

Ideas

Creative

Develop

Designing

ICON

Identity

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Pictogram Design

Having a topic to give a space for designing pictograms is the first step through the whole process. And then, I create a pattern based on finished outcomes of pictograms. Finally, I go to pick three single pictograms to have them apply in real life.

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Credit Card Monthly Expense Statement

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Intro

Pictograms designed for credit card
monthly expense statement 

The following pictograms are designed for a credit card monthly expense statement checklist. People can definitely check their expense records by recognizing imagery instead of text through both phone apps and website pages.

There are 6 categories in the set of 20 pictograms represented for the bills that people have to check in their expense statements.

1. Monthly transaction activities
2. Required payment Monthly
3. Secondary payment Monthly
4. Payment for transportation Monthly
5. Health
6. Payment for housing staff

Six Categories

However, each single pictogram represents each single bill, and you can clearly see how they are distributed with the 6 categories below.

Transaction activities

Checklist board
(A symbolic
comprehensive icon)
income
Saving
Outcome

Required payment

Electric power
Water
Phone
Internet

Secondary payment

Shopping
Rental books
Gifts

Transportation

Parking
Bus
Gasoline

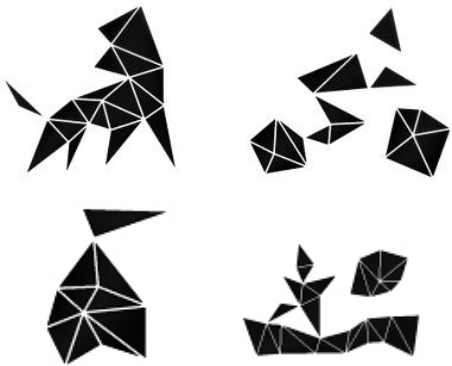
Health

Medical care
Food

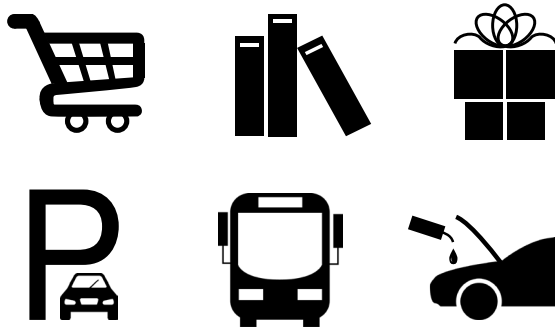
Housing staff

Housing staff
Garden Maintance
Wall painting
Construction

Inspiration of Pictograms



black circles with white lines



Simple Solid shapes



geometrical shapes

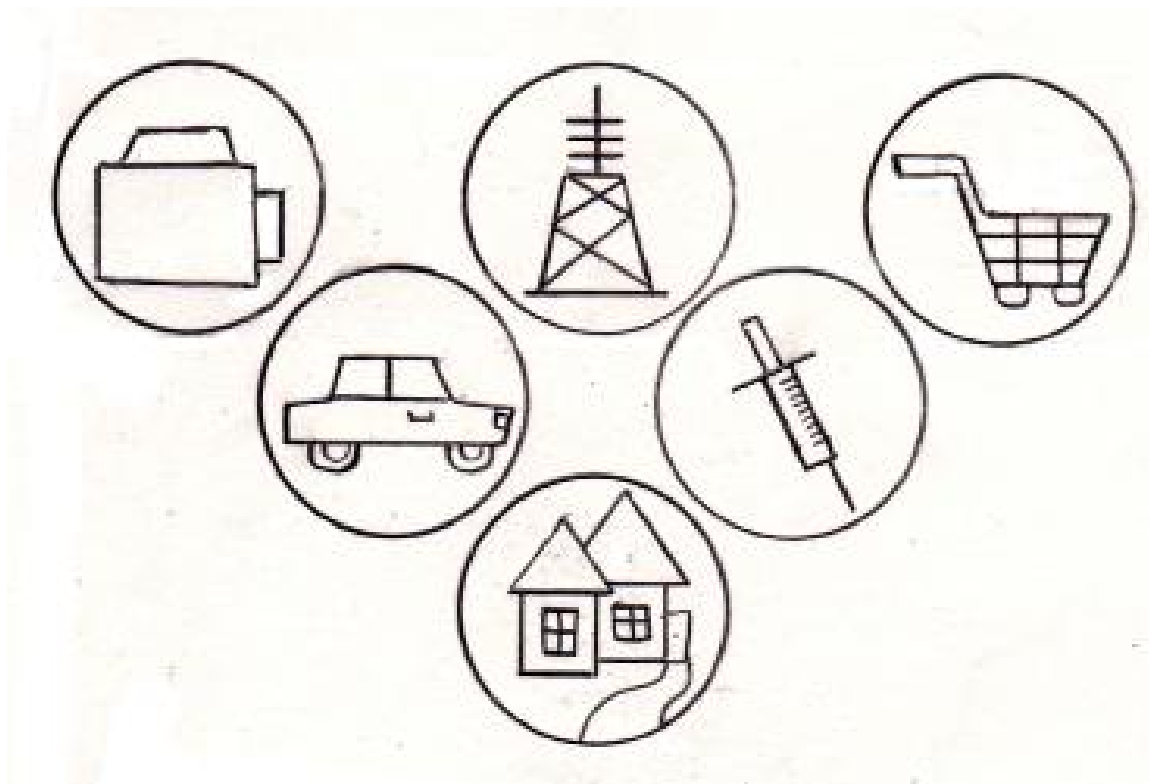
I gathered other pictograms systems as best practices or visual references that can be serves as inspiration for my design themes and graphic directions. There are 3 sets of visual styles for the visual decision of final 20 pictograms.

Six Distinct Functions Sketches



I chose a minimum of six distinct functions/ messages for first round of pictograms' concept and design development, and define three distinct characteristics (attributes) that can be used as the basis of visual direction.

Since I have decided to develop the style of geometrical shapes, In sketching, however, I changed the full back circular background to be simple linear shapes.



In terms of what inspirations I got, I roughly sketched out 3 sets of visual styles based on my topic for development.

Graphic Expressions



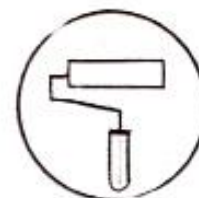
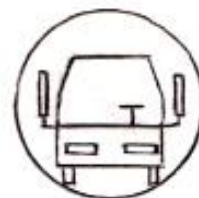
Identify three unique and relevant visual styles and apply these defined graphic expressions across the development of the first six pictograms design.

	Saving 1	Electric Power 2	Shopping 3	Parking 4	Medical 5	Housing 6
Visual Style I						
Visual Style II						
Visual Style III						

Sketches of 20 Pictograms



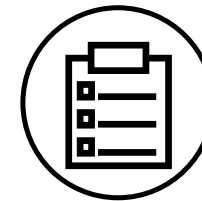
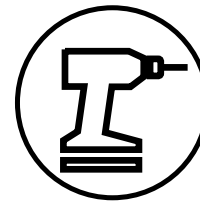
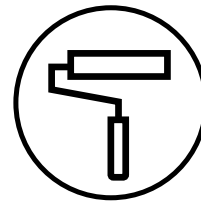
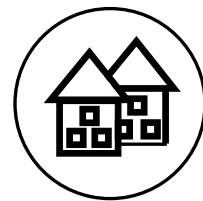
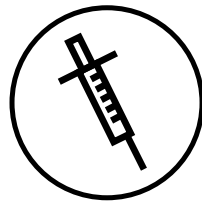
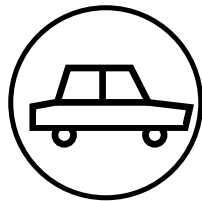
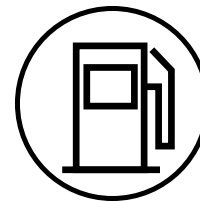
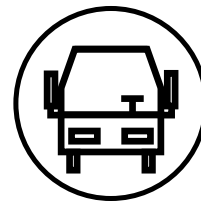
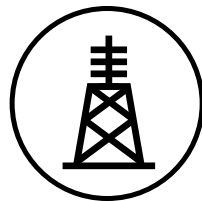
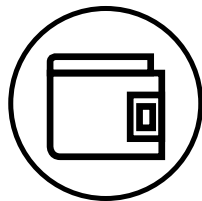
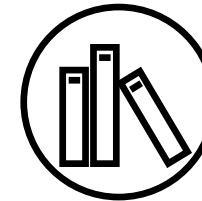
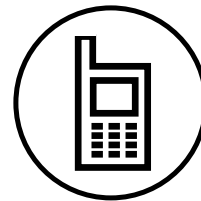
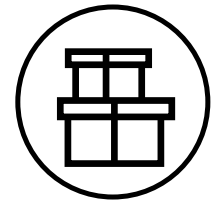
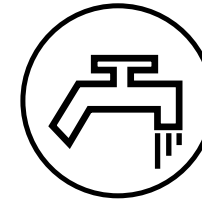
The Most promising visual approach for me is geometrical shapes, so I continued to develop all 20 pictograms in this style by rough sketching first.



