# Icon Developments

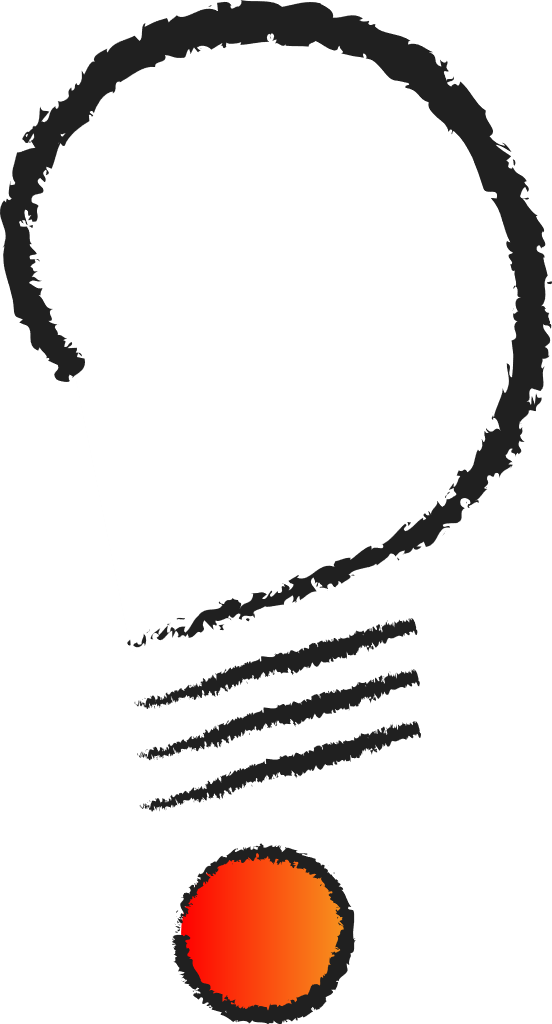
## developments

## Original

A close up of a sign

Description generated with high confidence

A close up of a sign

Description generated with high confidenceThese icons are for the photo gallery. The original icon looks visually pleasing, however its quite bland and boring, and could be unclear to what its actually for. The new icon no the right is also quite visually pleasing, however it is clearer what the icons purpose is, as its quite clearly a camera and cameras are linked to photography. This icon is much more suited to its purpose.

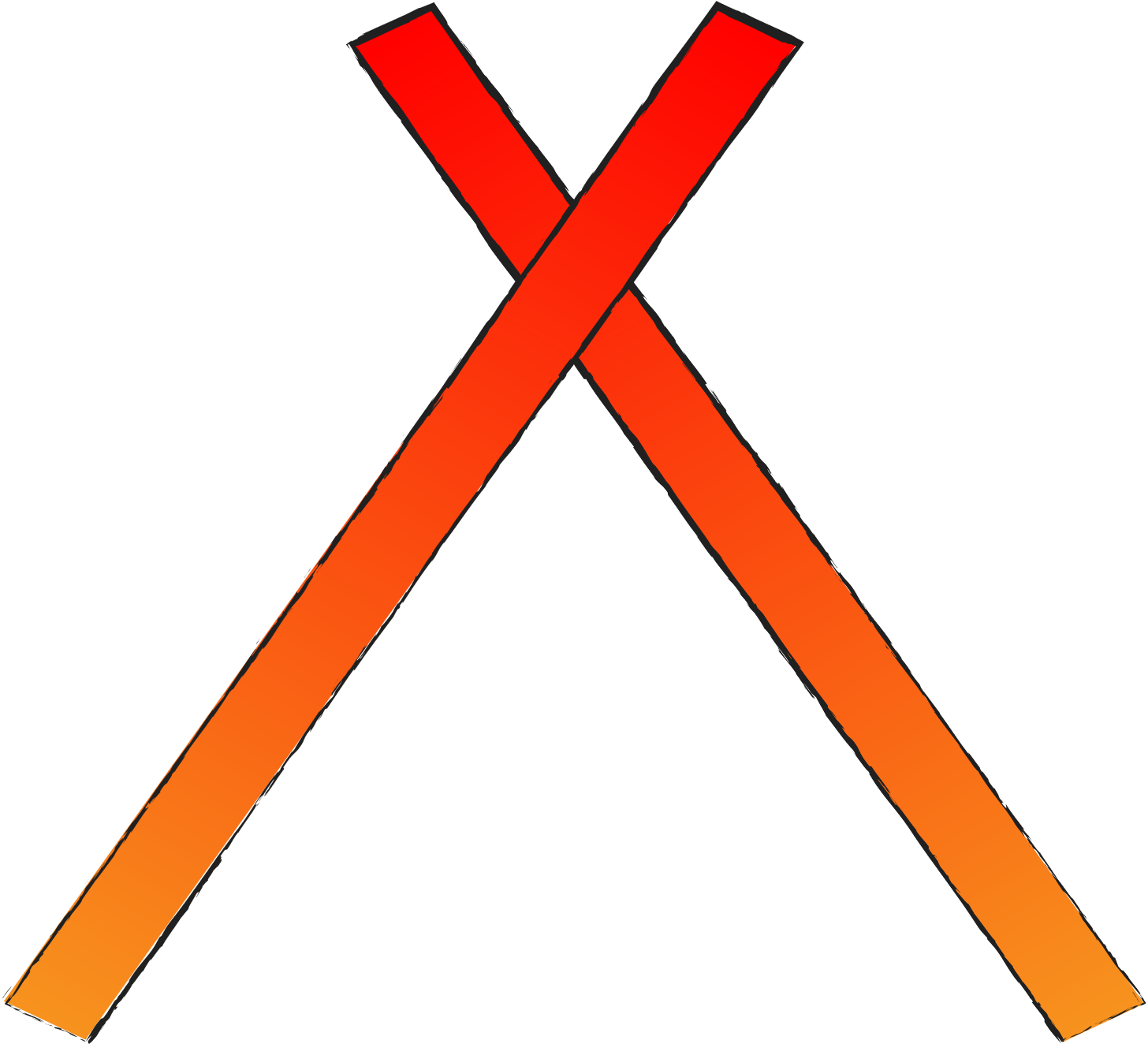
A close up of a sign

Description generated with high confidencethe information icon development created a logo that is more visually pleasing and advanced than the previous one, however it is much more unclear than the previous one on what its purpose actually is. This makes it much harder to choose the newer development as the final icon because if this. the original icon is much clearer to what its trying to be.



