



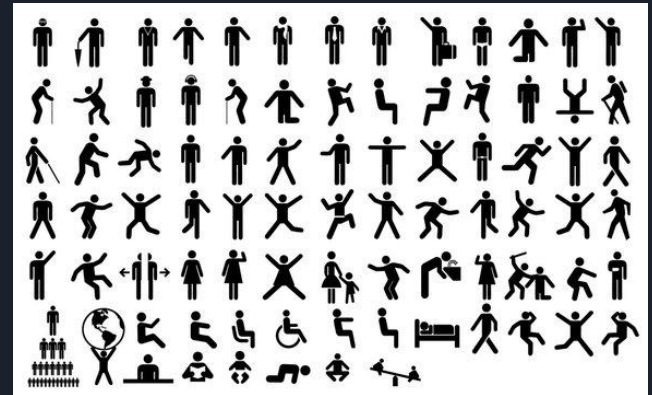
Pictogram

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What is Pictogram

Pictograms are a form of communication that uses pictures/graphic symbols to convey meanings without the need of having a full text of said subject.

Pictogram are more often used as substitute for words or phrases that can be replicated with imagery instead.



Early Pictogram

- The earliest example of a pictogram dates back to the Paleolithic period.
- The first pictogram used by advanced civilization was around 9000 BC in civilizations like ancient Egypt, and Mesopotamia



Modern Pictogram

- In modern time pictograms have become a more widespread form of communication.
- The handicap and bathroom signs are some examples
- With the rising need of simplicity and recognition, many big named companies started using only logos instead of company name.
Examples (Nike, Mcdonald, Starbuck, and etc.)



1985



1995



1983



2018



1992



2011

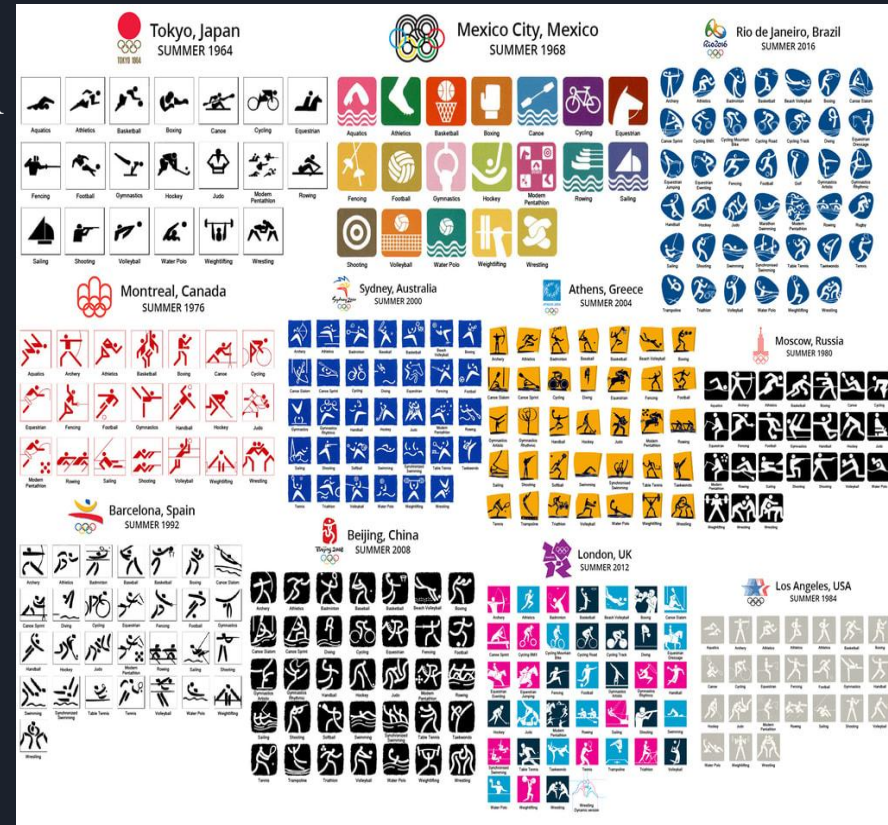
Traffic Signs

- The usage of traffic signs date back to ancient rome
- Pictogram are crucial to traffic signs as it gives quick signale to people on the road without having them try and reading it on the road or highway.
- Each country have their own version of a specific signal, but all share the same meaning.



Olympic pictogram

- One of the more popular type of pictogram would be the olympic pictograms
- Introduced in 1964 for the tokyo olympic
- Design by Masaru Katsumi
- Created as a way to inform people of different countries the events taking place
- Since then Olympic pictogram became a staple in the Olympics



Masaaki Hiromura

- Japanese Graphic designer born in 1954
- Known for making designs that focus heavily on imagery alone
- Created the 2022 Olympic Pictogram
- Kitasenju Pictogram which combines Japanese kanji with images to simplify them

