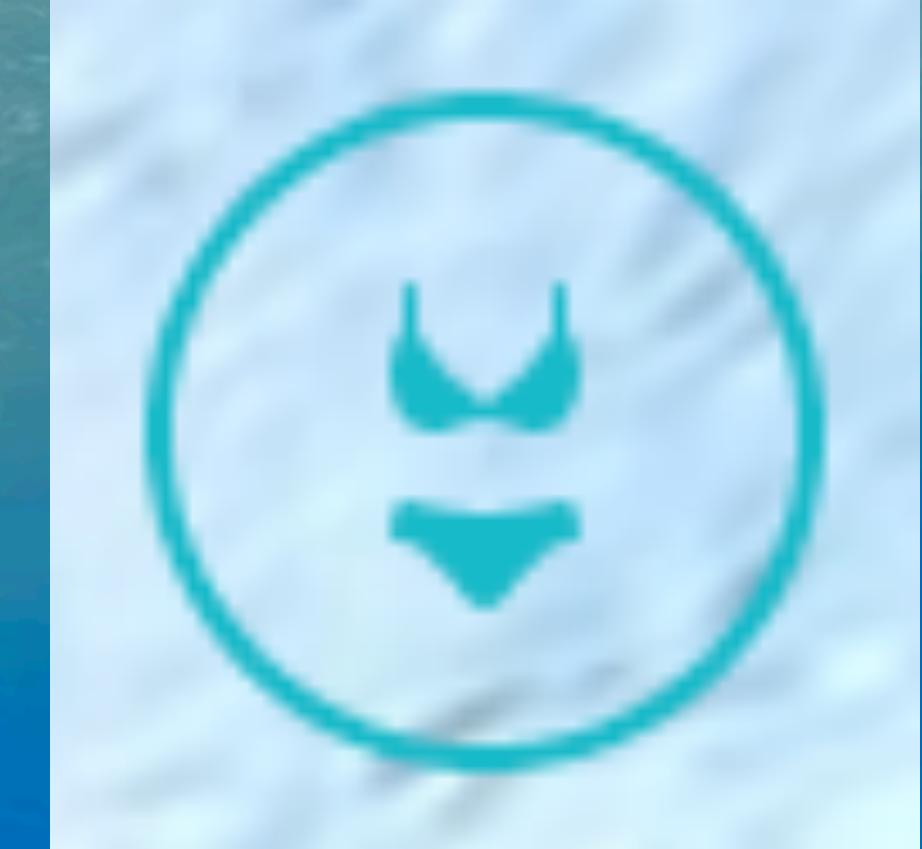
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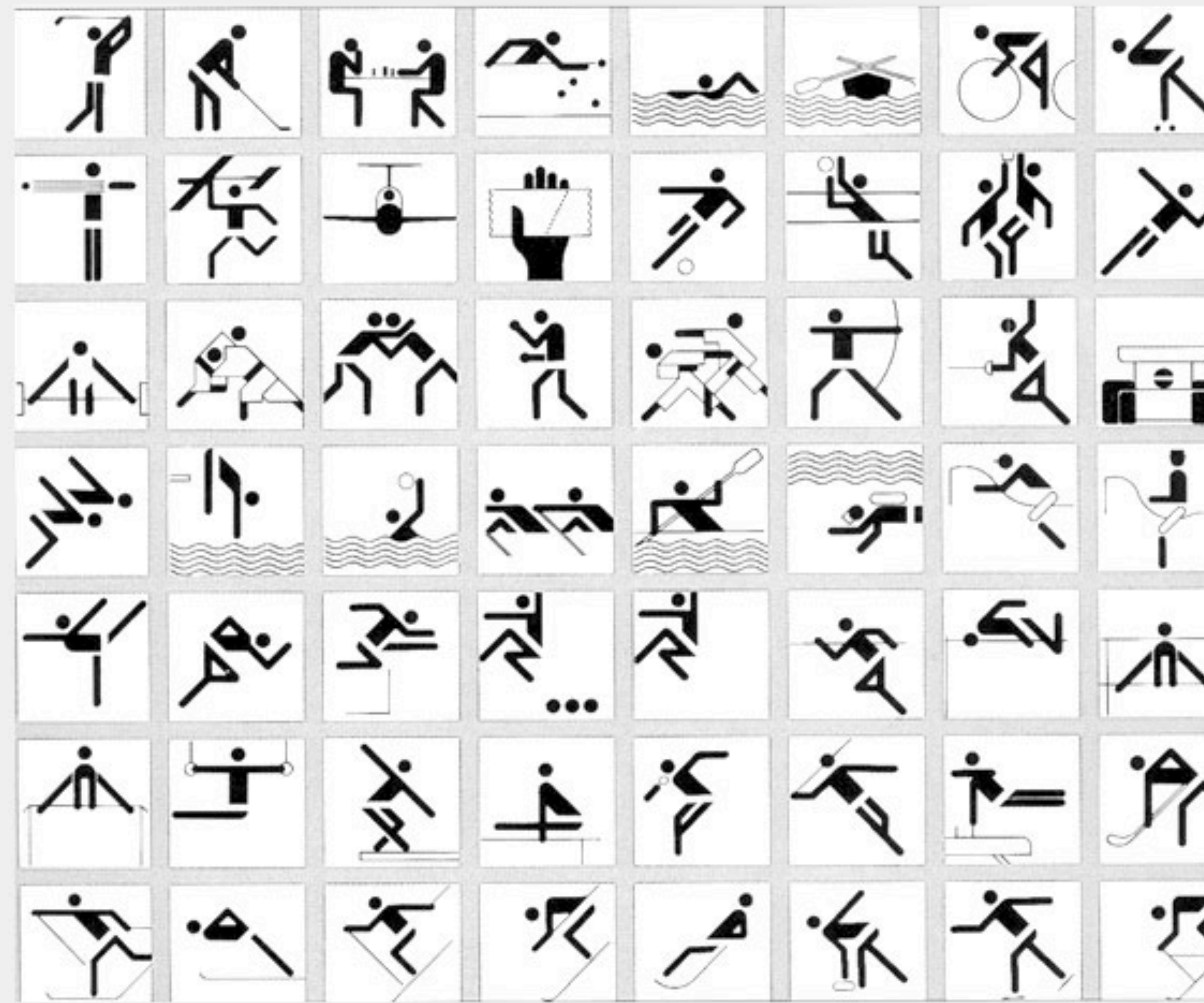


