

semiótica

aplicada ao design

▶ **Íconografia**

aula_06

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**Ícones de
identificação**

**símbolos
icônicos**

= Pictogramas

Para Padovani (2004)

Pictogramas são imagens que transmitem uma informação imediata ao usuário, utilizadas para representar um objeto, uma função, uma ação, um sistema ou estado associado, podendo ser figurativos ou abstratos.

Pictogramas

Características

- **Simples**
- **Objetivos**
- **Mantém um padrão visual**
(Cores e formas)
- **Contrastantes**
- **Acompanhadas ou não por texto**







马术
Equestrian



铁人三项
Triathlon



篮球
Basketball



赛艇
Rowing



田径
Athletics



现代五项
Modern Pentathlon



棒球
Baseball



手球
Handball



摔跤
Wrestling



游泳
Swimming



射箭
Archery



皮划艇静水
Canoe/Kayak Flatwater



跳水
Diving



拳击
Boxing



乒乓球
Table Tennis



跆拳道
Taekwondo



网球
Tennis



体操
Artistic Gymnastics



沙滩排球
Beach Volleyball



足球
Football



帆船
Sailing



垒球
Softball



举重
Weightlifting



羽毛球
Badminton



皮划艇激流回旋
Canoe/Kayak Slalom



曲棍球
Hockey



蹦床
Trampoline



花样游泳
Synchronized Swimming



排球
Volleyball



艺术体操
Rhythmic Gymnastics



柔道
Judo



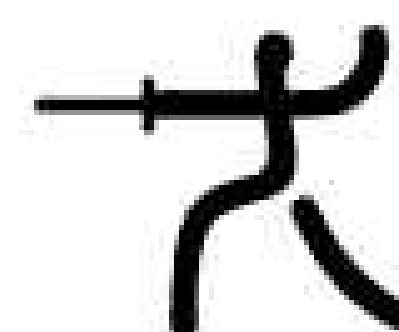
水球
Water Polo



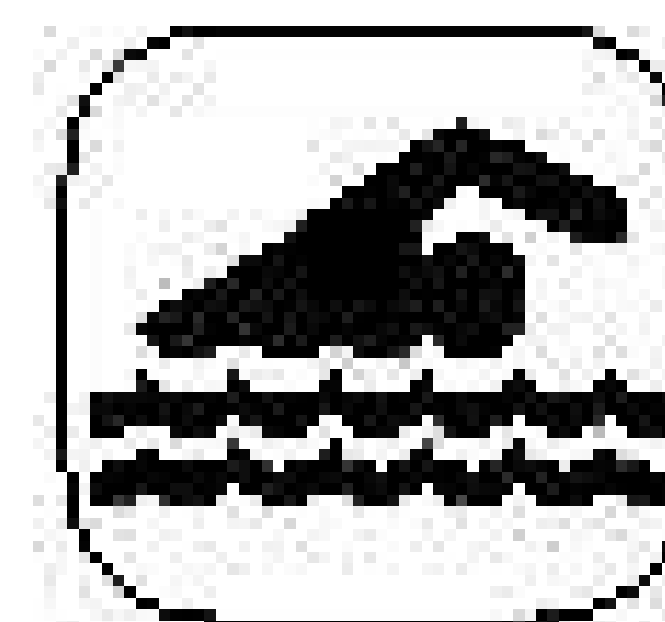
自行车
Cycling



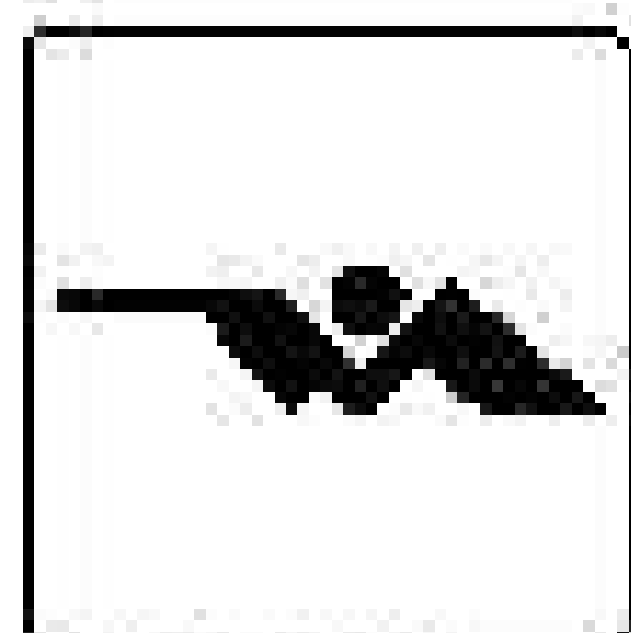
