

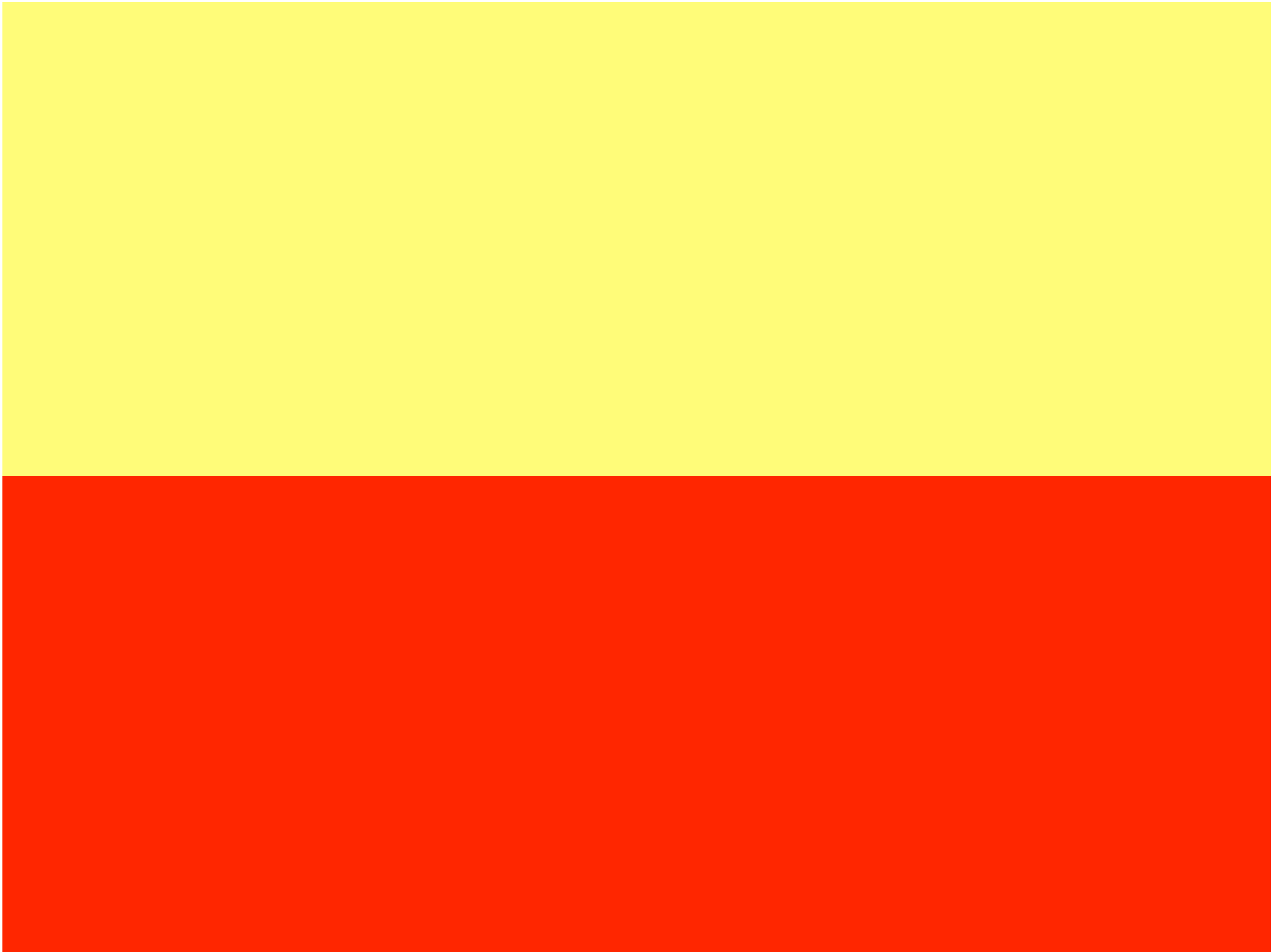
<http://www.flickr.com/photos/cucommde/sets/72157625818910254/>

SIGN & MEANING

Studio in Design and Communication
Juthamas Tangsantikul

Jan 2011

...because every image means
different things for different people...