HISTORY OF ICONS

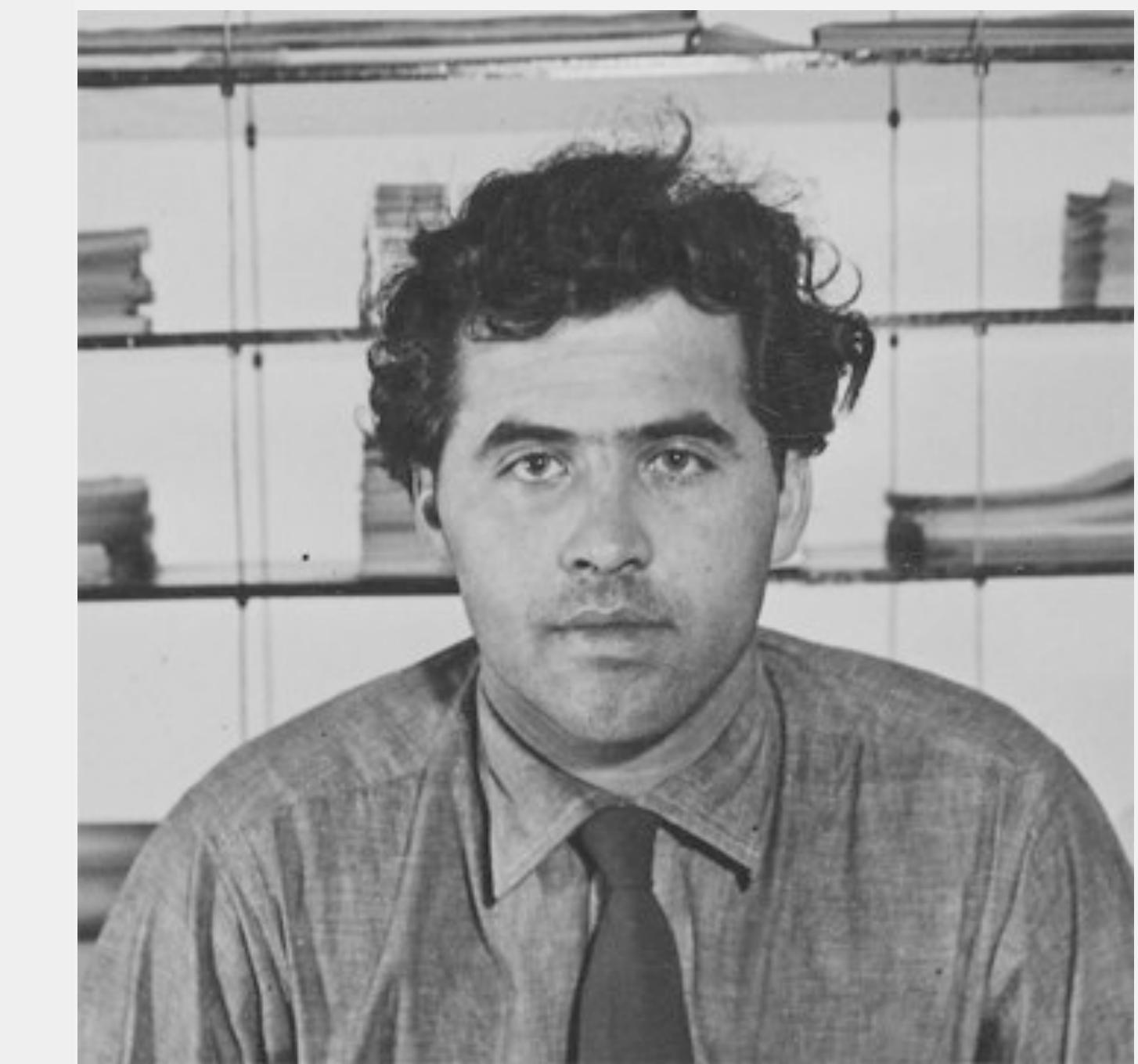
A VISUAL BRIEF ON ICON HISTORY
THROUGH DIFFERENT GRAPHICAL USER INTERFACES
IN DIFFERENT OPERATING SYSTEMS

Did you realize that...
computers weren't born
with a graphical user
interface? It happened **after**
over 30 years of computers
being in use!

Along with this revolutionary
concept came another
brilliant idea of **using icons**
in computing. Yes. "A picture
says more than a thousand
words".