射击
Shooting



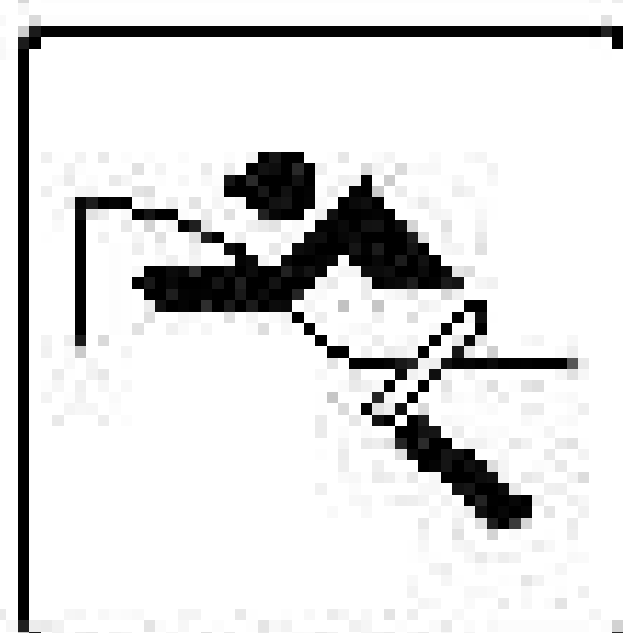
击剑
Fencing



PIE 001



PIE 002



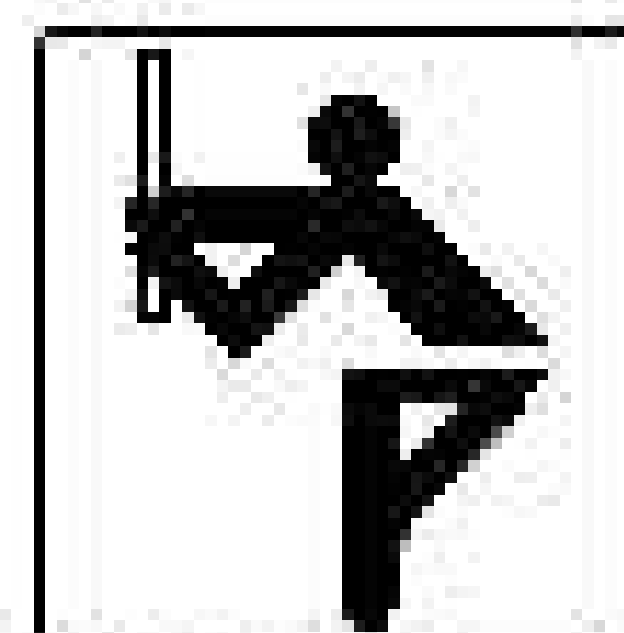
PIE 003



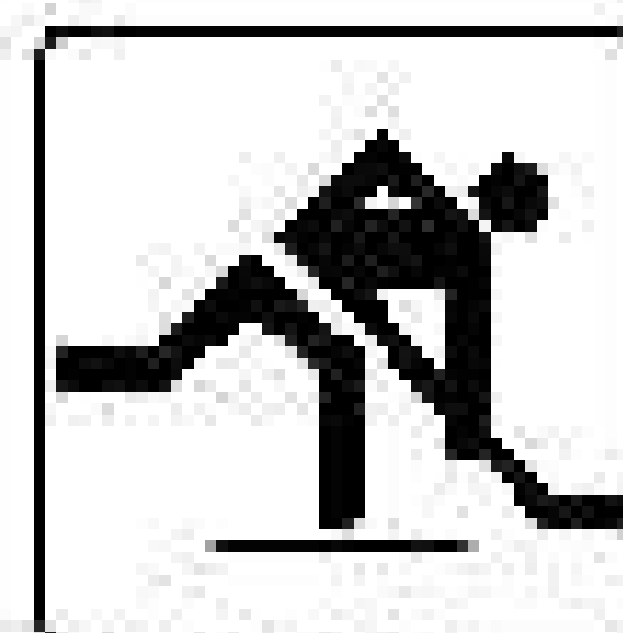
PIE 004



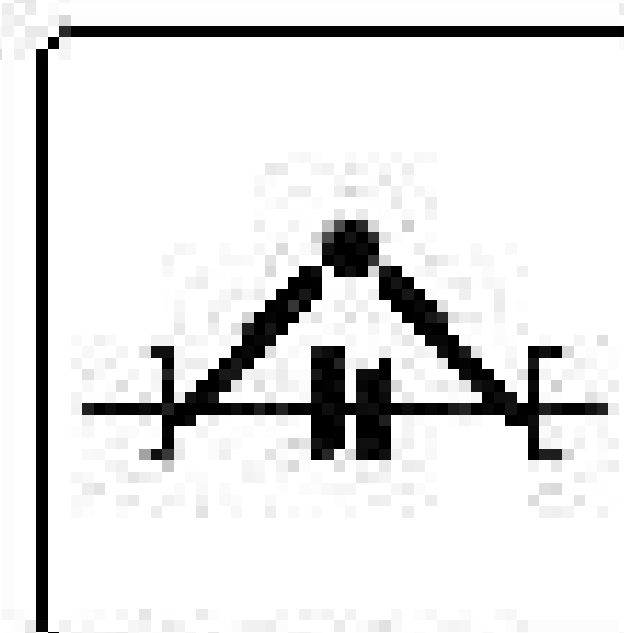
PIE 005



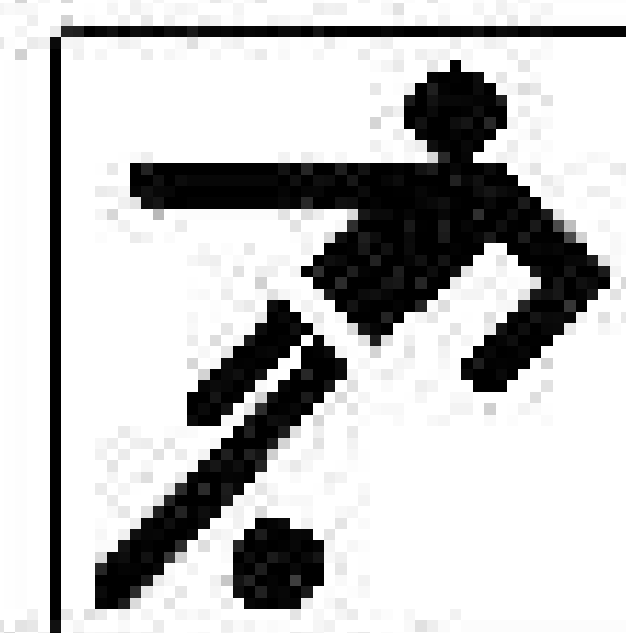
PIE 006



PIE 007



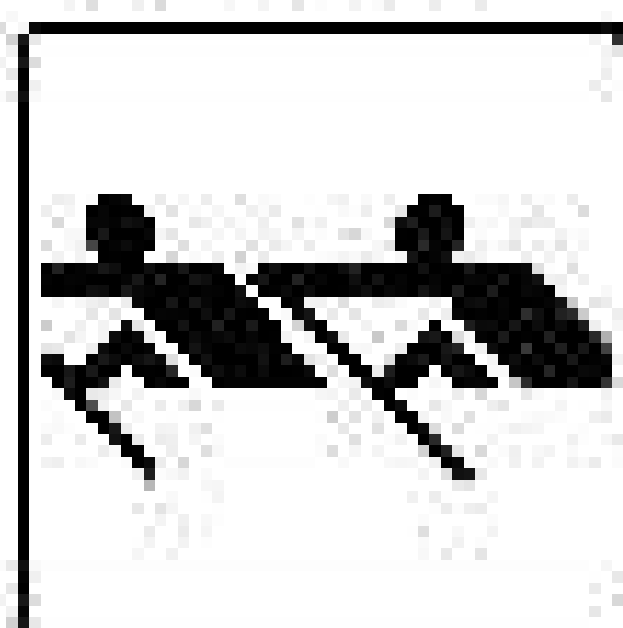
PIE 008



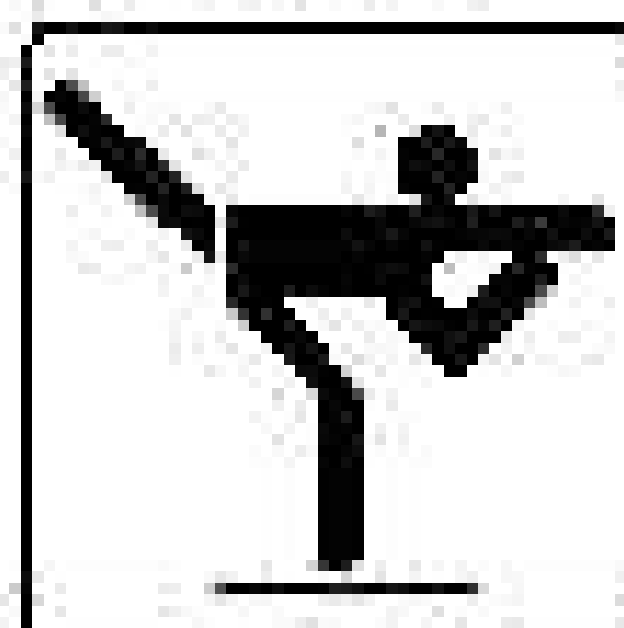
PIE 009