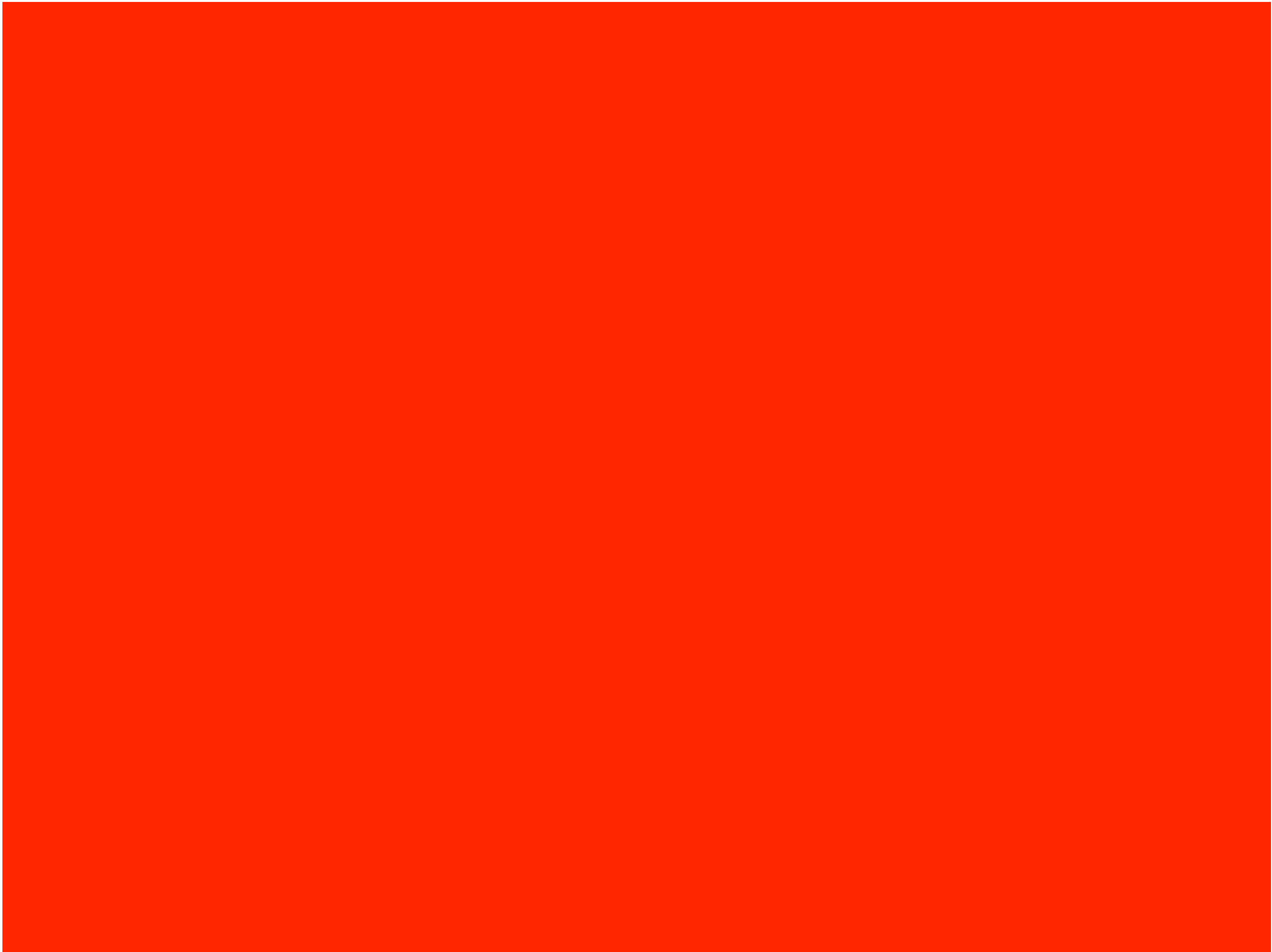




bird



so how is the meaning formed?



sign | semiotics/ semiology

a sign

is something physical, perceivable by our senses, it refers to something other than itself, and it depends upon a recognition by its users that it is a sign.

Fisk, John () p. 44

in other words a sign is a representation of something(s)

a sign

is something physical, perceivable by our senses, it refers to something other than itself, and it depends upon a recognition by its users that **it is a sign.**