Develop to 20 Pictograms



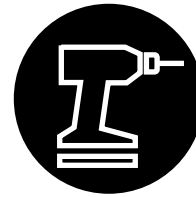
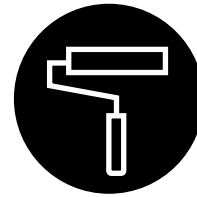
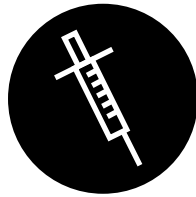
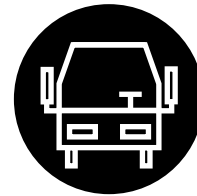
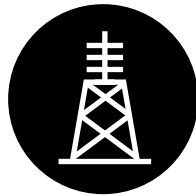
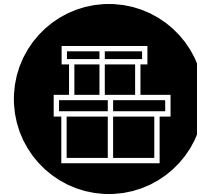
These developed pictograms would be my final visual selection , but they are still needed to improve in shapes, hue, and colors.



Develop to 20 Pictograms

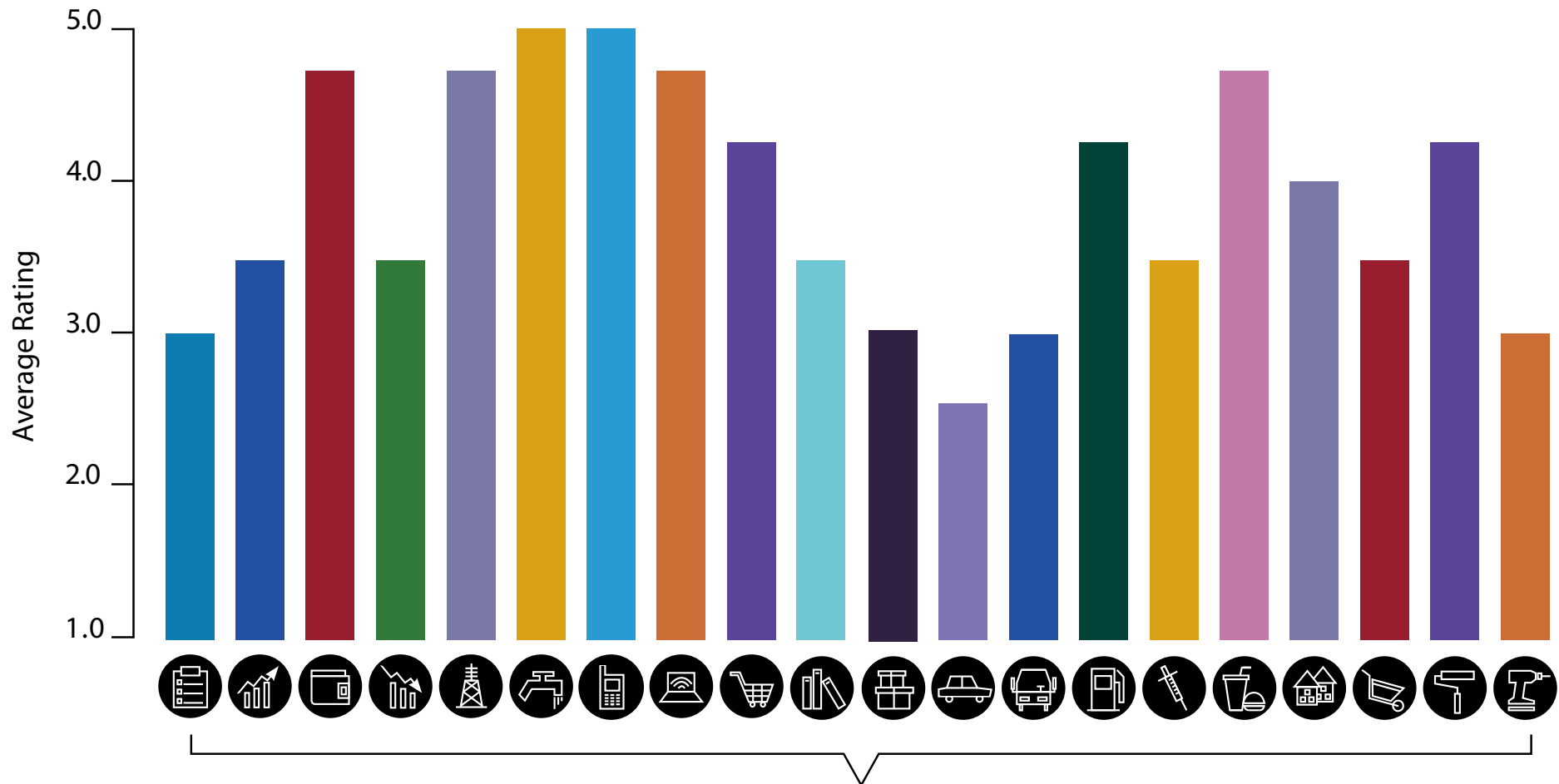


Black linear circles vs Full black circles





I asked people for recognizing how strongly they think each of these pictograms represent the meaning that they are supposed to be in the topic by using rating method.

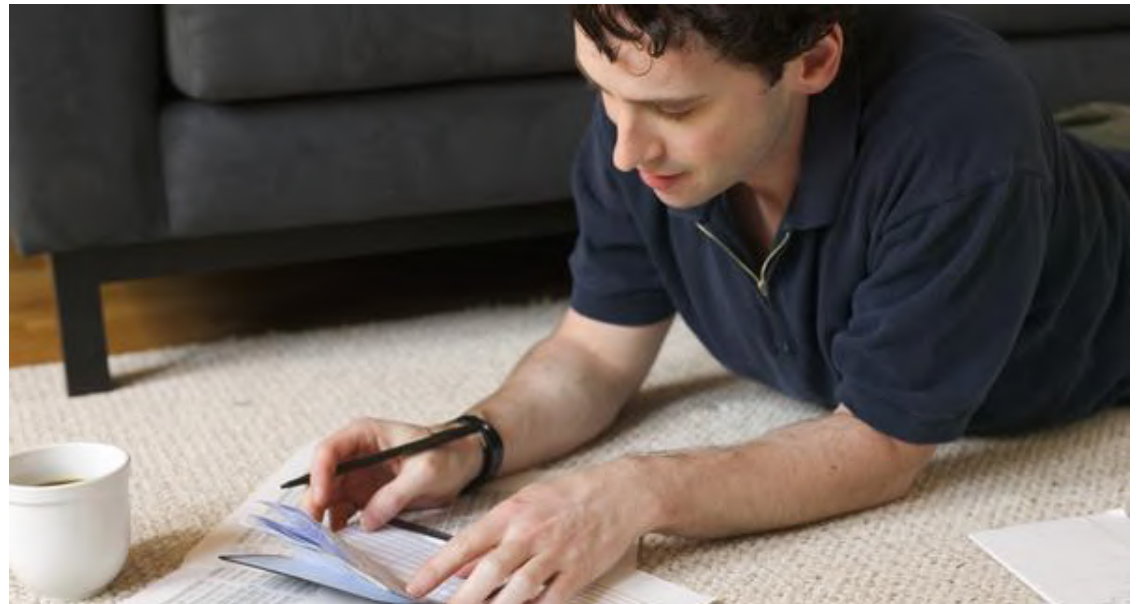


The 20 Pictograms for Recognition



Left image shows the usage scene that allows people to check their online bills with pictograms through electronic device.

Right image shows the usage scene that allows people to check their bills with pictograms on papers.



Piggy Background



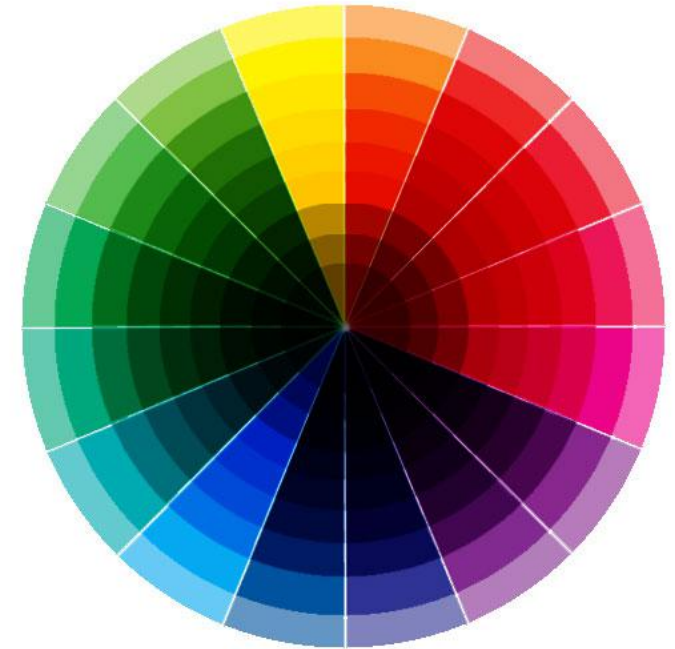
Since over half of pictograms in previous style did not make sense for people to understand how the visual expression can be related to my topic, so I replaced the piggy by the simple circular shape to be as the final background.







Color selection is a tough work for pictograms. I got an inspiration from these credit cards shown in the above image with multiple colors that usually give a good visual expression in money for people.



For color selection, I am expected to give each of 6 categories a corresponding style by picking multiple colours from color wheel, however, each single category can be recognized with strong particular informational convey.

