

graphic
design
one

grahams /
grams



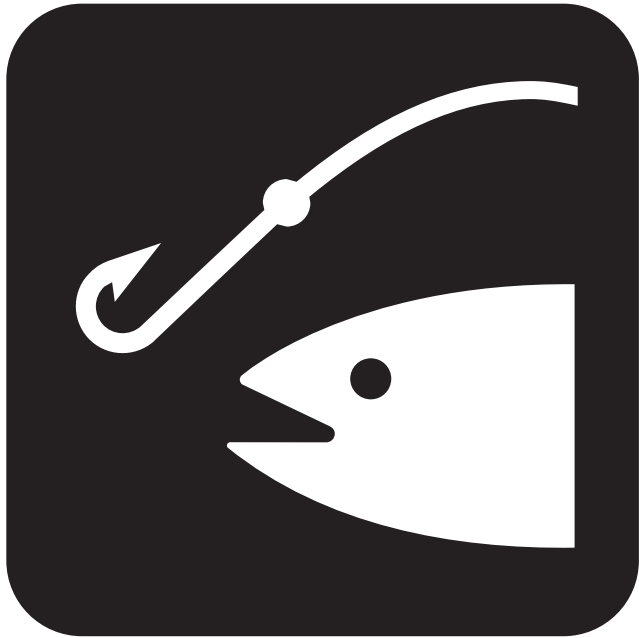
jan 31 2007
grahams

pictogram
ideogram
iconogram
logogram



pictogram
(picture)

pictorial
representation
of something,
category which
contains within it:
logos, icons,
symbols, etc.







沙滩排球
Beach Volleyball



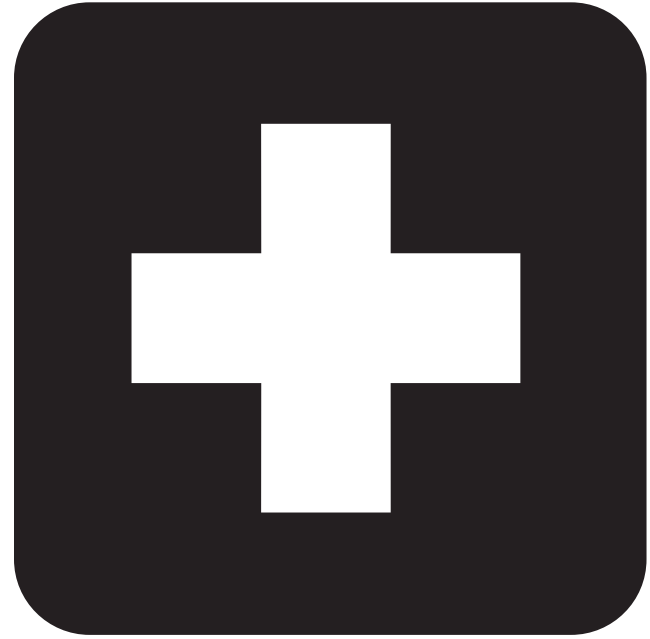
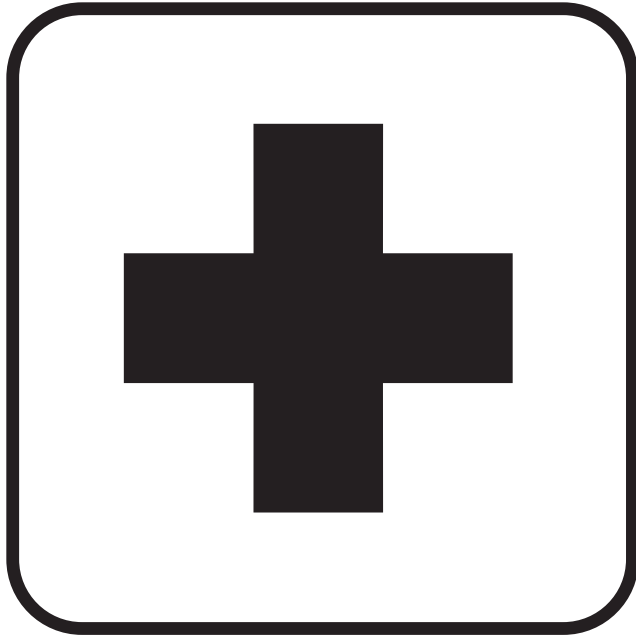
赛艇
Rowing

ideogram
(idea)