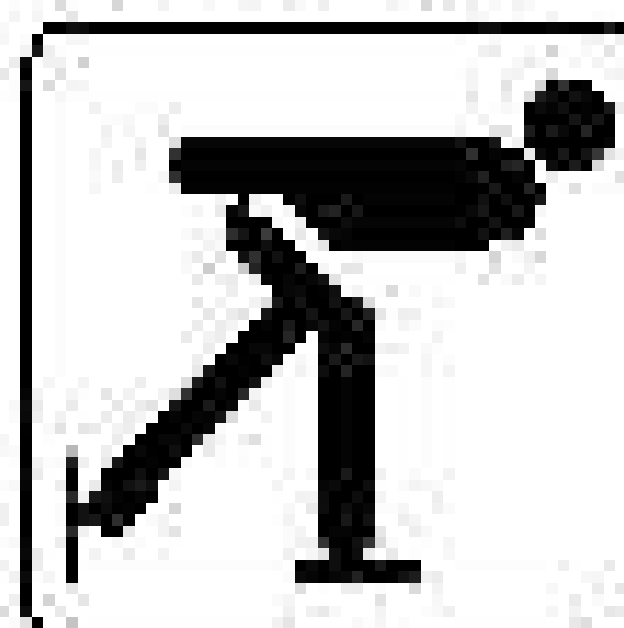
PIE 010



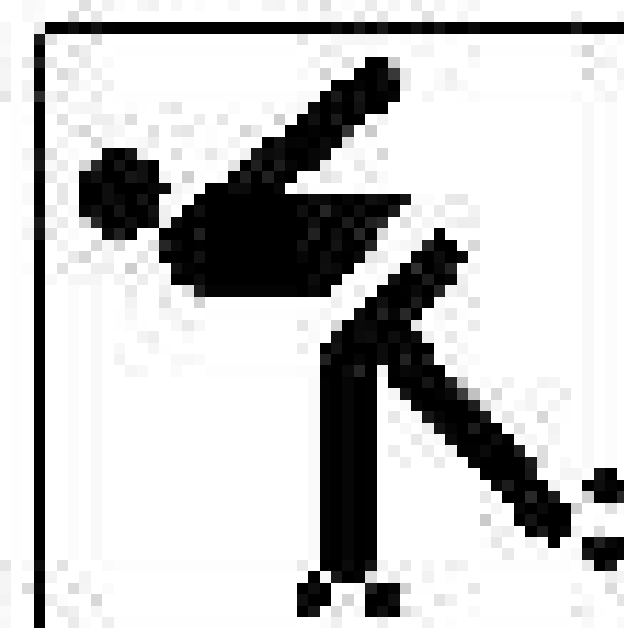
PIE 011



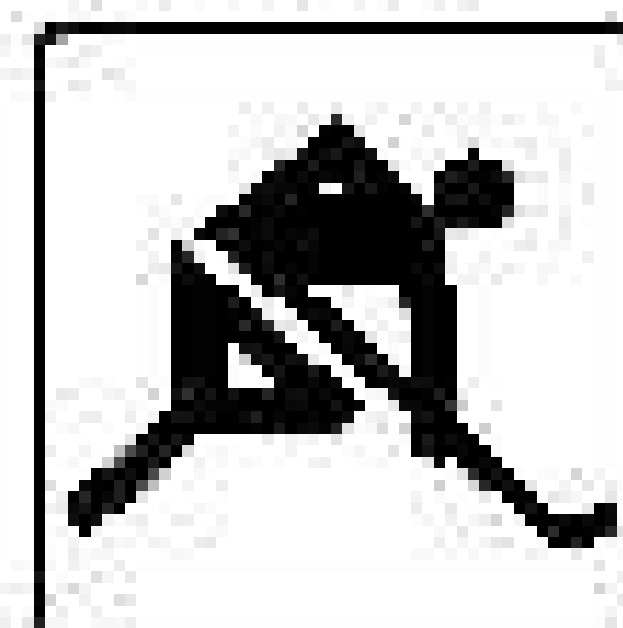
PIE 012



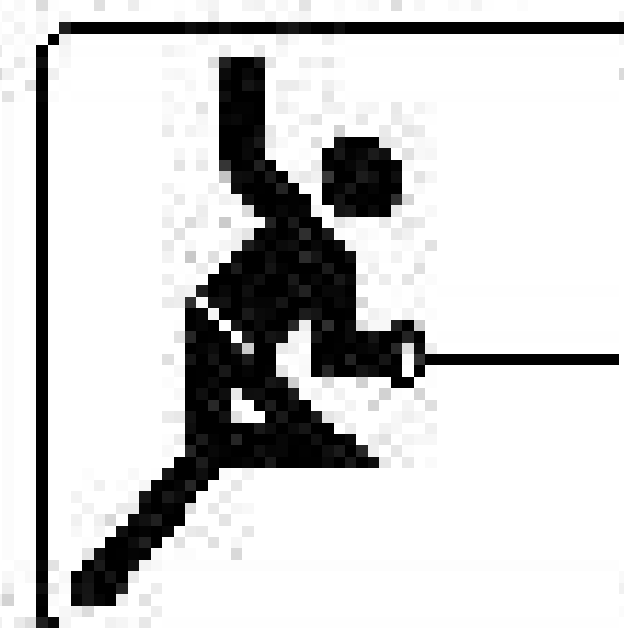
PIE 013



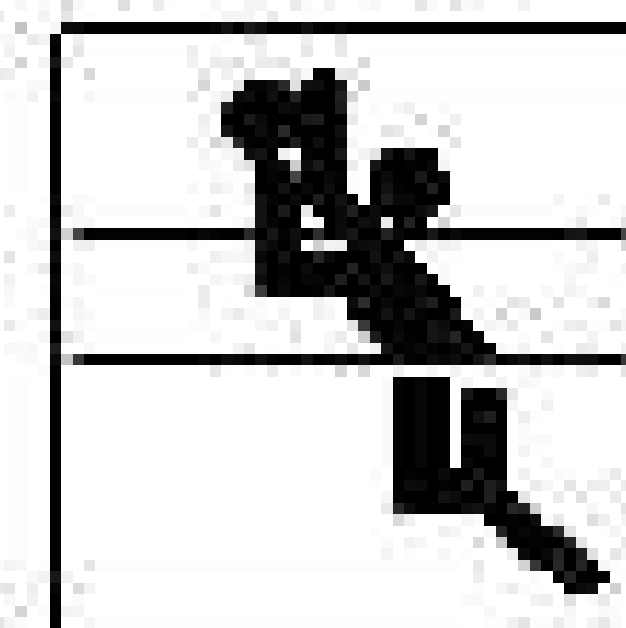
PIE 014



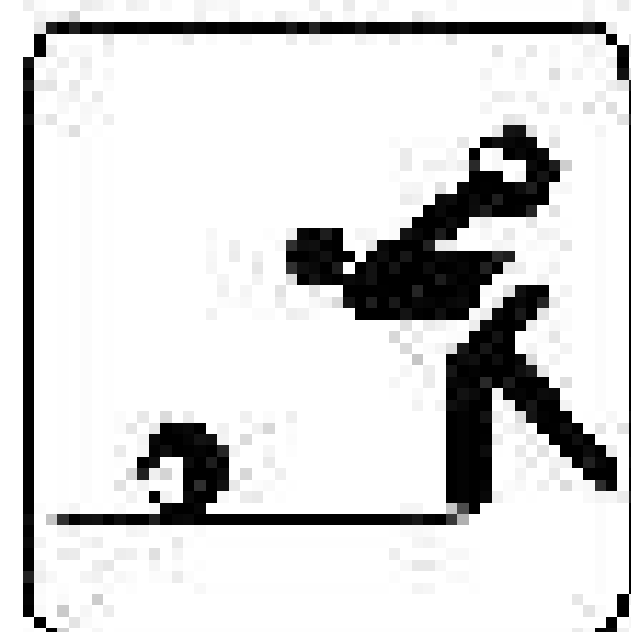
PIE 015



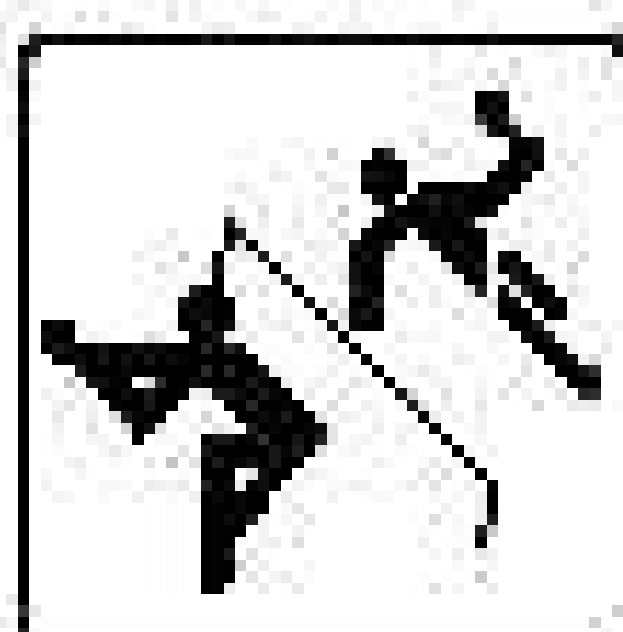
PIE 016



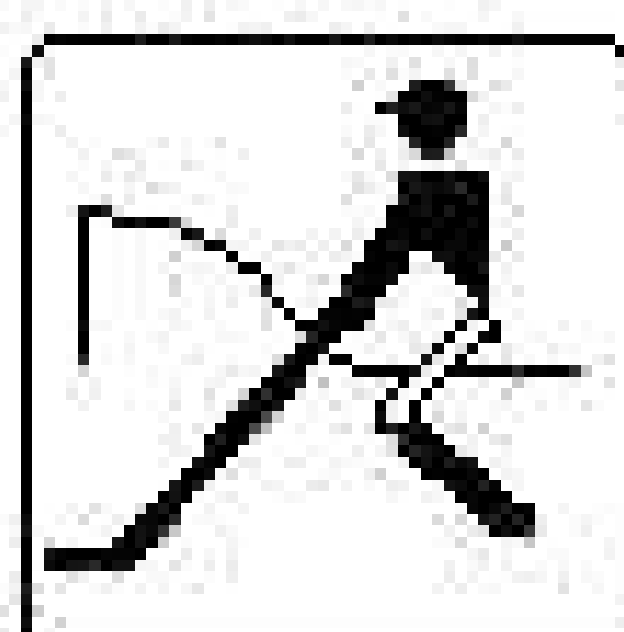
PIE 017



PIE 018



PIE 019