Activities



CYMK
100 / 99 / 46 / 0

Required



CYMK
11 / 97 / 46 / 0

Secondary



CYMK
36 / 60 / 100 / 0

Transportation



CYMK
87 / 49 / 50 / 1

Health



CYMK
89 / 52 / 100 /

Housing staff



CYMK
88 / 100 / 59 /



Activities



Checklist board



income



Saving

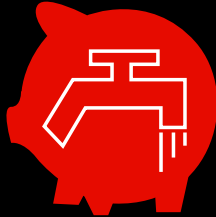


Outcome

Required



Electric power



Water



Phone



Internet

Secondary



Shopping



Rental books



Gifts

Transportation



Parking



Bus permit



Gasoline

Health



Food



Medical care

Housing



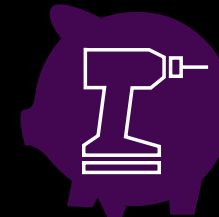
Housing Staff



Garden Maintance



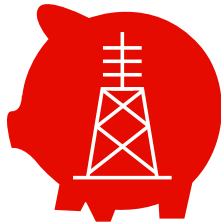
Wall painting



Construction



Checklist board



Electric power



Shopping



Parking



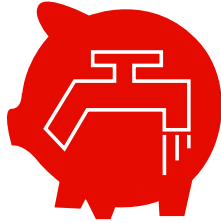
Food



Housing Staff



income



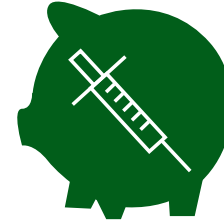
Water



Rental books



Bus permit



Medical care



Garden Maintenance



Saving



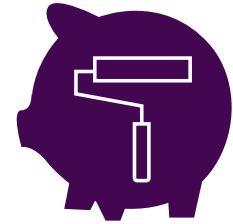
Phone



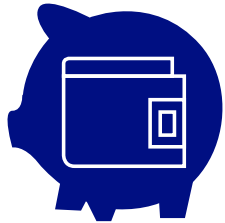
Gifts



Gasoline



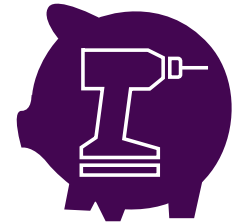
Wall painting



Outcome



Internet

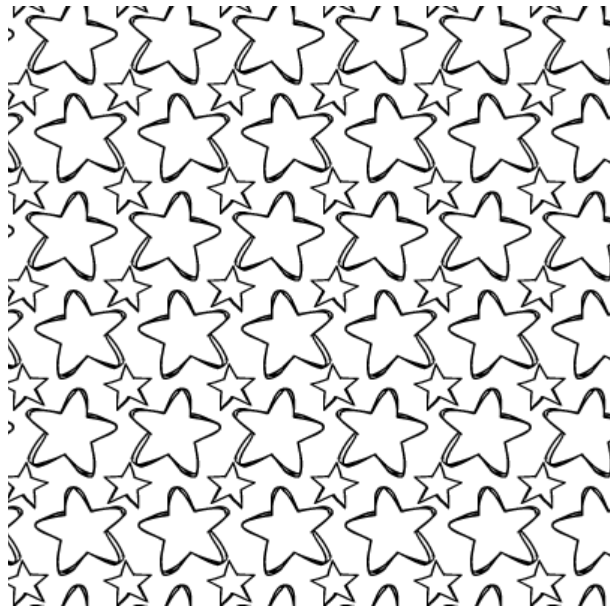


Construction

Patterns made by

ICON

I created a series of visual compositions using combinations of pictograms to develop few set of patterns through minimum 6 and maximum 20.



Star seamless vector pattern



Letter - pattern



Tribal pattern

<http://career-city.com/letter-patterns/letter-patterns-17>

<https://www.threadless.com/designs/mix-578-tribal-pattern/>

Final Pictograms all 20 Black/White



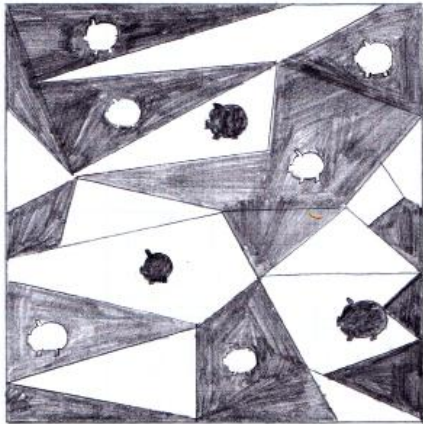
Final Pictograms all 20 One Color



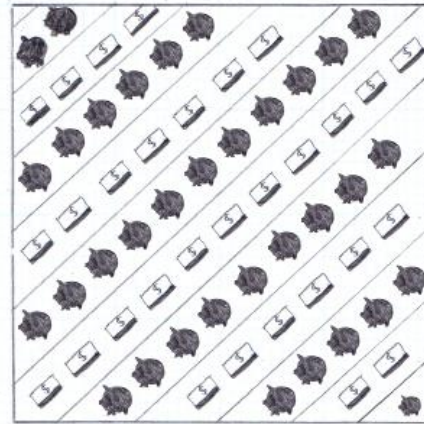
Final Pictograms at least 6 Multiple Colors



