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Comd Theory

first-paper

For my paper, I decided to go with the Disney logo which the most recent variation of it was created by Pixar. The most recent variation of it was created in 2011, but it's basically the same logo from the version of 2006 all they did was remove a few things to simplify the logo a little bit. The original logo was created all the way back in1937, by Walt Disney. And it was just the original creator's name, "Walt Disney."

The way this logo came to be was really inspirational. I say this because Walt Disney failed countless times but he never gave up. He operated a company for sometime but it didn't work out as planned and went bankrupt. Later he moved to Hollywood and started working again. Things were going well until another unfortunate event happened. According to historicmissourians.shsmo.org "His distributor in New York, Charles Mintz, hired away most of Disney's animators. He refused to negotiate a fair contract in order to force Disney to work for him, saying Universal Studios owned all of Disney's creations." This goes to show that you should give up regardless of the hardships you might face. Anyways,He knew what he wanted to do and got it done and Nowadays "Disney" is one of the most widely recognized logos in the world. The logo was created to show how amazing a fantasy world can be. According to Designyourway.net "The Walt Disney company logo symbolizes the joy and creativity experienced by children and adults alike." Now anybody looks at the logo and probably a

character or movie pops up into your head it mediately. The disney logo is one of those designs that you look at and you automatically know what it is and what it stands for.

I feel like this logo goes hand to hand with excerpts we read in class titled "Course in General Linguistic" by Ferdinand De Saussure. Saussure states that "The linguistic sign is then a two-sided psychological entity that can be represented by the drawing" What I got with this is that a drawing can represent a world and it's also another way to communicate what you are doing or what you want to know. And that's exactly what the disney logo shows. You look at the castle and you instantly associate that with Disney, or with any other movie you have seen from the film studio. Language can be used in many ways, not just words. And designs or designs objects are just one way to go about it, In this case the Disney logo shows you just that. You can associate so many words, movies, shows that it can become a way that you could communicate with somebody without having to use words. Symbols are also a form of language and in this case the disney logo is the symbol for fantasy,magical world. A symbol for people to use their imagination whether you're a kid or adult Disney is a way to dive into a dream a world.

First Disney logo
image from: https://www.designyourway.net/blog/graphic-design/the-disney-logo/

First time castle was introduced into the logo
Image from: https://www.designyourway.net/blog/graphic-design/the-disney-logo/

Current disney logo
Image from: https://1000logos.net/walt-disney-logo/

bibliography

1) Saussure, Ferdinand , Charles Bally, and Albert Sechehaye. Course in General Linguistics.

New York: McGraw-Hill, 1966. Print

2) Laura R. Jolley with assistance from Dan Viets. "Walt Disney:Historic missourians" 12 Oct.

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https://historicmissourians.shsmo.org/walt-disney

3) https://www.designyourway.net/blog/graphic-design/the-disney-logo/