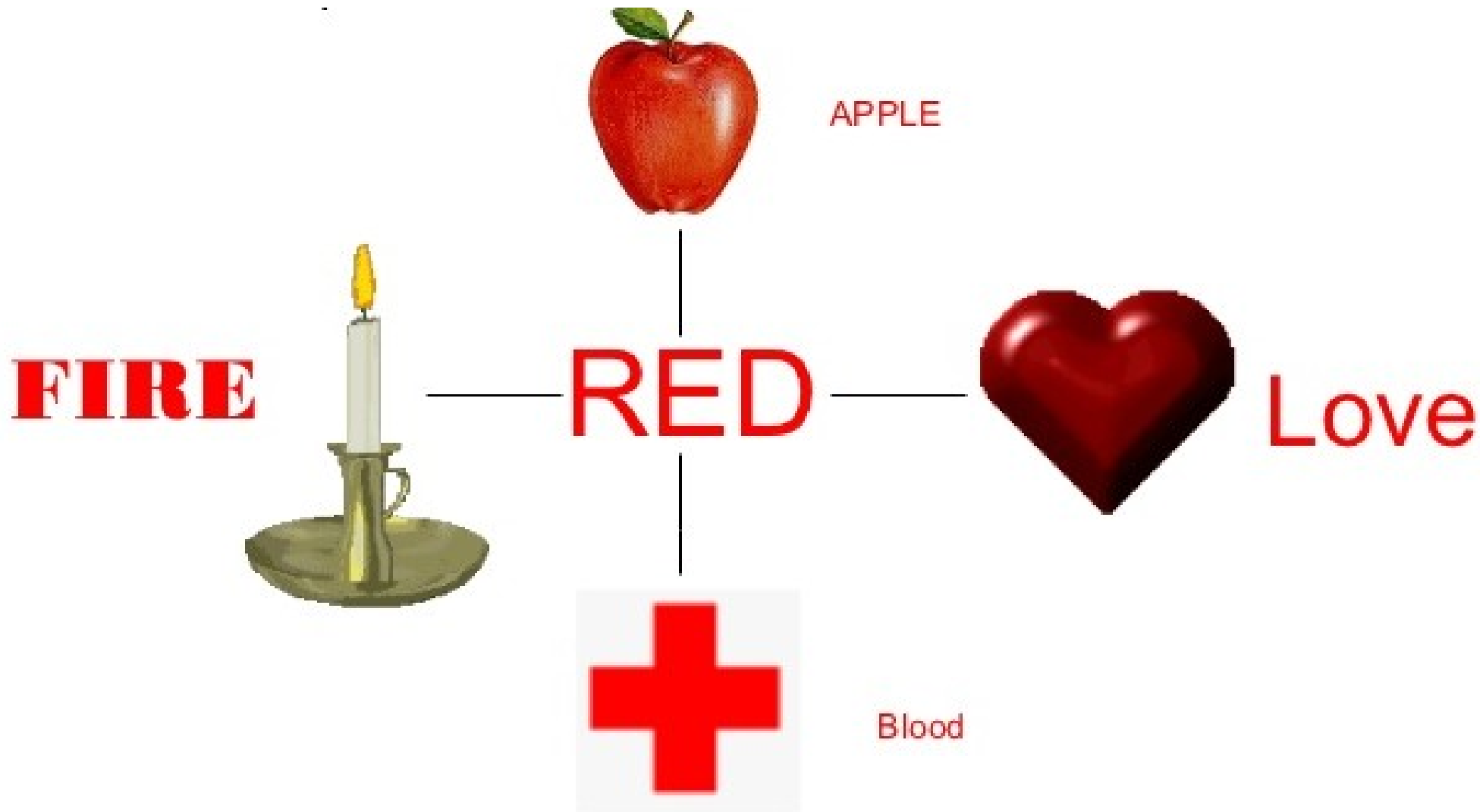


SEMIOTICS Part Two



Terms Review

- **SIGN**
- **SIGNIFIER + SIGNIFIED**
- **DENOTATION**
- **CONNOTATION**
- **ICON, INDEX, SYMBOL**
- **GESTALT**
- **TROPES (OR “CODES”)**

SIGNIFIER



SIGN

SIGNIFIED: “Okay”