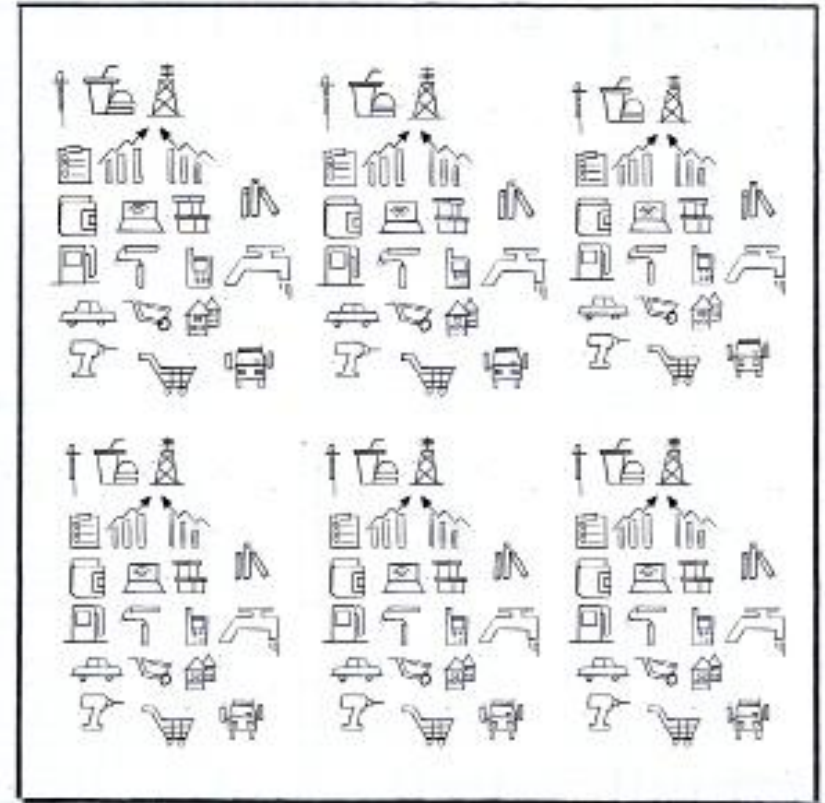
Pattern Sketches One Color



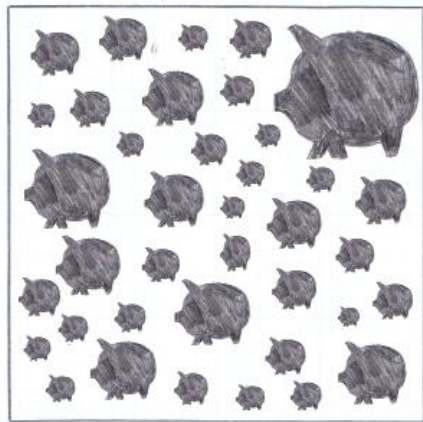
pattern 1



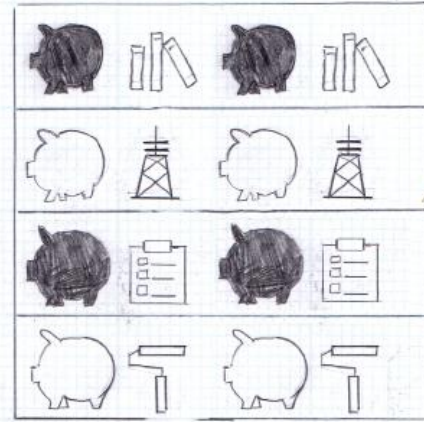
pattern 2



pattern 3

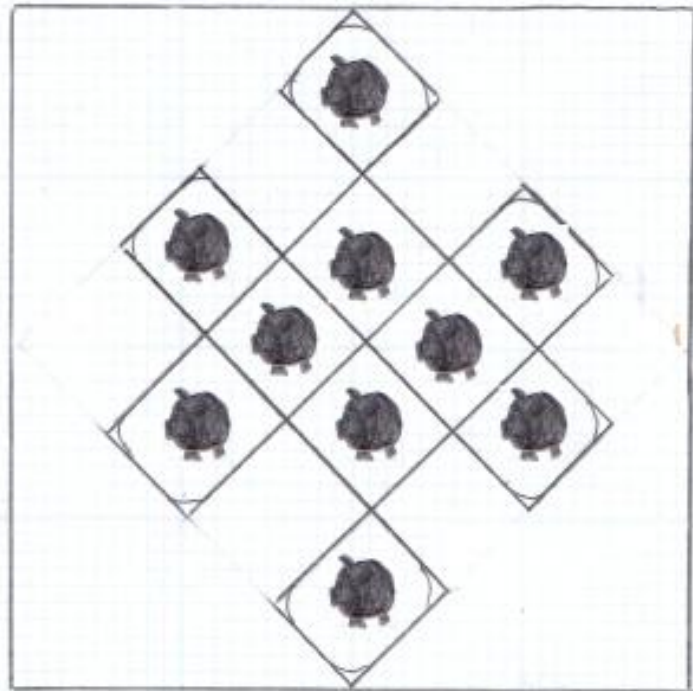


pattern 4



pattern 5

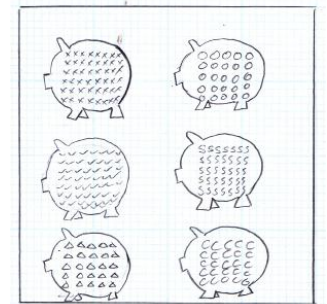
Pattern Sketches One Color



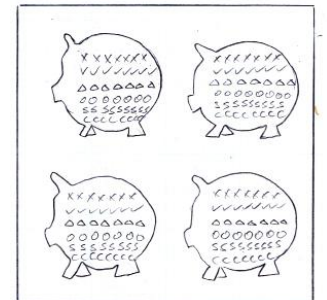
pattern 6



pattern 7



pattern 8

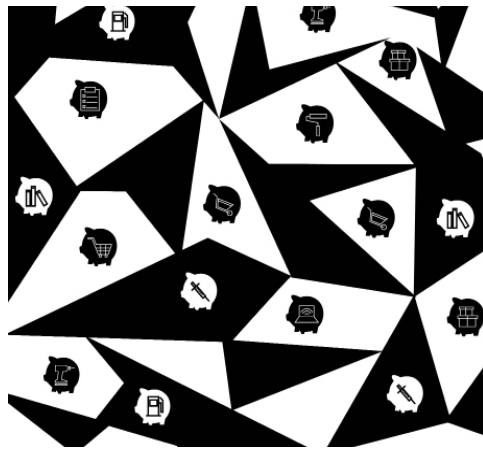


pattern 9

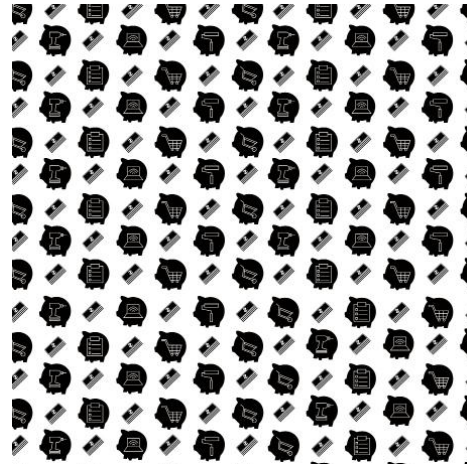
Pattern One Color with Vector



This type of pattern takes the combination between my piggy pictograms and simple geometric shapes. (Size: 8"× 8")

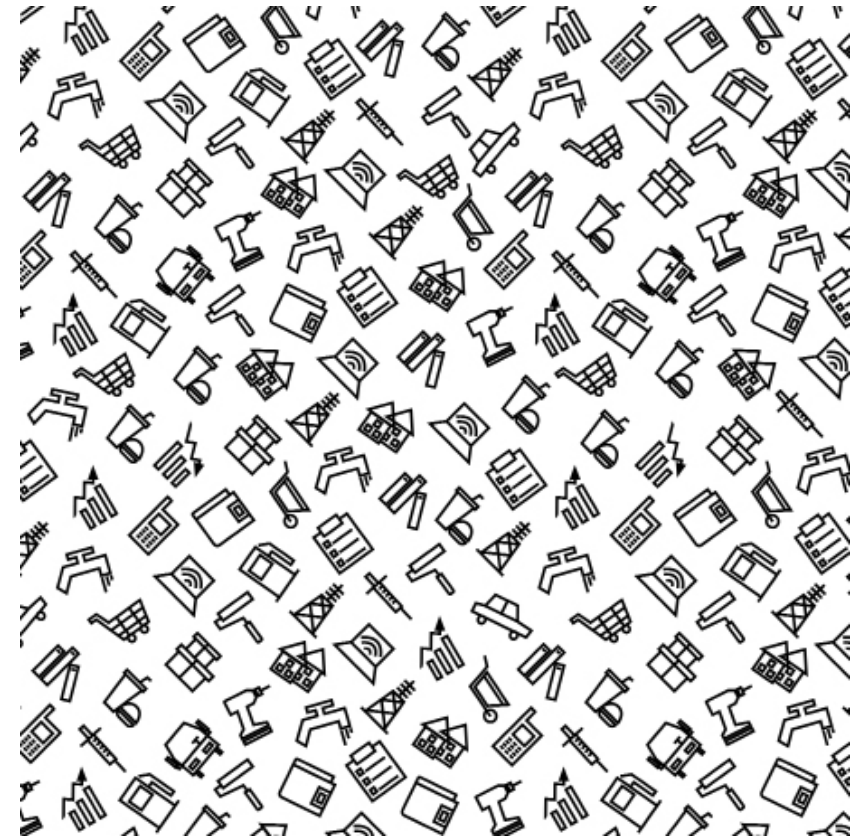


pattern 1



pattern 2

Piggy pictograms and dollars have been placed by one after another. The overall composition has been truned to the angle of 45 degree. (Size: 8"× 8")



pattern 3

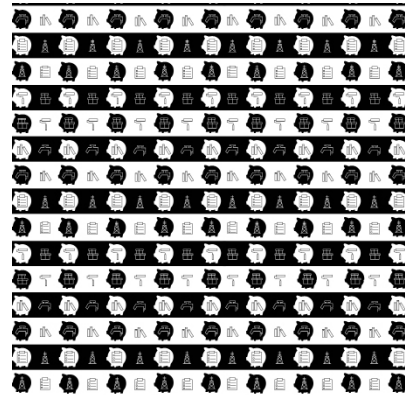
I have taken away all the piggy background, and only left inner simple linear shapes to be as the primary visual element of overall structure of pattern. (Size: 8"× 8")



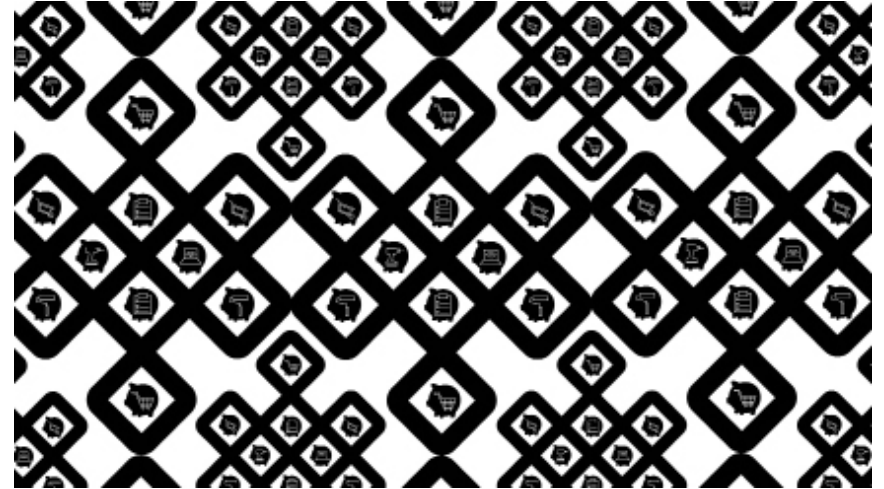
pattern 4

I picked 6 different single pictograms from the 20, and listed them line by line in order to create a new pattern. (Size: 8"× 8")

This pattern shows the form of unstructured composition. The comparison between bigger and smaller piggy banks foils out of a strong sense of visual design effect. (Size: 8"× 8")



pattern 5



pattern 6

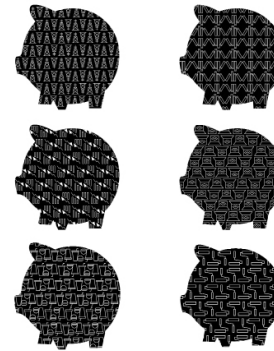
The overall frame seems similar with the logo of China Unicom, which is a Chinese state-owned telecommunications operator. I placed piggy banks into each of these squares for a combination. (Size: 8"× 8")

Pattern One Color With Vector



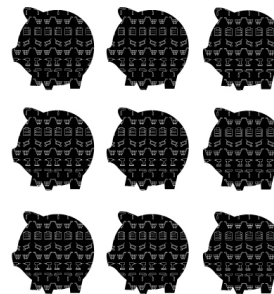
pattern 7

I used 6 of 20 pictograms for creating this pattern. Each of them has been repeated 6 times in each single row horizontally. (Size: 8"× 8")



