

Category: **Research**

Project: **PICTOGRAPHY IN MOTION**

**What was the challenge?**

Although pictograms and motion are part of our day-to-day life, few are the examples that tie these two topics together. The aim of our study in connection with information design was to examine the significance of adding motion to a reality that is seen as being chiefly “analogue”.

The creation of “meanings of complex information” is a task that requires information designers to take a systematic approach to the project, combining analytical, graphic elements and as we propose, animation. This concept of interdisciplinarity is reinforced when it is observed that information design can also combine motion or animated images.

**What was the solution?**

Based on theoretical concepts, case studies and the results of field research that included interviews, surveys and focus groups, we developed and tested speculative propositions for adding motion to thirteen AIGA system pictograms. After the modification of the pictograms we collected data through interviews and focus groups with designers and non-designers.

**What was the effect?**

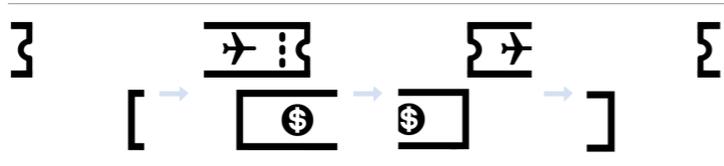
The research findings have led us to conclude that the introduction of motion could be an important contribution to facilitate the interpretation of pictograms and to enable them to develop in others ways, for example, to encourage civic behaviour, enhance the content of a message and to create emotional ties.

We witnessed with this research that moving pictographs are better to decode, when compared with static pictographs. We also proved in this research that movement can help to understand the pictographic messages, because it improves the relation between form and meaning.

**Pictograms with identification difficulty**  
% Answers Right

Before (Phase 1)	After introduction of movement (Phase 4)
	80%
	77%
	97%
	17%
	77%
	70%

Main forms of contribution	Main forms of approach
<ul style="list-style-type: none"> <li># Increase effectiveness of the message</li> <li># Reinforce message context</li> <li># Create emotional links</li> <li># Encourage civic behaviour</li> <li># Update processes</li> </ul>	<ul style="list-style-type: none"> <li># Humanization</li> <li># Sequential chromatic change</li> <li># Changing the perspective</li> <li># Rotation with non-pragmatic elements</li> <li># Highlight the elements</li> </ul>



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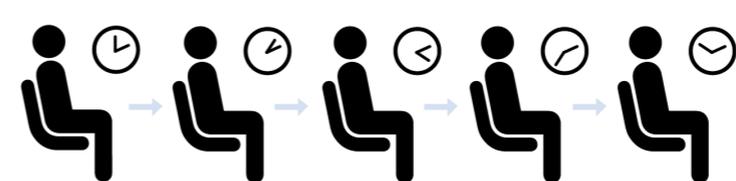
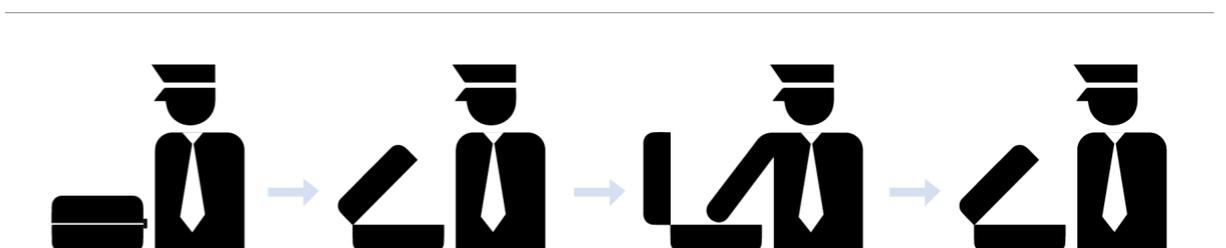
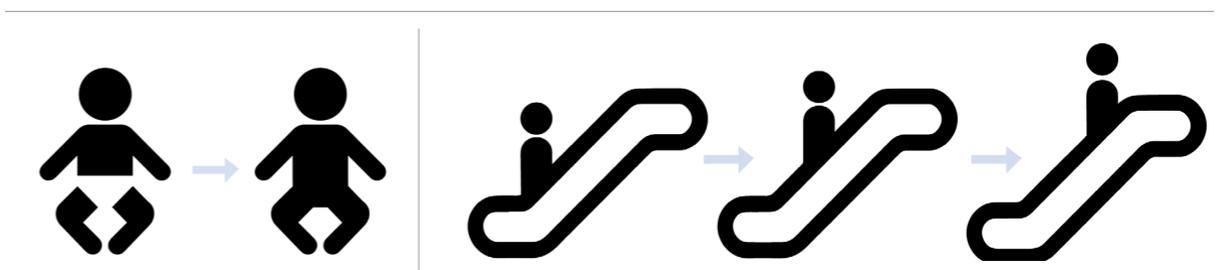
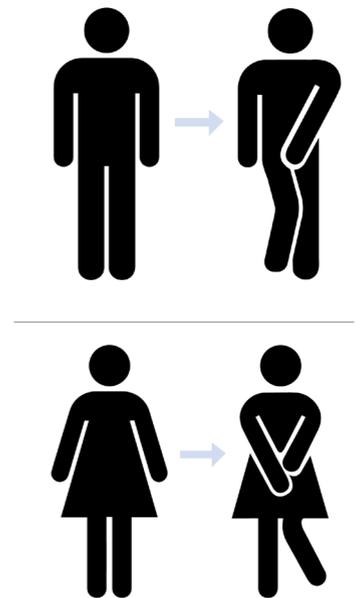
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**Pictograms without identification difficulty**  
% Answers Right

Examples of additional contributions explored  
Strengthen Context / Create Emotional Links

Before (Phase 1)	After introduction of movement (Phase 4)
	100%
	100%
	100%
	100%
	100%
	100%



FINAL NOTES  
\*This project is in revision to be published in a Springer publication.