



## **The Art of Rich Pictures - Audio**

*The Art of Rich Pictures in Icons and Signs*

### **Lucy Holmes:**

Someone comes to London to see an exhibition at Tate Modern – they've got to find it. The end result is images. In a way, sometimes, what we try to do is invisible and we use symbols that people recognise without recognising

### **Tessa Berg:**

Why on earth would you start drawing little pictures? Little cartoon-like images? It seems almost inconceivable that this would be of any use.

### **Professor Simon Bell:**

Wander through the urban environment and you'll see these images everywhere.

### **Lucy Holmes:**

No one can find the cloakroom, no one can find the loo.

### **Professor Simon Bell:**

A device which almost instantly transfers a great deal of its understanding, its essence, its knowledge to the viewer.

### **Professor Ken Eason:**

I think we carry around with us systems of understandings – there are all sorts of connections.

### **Lucy Holmes:**

You look at it and you're like 'oh OK'

### **Tessa Berg:**

And often these thoughts aren't -. They're conceptual

### **Lucy Holmes:**

And going over the decades it's interesting because if you look now, like the Wi Fi symbol – I remember when we were first designing a Wi Fi symbol, it was like 'what are we going to do?' There isn't one and we need one now, so we're going to do one and then you see later maybe you got it sort of right

**Tessa Berg:**

Probably about the age of 12, when we go into High School, we stop drawing pictures and the chances, but the chances are that we won't sit and doodle, we won't sit and draw little pictures that mean something to us and in my view that's a shame. If we're visual thinkers, and we are hard wired to think visually, that's a fantastic way of explaining or showing what you're thinking at any one time.