PIE 020

Sinalização Cinema

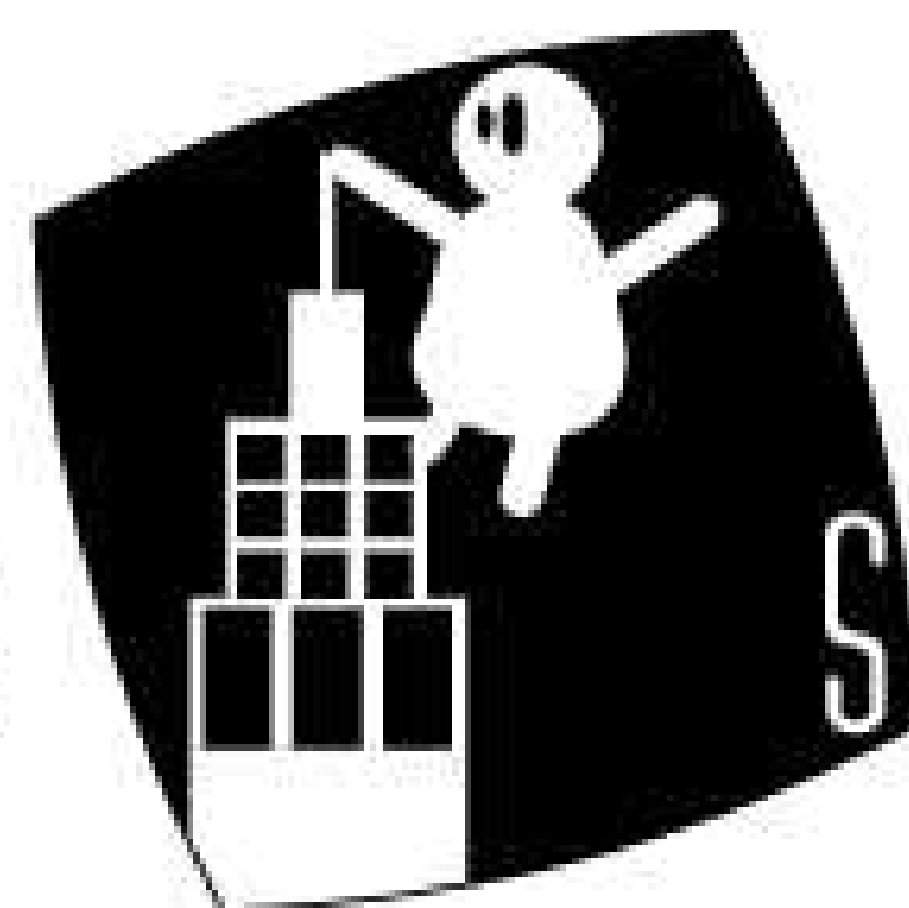




BOMBONIERE



BILHETERIA



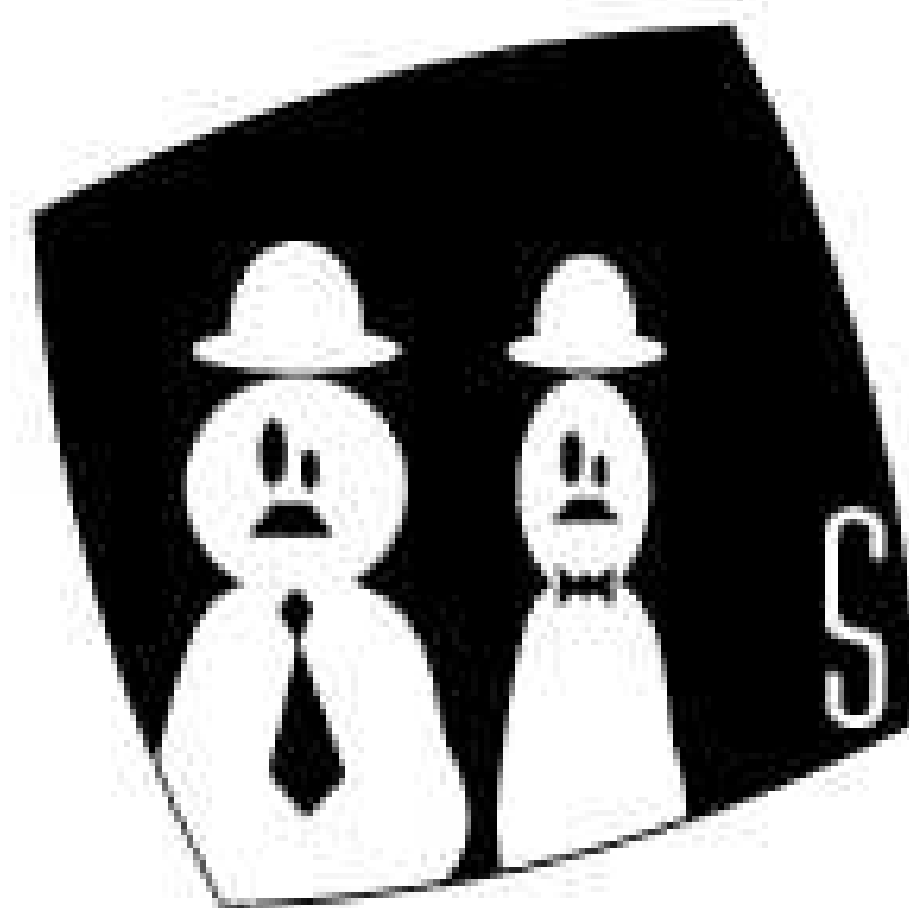
SALA KING KONG



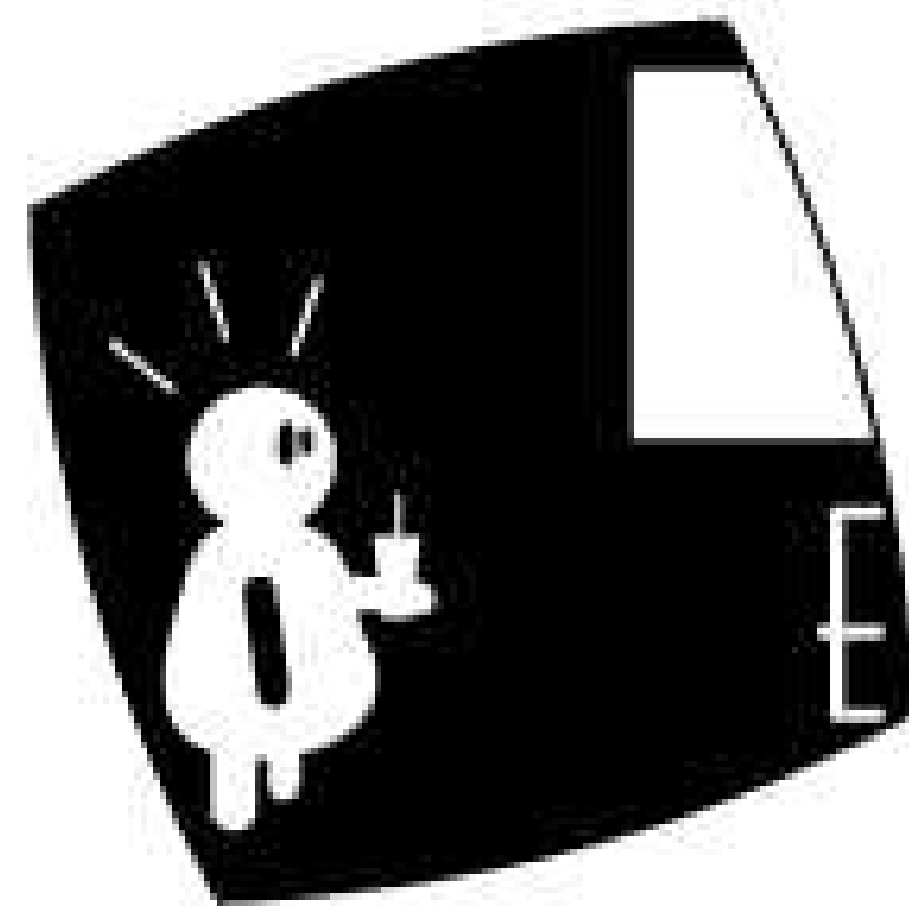
MASCULINO



FEMININO



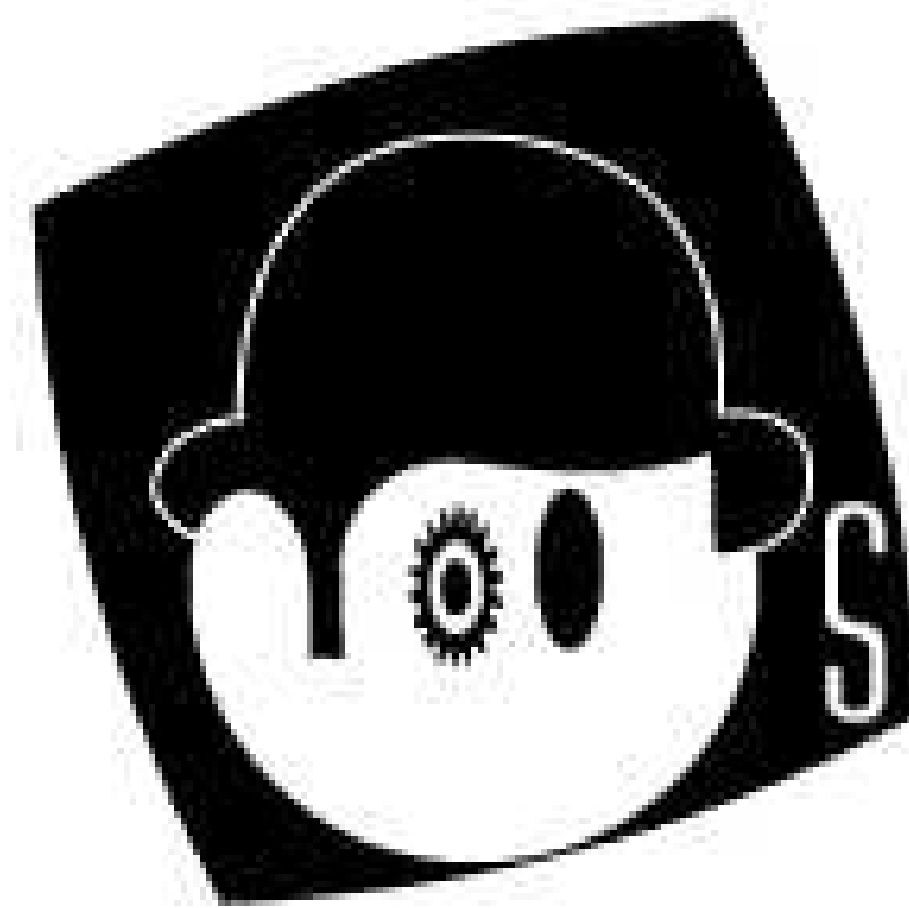
SALA O GORDO E O MAGRO



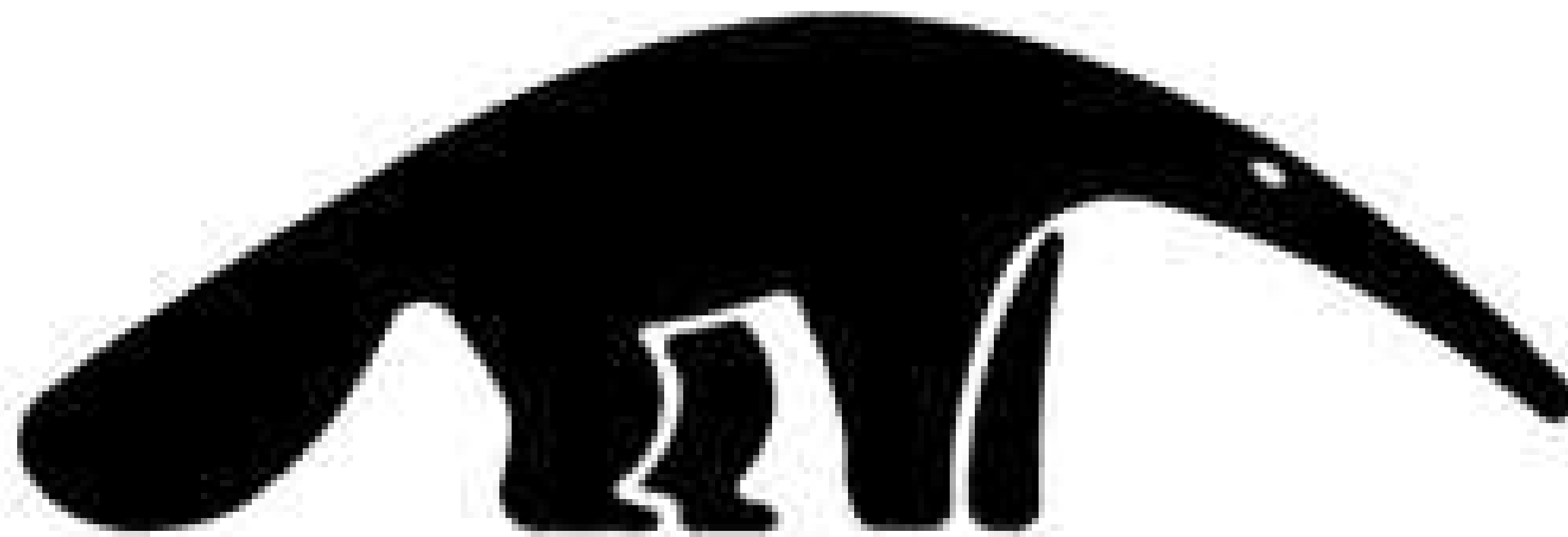
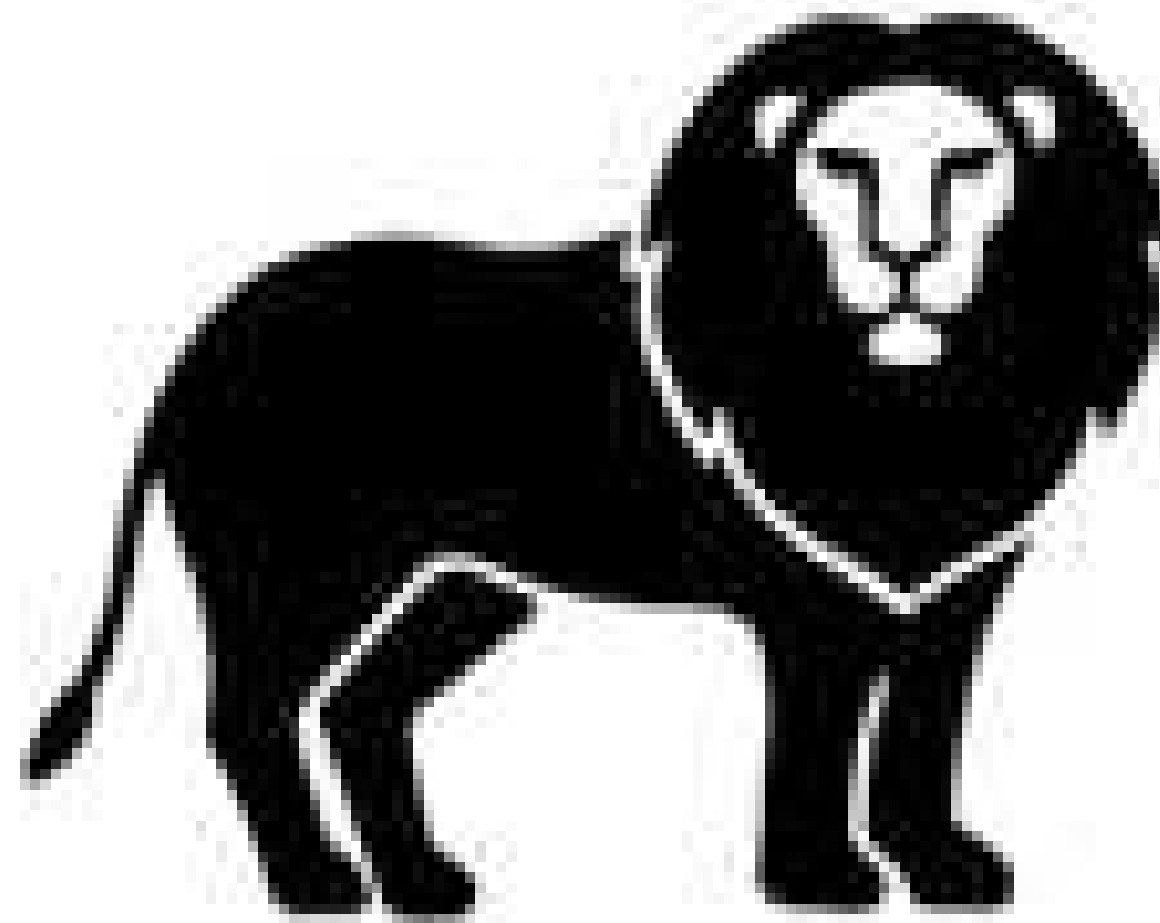
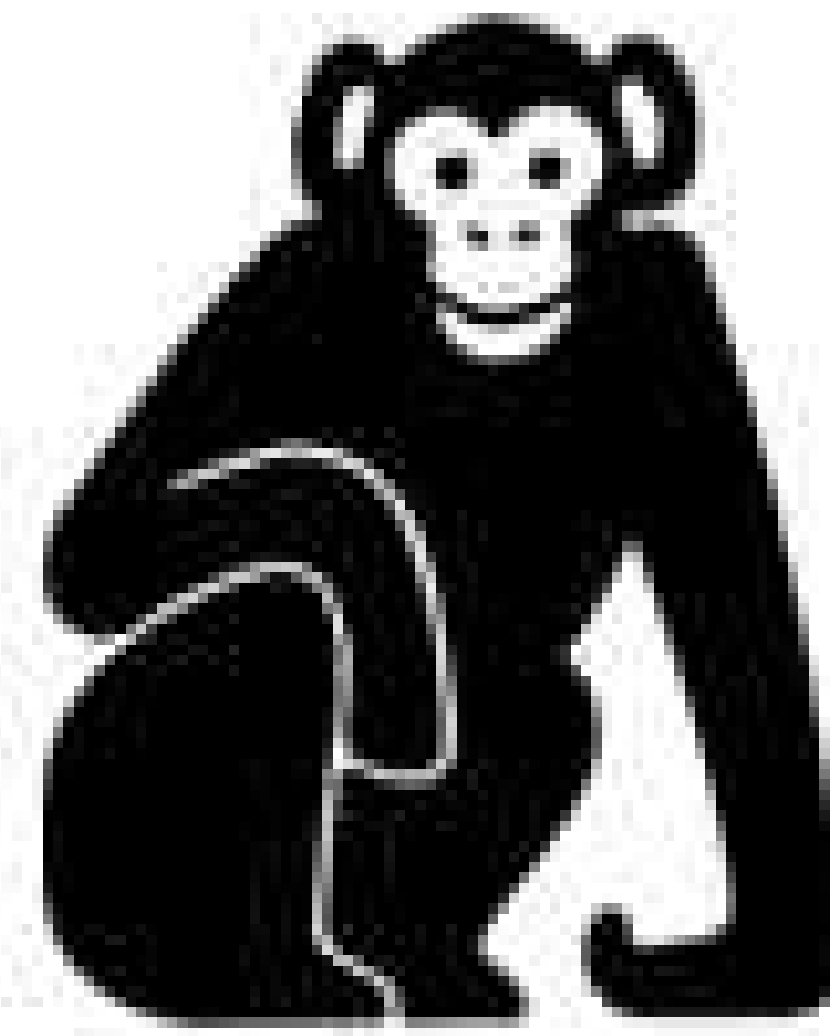
ENTRADA



