

# SEMIOTICS

**The Unspoken Language  
of Graphic Design**



# What is *Semiotics?*



Brainstorm!

“Why are symbols so important.”

- Write down this sentence in the middle of your pukapuka.
- Work with a neighbour to write down your ideas.
- We will discuss as a class.

**Semiotics is the study of how  
people use and interpret**

**SYMBOLS**

**But why are they so important?**

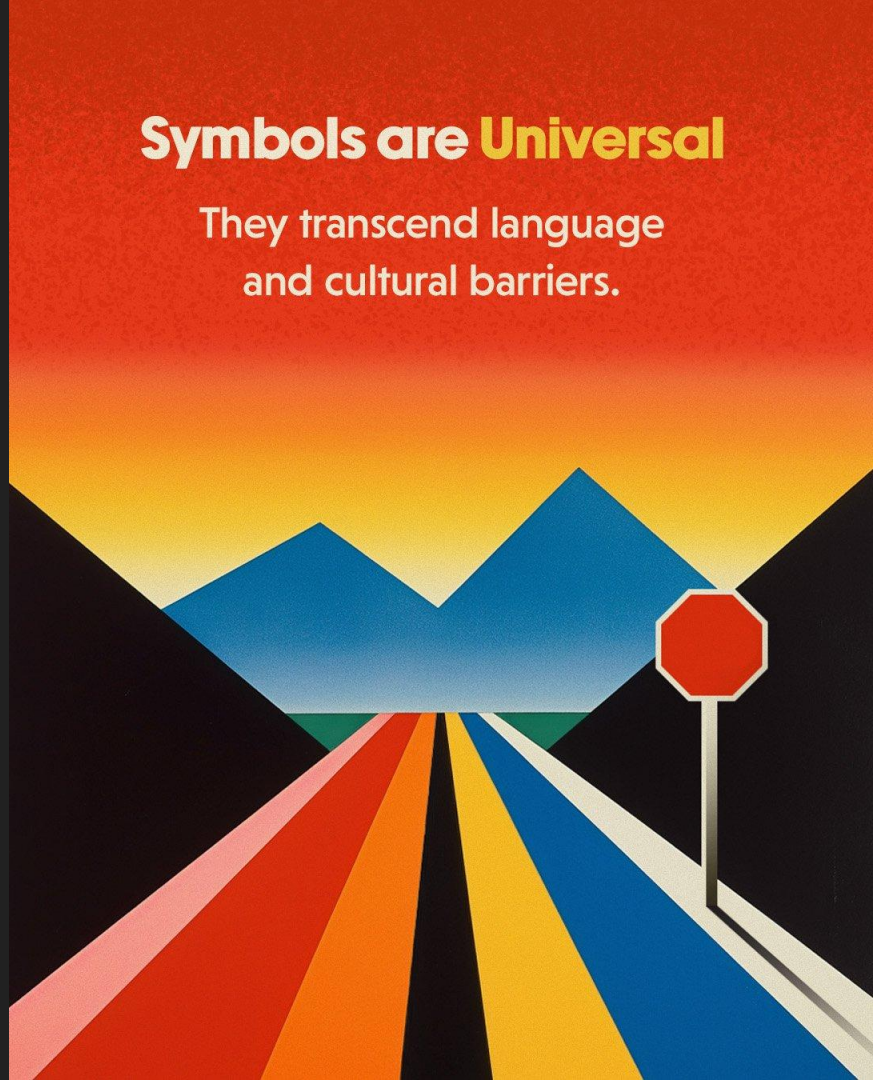


## Vocabulary

- This sentence has some big words!
- Discuss the meanings with your partner, then we will discuss as a class.

## Symbols are **Universal**

They transcend language  
and cultural barriers.

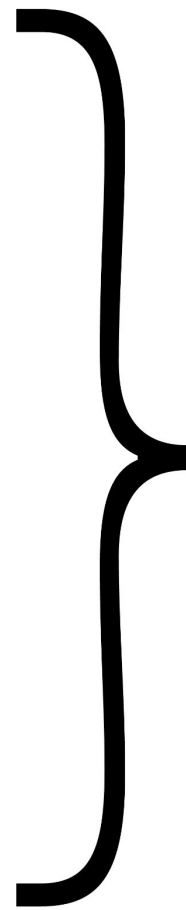


Signified



Dog

Signifier



**Sign**



The backdrop is red, which is the most "appetizing" and hunger-inspiring color.

A bottle sliced like a ripe tomato connotes freshness, promoting a healthier way of life.

A sliced bottle looks like a sculpture, associating Heinz with innovation and art.

No specific age or gender here, appealing to those looking for healthier eating choices or, at least, those caring about their food freshness.

The word "grow" transforms a factory-made sugary condiment into a natural ingredient.

No one grows Ketchup like Heinz.