Denotation + Connotation



Heart

Denotations

Organ

Muscle

Connotations

Love

Care

Icon, Index, Symbol

- **Icon** - a sign that physically resembles what it stands for - a literal sign
- **Index** - a sign which implies some other object or event - an implied sign
- **Symbol** - a sign with a conventional or arbitrary relation to the signified - a learned sign

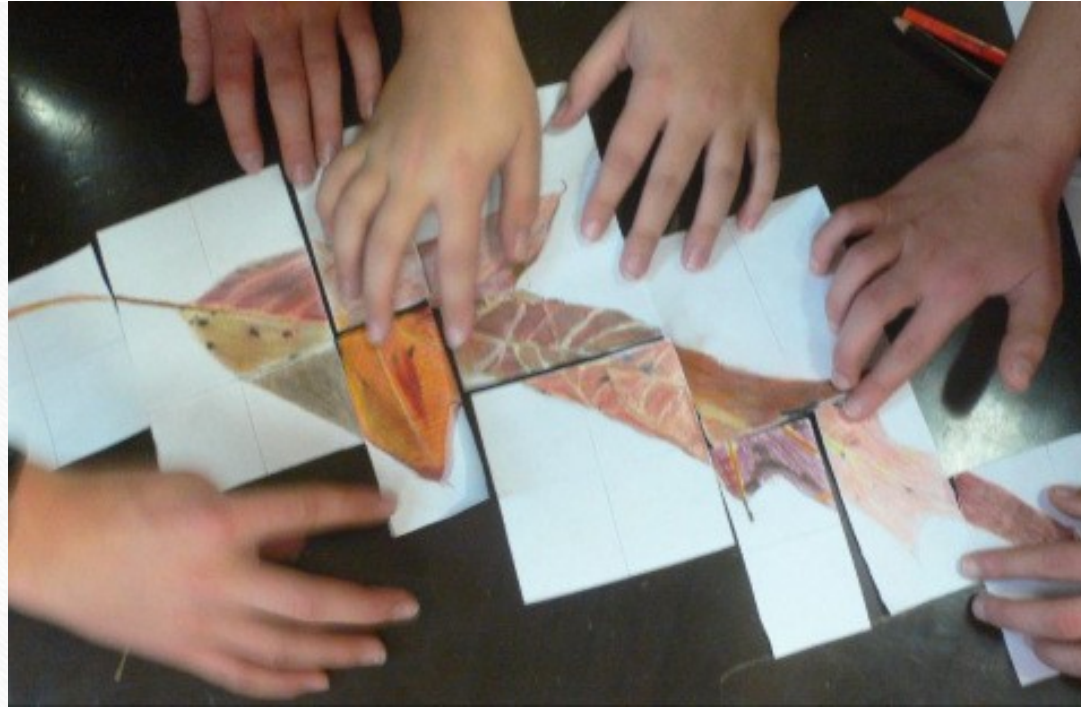


CAT

GESTALT

Principles of Visual Perception

— “The whole is different from the sum of its parts.”



How do we interpret what we see?

