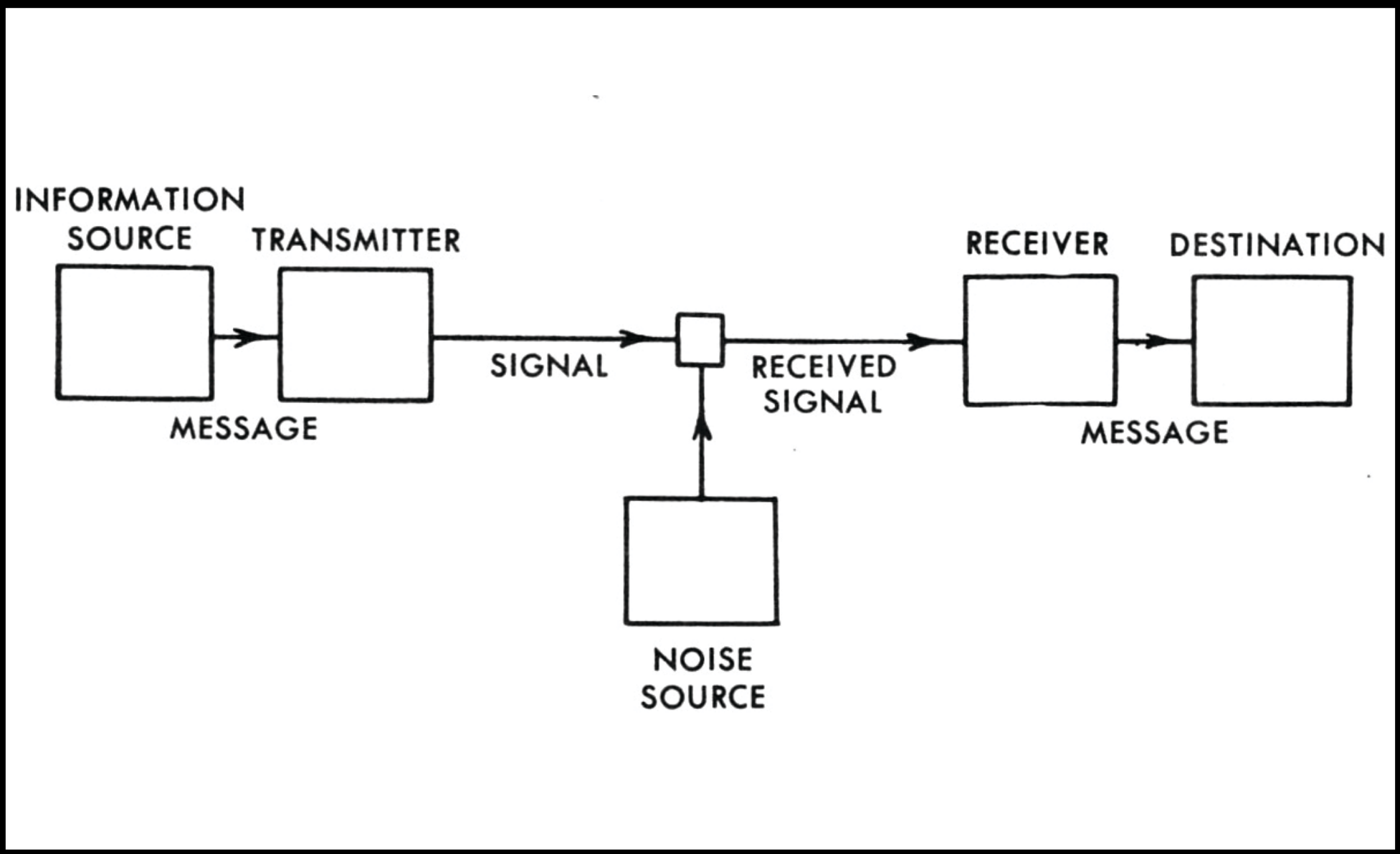
Communication, Semiotics and Design Fundamentals

Lecture 3
IML 499

USC

Reading Review

- One volunteer—lead discussion
- Take a few minutes to read the response posted on Slack
- What are the key takeaways you had after reading?


