Muna Alghuzi

Communication Design Theory

Prof. Matthew Lange

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First Paper

Design theory has been used throughout history whether it's in paintings, design furnitures and even graphic design. Designers used the influence of the theories until this day and probably continue. These theories were Gestalt psychology, linguistics, semiology, and/or the avant-garde art movement.

The logo IBM was designed by Paul Rand in 1972 and is currently used today. IBM is an IT company in the United States established in 1889. It concentrates in developing software and hardware. The IBM logo is a professional icon that is designed specifically for a corporation, on the other hand, IBM name was only introduced in 1946 since there was another name for it which was called CTRC (Computing-Tabulating-Recording Company).

The company went through so many name and logo changes, in 1924 the abbreviation was transformed to "International Business Machines". In addition to that, it was not designed as an abbreviation just yet but was created in a globe like where the words were squeezed in there. By 1946 and 1956 the logo was refined into the abbreviation of today's design, the sky blue was the same sitting there behind a clear white background.

During the year of 1967 the logo got more of a refinement by adding a few small white stripes horizontally crossing the letters making it look like a clean pattern. 1972 was when the logo was finally modified, the colors and typeface stayed the same while the white stripes across the letters became more separated from each other making them equally spaced out and easier for the eye to comprehend and look at.

Paul Rand's IBM logo design has used a theory and that theory I believe is the gestalt psychology. Gestalt psychology was created by famous Herman psychologists named Kurt Koffka, Wolfgang Koehler and Max Wertheimer. They came up with theories of visual perception to examine how people put together various items into one whole phenomenon. Furthermore, in this visual perception theory, there are the gestalt principles that include Proximity: when different objects are laid out near each other making them belong to one whole group, Closure: when making something real, Similarity: when items with common visual characteristics are immediately taken to be related , Multi stability: the ability of the eyes to see two things within one image and continuity: when objects are aligned next to each other. These principles are used greatly in the design world especially in logos.

The IBM logo uses Proximity which I mentioned above that uses items to be laid out close to each other making them into one whole group. As we look at the IBM logo, we see blue and white stripes going horizontally across the letters which help us combine them to create the IBM image in our head.
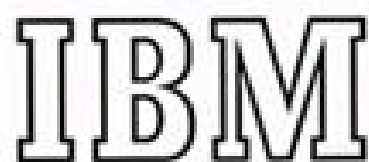
International Time Recording Company (1888)

Computing Scale Company (1891)
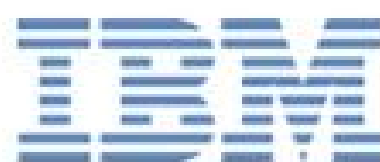
Computing-Tabulating-Recording Company (1911)

International Business Machines (1924)

1947

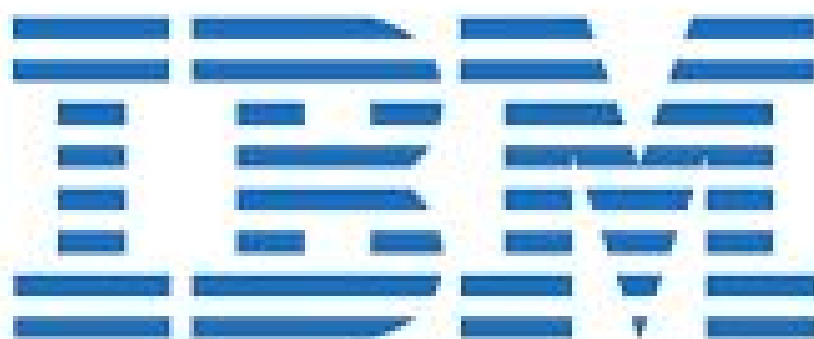1956

1972

SHAPE

COLOR

FONT

designhill

Bibliography:

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