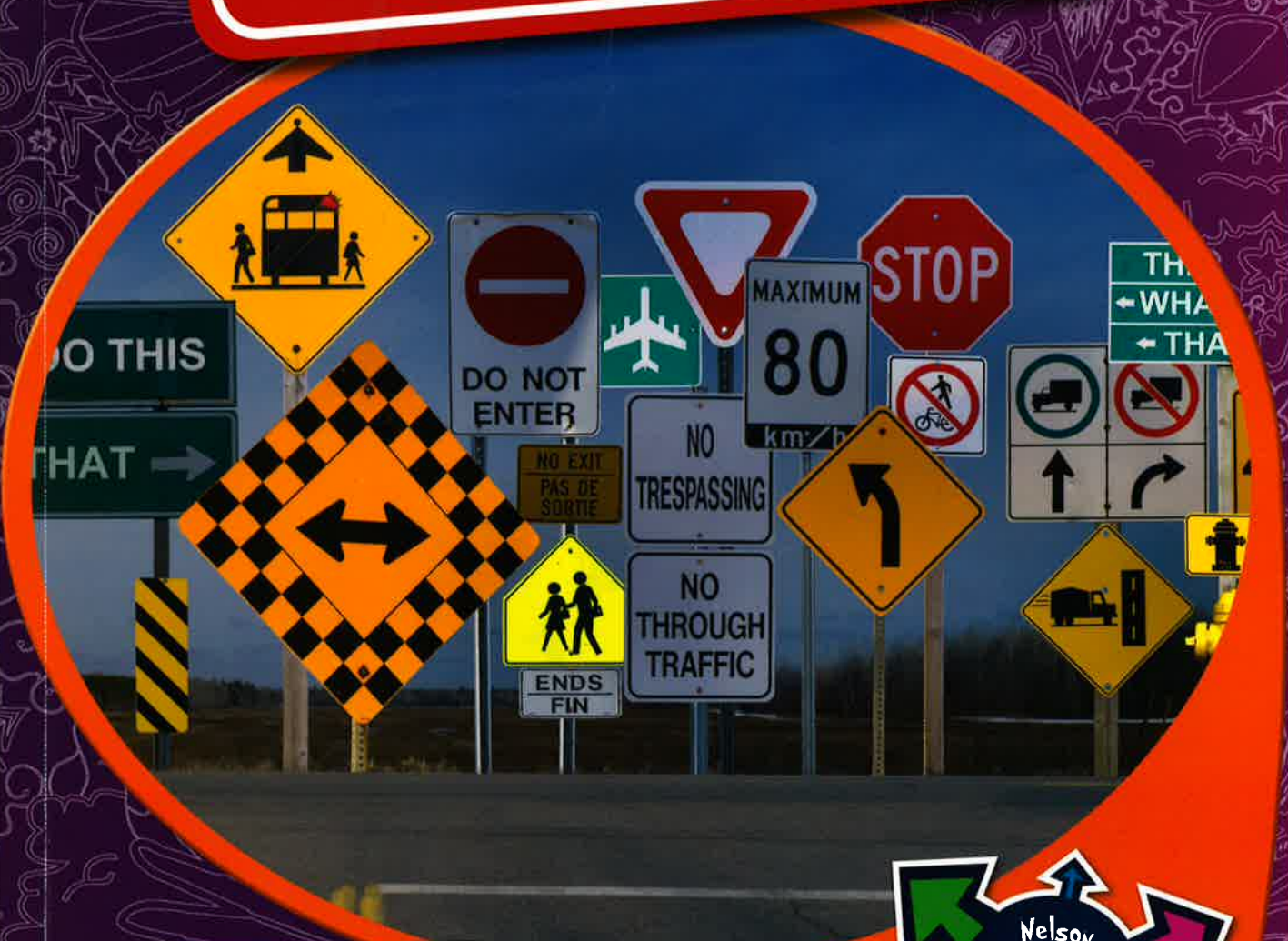
Communicate with Symbols



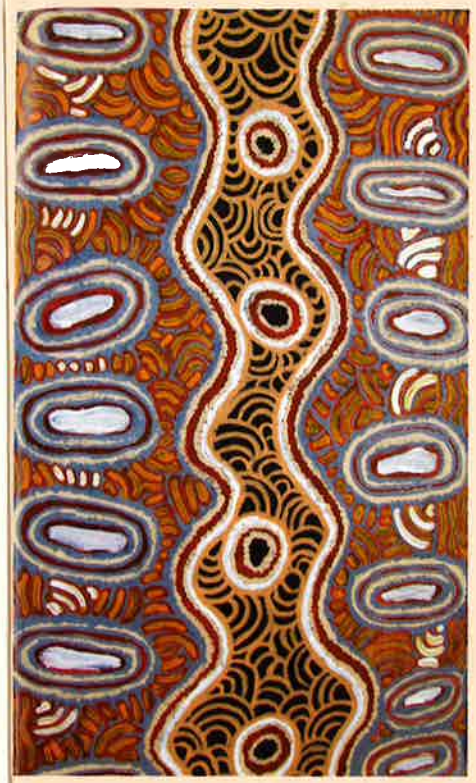
No words required!

Sharon Parsons

Nelson Literacy Directions

Communicate with SYMBOLS

For teachers' inspection ONLY



Dear Reader

Every day, people use all kinds of symbols to communicate with each other. When symbols are designed and presented well, they enable us to convey messages quickly and efficiently. For example, think about how you would design a symbol for a new app icon that must instantly convey what it is to browsing users. In Chapter 5, you'll find some ideas that may help you to design effective symbols like icons and logos, as well as eye-catching advertisements.

> "GREEN BY HEART, CHARITABLE BY NATURE."
>
> GREEN HEARTS RECYCLERS

In Chapter 2, see how traditional symbols are used artistically in Aboriginal art. On pages 8–9, meet Mary Brumby, a successful indigenous artist from South Australia. Mary has kindly allowed me to reproduce one of her magnificent works of art, *Karu*.

I hope that you enjoy viewing and reading about just some of the many uses for symbols in this book.

Sharon Parsons

My sincere thanks to the following people for their time, information, images and enthusiasm for this book:

Mary and Ronnie Brumby,
Echo Hill, Pukatja Homeland,
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Indulkana, South Australia, Australia

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Plants and animals are popular and easily recognisable ways to identify countries.

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10 Geographical and Landmark Symbols