Gestalt and Semiotics

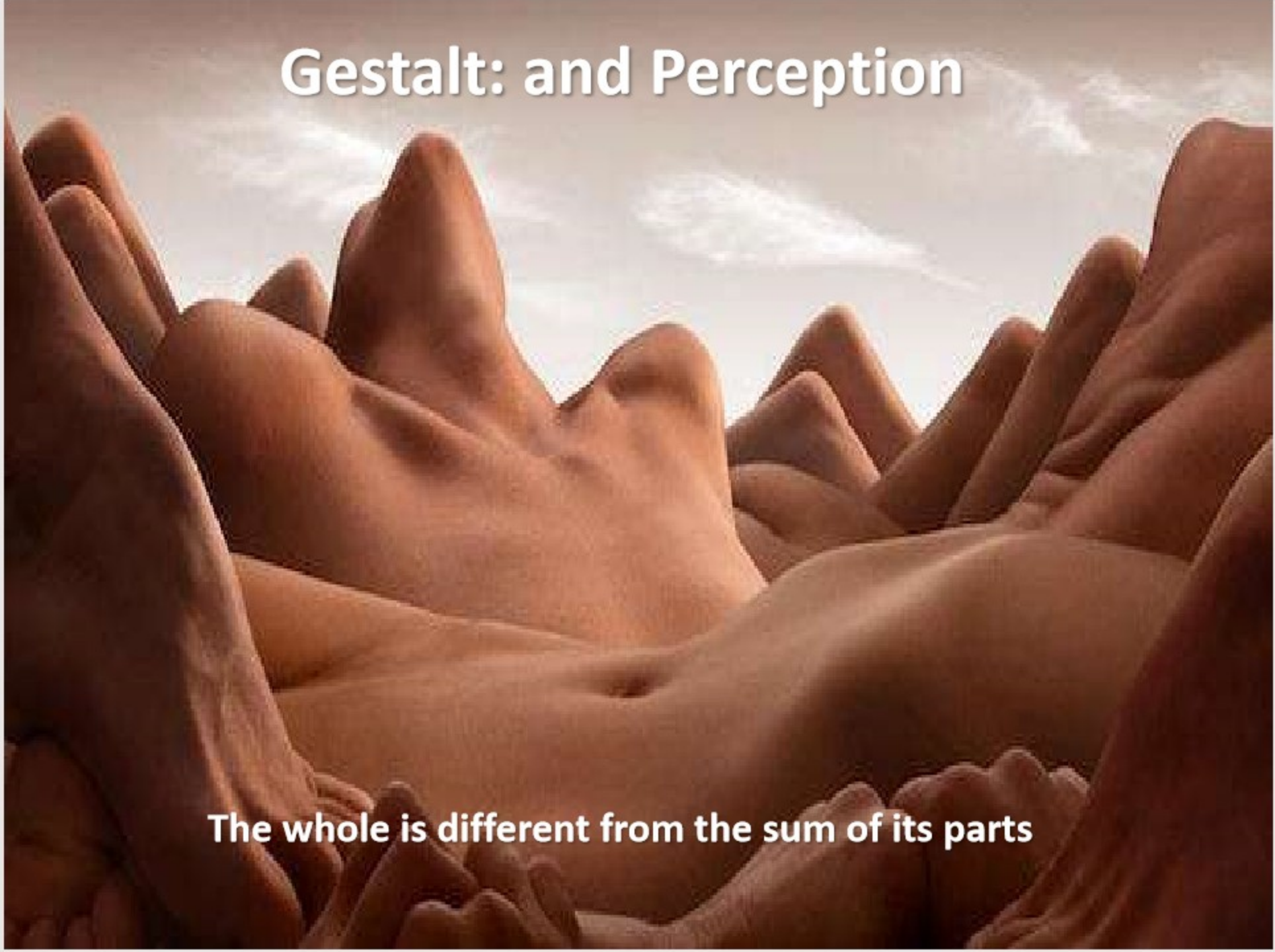
Gestalt: An organized whole that is perceived as more than the sum of its parts.

Semiotics: The study of how signs and symbols influence our interpretation



Gestalt: and Perception

The whole is different from the sum of its parts



Gestalt and Perception

Gestalt is the school of thought that says people get meaning from the whole of a set of stimuli rather than any individual stimulus.

Seeing the **"whole"**

At first glance this image looks like one person. On closer view who do you see.

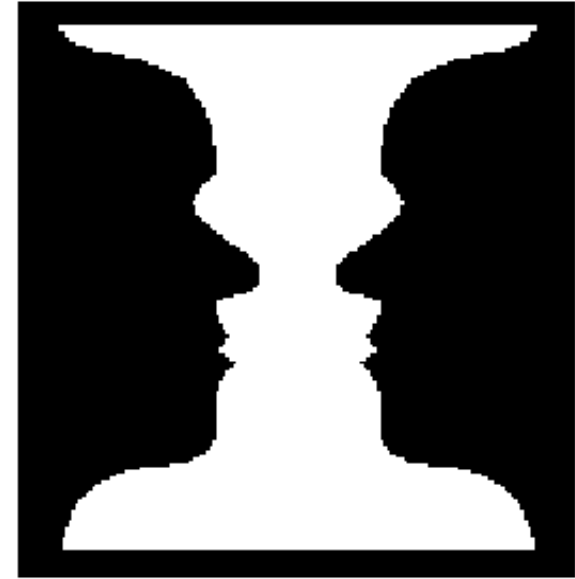
“The Whole is Different from the Sum of its Parts”



Gestalt Laws: Figure-Ground

Figure - Ground

The figure is the object you are perceiving, ground is what is in the background. You can only perceive one at a time. The brain labels things as near or far, negative or positive space.