Fisk, John () p. 44

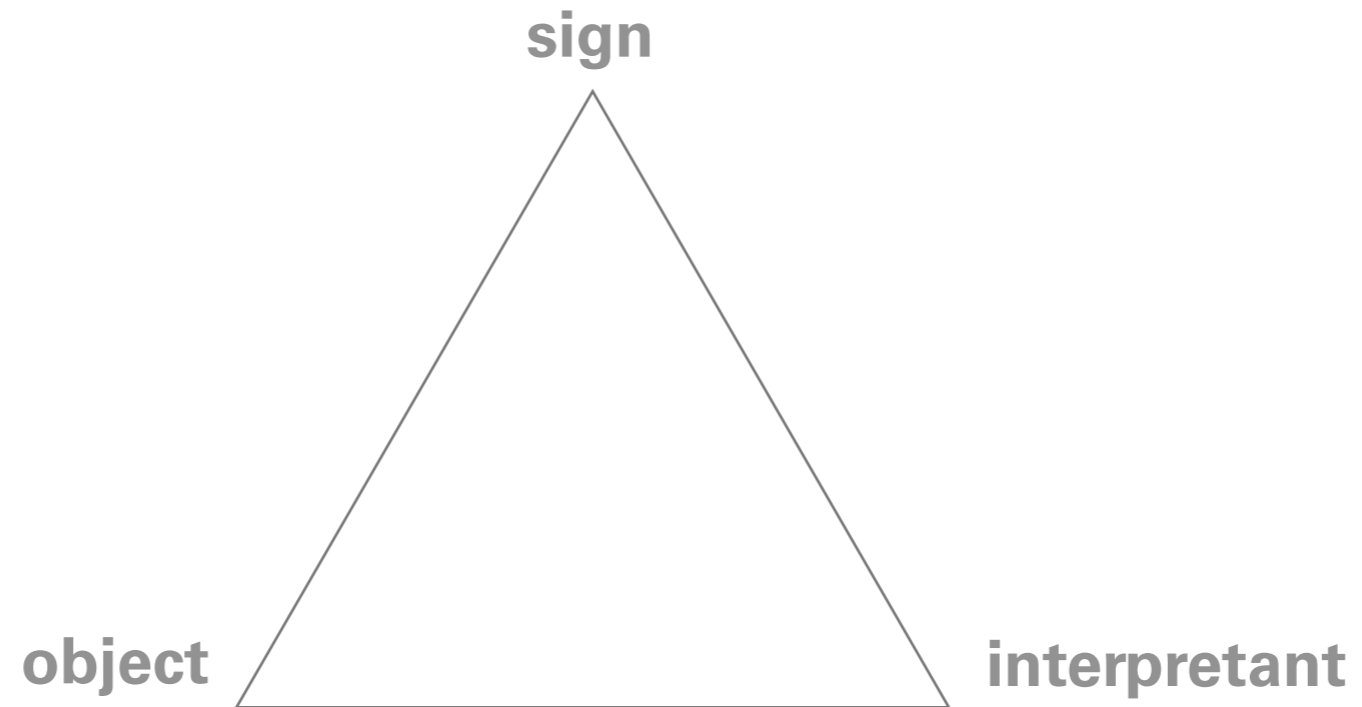
Further Reading:

Charles Sander Peirce, Ferdinand de Saussure

semiotics/ semiology

the study of signs

Peirce's elements of meaning





Charles Darwins
**Birds Part 3 No. 5 of The zoology
of the voyage of H.M.S. Beagle.
ed. 1841.**
London: Smith Elder and Co.





bird



Rene Magritte

The Betrayal of Images

1929

Los Angeles County Museum of Art C.A.

semiotics/ semiology

the study of signs — semiotics —
notes three main forms of reference
or representation

categories of sign



icon

resemblance

categories of sign



icon

resemblance



symbol

convention

categories of sign



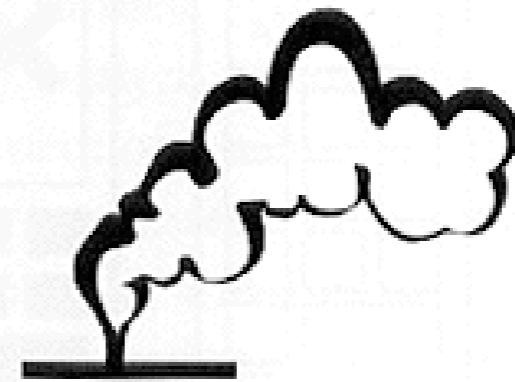
icon

resemblance



symbol

convention



index

existential link

revisiting the works done previously



TOGETHER
WE 
CAN
รวมกัน เราทำได้

Bangkok
2010

I  NY

Milton Glaser
I Love New York
1975

I 
NY
MORE
THAN
EVER

Milton Glaser
I Love New York more than every
2001



Milton Glaser
Together for the city we love
2003

how do signs work?