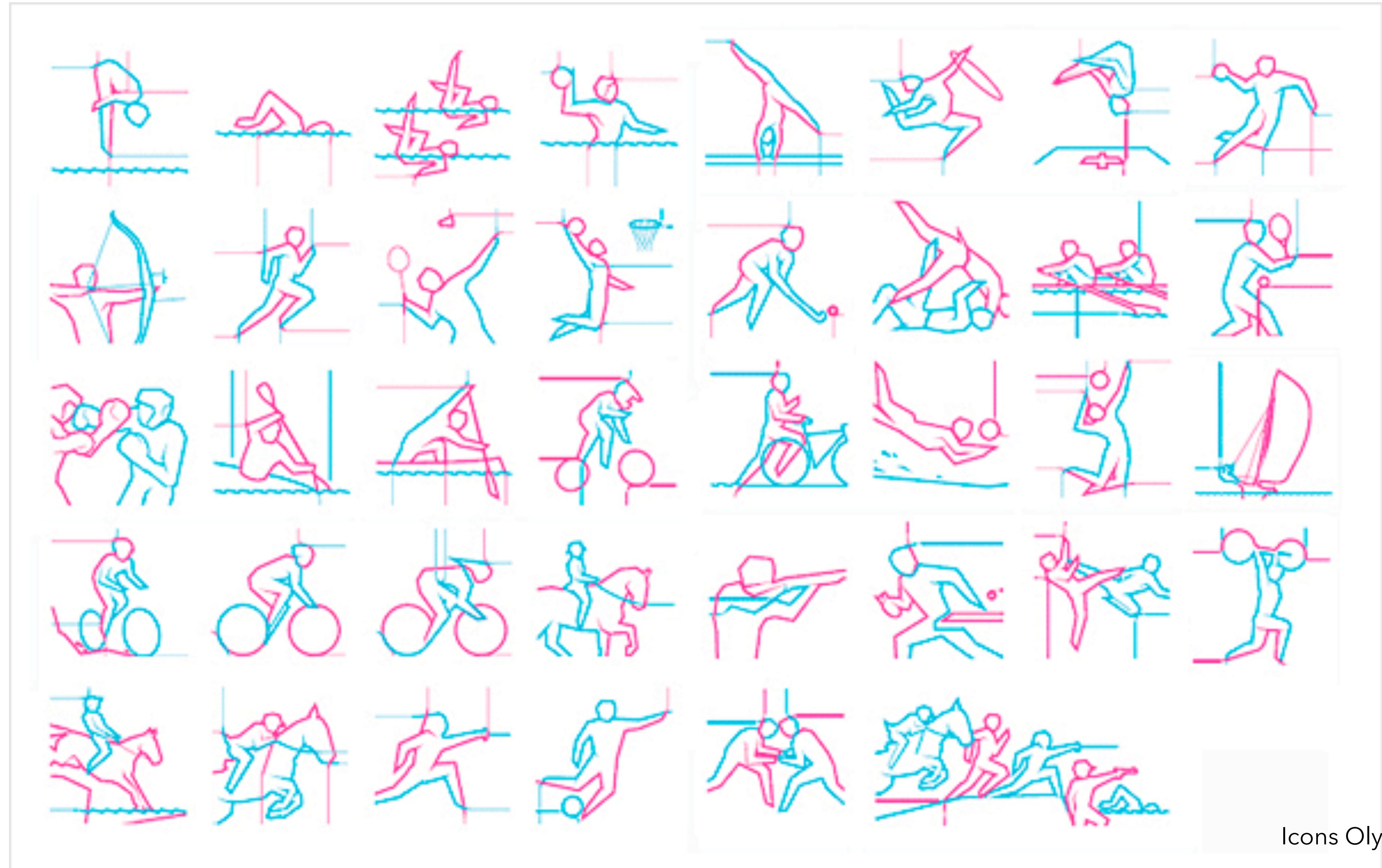


Otl Aicher
Icons Olympische Spiele
München 1972





Icons Olympische Spiele
Moskau 1980



Icons Olympische Spiele
London 2012

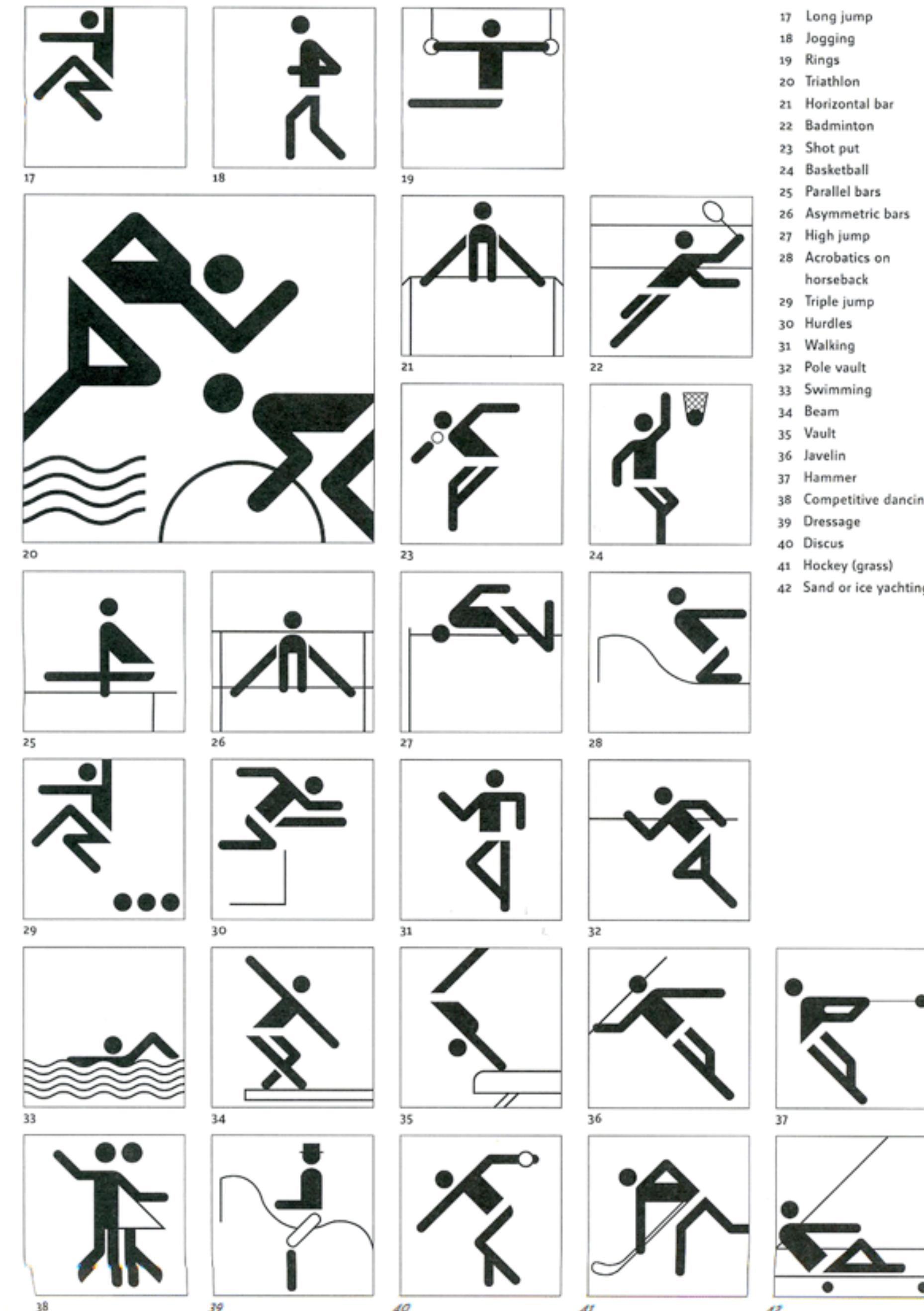
Semiotik