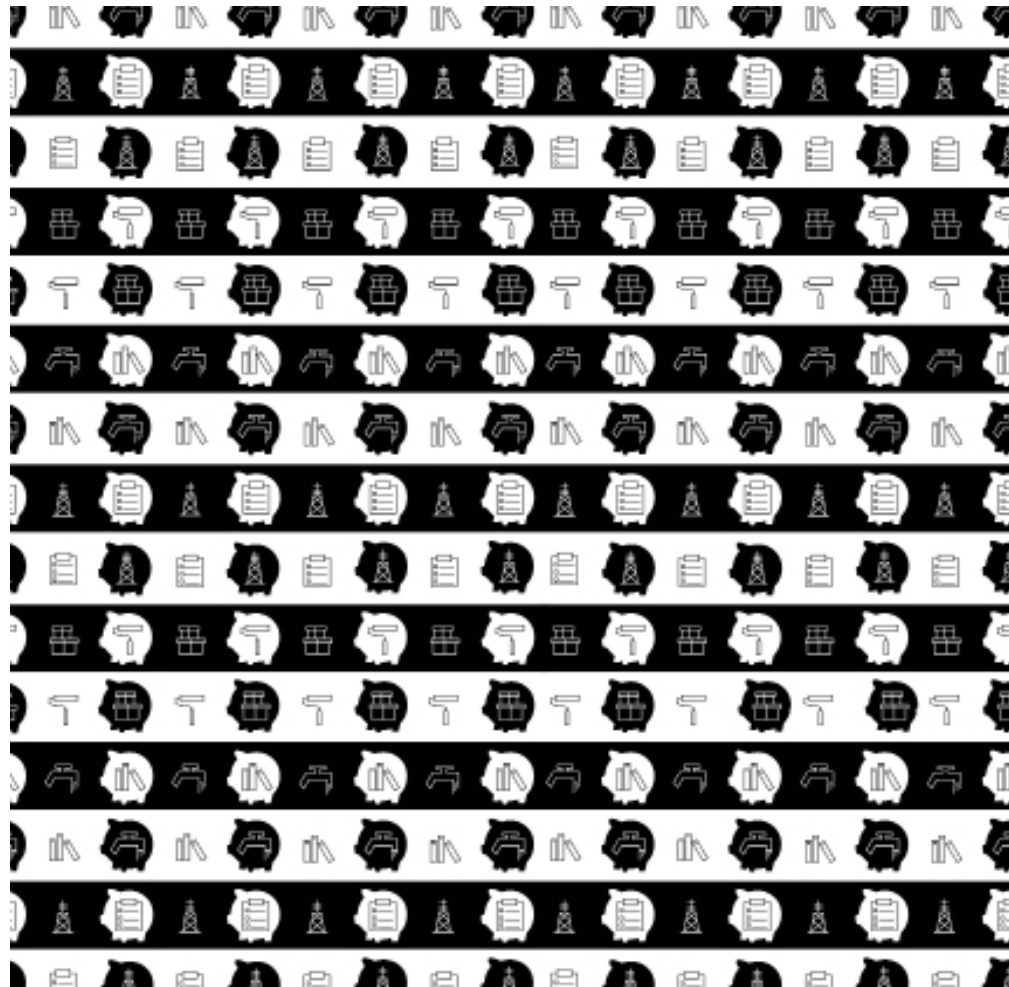
pattern 8

I created 6 single giant piggies.Each of them carries with its own unique pictogram, which has been repeated many times in the limited space. (Size: 8"× 8")



pattern 9

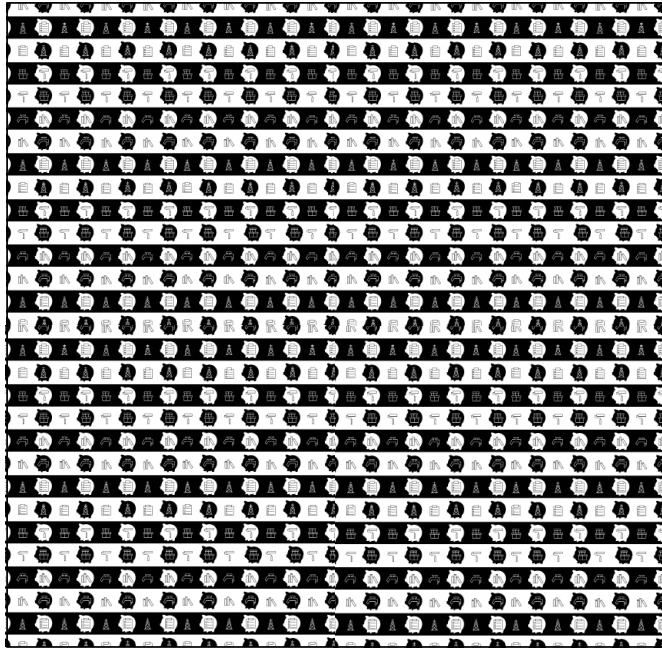
In this type of pattern, each of these 4 piggies showed below has 6 different pictograms. (Size: 8"× 8")



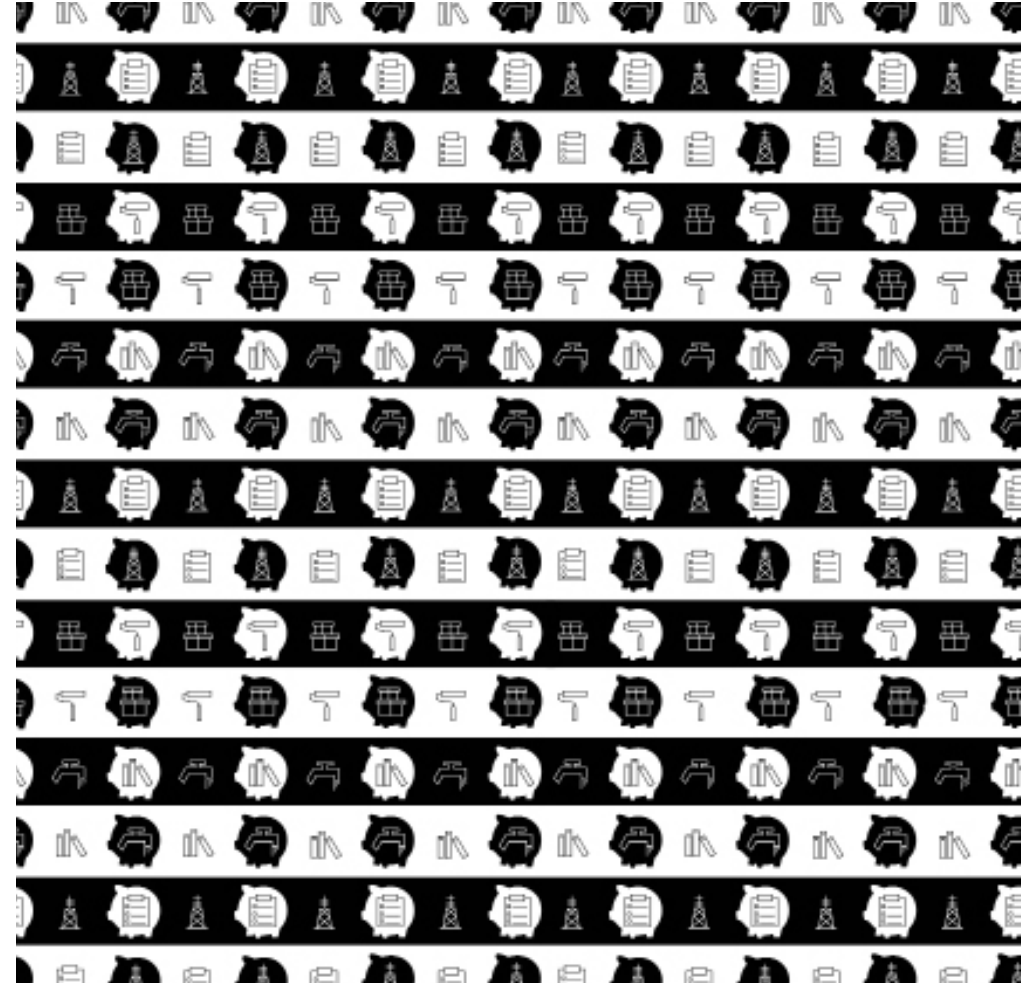
pattern 5

I selected the pattern numbered 5 as the final pattern to develop. (Size: 8"× 8")

Repeated Pattern One Color Final



The pattern is scaled down to 50 percent. (Size: 8"× 8")



Pattern Multiple Colors Inspiration



CYMK
86 / 57 / 0 / 0



CYMK
17 / 10 / 87 / 0



CYMK
76 / 36 / 96 / 0



CYMK
96 / 100 / 57 / 21



CYMK
85 / 53 / 0 / 0



CYMK
13 / 47 / 94 / 0

For color selection, again I got strong visual inspiration from bank cards having multiple colors including cambridge blue, bright yellow, cambridge green, dark purple, sky blue, and orange yellow. (Figure 1) Color wheel teaches me the basic color theory literally. (Figure 2)