FedEx®

Figure-Ground

Shoe or Sale or Both?



UP TO **50%**

ESSERE
SHOES & MORE

GALLERY OF ESSERE

• Ladies Collection - Shop the 1st Season - Tel. 02 77 97 97 97 • Ladies Collection - Shop the 2nd Season - Tel. 02 77 97 97 97

Figure-Ground

Forks or Wine Glass?



Sea & Vines

FOOD & WINE FESTIVAL
9, 10 & 11 JUNE 2012

www.mclarenvales.com

MCLAREN VALE

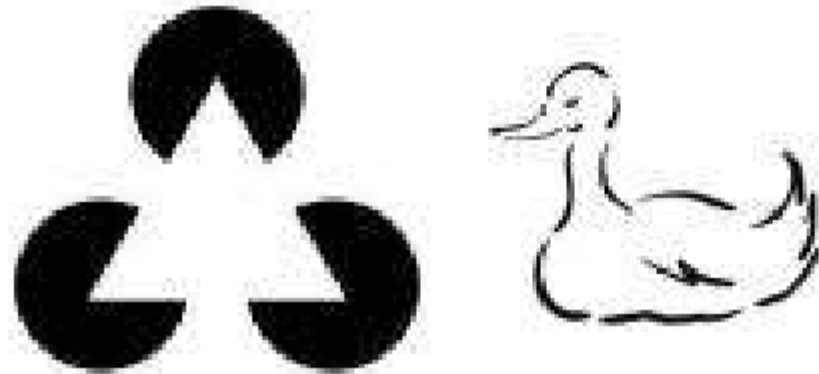
the heart of wine

Gestalt Laws: Closure

Closure

Items are grouped together if they tend to complete a pattern.

We also use law of closure in language.. "Just ___ _"



WWF Logo



BIG CHEESE TASTE IN EVERY BITE.



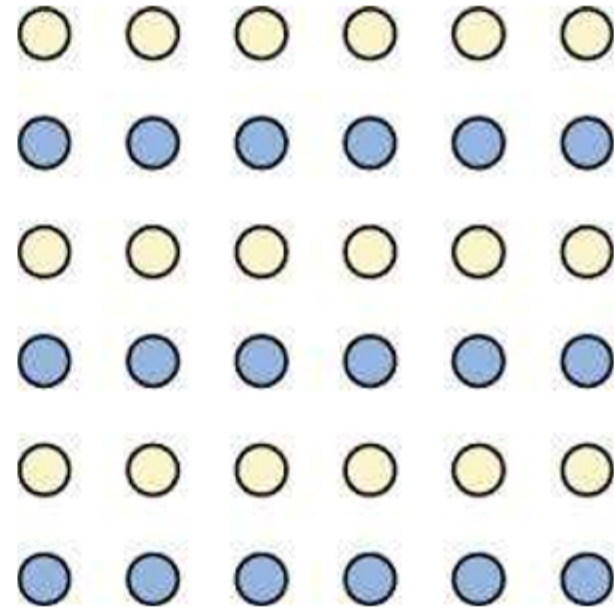
CHEEZ-IT. THE BIG CHEESE®

Closure

Gestalt Laws: Similarity

Gestalt principle where a person groups objects together; an integrated whole; birds of a feather; Green Giant products use green; MacDonal'd's colours?

Here do we see rows or columns?
Items that are similar in some way tend to be grouped together.