Zeichenlehre

Ebenenmodell nach Heiz

↑
Pragmatik
Semantik
Syntax

Anwendung
Bedeutung
Sprache

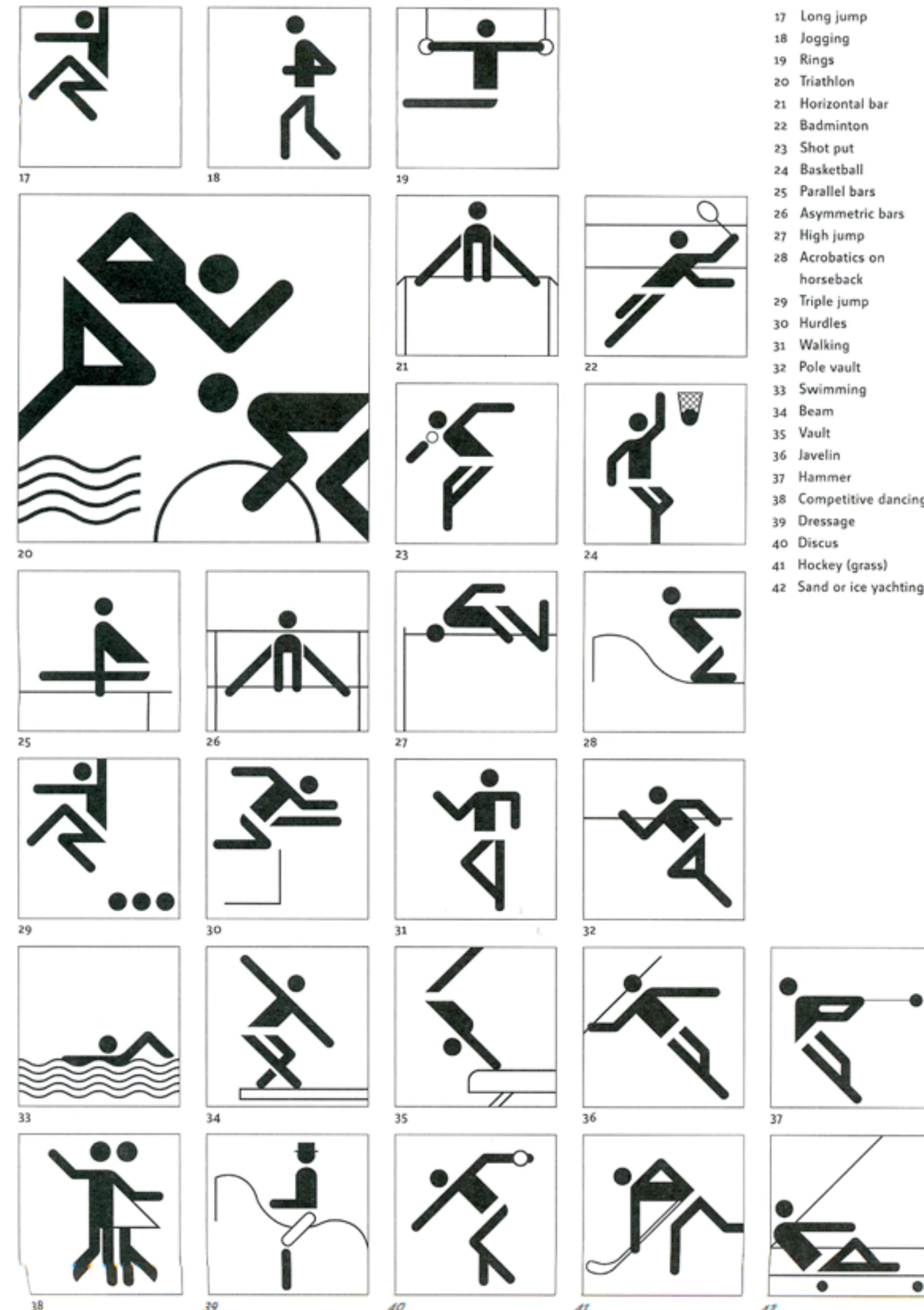


Semiotik

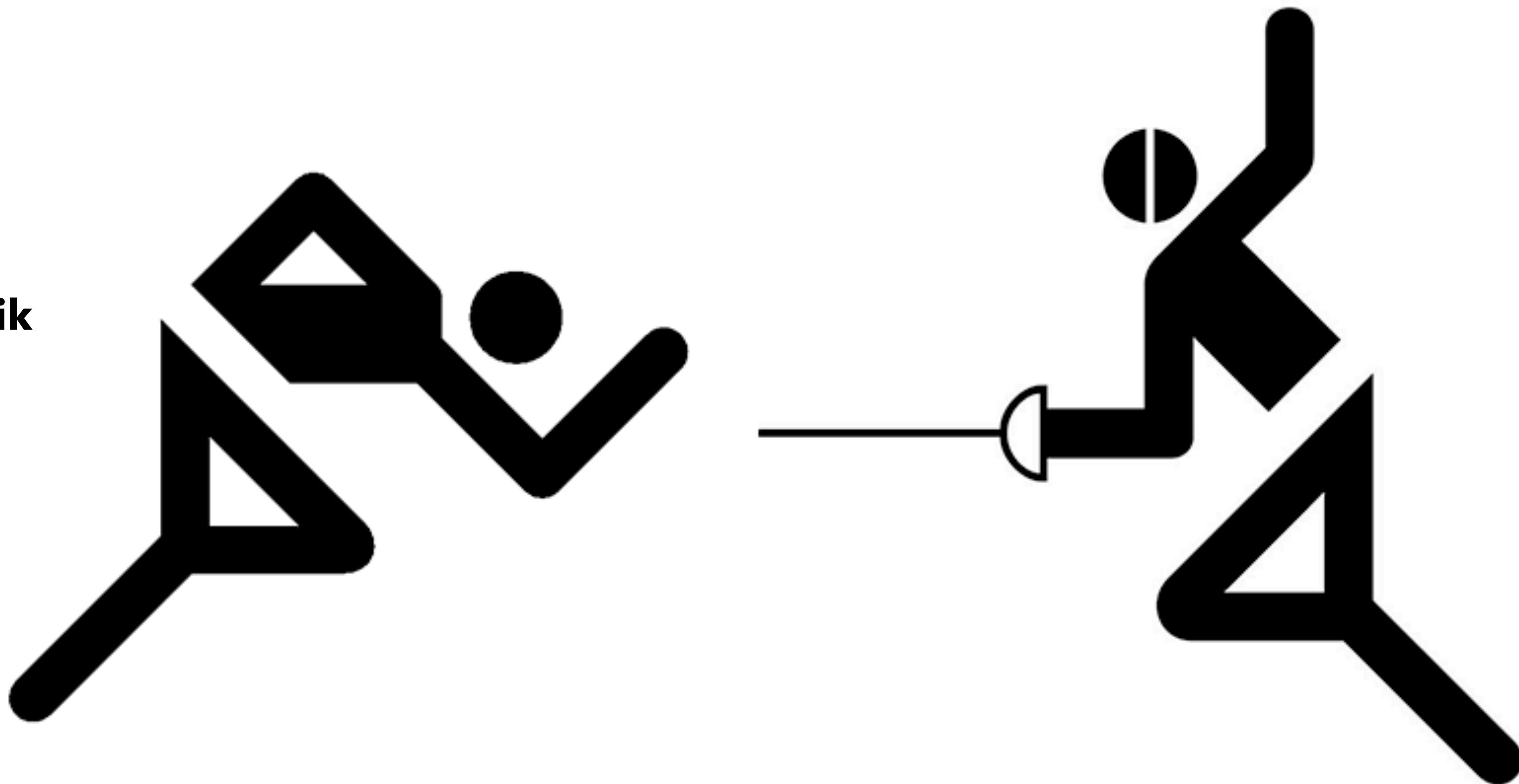
Zeichenlehre

Syntax