INFORMATION SOURCE
TRANSMITTER
SIGNAL
RECEIVED SIGNAL
RECEIVER
DESTINATION
MESSAGE
MESSAGE
NOISE SOURCE

Questions

- What happens to noise when a computer mediates a signal change?
- Information is uncertainty, surprise, difficulty and entropy. What does Gleick mean by these with respect to information theory?
- How does a state machine relate to information theory?
- What is the relationship between cryptography and information theory?

Semiotics

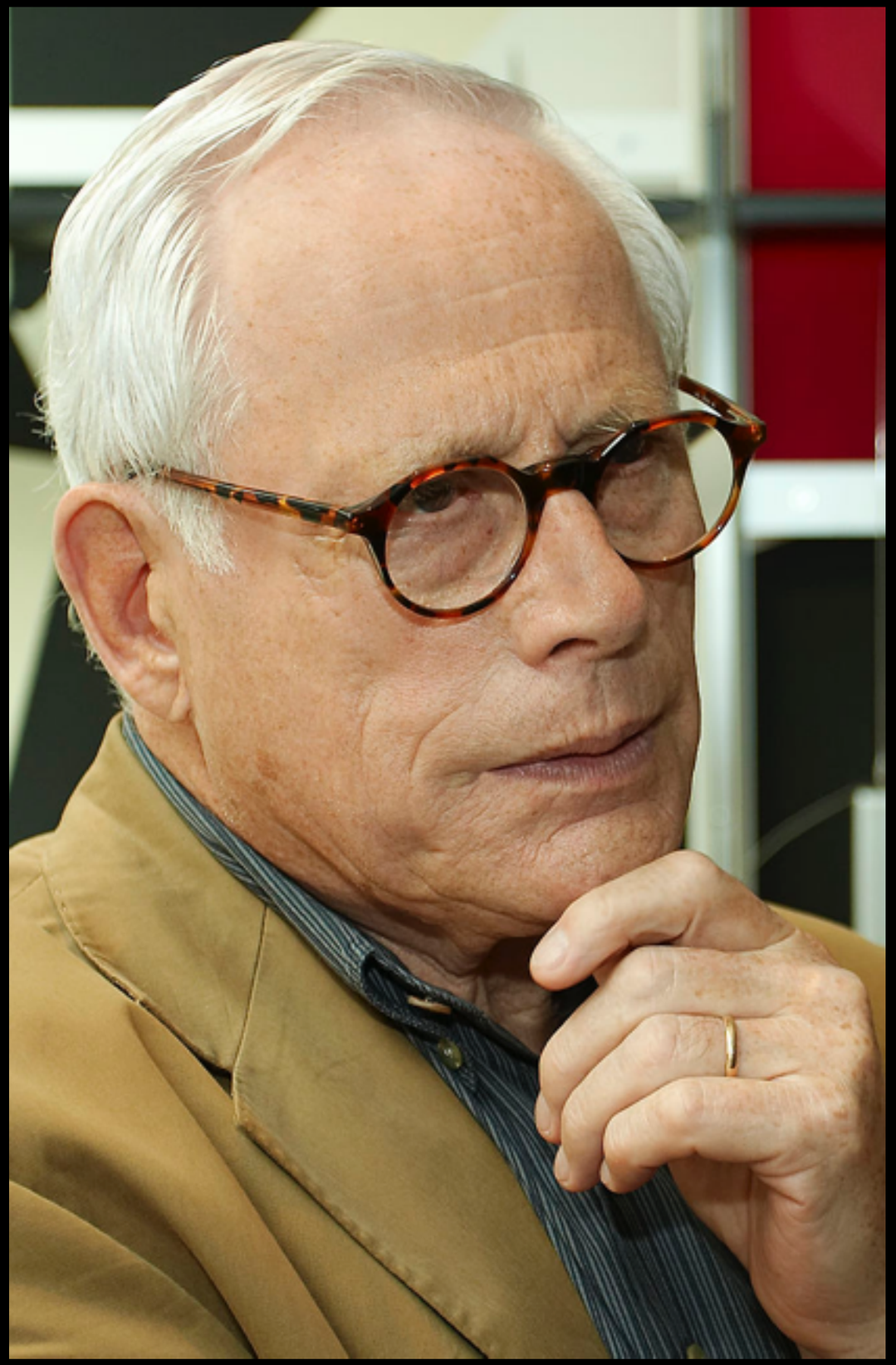
- From “semeion” (Greek for “sign”)
- The study of meaning-making and communication through cultural life (i.e., signs)
- Two founders Swiss linguist Ferdinand de Saussure and American philosopher Charles Sandres Pierce
- What is the relationship between semiotics and information theory?