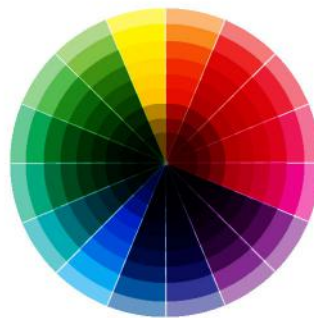


Figure 2

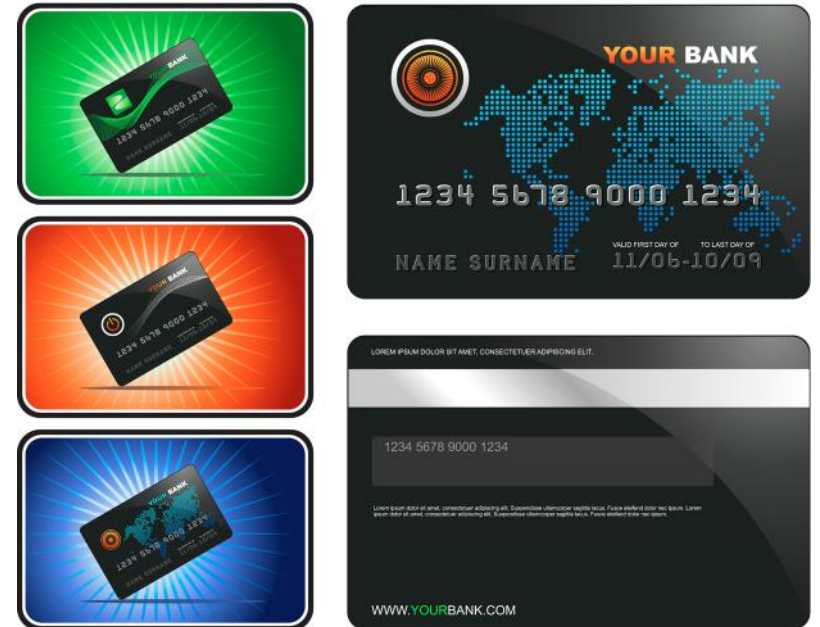
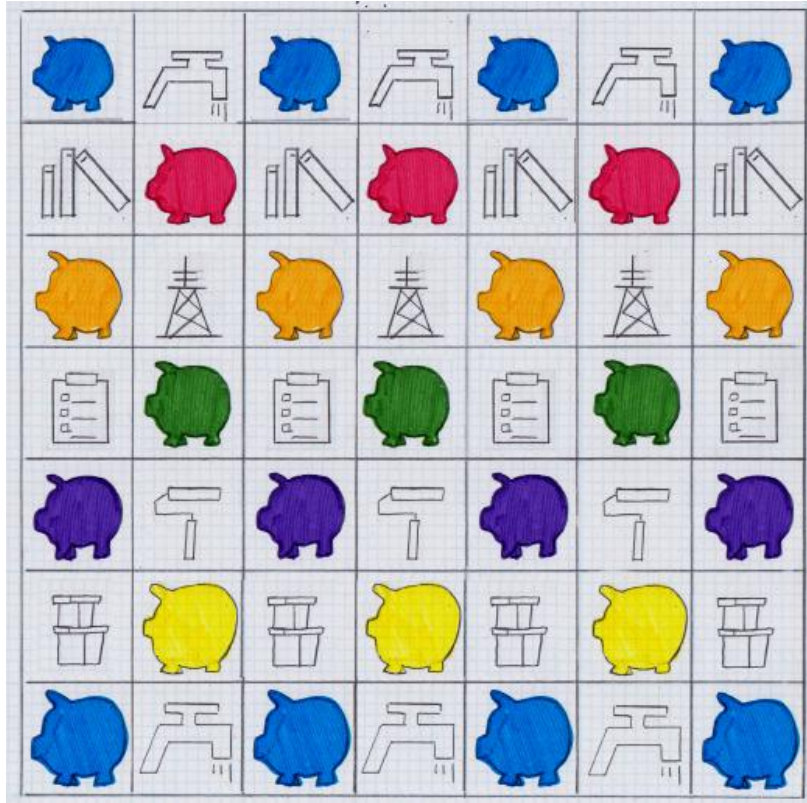


Figure 1

Pattern Sketches Multiple Colors

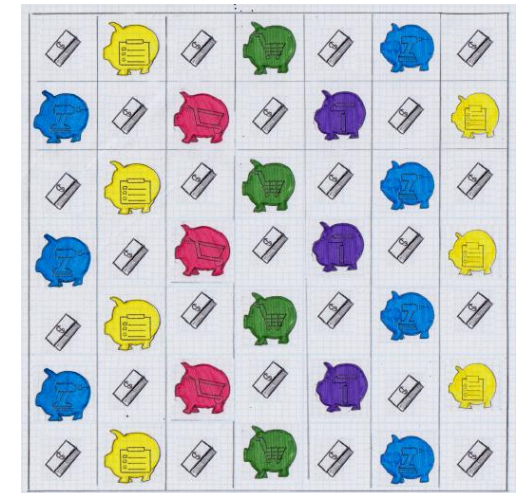


pattern 5

I selected 3 preferred patterns numbered 2,3,and 5 from those 9 black and white cases to add colors based on the repetition of shape texture, and direction. One of them is going to be the final outcome with colors. (Size: 8"× 8")