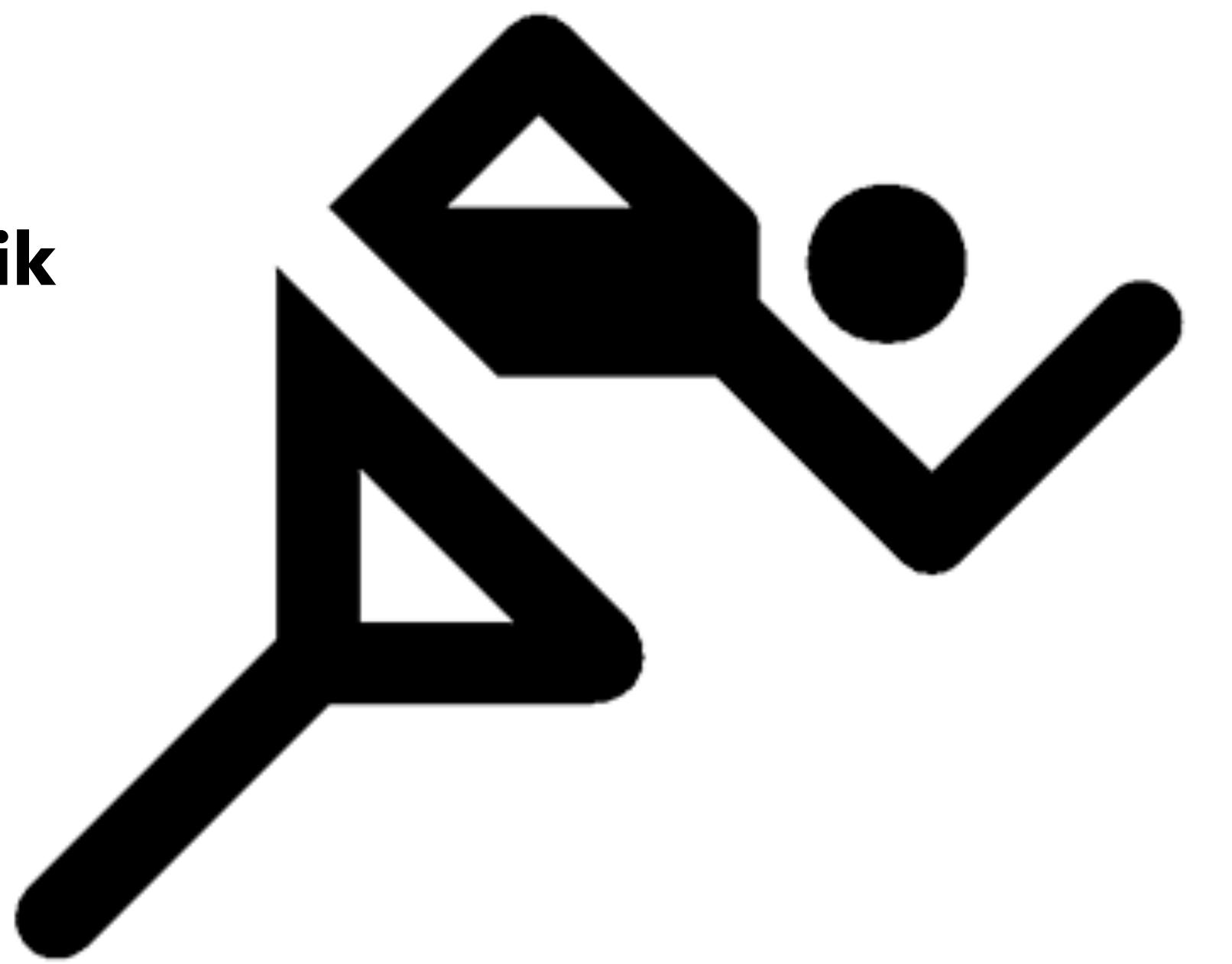
- Schwarzes Pictogramm auf weißem Grund
- Modularer Körper mit gleichen Körperteilen
- Gleicher Abstand zwischen Ober- und Unterkörper
- Ausschließlich Winkel $45^\circ/90^\circ/135^\circ$



