



The symbol on the previous slide looks like the Nazi Swastika. In fact it is an Indian Swastika. In Hinduism and Buddhism the Swastika stands for good luck. In the Indian Swastika the “L” shape is inverted, unlike the Nazi counterpart.

It's often said that the Nazi Swastika is a disturbing symbol. The word symbol, in Greek, means “to throw together”.

Sometimes the relationship between symbol and meaning is obvious. Other times, it is less apparent at first.







I am black.

I am six years old.

I am an orphan.

I am African.

I am poor.

I am a liar.

What happened to the woman in this picture?





What is ironic about this image?



Is there a pipe in this picture?

different theories of image and text

RHETORIC

RHETORIC

the visual tone of voice
for a given communication
task.



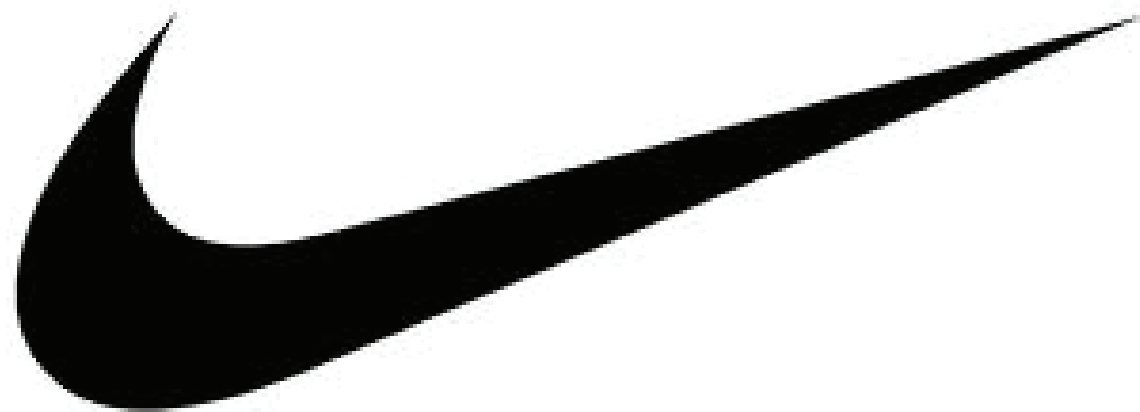
DIDACTICS

clear, pragmatically
delivered information
with unambiguous meaning.



METAPHOR

An image that would
trigger an association



POETICS

A message left open to
interpretation



Find 3 different logos
Analyze whether they are
Didactic or Poetic, and Identify
what techniques they use
to convey their meaning.

Pick one to re-design.