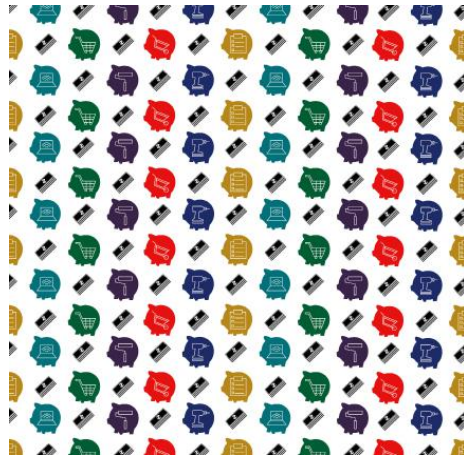


pattern 3



pattern 2

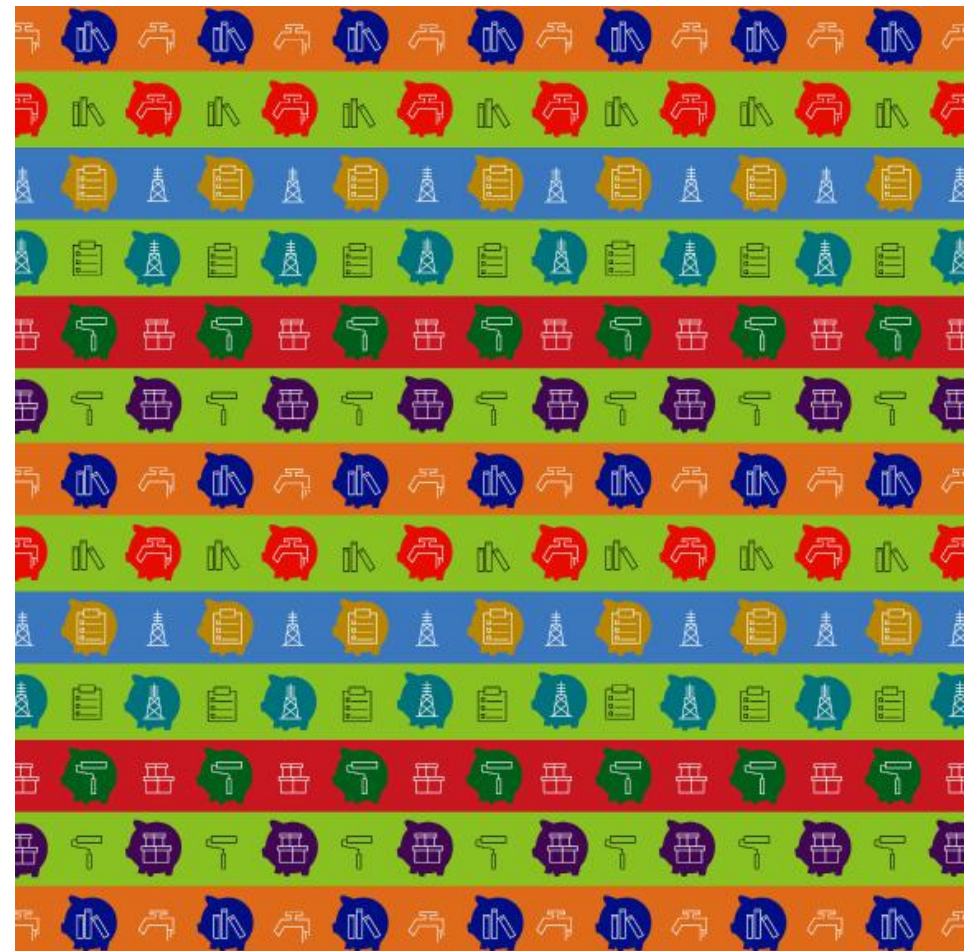
Pattern Multiple Color with Vector



pattern 2

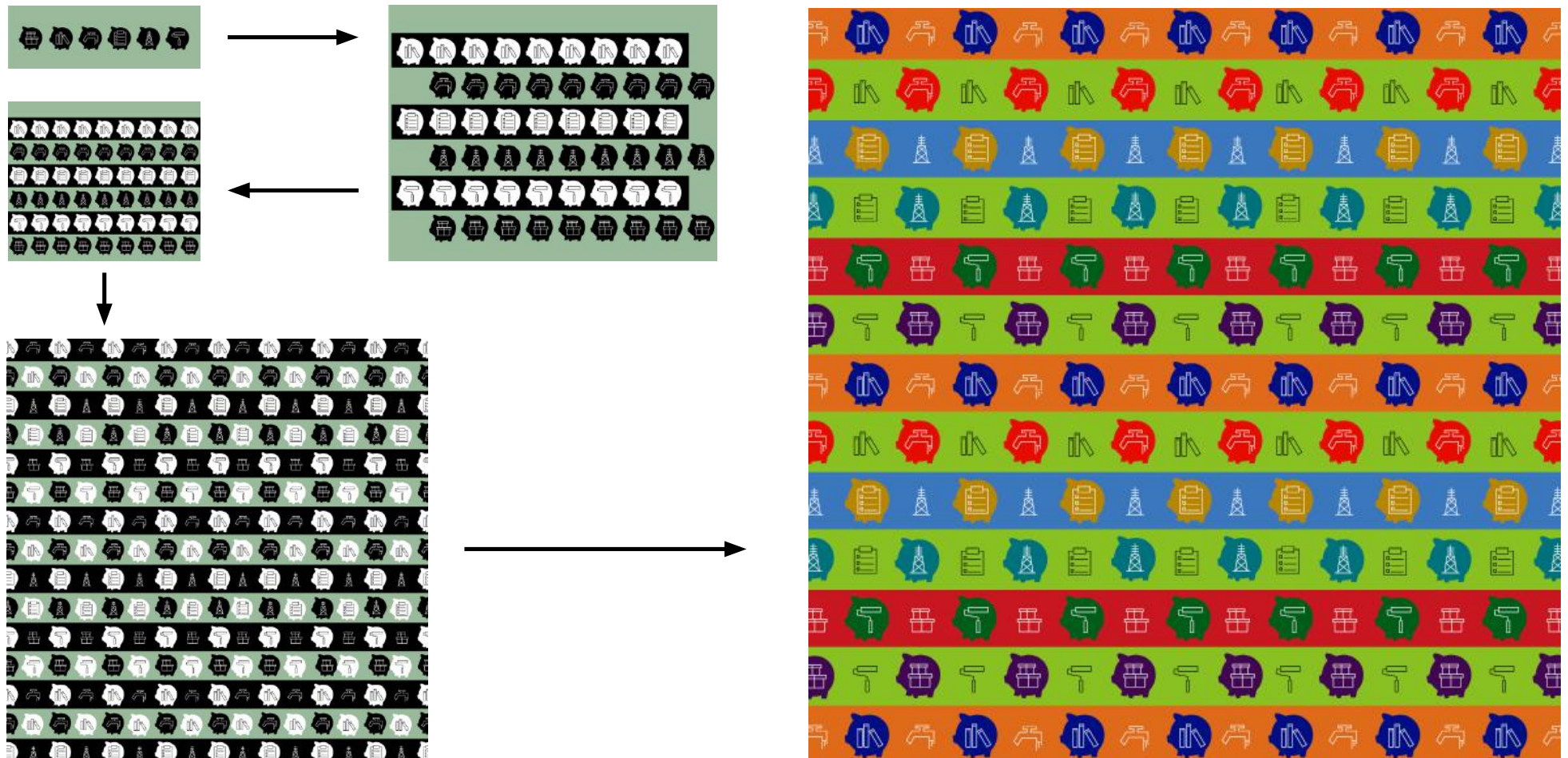


pattern 3

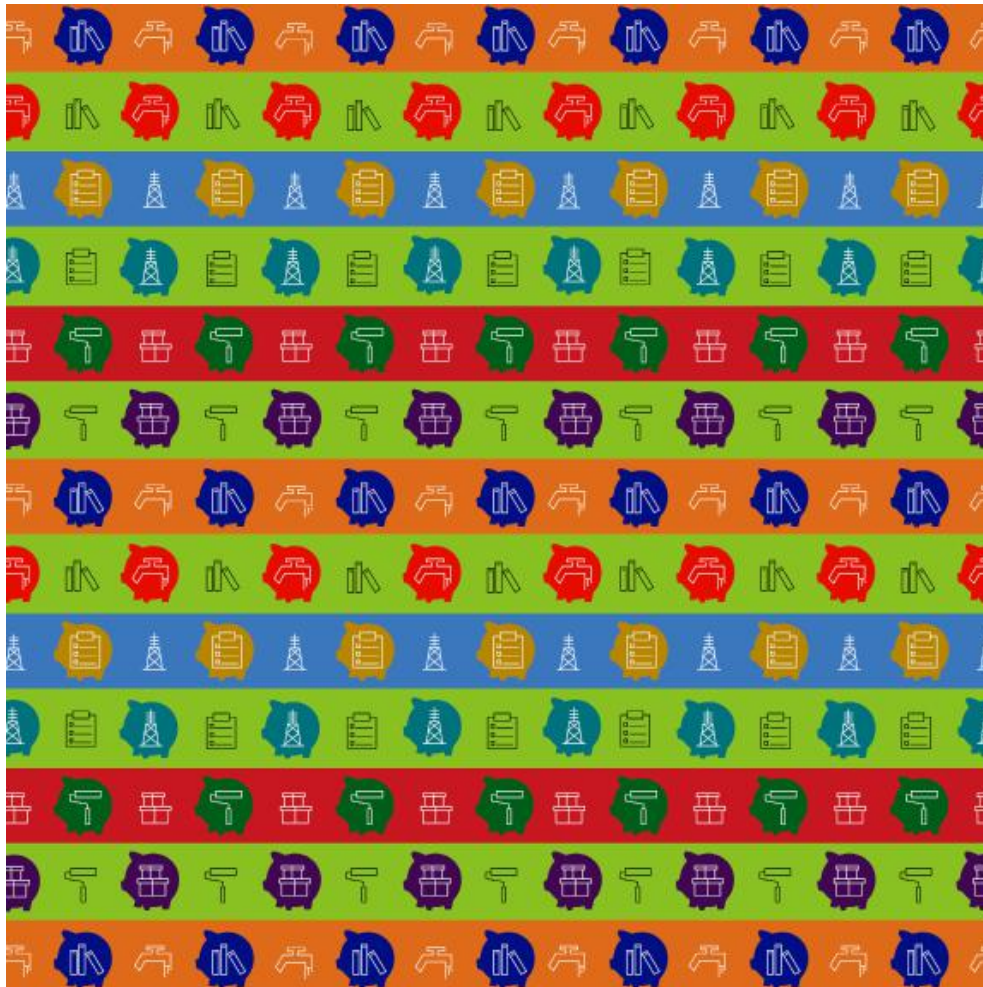


pattern 5

The Evolutionary Process of Final Pattern



Pattern Multiple Color Final



pattern 5

I name this final one as PIGGY TRIBAL PATTERN

The pattern contains four horizontal and five vertical slots with piggy. Each slot holds a different symbol communicating a given meaning depending on the element it is representing and the position where it is in the pattern. In general, when we count, there are twenty elements, referred to as pictograms. There are two network icons, the first one indicating a good strength and the second one poor, trolley, vehicle, and houses. The second horizontal line presents icons that are symbols of battery or power, network booster, bars, fuel and wheelbarrow respectively. On the third line, the components, in the respective manner encompass, tap for water, a cell phone for communication, storey premise, a syringe for Medicare and painting roller for artwork. The rest can be done in the same manner.

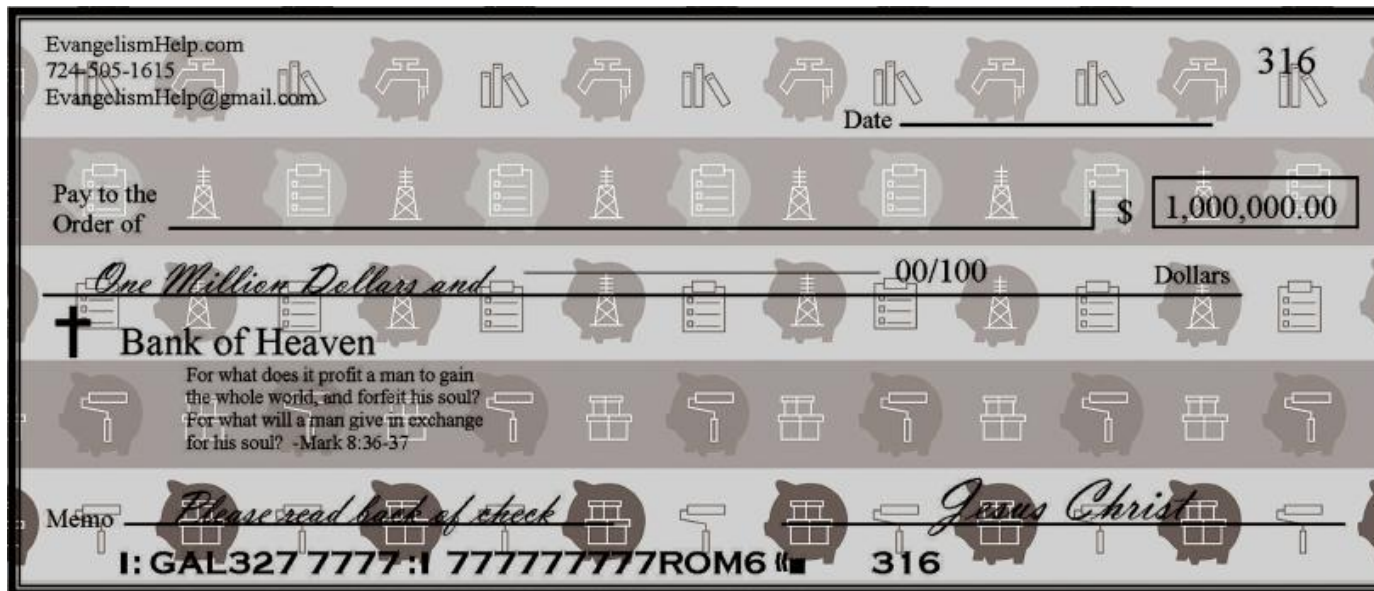


Pattern Application Demonstration Object



Pattern on check

Since the story of pictograms is about credit card monthly expense statement, and there is an usage sense representing people are able to check their bills through checkbooks, hence, placing piggy pattern on checks is a pretty straightforward way to better combine both ideas.



Environment



Pattern on the casement window of bank

The surface of the interior wall of a bank can be decorated with piggy pattern. It can color and active the atmosphere for both staff and customers

Dynamic

The pattern is placed on the top of the interface of mobile online banking.