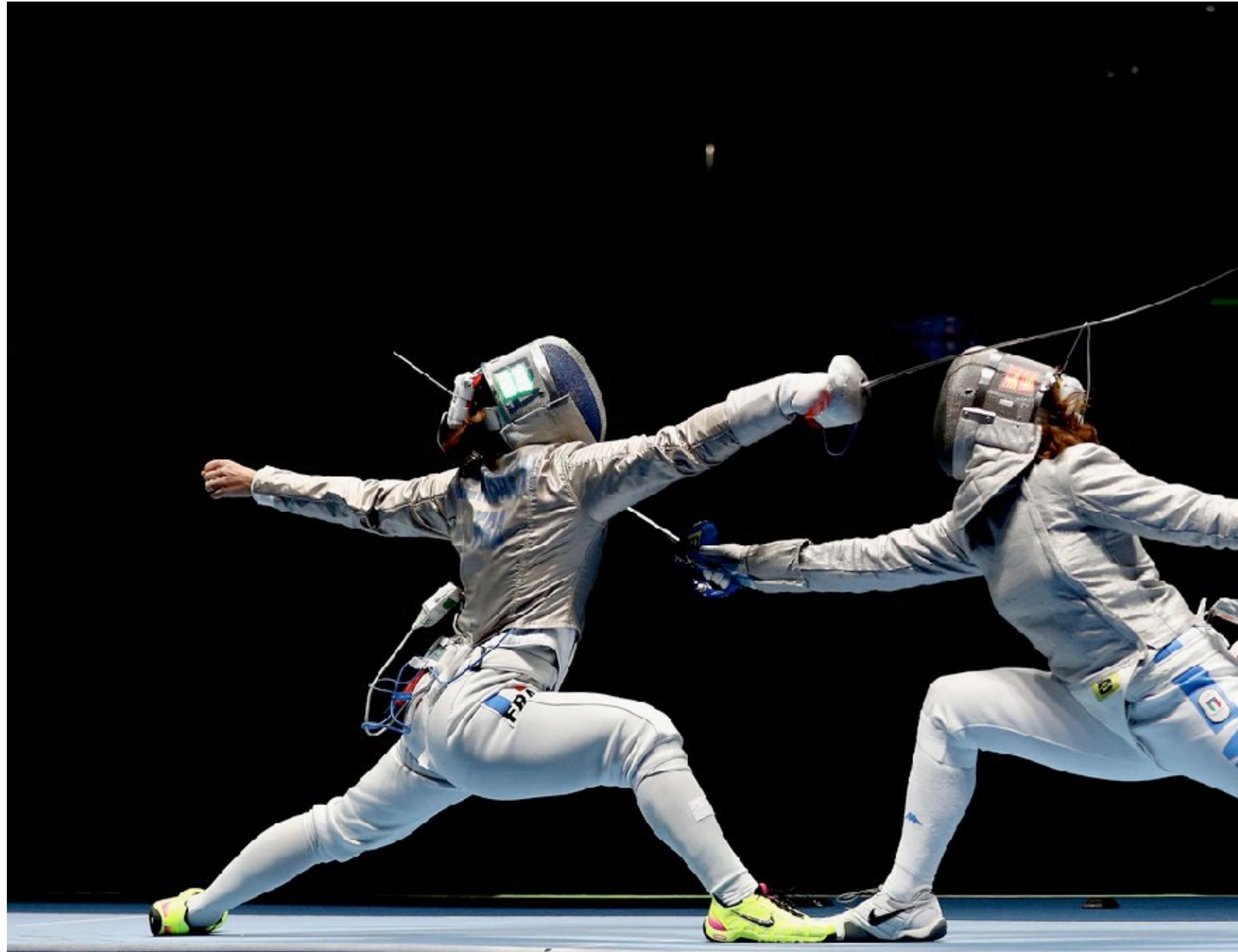
Semantik



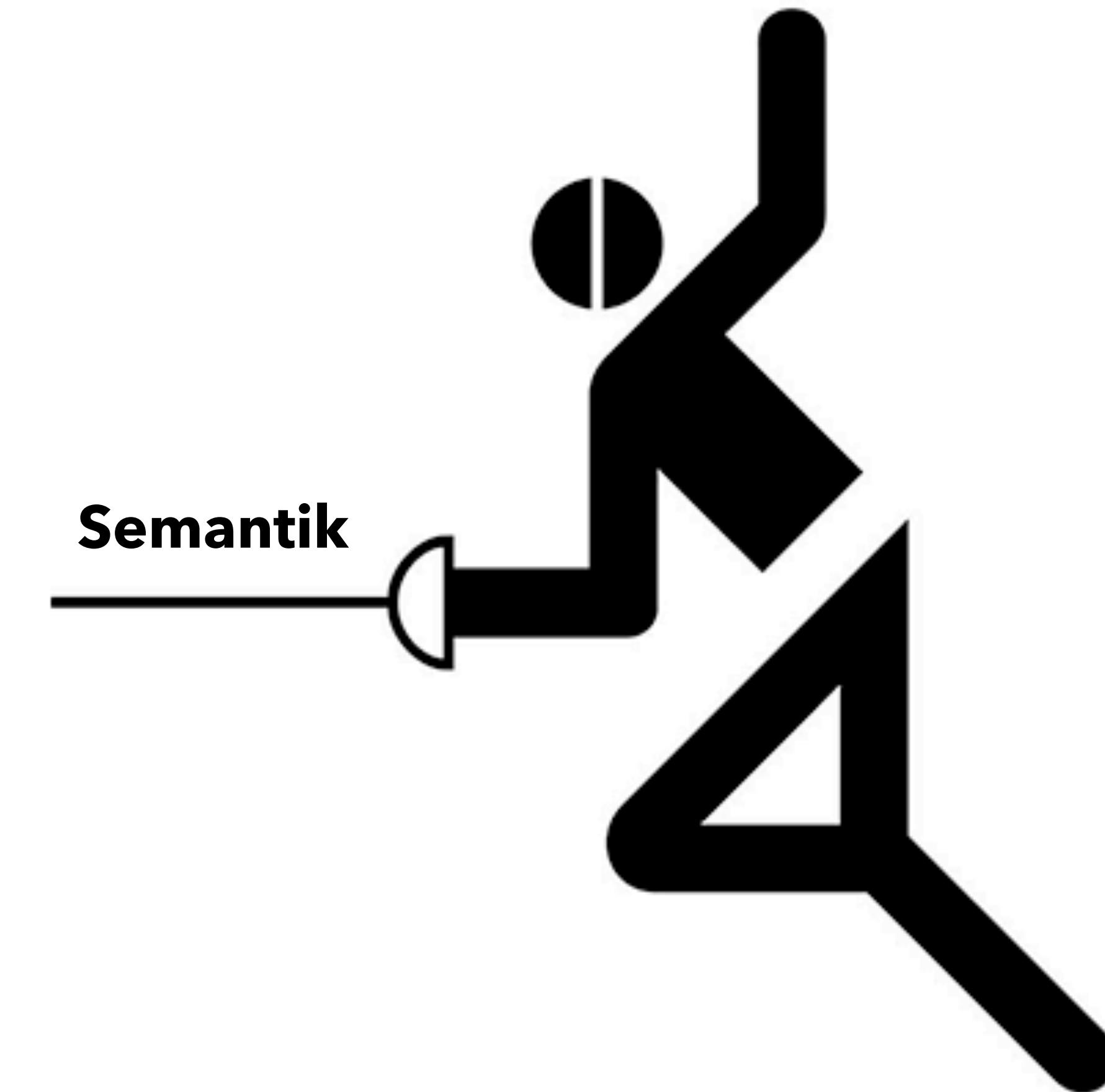
Semantik