SAÍDA



SALA LARANJA MECÂNICA



Pictogramas

Cores

**Amarelo sobre
o preto**

Pictogramas

Cores

**Preto sobre
o amarelo**

Pictogramas

Cores

**Branco sobre
o azul-marinho**

Pictogramas

Cores

**Branco sobre
o preto**

Pictogramas

Cores

**Amarelo sobre
o vermelho**

Pictogramas

Cores



**Branco sobre
o vermelho**

Pictogramas

Cores

**Preto sobre
o branco**

Pictogramas

Cores

**Vermelho sobre
o amarelo**

Pictogramas

Combinações incorretas

**Vermelho sobre
o verde**

Pictogramas

Combinações incorretas

**Verde sobre
o azul**

Pictogramas

Combinações incorretas

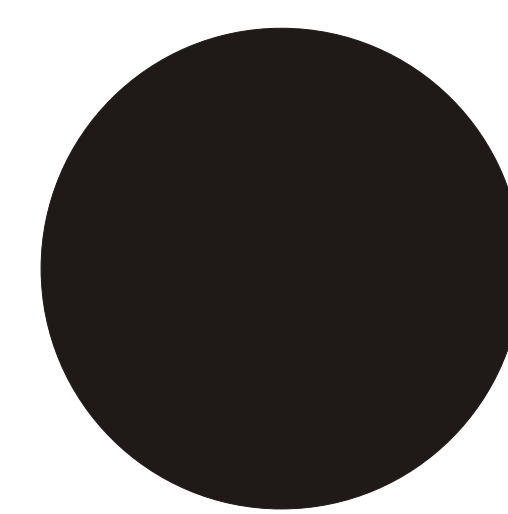
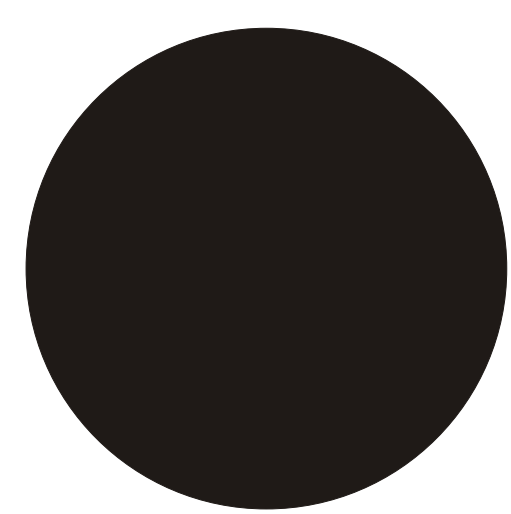


**Cinza sobre o
preto**

Pictogramas

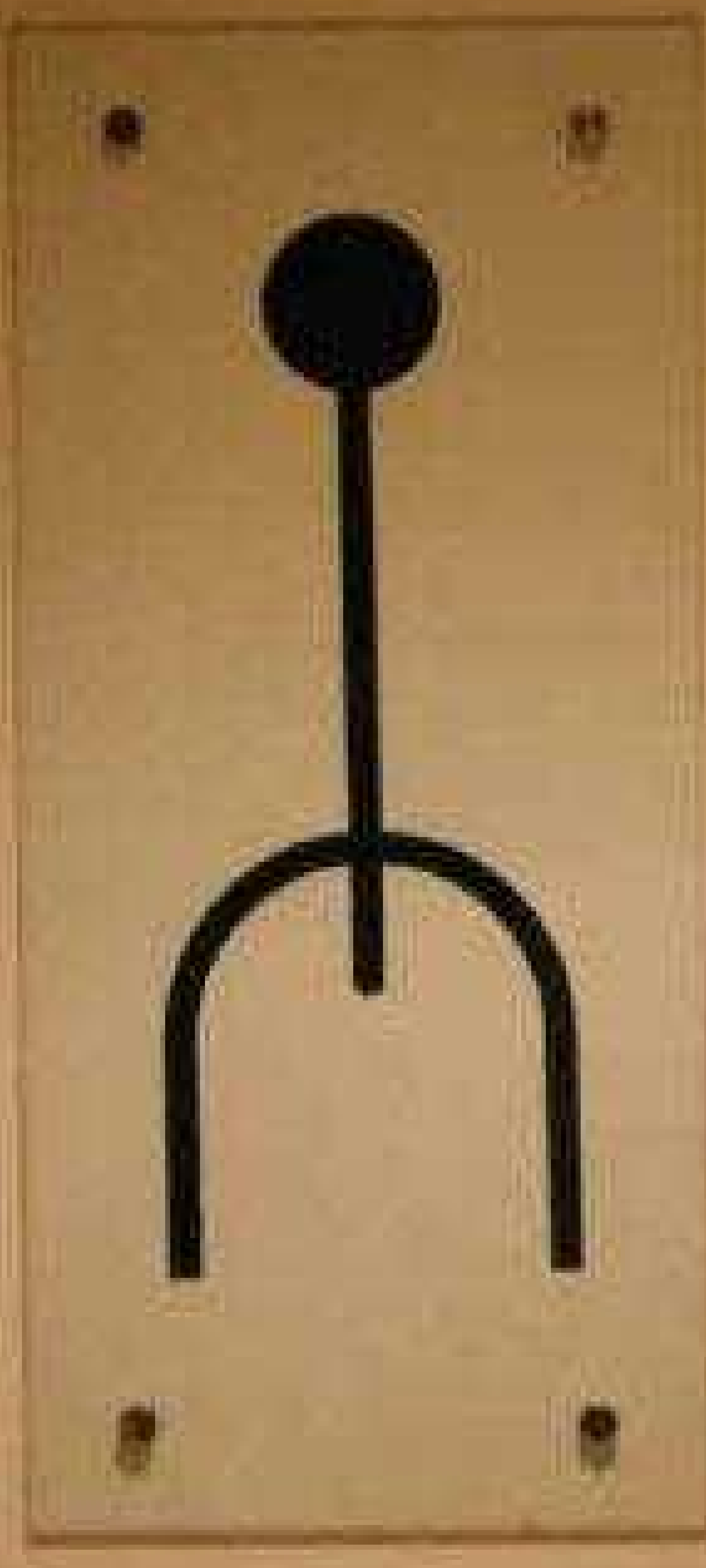
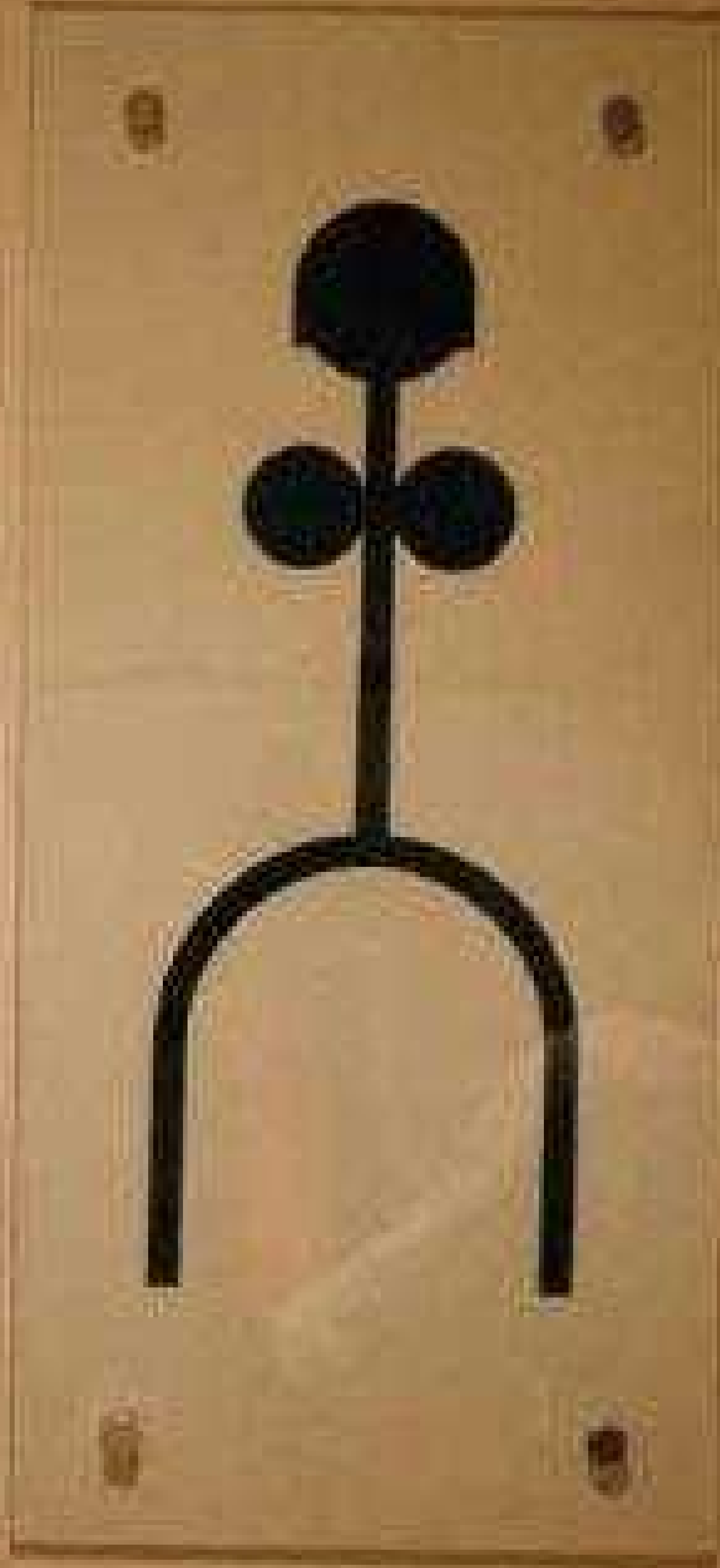
Combinações incorretas