**ALL NZ. US. & ALLIED  
ARMED FORCES OUT**

**ALL  
NZ US & ALLIED  
TROOPS OUT  
NOW!**

**NO MORE  
TECHNICAL,  
MORAL, OR  
POLITICAL  
AID FOR  
THE WAR**

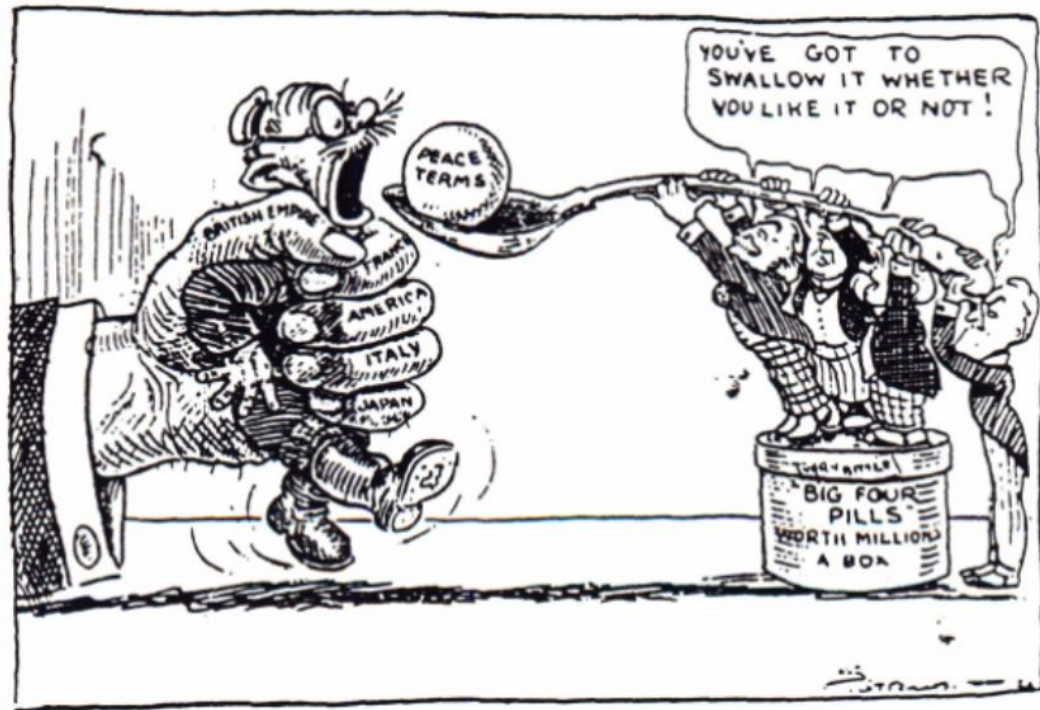
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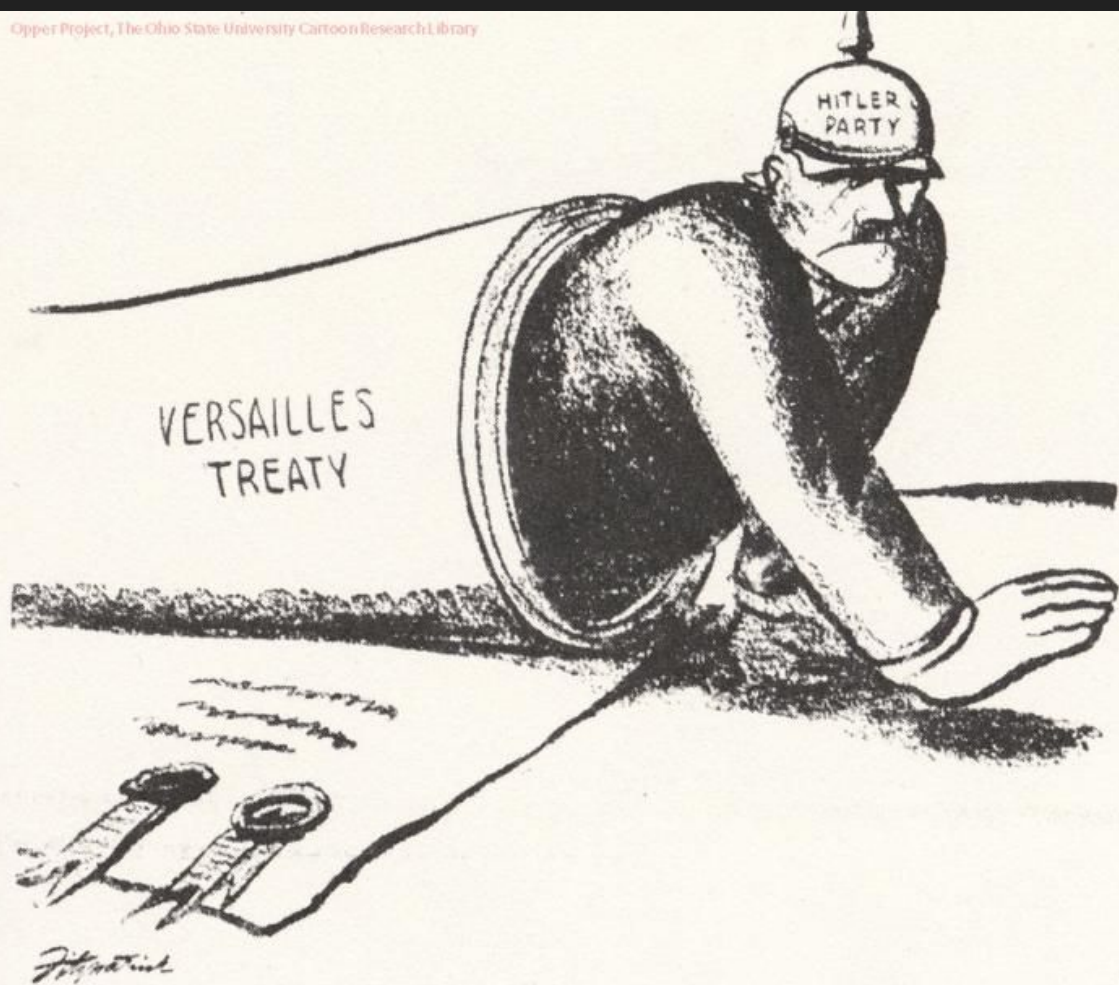


WICKLY TO TINY WIMPS

© 2000  
Disney



A cartoon that appeared in a British newspaper in 1919



THE SOURCE.



## At the Peace Table



—From *Hvepsen*, Christiania.

CLEMENCEAU (to the German delegates): "Take your seats, gentlemen!"