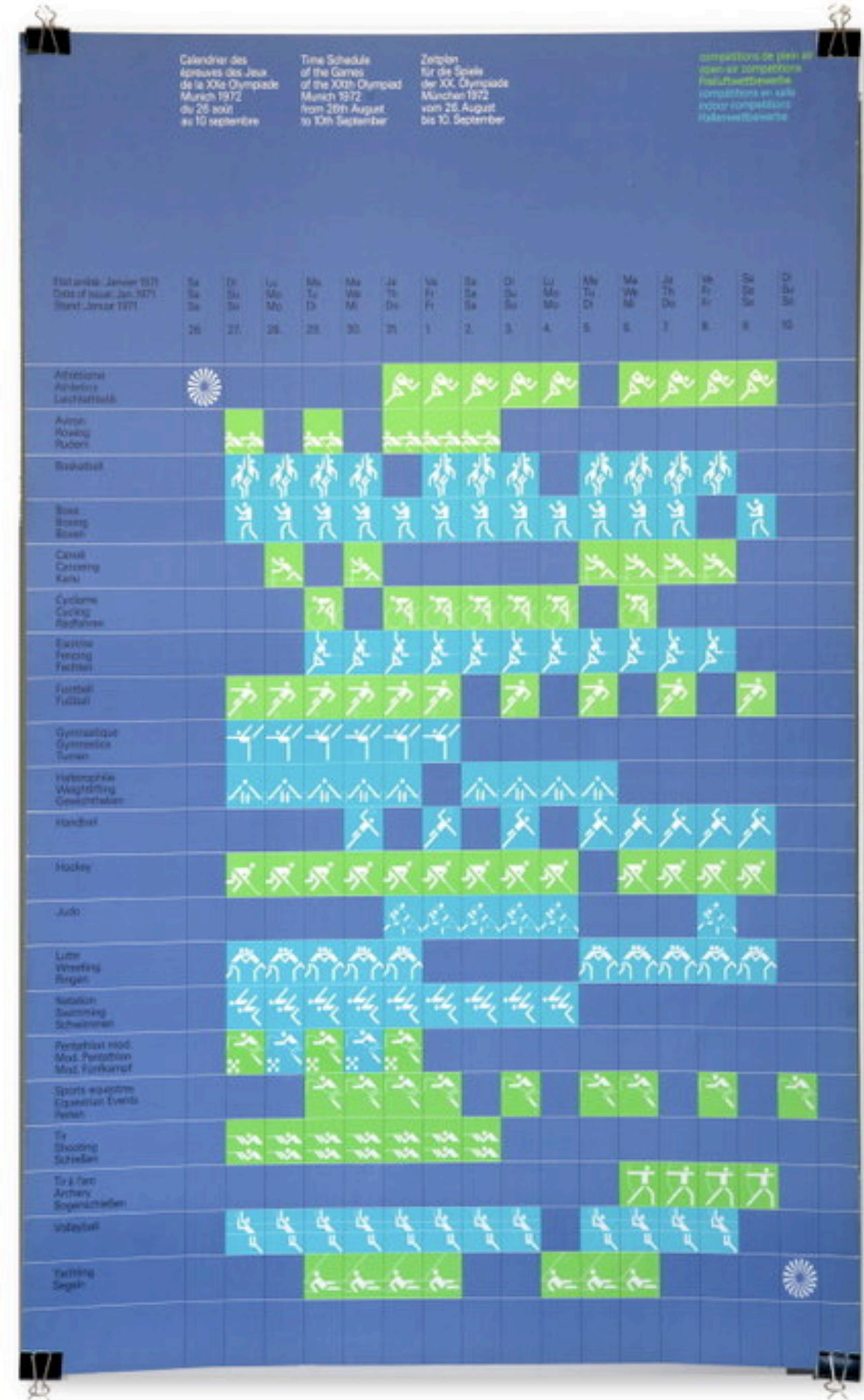
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Pragmatik



