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Today, I learned the difference in everyday logos and signs. I can now differentiate between logos such as icons, which is the visual of what they represent. Symbols are arbitrary signs with no resemblance to the object or thing. Lastly, indexes are a type of sign referencing an object or thing.

Icons are supposed to be easily recognizable for meaning. Such as the wheelchair which represents handicap. A stop sign with a circle with a line through is easily detectable as a stop sign when learning the rules of traffic.

Symbols are more equipped with brands such as Nike's checkmark. It represents the brand of the company. While the symbol doesn't correspond with anything, many can tell it's the Nike brand just from knowledge or history.

Indexed examples include smoke which signifies fire or cloudy sky that can hint rain or thunder. Indexes are used a lot in commercials and movies to portray a powerful or meaningful message.

Ultimately, I learned new things such as icons, symbols, and logos. Today's lesson also enforced prior knowledge such as the formats like PDF, JPG, PNG, and TIFF which I learned is a CMYK. Through watching the Charles Sanders Pierce video, I was able to learn the history behind icons, symbols, and index. With the Old Spice, I was able to identify which of the 3 selected options each object or item represents.