system of meaning

individual representations are rare;
representations usually occur in
systems; meaning arises from the
systemic relationships between signs

system of meaning

semiotics notes that these systems work like language; they consist of a vocabulary of elements and rules for their combination (logical/spatial)

system of meaning

semiotics notes that these systems work like language; they consist of a vocabulary of elements and rules for their combination (logical/spatial)

0 1 2 3 4 5 6 7 8 9

+ - = * / () > <

system of meaning

semiotics notes that these systems work like language; they consist of a vocabulary of elements and rules for their combination (logical/spatial)

$$\begin{array}{r} 34 + 56 = 80 \\ + 34 = 5680 \end{array}$$

system of meaning

semiotics notes that these systems work like language; they consist of a vocabulary of elements and rules for their combination (logical/spatial)

1 2 > 6

> 6 1 2





Lounge 1



Holland Boulevard

Top Level



Airline lounges 10-15

By invitation only



Terminal

Aankomst & vertrek

P1



Remember your section: tulip
Onthoud uw sectie: tulip

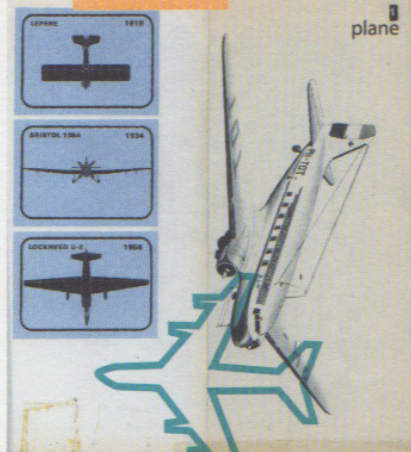


No smoking

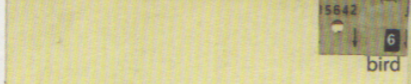
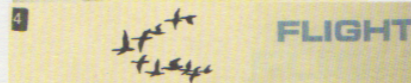


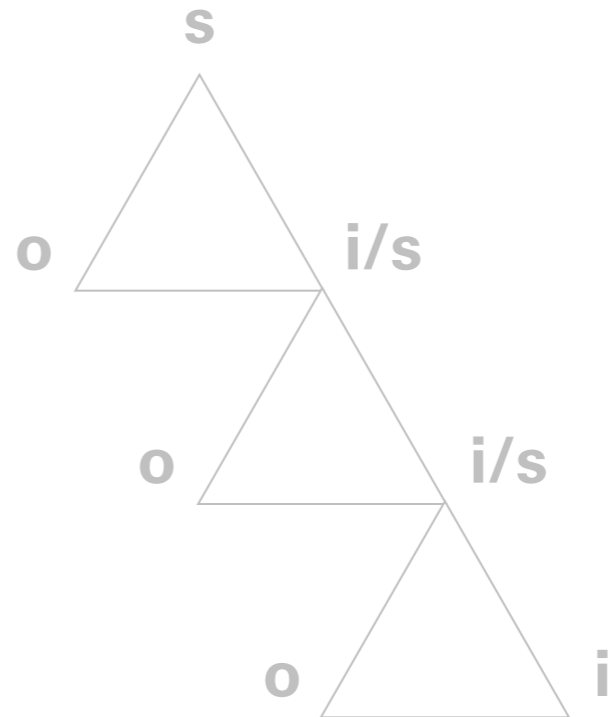
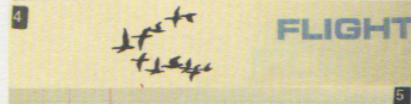
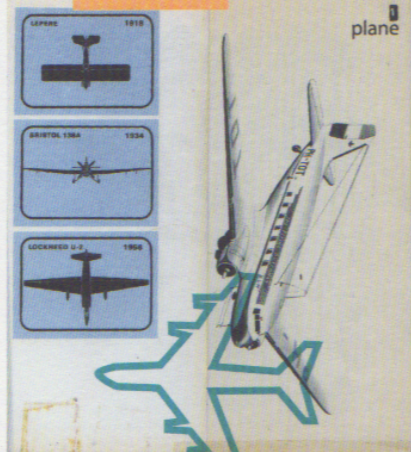
semiosis

the transfer of meaning



plane





...because every image **can** mean(s)
different things for different people...



Charles and Ray Eames
A Communication Primer
1953
Prelinger Archives

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Jan 2011

for next week

find out as much as possible about your name/ surname/ nickname;

write a short story telling something interesting about your finding(s);

bring materials you think could support your story;

+ sheets of A4 drawing paper and studio equipments.