

DESIGNING AND IMPLICATION OF PICTOGRAMS IN ISLAMIC

AZAD UNIVERSITY- ISLAMSHAHR BRANCH (IRAN)

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Abstract. *Pictograms are efficient and creative communication methods. This type of communication comprises of learning. Pictograms have many implications nowadays and are used for simple and fluent pictorial interpretation. These concepts are usually informative, conductive and warning. These kinds of icons are used in order to simplify the communication in an environment as are used in airports, terminals, railroad stations, parks, zoo, hospitals and drug stores and so on. Traffic symbols are also considered as pictograms. Generalization to a concept is the main aim of the pictograms. To provide an efficient contrast, pictograms are often in black and white. Nowadays in different public places and landscape design pictograms are used for perfect communication. By the ways these icons are related to the civilization and tribal culture. Designing pictograms need a permanent search for better plan for better information transfer. In this project I design and execute pictograms for better conduction in Islamic Azad University of Islamshahr (Iran). Islamshahr University is located in south west of Tehran (Capital of Iran). The project was done for 3 buildings and more than 5 faculties. Designs were for internal and external places of university. Absence of informative and pictorial icons in universities environments causes wandering about for novices and they are not able to find different places like libraries, restaurant, and offices and so on. This study was done at 2007 and will result in better communication in campus environment. I hope pictograms will find their real and proper role in Iranian art area.*

Keywords: Pictogram, campus environment, Iran.

Introduction:

Pictograms are a group of signs which are used greatly nowadays in public places. In fact pictography is a kind of writing ideas with drawings. 5000 years B.C. Chinese used pictogram to communicate. These signs are used by Indians, African and etc. In 1937 London under ground used pictograms. Nowadays these are commonly used for restrooms, restaurant, rail-way stations. In early 1980's pictograms were used to communicate with low educated persons in public places. A form of worldwide pictograms is related to cloths (washing, ironing and so on). Pictograms about chemical hazards are another form of theses signs.

Point pictograms are composed of 50 shapes which is mainly used by travelers through public places. These kinds of signs are mainly used in airports, hotels, stations and other public places. In fact one of the main aims of pictograms is an efficient conduction. If this icons works perfectly there will be no need to employ some persons in information centers.

Pictograms are simplified icons which is some how related to the main idea. There are some difficulties and disadvantages for pictograms too, For example pictograms on medicine are effective for medium- educated persons (Dowse and Ehlers 2006). Communication is mainly based on person's visual intellect. Recent research show that visual intellect is related to ecological, cultural and environmental factors. In designing pictograms the target group is very critical. Pictograms by conducting a concept in a small pictorial form cause beauty of environment. Lemmom & Hyman 2006 believed that pictograms should be standardized to lower the dangerous results of some pictorial especially in medical usages.

Davies at al 1998 found that some pictograms are not totally understood by target group in Europe. Katri et al. 2004 studied groups of children as target group for concepts which were presented by Pictograms on

medicines. They found most kids new them perfectly. No research has been done in educational environments as schools and universities about pictograms. In this research I try to make pictograms for a campus environment in order to lesser the problems of newly arrived students while searching for different parts of our university.

Materials and Methods:

Project were done in a campus environment about 18000 m² from 2007 to 2008. For the first step I drew many designs with different colors. Some of these plans were composed of Iranian designs. I test many materials and colors to find the best one.

Results:

Pictograms are an effective way to communicate. These should be easily understood too. I design some pictograms for open places and landscapes of Azad university Islamshahr branch. I consider the education level of my target group and try to make pictograms which are concordant with their educational level. I try to simplify pictograms while no part of essential information omitted. Designed pictograms were used for each building. Stories pictograms were homogenized (in form and color) with open environment pictograms.

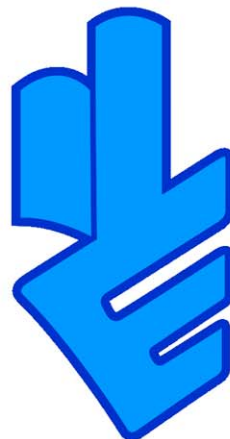
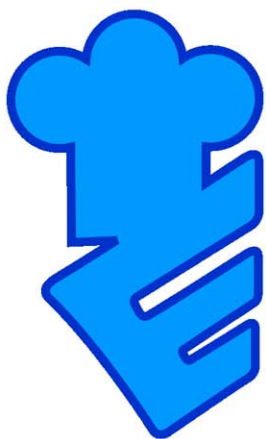
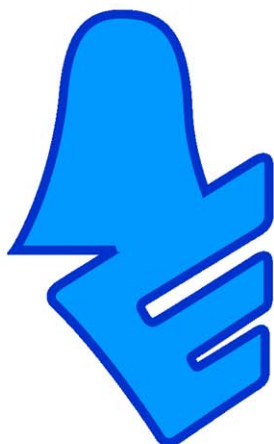
For construction of pictograms different materials were examined. Plaxiglass is affected by light, cold and climatic conditions. These cause plaxigalss to be darken. So I use galvanized iron plate which has the most resistant material.

Pictograms were designed due to the theme of each parts of Azad university, Islamshahr branch. Designed elements were composed with the Icon of Azad University to find a beautiful and pleasant form.

Color was very important in this project. Blue color is main color in Azad University so I try to make different composition between different forms and color to find an efficient composition.

Discussion:

After using these pictograms, the university environment changed to be very pleasant. There was no need for information booth. In the beginning of the semester, students easily find their ways and their questions were answered indirectly. Other university can use our patterns or their own ones to communicate with their target groups.



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