???



Pragmatik

Semantik

Syntax

Burger Icons



Pragmatik

Semantik

Syntax

Login Icons



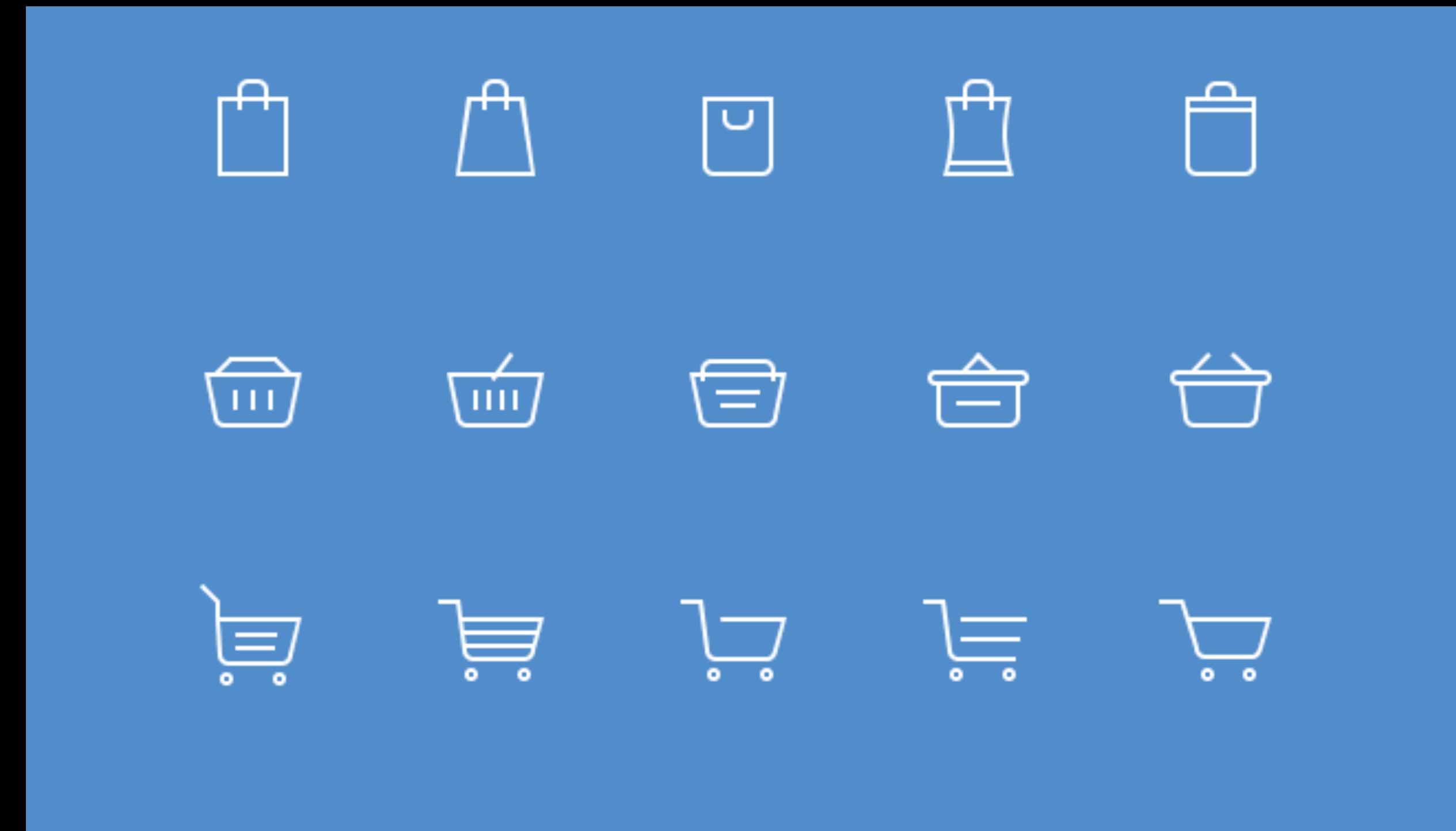
Apobetik Ergebnis / Ziel

Pragmatik

Semantik

Syntax

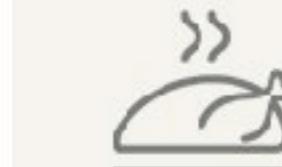
Login Icons



37
ICONS

LINE ICONS

FOOD & BEVERAGE





&

&

Typografisches
Zeichen

*Typografie: In der
kommenden Woche*

&

Typografisches
Zeichen

Einzelgruppen- besprechung

Im Anschluss