representation
of a concept,
idea





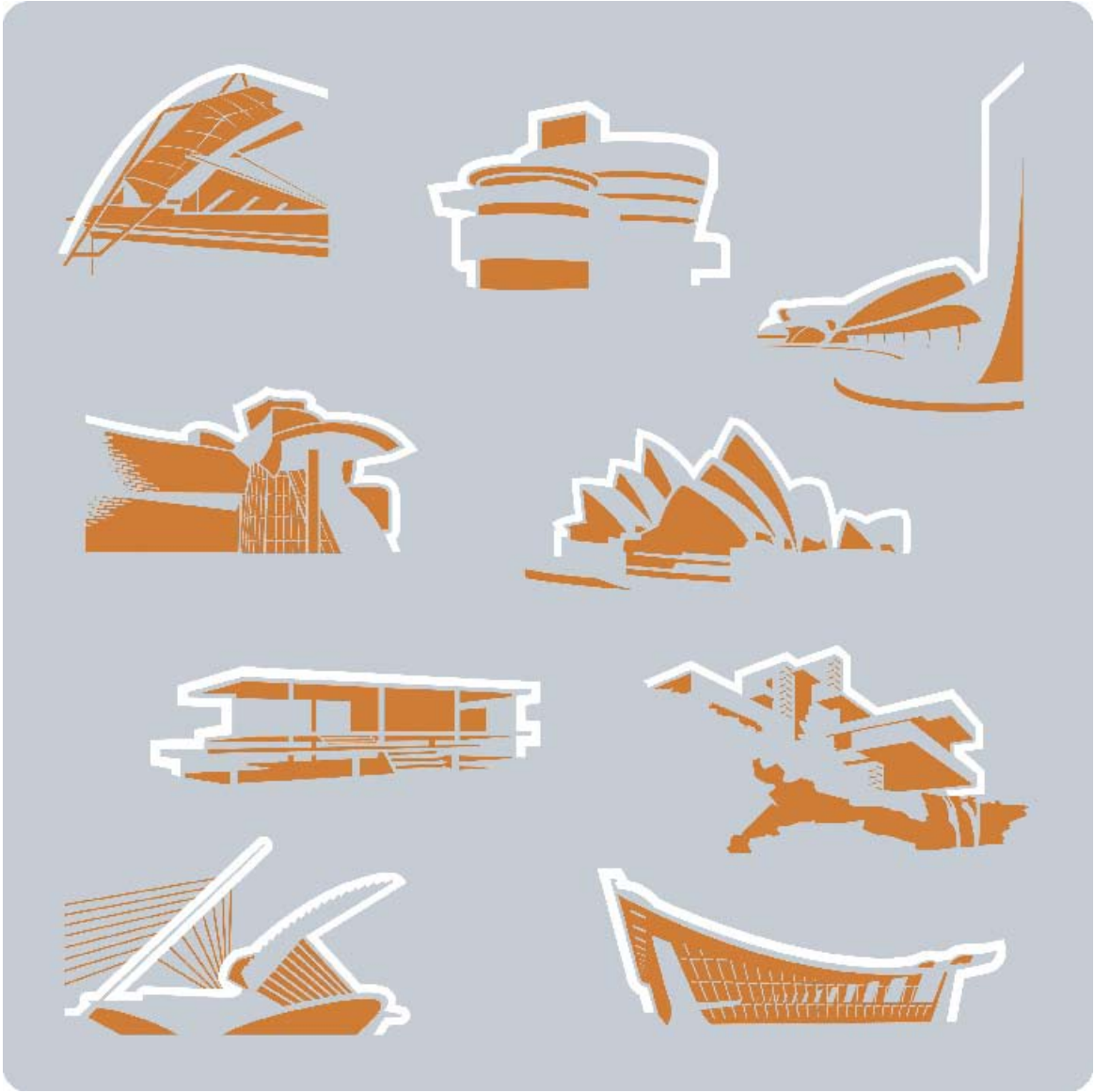




iconogram
(illustration)

represents an object,
looks like what it
represents,
likeness







logogram
(writing)

visual
non-phonetic
representation









Iconogram

Illustrative representation. An iconic sign which, as an illustrative representation, emphasizes the points in common between the signifier and the signified.



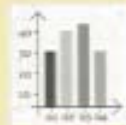
Pictogram

Pictorial representation, ISOTYPE. An iconic sign which represents complex facts, not through words or sounds but through visual carriers of meaning.



Cartogram

A topographical representation with complex functions (statistics etc.) and iconic facts, for example an atlas or the ground plan of a house.



Diagram

Functional representation. A visual sign which is partly still an iconic representation, but is more a functional carrier that illustrates, for example, a sequence of facts or functions.



Ideogram

Representation of a concept. Corresponds to the sign as a symbol which relates to the object or concept referred to, independently of any formal identification with it.



Logogram

Conceptual representation like writing. A visual, referential linguistic sign that does not take the phonetic dimension into consideration.



Typogram

Typographical representation. A sign, also a composed sign, derived from a written repertoire such as the alphabet.



Phonogram

Phonic representation. A sign which is used to signify linguistic or other sounds, for example a whistle.