Disciplines of Design

- Graphic Design
- Interaction Design
- Industrial Design
- Architecture
- Urban Plannning
- *Many, many more!*

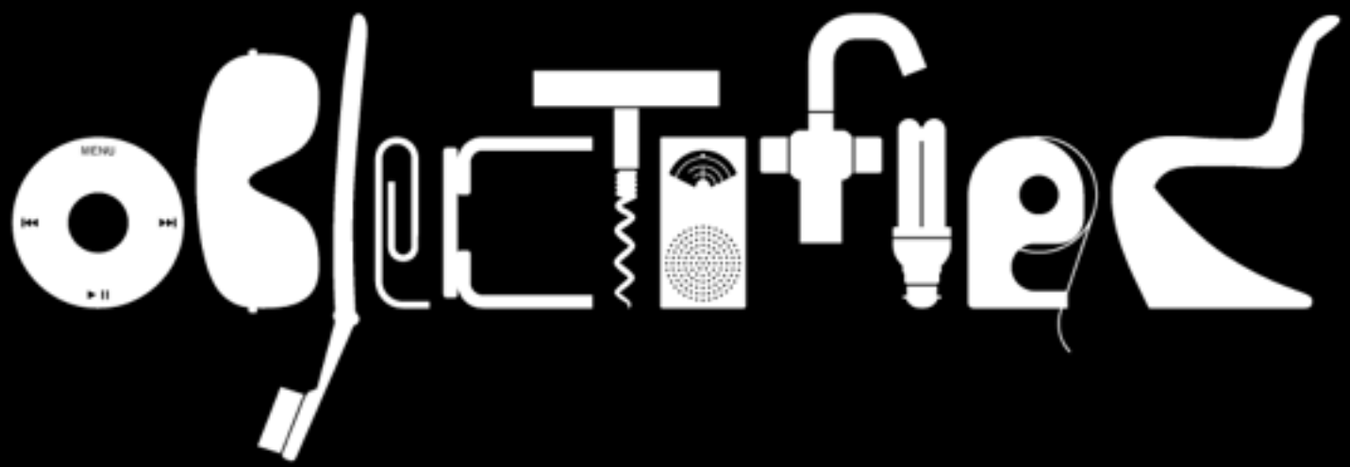
Dieter Rams

Industrial Designer, Braun



Jonathan Ive

Chief Design Officer, Apple



Principles of Good Design

https://www.youtube.com/watch?v=RWoprIPMBnA

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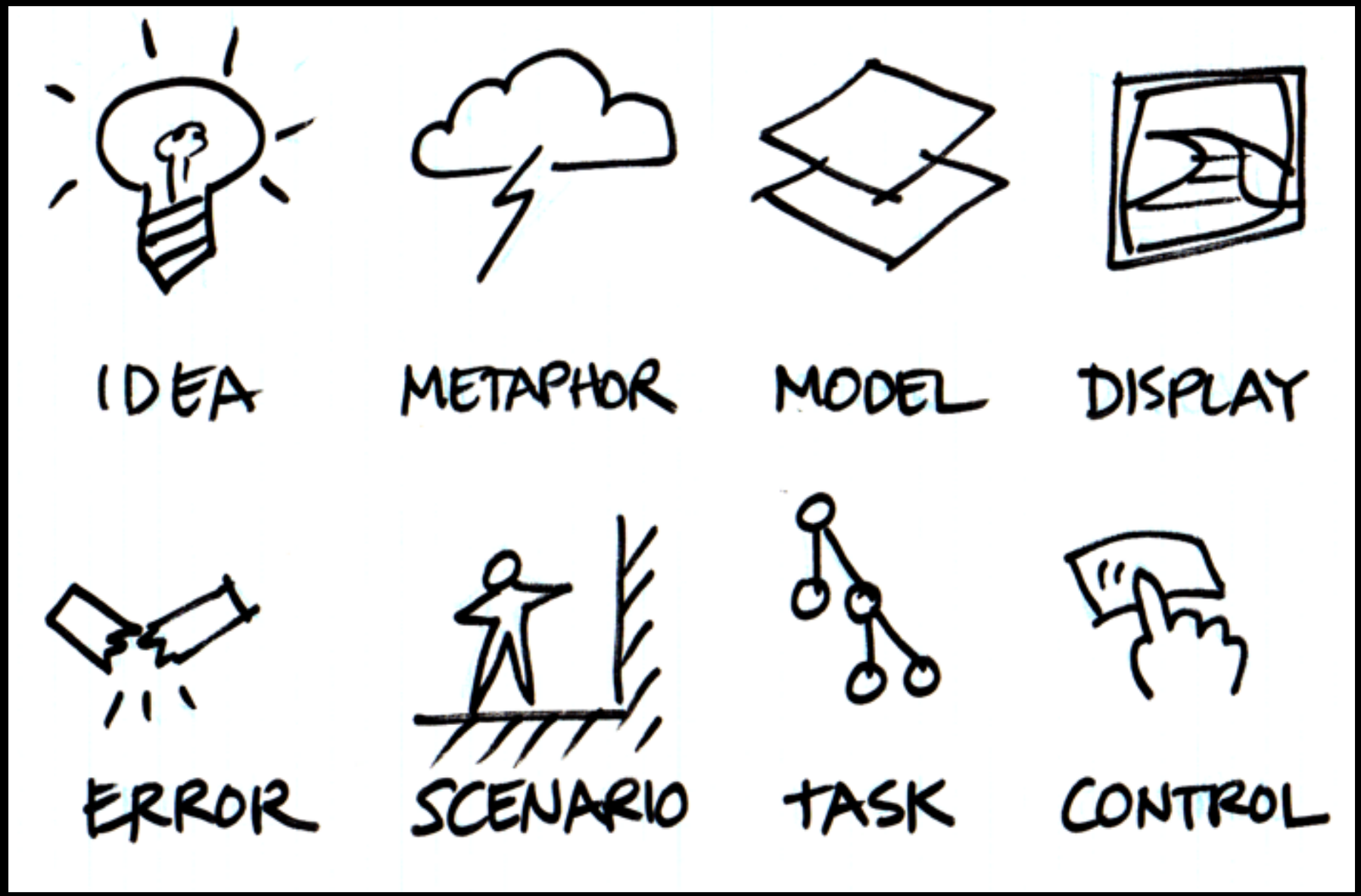

Startups, this is how deisgn works.

https://startupsthisishowdesignworks.com

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The Relevance of Semiotics in Design

http://boxesandarrows.com/semiotics-a-primer-for-designers/

Bringing it Back

- What is the relevance of Shannon's Information Theory and the study of Semiotics?
- What is the tie of semiotics in design? How does it differ with software?

For next class…

- Read Chapter 1 of *The Design of Everyday Things.*

- Be prepared to discuss concepts of **visibility**, **mappings**, **affordances**, **constraints**, **models** and **feedback**.