

Sign Language

{This is the placeholder subject line }



Introduction

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{Less is more}



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{Deranged postal worker ahead}



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{Tornadoes strike trailer parks first }



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{Trick-or-treating is prohibited}



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{This is a no-plaid zone}



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{Awkward conversations ahead}



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{ I wish I could just get to sleep }



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{Victim of a Cheese malevolent }



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Design Process

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Sign Language

{For external use}



Introduction

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These signs are essentially parodies of real street signs, and parody relies on *exactness* — the more completely it absorbs the original's mannerisms, the more convincing the fake. And discovering and internalizing the habits of street signs means one thing: *research*. Research is king. Period.

As information graphics, street signs like these are *univariate*, meaning that they convey only a single fact. Unlike more complex graphics, they don't reveal relationships between items to consider over time. Signs do just the opposite. They need to make their point instantly and without any ambiguity — especially in the case of stop signs, where the stakes are high and immediate. This is the task before you: communicating potentially confusing messages quickly and clearly.

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Sign {Vitamin fortified} Language



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Sign Language

{ Can't get there from here }



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{The sound of one hand clapping}



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