

ASSIGNMENT 2: Signifiers

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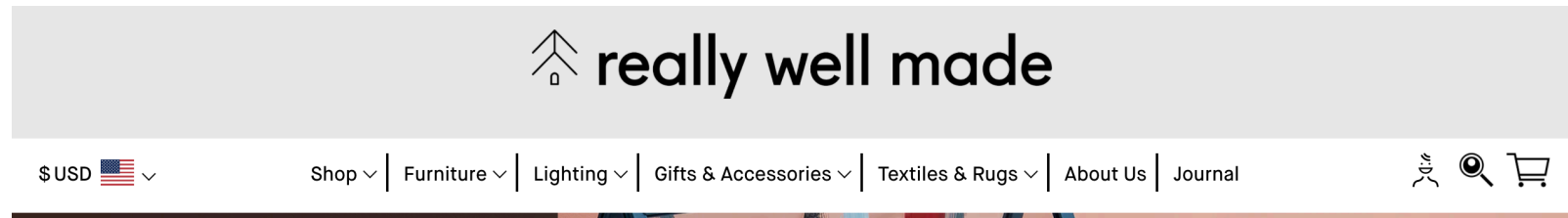
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TASK: Students were given a website that they were asked to screen-grab and analyze the masthead. In this, they were asked to identify icons, symbols, and indexes. In a document, they were asked to layout their findings along with descriptions and reasoning.

Icon: A physical resemblance to what it is representing. A direct correlation.

Symbol: Has no resemblance between what it is signifying and the signified. This is culturally learned and applied.

Index: An index is often text and it describes the connection between the signifier and the signified.



## 1. Icon

### 1. Shopping Cart

1. A shopping cart would be an icon because of its direct and literal meaning and representation.

### 2. Search

1. I found the search button, which is a magnify glass, to be an icon because of its direct representation for the purpose it is serving.

### 3. Person

1. The icon of the person directly serves to provide a drop down about the users account information and settings.

### 4. Logo : home

1. The home in the logo directly relates and is an icon for what the company is serving and the products offered through their service.

### 5. U.S. Flag

1. represents the country and can be universally recognized
2. The flag is also a symbol for the country and what it stands for. Because of this, it is a symbol that is being utilized for the purpose of an icon in this instance.

These can all be seen as pictographic icons, directly hand in hand with the purpose they are serving.

No matter where you are in the world, these will always be recognizable as they create a universal language.

## 2. Symbol

### 1. Dollar Sign (\$)

1. We have become familiar to recognize this sign as the “dollar sign”, however, the sign (\$) does not have specific meaning.

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2. Upon entering the site, I was able to select which currency I wanted to shop in. This allows for users from all over to be able to easily access and use the site.

3. Index

1. Shop, Furniture, Lighting, Gifts & Accessories, Textiles & Rugs, About Us, Journal, USD, “really well made”
  1. words that directly lead the consumer to a conclusion
  2. The title would be considered an index, however the logo of the brand would be an icon.
  3. USD is used to help people who may not be familiar with the dollar sign. It is utilized for clarification

Because the site is generally modern, I think the site is trying to reach modern homeowners from all around the world as they give the option to chose where you are located upon arrival to the site.