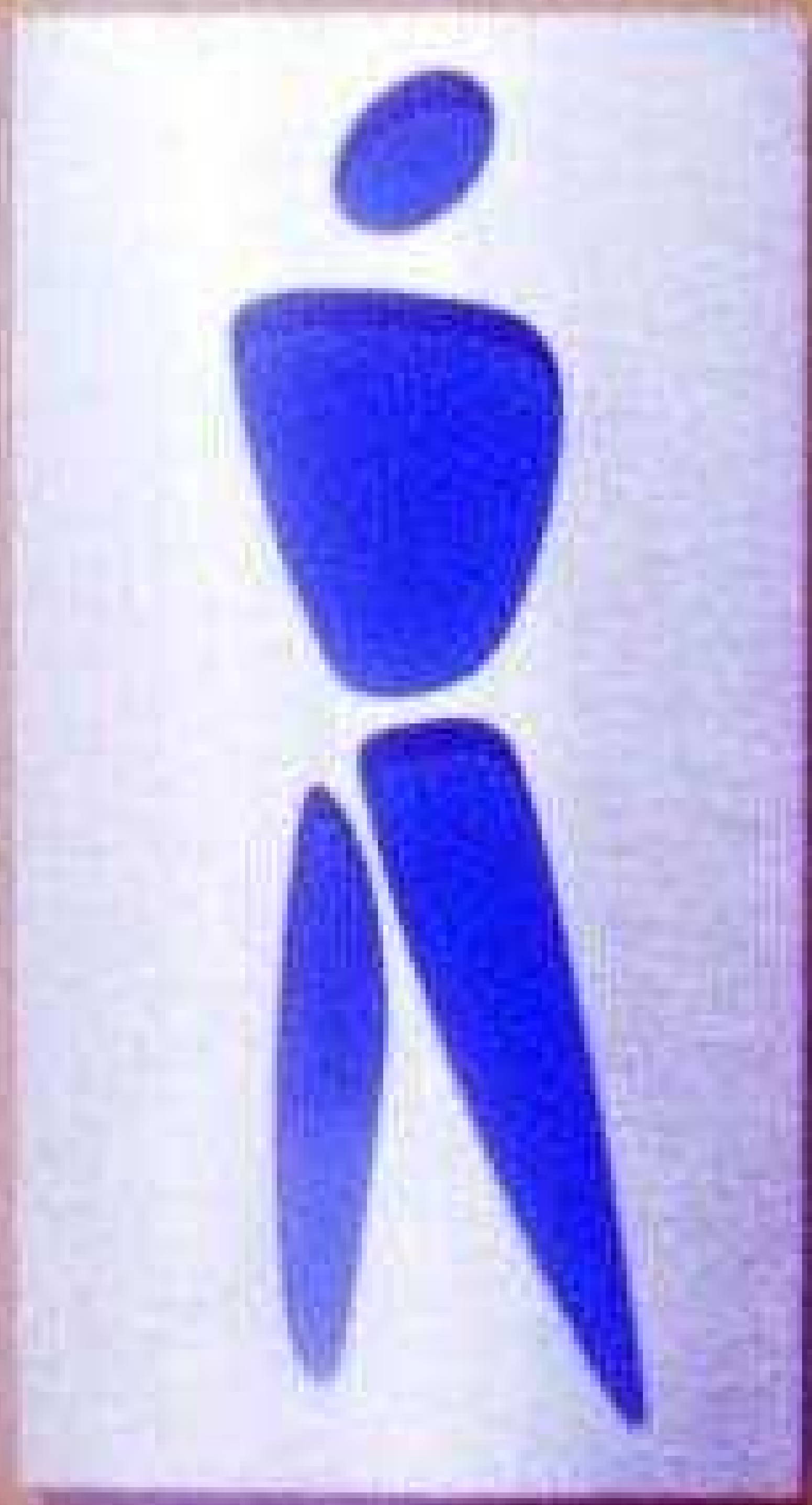
**Cinza sobre
o verde**



**Ícones de
banheiro**

Barcelona (ESP) - Ristorante Roma (ITA)













KARMA
21
KARMA 21

칼마21 양재자동차극장



TOILET

