

Arnhem: Pictures, Symbols, and Signs

Reading Guide

Chapter 7. pp. 137-151

Read the text "Arnhem: Pictures, Symbols, and Signs", pp. 137-151 carefully and answer the questions to each paragraph.

Three Functions of Images

Out of the three functions **pictures, symbols, signs**, which ones reflect characteristics of its content visually?

Images to Suit Their Functions

p.142, example of the nude woman: how would you call the same figure

a) if it refers to the person of the model of the painter?

b) if it refers to the allegory of truth?



what does this symbol stand for?

- eyeglasses
- ground plan for a two ring circus
- good marriage
- brotherhood of nations
- logical relations of two overlapping concepts
- all of the above
- I don't know, it depends on the context

what trademarks can tell

What does a logo need, in order to be associated with a product?

The Rhetorics Of The Image

Many logo designs focus on essential elements of their subject matter with great precision.

How are they different from works of art, what are they missing?

Experience Interacting

An abstract, non-mimetic work of art does not try to portray the external shape of objects.

What does it portray instead?

Two scales of abstraction

Look at this image: ♥

If it's a symbol, what does it represent?

If it's a picture, what does it represent?