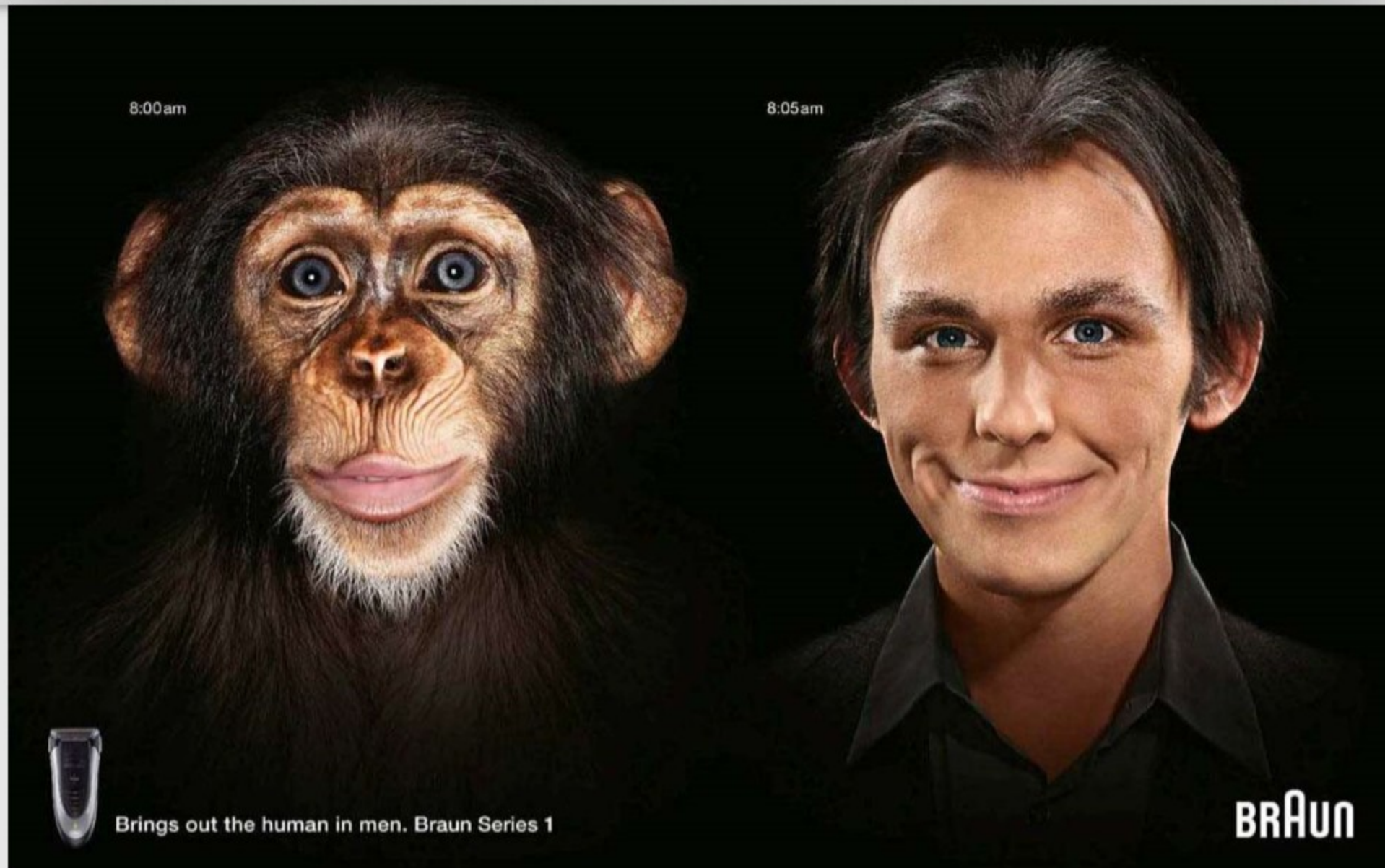
Law of Similarity vs Anomaly



When similarity occurs, an object can be emphasized if it is dissimilar to the others. This is anomaly.



Similarity in Cesar ad



Similarity in Braun ad

Proximity



Unilever

Since all the miniature icons are clustered together, the resulting bunch easily reads as a 'U' in the logo mark.

Continuity



Our eyes follow a line naturally so when we see an object, we are automatically compelled to move through it.

