**Metaphors having fun**

Visual puns are humorous visuals that have two or more meanings. They’ve been called metaphors having fun (Moore, 2017). Visual puns reflect something universal about human expression as they appear in so many forms and cultures throughout history. Humor is welcoming, engaging, and often can carry messages that would be awkward or less well-received when verbally expressed. Sometimes, however, due to poor design and content choices, they just aren’t that funny.

**What’s humorous…or at least witty.**

This suggestive visual pun creates the metaphoric proposal that Boston’s WGBH-TV Channel 2 offers a sophisticated evening experience, playing on the elegance of Chanel No 5 (figure 4.X).

Figure 4.X

Source: <https://medium.com/@catherineannemoore/metaphor-the-visual-pun-1cd7ec7bd044>

Israeli artist Noma Bar is a master of visual puns. He plays on the pecking order of animals by replacing the negative space of a dog’s mouth with a cat’s head, and the negative space of the cat’s mouth with a mouse’s head on the cover of his book *Negative Space* (figure 4.X).

 Figure 4.X

Source: <https://medium.com/@catherineannemoore/metaphor-the-visual-pun-1cd7ec7bd044>

In a cover for *WIRED* magazine, for a story entitled “How the NSA nearly killed the internet,” Christoph Niemann plays on finding the visual pattern and similarity between the “at” symbol and a human skull (figure 4.X) to satirically illustrate the struggles of internet freedom.

 Figure 4.X

Source: <https://medium.com/@catherineannemoore/metaphor-the-visual-pun-1cd7ec7bd044>

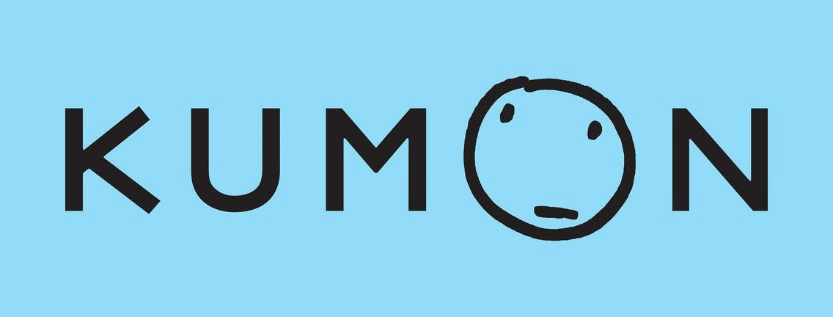
**What’s Not So Funny.**

For every great logo there are plenty of bad ones, notes *Business Insider* (Weller, 2016), which drew from design professionals and academics to find “the worst logos of all-time.” Quora product designer Jessica Fung says IHOP’s logo gives off a sinister vibe, trying to emulate Amazon’s smiling logo, but instead looking incredibly creepy (figure 4.X).

 Figure 4.X

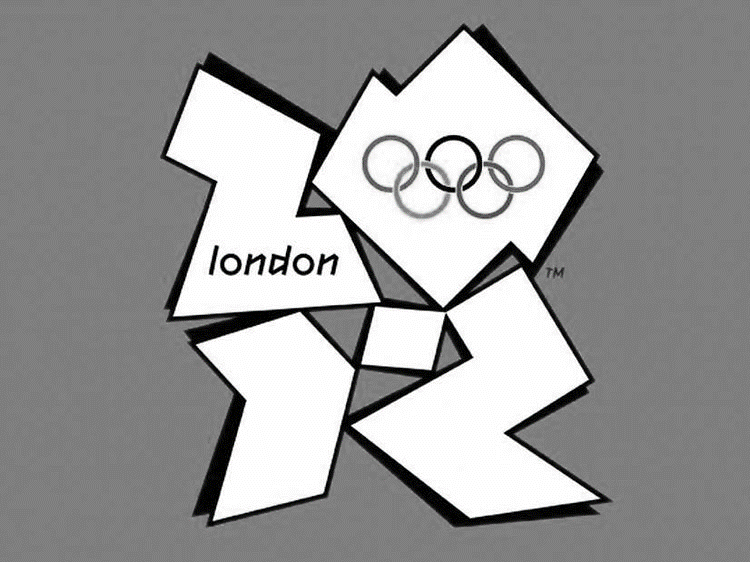
Source: <http://www.businessinsider.com/the-worst-logos-of-all-time-2016-6#according-to-millman-american-airlines-shot-itself-in-the-foot-by-changing-its-iconic-double-a-1>

Quora’s Kung also has issues with Kumon, the private tutoring organization, questioning if its logo represents how excited employees are about helping children learn (or even represents the children’s experience at Kumon). “I don’t know if it’s possible to draw a more apathetic face” (figure 4.X).

 Figure 4.X

Source: <http://www.businessinsider.com/the-worst-logos-of-all-time-2016-6#according-to-millman-american-airlines-shot-itself-in-the-foot-by-changing-its-iconic-double-a-1>

The 2012 London Olympics logo was quite controversial and met with criticism and even hatred. Some said it looked like it hit the floor and broke into pieces, but the designers decided to use it anyway. Others called it a dog’s dinner of a logo—a slapdash mess (O’Sullivan, 2012). Critics wondered if it was playing up Britain’s quirkiness and mild eccentricity, that the country seems to have decided the world finds adorable. Its design firm defended its intention to get away from the formulaic look of previous games, break rules, and make people think about this Olympics in a different way (noting London’s brand is also about discovering new dimensions).

 Figure 4.X

Source: <http://www.businessinsider.com/the-worst-logos-of-all-time-2016-6#according-to-millman-american-airlines-shot-itself-in-the-foot-by-changing-its-iconic-double-a-1>