Many countries have a building, a geographical feature, or an iconic structure that is instantly associated with that place.

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There are symbols for different currencies around the world – but what do you do when you need a new one?

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L1 Why We Design Symbols

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What Is a Symbol?

A symbol is something that represents something else. Symbols are a visual way of communicating information simply. A good symbol will communicate meaning without the need for language. A symbol might be a letter, a graphic or a physical object.

SYMBOLIST

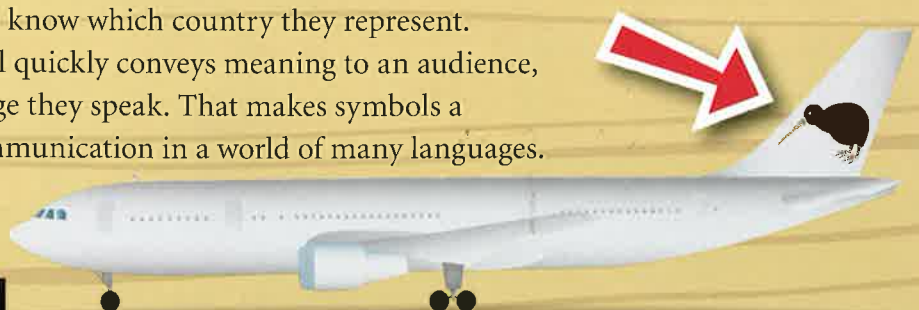
A person who studies symbols or uses them to communicate ideas.

Designing Effective Symbols

Symbols are one of the most effective forms of communication because when they are designed well, they can easily communicate the same thing to many different people. Place a stylised image of a kangaroo on a clothing label, or a kiwi on the tail of an aircraft, and most people would know which country they represent. A well-designed symbol quickly conveys meaning to an audience, no matter what language they speak. That makes symbols a powerful means of communication in a world of many languages.

SEMIOTICS

The theory and study of signs and symbols used to communicate ideas in language.



For teachers' inspection ONLY

Animal Symbols



Music Symbols



Currency Symbols



Symbols for Services



Ban Symbols



Safety Symbols



Road Symbols



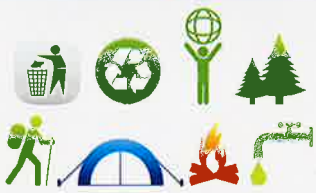
Symbols for Charts



Technology Symbols



Environment Care Symbols



Weather Map Symbols



