

Today in class we were learning about icons, symbols and index. The presentation showed us different brands and signs we see in everyday life. It's funny how images that has meaning are labelled differently. Icons are usually used to signal something. Symbols are not apparent. And indexes are images that share a connection with something else. These are important for our field and helps us when it comes to the creative process.

Semantics is a study of signs and symbols and discuss on the impact it has with language and communication. It helps designers when it comes to creating logos for a brand or a sign. The importance of this is the communication it has. Without using words or language it can still provide a message to the viewer. After understanding more about it, it made me note myself that I should consider the message when it comes to designing instead of only trying to make it look visually appealing.

We also learned about the African Art of symbolism. When hunters and gatherers were a thing, they communicate to each other with drawings in a wall. The symbols mainly had the people and animals in it. Since speech was not available as a form of communication, the icons helped their message get through to their fellow man. These arts were also used to communicate with spirits. Drawing was language.

We watched a video "A Man Without Qualities". It was about a man living his life from new-born to death. What made it interesting, was that there wasn't any words or language being said throughout the entirety of the film. There were only animations and sound clips. With just that, the message was still there. We understood what was happening because it was visually clear to us. As for the story, it was generic and flat. That was a life without qualities.

We have a group project to do due 2 weeks from now. We were formed up into 5 different groups. We will be doing a presentation for a designer listed on openlab. The content will be from an interview with that designer. As for my group, there was only 2 of us. We managed to get in contact of 2 of them. We decided on doing a presentation on Melinda Livesy. Hopefully everything goes well for this group project.