IDEAL and REAL

- **Visual messaging may link the “promise” or the “desired experience” with the real product, service or event. For example, universities:**

IDEAL:



REAL:



GIVEN and NEW

- Think of this visual message as an example of Gestalt “continuation.” Our eye naturally moves from left to right, arriving at some resolution or unexpected ending (new knowledge). Think of “new” as “result” or “better”
- GIVEN:



NEW:



TROPES (or CODES)

A common pattern, theme,
or motif within a genre
... or a society

(dark skies in war films)



Taste Paradise

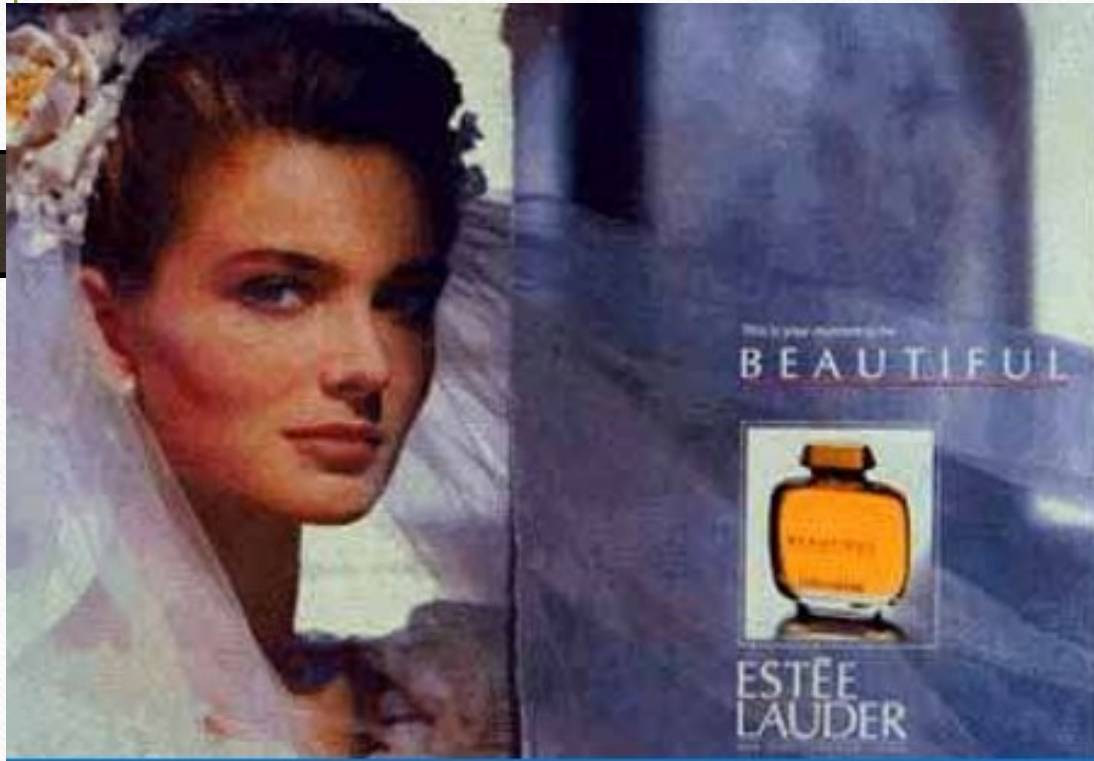
ADS are often
guided by
cultural codes:
Beer + “Nature”



Drink
Local Beer



Cigarettes + “Manliness”

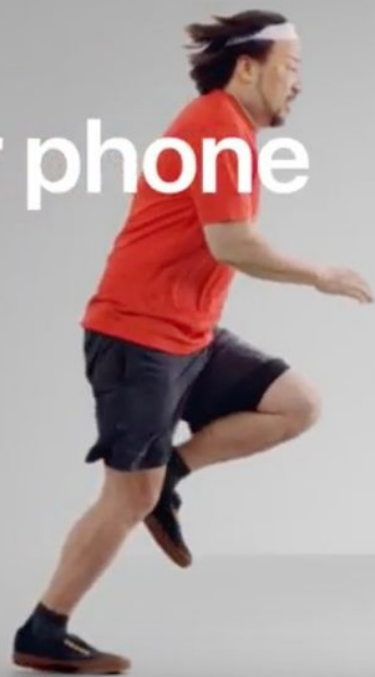


Perfume + “Romance”

Youth Culture Category Codes, such as “Personal”



your phone



iPhone



JUST DO IT.

HILOBROW
SEMIOVOX

Sources for images

- HUGH KRETSCHMER
- PICTURE OF THE YEAR INTERNATIONAL
- PULITZER PRIZE-WINNING PHOTOS
- WORLD PRESS PHOTOS