

공공장소에서 픽토그램 디자인 방향에 관한 연구 (대학도서관 중심으로)

A study on the Direction of Pictogram for Public Place (Focusing on University Library)

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1. Introduction

1.1 Background and purpose of the research

Today, there are hundreds of libraries in Korea, and sign system development is needed in library facilities in order to have effective communication for users. Library facilities have very unique space compositions because of its functions of the building. For the convenience of the users, usage of pictogram is needed in the library. Pictogram is a very important element especially in public place. Pictogram can send information clearly and fast, more than the words. Pictogram is for everybody which seeks for public benefit. The object of the research is to focus on development of pictogram in library sign system in order to have effective communication for users.

1.2 Scope and methods of the research

In this research, I develop pictogram which is used in signs in the bookroom of the university library. I investigate on characteristics of library and pictogram and then find design direction of the pictogram. The design should be clear for first time users and also the design should not give any boredom for frequent users.

2. A research on library

2.1 The purpose and function of the library

The main function of the library is to make connected communication between users and documents in the archives. Library collects documents, classifies them, and offers the documents for users. The great amount of documents are classified into 10 categories, which is called Dewey's decimal system. Nowadays, most libraries use Dewey's system.

[Table 1] Dewey's Decimal System

| | |
|---------------------|---------------------|
| 000 Generals | 500 Applied Science |
| 100 Philosophy | 600 Art |
| 200 Religion | 700 Language |
| 300 Social Science | 800 Literature |
| 400 Natural Science | 900 History |

2.2 Aspects of university library

University library's main purpose is to convey knowledge, and to produce them. The function of university library is focused on education. A Collection of books, and documents are divided into its own category,

3. A research on pictogram

3.1 Development of pictogram

In ancient history, graphic symbols were engraved in caves or rocks. In 1300 BC. Egypt had Hieroglyphic character, and in 1300 BC. China had inscriptions on bones and tortoise carapace. Many other archeological examples can be founded throughout the entire world. From archeological point of view, visual language (before letters were invented) is called pictogram, such as hieroglyphic character.¹⁾ These graphic symbols substitute letters and as time passed, these graphic symbols began to supplement letters. International Organization for Standardization (ISO) uses pictogram as an official language. Pictogram became very important element especially from 1964 Tokyo Olympic games. Since then various styles were developed for users to recognize them easily.

3.2 Analysis on the pictogram

Pictogram is a non-verbal message, a thought or an idea, and complex objects are implied in it. Therefore, pictogram has symbolic aspect, individual aspect and other aspects as well. Most signs in the libraries use very little pictogram. Especially in university libraries, only bathroom, no-smoking and exit signs used pictogram. In order to find design direction for university library, following elements should be considered.²⁾ Those elements are universality, perceptual recognition, standardization, interest, and suitability. Pictogram use images that can be commonly founded in the daily life. Since it symbolizes a meaning or a thought, so it can have more movement than graphic symbols.

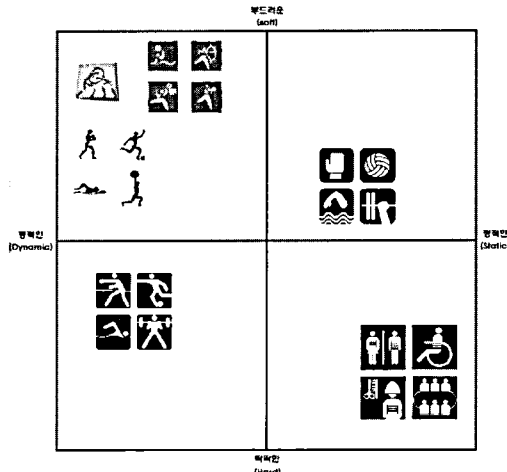
1) 유혜영, 수송기간 픽토그램에 관한 연구, 숙명여대 대학원 1986, p.7

2) 홍성일, 서울대공원 안내사인을 위한 동물 픽토그램 디자인에 관한 연구, 국민대학교석사논문, p.18-19 1998

4. Design Process

In order to extract pictogram image, I made image matrix. The following matrix is based on pictogram used in olympic games. Recent olympic game pictogram has more dynamic and soft impression.

[Table 2] Olympic Pictogram Image Matrix



I selected dynamic, hard style from the matrix. After the selection, I analyzed 10 different categorization of the subjects. In generals section, there are books such as dictionary, general knowledge regarding everyday life. In philosophy section, there are books about general philosophy, psychology and ethics. After analyzation, I tried to sketch images that represent the subject which has immediate recognition. For example, for religion, it is very difficult to find one image that represent the meaning of religion. In order to solve the problem, I used well-known religious symbols. For philosophy, I tried to create a philosopher. A philosopher is a man who constantly is thinking. Glasses can be a representation of thinking. For art, I combined the image of palette and music note together. Those two combined icons explain themselves what art is. Language has speaking and listening actions, so I created a person talking. It is more effective to show a person talking instead of listening. Pictogram has a lot of characteristics in it. Pictogram can be very descriptive or symbolic.

5. Conclusion

Pictogram can be more powerful tool than the words. Because people tends to recognize picture first than the letters, when they look at the picture, the interpretation of the picture is embedded in their head.³⁾ From the image matrix, I developed pictogram that has dynamic, and hard aspect. For each categorized subject, I applied elements such as universality, perceptual recognition, standardization,

interest, and suitability. These pictogram should represent their own subject without any intervention of personal thoughts. The subjects should be able to recognize easily, and the meaning should be able to communicate well with the users. Also, the style of the pictogram should bring enough interest for users to notice.

[Table 3] Pictogram design for University Library

| | | | |
|-----------------|--|-----------------|--|
| Generals | | Applied Science | |
| Philosophy | | Art | |
| Religion | | Language | |
| Social Science | | Literature | |
| Natural Science | | History | |

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3) 존 앤더슨, 인지심리학과 그 응용, p.148-150 요약