Design Applications of

ICON



I selected three of the twenty pictograms developed in previous work to illustrate three design applications in my proposed environment with a combination of the following elements

Inspiration
from Objects
placed on
Exterior Wall



Inspiration From Objects placed on Interior Wall



BRAIN MRI SCAN

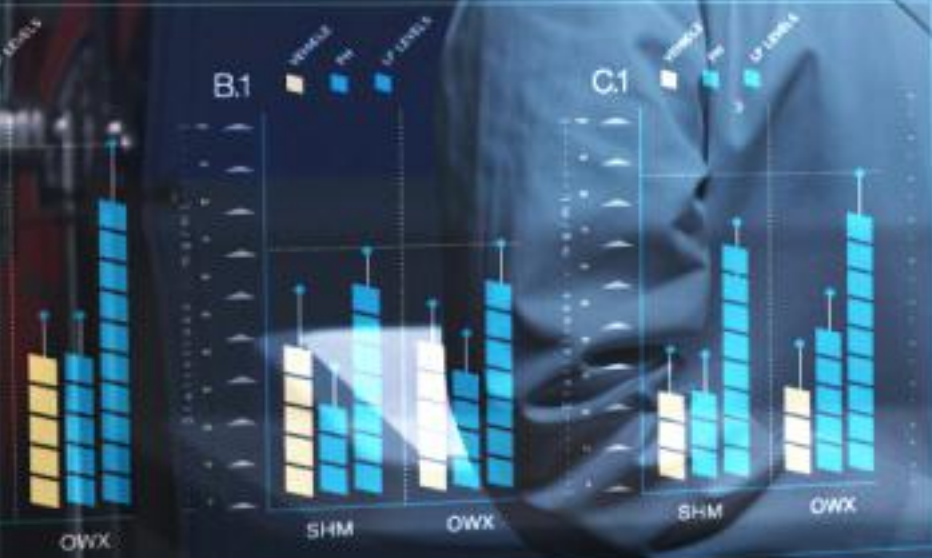


BRAIN MRI SCAN

PATIENT NAME : FENG ZHI
LOCATION : CHINA BASIN
DOB: 102565
FUNCTION: BRAIN
DAY: WEDNESDAY



PERFORMANCE LEVELS



◆ INCOMING LINK...

SCHEDULE REMINDER
GMI PROCEDURE

BRAIN MRI SCAN

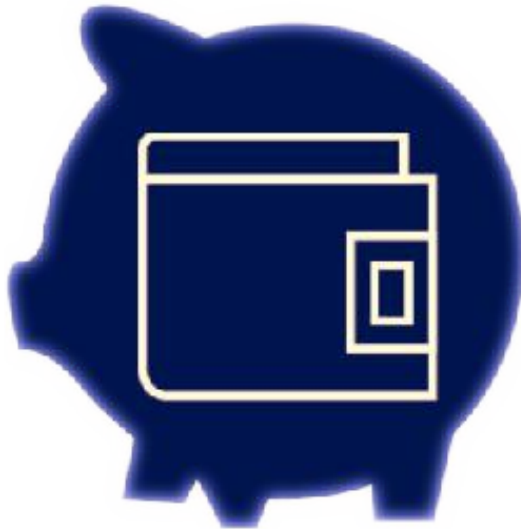




Inspiration from Wall-Format Display Glass

(building walls)

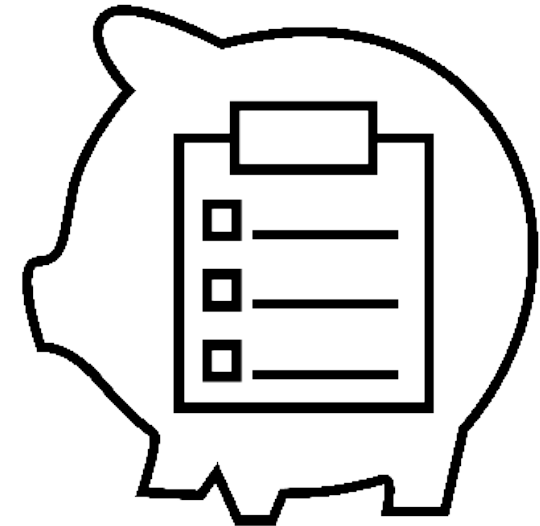
Features: thin, lightweight, damage resistant, 3D projection" display glass for various handheld devices, and see how much better than curtains would be some "privacy enabling, color selectable, UV/thermal insulated, durable electrochromic glass



This pictogram would be applied to place on the exterior wall of a chase bank house. People will notice a giant piggy sculpture, and get more idoneous once they walk to Chase closely.



This pictogram would be applied to place on the center of interior wall of a chase bank house.



This pictogram would be applied and displayed onto Wall-format Display Glass.

Sketches of Pictogram Design Application

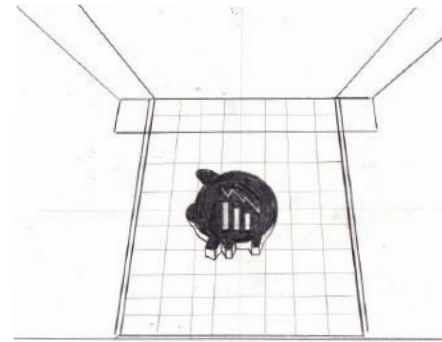


Figure 2

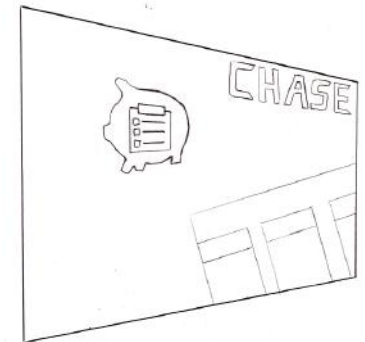


Figure3

Sketch to the pictogram sculpturing on the exterior wall of the chase bank house based on the inspiration. (Figure1)

The pictogram sculpturing on the center of interior wall of a chase bank house based on the inspiration. (Figure 2)

Sketch to the pictogram displaying on Wall-format Display Glass based on the inspiration. (Figure3)

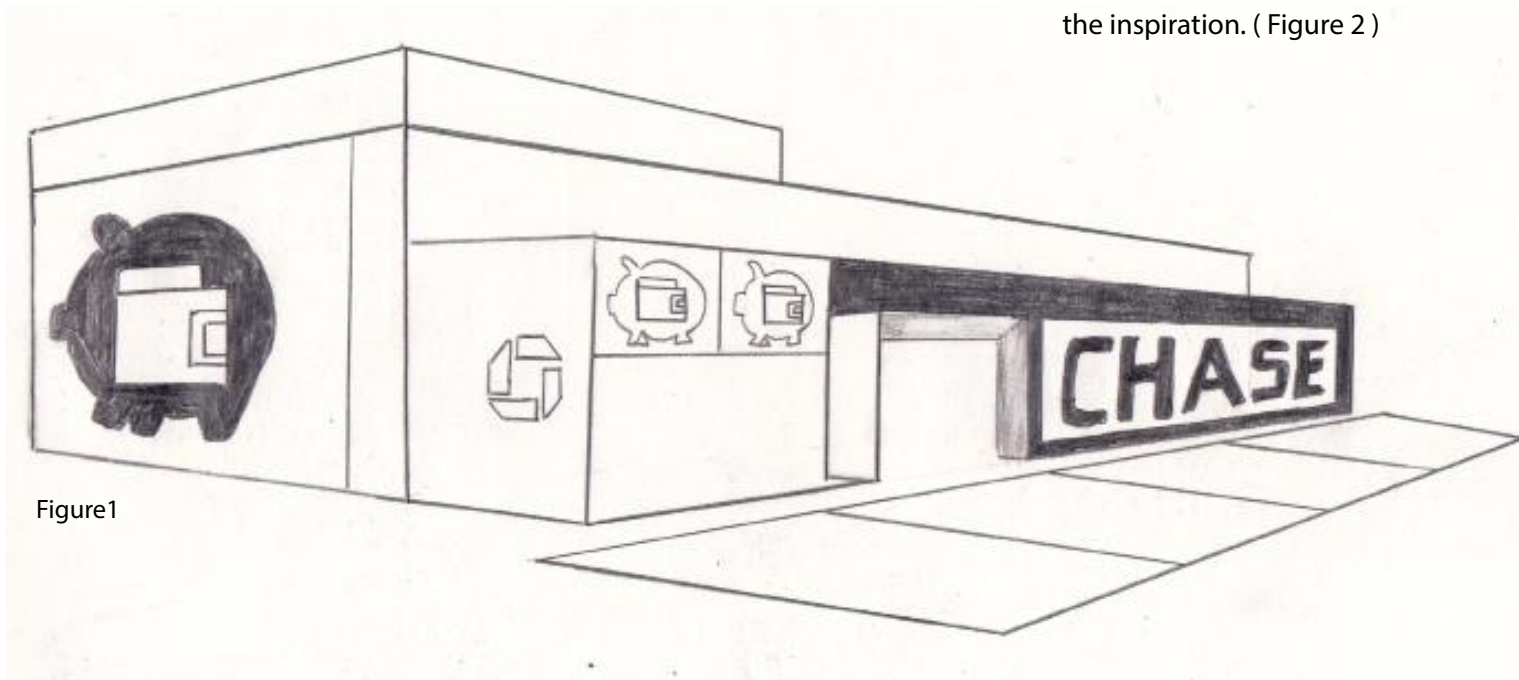


Figure1

Materials Used for Manipulating



the places showed in these 3 images give spaces to show three ways the pictograms can be applied to.



Indoor Space with Dimensional

This pictogram would be applied to place on the exterior wall of a chase bank house. People will notice a giant piggy sculpture, and get more idoneous once they walk to Chase closely.



CHASE



Lighting Effect

This pictogram would be applied to place on the Wall-Format Display Glass with build-in lights in the exterior of a chase bank house.

