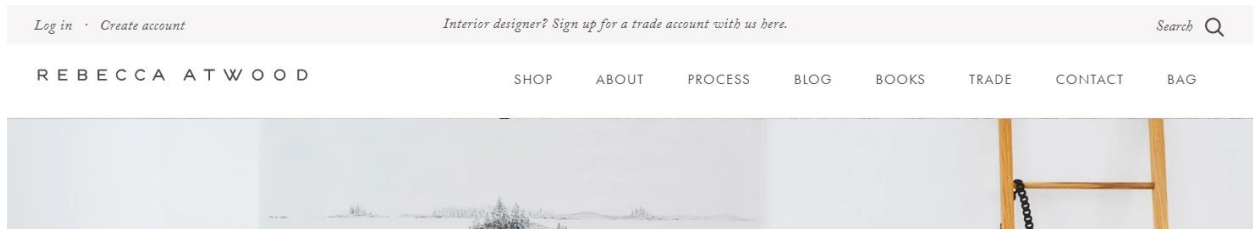


Assignment 2: Signifiers

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The site's design is very clean and minimalist. The text is small, and the only colors used are black, white, and the occasional off-white. The italic text at the top feels very feminine, and so does the featured photo, which has lots of soft colors like pinks. My guess would be this website is targeted at the 18-49 female demographic.

- The magnifying glass element is iconic
 - Magnifying glasses are often used when trying to search for something specific, or to get a closer look. It makes sense that a depiction of a magnifying glass would be used to indicate to the user that clicking on it would allow them to search for something specific.
- The Rebecca Atwood logo is symbolic
 - The words Rebecca Atwood don't inherently mean anything to the user, other than it sounds like a name. But because of its placement on the masthead, its design, and the user's cultural knowledge of logos and branding, it is understood to be the company's logo.
- The word bag is indexic
 - The word bag lets the user infer that clicking that button would give them access to the items they've selected to purchase. Though there is no real bag since the whole thing is digital, our experience using a bag to shop tells us the purpose of the button.