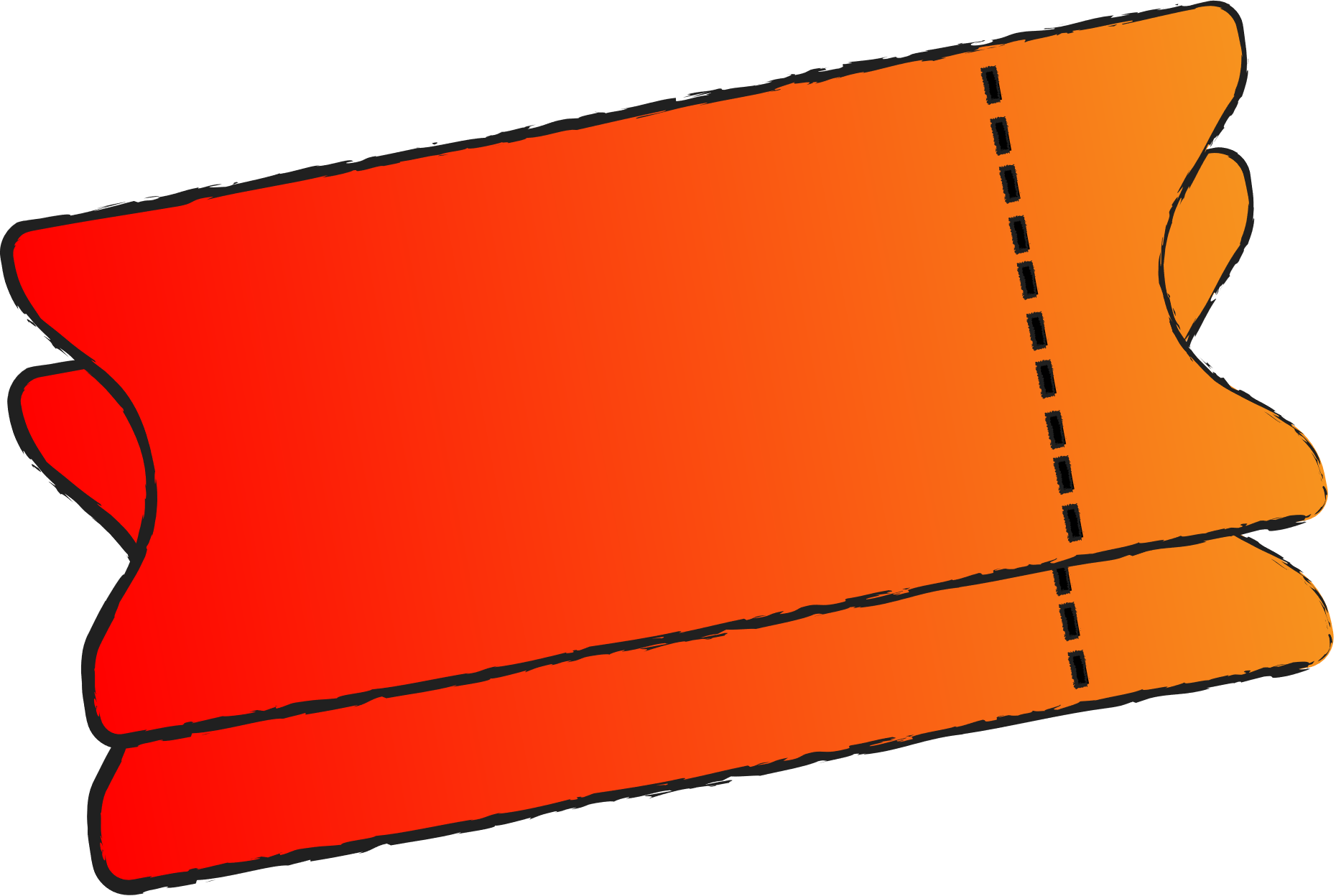
The problem I had with the original location icon is that it was very unclear about what it’s telling you. When I showed it to other people, without the context of the festival they were clueless about what it was trying to display. Where some of the other icons such as the ticket icon or information icon were very clear, this one was not. Therefore, I made an adaption of the traditional location icon, to make it much clearer as to what it is. In the centre of the circle there is the traditional location pointer, which is used on hundreds of digital maps to display where you are. This makes it clear that it’s a location icon.

A close up of a sign

Description generated with high confidence

A close up of a sign

Description generated with high confidencethe original camping icon was just A bit boring. It didn’t grab the viewers attention, although it doesn’t need to, but more importantly it was unclear about what it was trying to portray. The new camping icon clearly shows a campfire, which is strongly related to camping. This makes the icon much clearer and makes it portray what it trying to be more clearly.



The first ticket icon cheated as an icon because it actually told the user what it is on the icon. Not that this matters, because when the icon would be in use it would be so small the writing would be unreadable, so the text doesn’t help it in that case. However, even without the text the icon is still clearly a ticket, but a more boring version of the newer icon, which as two tickets stacked on each other. This gives the icon more detail, and I personally think that the second icon looks more like a ticket icon than the first.