Pictograms & Ideograms
An ideogram or ideograph is a graphic symbol that represents an idea or concept.

A pictogram conveys its meaning through its pictorial resemblance to a physical object.
A (very) Brief History
Mesopotamians are credited with inventing the earliest form of writing, which appeared ca. 3500 B.C. The writing was based on pictograms. Pictograms were used to communicate information about crops and taxes.
One of the many examples of Hawaiian kii pohaku (petroglyphs) can be found at Waikoloa. The Hawaiian petroglyphs contain many images of the human figure. It is possible that the images evolved in complexity from the simple angular figure to triangle figures and then to muscular figures.
Symbols Around Us
# Laundry Symbols

## Washing
- Machine Wash Normal
- Machine Wash Permanent Press
- Machine Wash Gentle
- Hand Wash
- Do Not Wash

## Drying
- Tumble Dry Normal
- Tumble Dry Normal - No Heat
- Tumble Dry Permanent Press
- Tumble Dry Gentle
- Tumble Dry Gentle - No Heat
- Line Drying
- Line Dry In Shade
- Drip Dry
- Drip Dry In Shade
- Do Not Tumble Dry
- Dry Flat
- Dry Flat In Shade
- Do Not Dry
- Do Not Wring

## Dry-Cleaning
- Dry-clean
- Dry-clean Any Solvent
- Dry-clean Petroleum Solvent Only
- Dry-clean Any Solvent Except Trichloroethylene
- Dry-clean Low Heat
- Dry-clean No Steam
- Dry-clean Reduced Moisture
- Dry-clean Short Cycle
- Do Not Dry-clean

## Ironing
- Iron Any Temperature Steam or Dry
- Do Not Steam
- Do Not Iron

## Bleaching
- Bleach When Needed
- Non-Chlorine Bleach When Needed
- Do Not Bleach

## Temperature Indicators

- Cold / Low Heat
- Warm / Medium Heat
- Hot / High Heat

If temperature is not specified by numbers, dots are used to indicate how hot settings should be.
SAFETY SYMBOLS
FOUND IN SWEDISH ELEVATOR

VARNING
FÖR KLÄMRISK

Farligt att transportera gods i hissar som saknar innerdörr eller fotocell
BRITISH ROAD SIGNS
A DIFFERENT INTERPRETATION

Push Button  Receive Bacon
Sketching Scales
Compositional Variance & Simplistic to Realistic
COMPOSITIONAL VARIANCE

1 2 3 4 5
Class Exercise

Sketch the apple in various compositions. Draw from your memory and personal experiences to depict the apple in different formats.
SIMPLISTIC TO REALISTIC

1  2  3  4  5
Class Exercise

Using the official Apple Computers Logo as the mid-point, sketch the apple—including the leaf and bite—on a scale from *simplistic to realistic.*
Pictograms
A Group Project
THE ACCESSIBLE ICON PROJECT
No sunscreen with oxybenzone or octinoxate -or- Reef-safe sunscreen only

Do not slam taxi/car door -or- Close the taxi/car door gently
Field Work

Find and photograph 1–2 examples of pictograms that you find in the world (don’t download online).