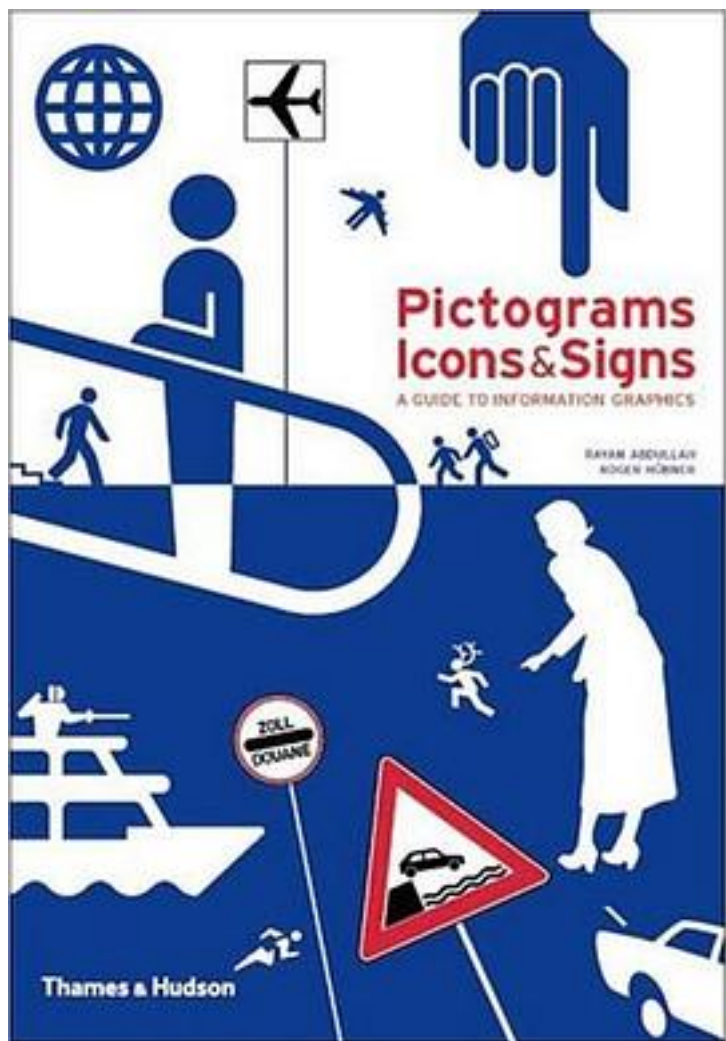


# Pictograms, Icons and Signs



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著者:Rayan Abdullah

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A copiously illustrated and practical guide to informational graphics.

Pictograms and icons are a keystone of nonverbal and multicultural communication. But what precisely are pictograms, and when is it appropriate to use them? What are their advantages? What rules must be followed, and what are the pitfalls that designers of pictograms and icons must take care to avoid?

Drawing on a multitude of examples from around the world, the authors outline the history of the pictogram and show how it has been used in commercial and creative fields over the past century, as well as offering invaluable hints and advice to designers.

The book features:

- over 2,000 illustrations organized by theme, including pictograms from all the Olympic Games from 1964 to 2004;
- tips from successful pictogram designers, with real-life examples to instruct and inspire;
- a detailed discussion of icons, the "silent servants" of online communities;
- a chapter by designer Jochen Gros on his quest to create a visual language that crosses all grammatical, semantic, and semiotic boundaries—in effect, to create a "language without words." 2000+ illustrations.

作者介绍:

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