Assignment 4, Design Challenge Symbol Set

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Airline Industry - Icons you would see in an airport.

Icons:

1. Security

2. Parking

3. Currency Exchange

4. Domestic Flight

5. Layover/Stopover

Main Idea

The main idea behind the icons was to search for icons that don't appear to be standardized in the airline industry. For example, it would be very difficult to come up with a new icon for "baggage claim" that isn't a suitcase, yet which also meaningfully communicates the message of baggage claim.

I also wanted to see if I could make icons for things which aren't currently in use. For example, I don't believe that airlines have a symbol for domestic flights. I think they just label the international flights, and leave the domestic gates unlabeled, so I thought it would be interesting to create an icon for them. I also don't believe there's an icon for layover/stopover flights. There's an icon for transfers/connecting flights, but those typically make use of revolving arrows, which is a bit confusing in my opinion.

In short, I selected icons that I believed I could create new, meaningful icons for, without making them overly representative.

1st Audience

The typeface on which these icons are based is Quiche, from Adobe Fonts. It's a modern serif typeface with very high contrast and a fair amount of ornamentation. Modern, high contrast serif typefaces are common in fashion and make-up branding, as well as social media graphics, all of which are popular with young, "high-class" urban women.

The background of the icons are pastel colors. The use of such light, pastel colors is again common in fashion and popular among young women on social media. Desaturated, muted tones are common in universities and businesses because they

communicate professionalism. The colors were also selected so as not to obscure the icons, which are white because it complements the lighter colors.

Icons

The security icon is an eye in order to simplify the traditional airport security icon, which is typically an illustration of a person with a security officer uniform. By reducing an officer to a single, watchful eye, the message of surveillance and security is communicated instantly. The eye has makeup to add a feminine touch and make use of the typeface's ornamentation.

The parking icon is an abstracted parking lot, featuring slanted parking slots on either side. Parking lots of this nature would typically be seen in urban environments, like apartment complexes, businesses, universities, and airports, where there's a large amount of people convening.

The currency exchange icon features a square and a circle. These shapes are positioned in such a way so as to suggest that the square is transitioning into a circle. This boils down the nature of currency exchange into its bare essence: one substance is becoming another. The use of shapes also represents the nature of varying currency values: one currency may be "worth more" or "worth less" than another, so you may end up with less, as when you change a square into a circle.

The domestic flight icon is actually based on both Quiche as well as the standard icon for international flights, which is a globe with various grid lines on it. I selected two of the "panels" from the top-left of the globe, and connected them via a diagonal line to communicate that the flight would be between two close, domestic regions of the world, such as states or provinces.

The layover/stopover icon communicates a flight that has landed, will "rest", and will take off again. The icon was based on the cadence of a layover flight; descension, followed by ascension. The arrowhead is also another example of the typeface's ornamentation.

2nd Audience

The typeface on which these icons are based is Henderson Slab, from Adobe Fonts. It is a monoweight slab serif typeface with a low x-height and a horizontal emphasis. I selected a slab serif typeface because when I think of rural, country America, I can't help but think of slab serifs. I actually have a good friend who lives in the south, and I asked her if she sees a lot of slab serifs down there in the branding and advertising, which she affirmed. As there's a lot more rural, agriculture type activity in the south in comparison to the north, I figured this was a perfect selection. The low, horizontal, emphasis also connects with a more "down-to-earth" mindset.

The colors were selected to resemble those you might see on established traffic signs or heavy machinery. As these icons are typically standardized and designed for

clarity, I believed they would be a helpful inspiration to communicate messages to individuals who might not be accustomed to seeing many other icons, or who may have less of a formal education.

Icons

The security icon has been reduced to a shield, rather than depicting a security guard as mentioned before. In the icon of a shield, we perceive strength and security, yet we also see the form of a badge, which is a shorthand of a more complete uniform and represents the presence of law enforcement.

The parking icon is an abstracted parking lot, featuring straight parking slots on only one side. These are more typical of much smaller, older, rural communities where less people are likely to convene in one place at a time, hence the need for less parking slots. This is not necessarily true of an airport, but would definitely be more recognizable to an older man with living in a rural environment.

The currency exchange icon is an abstracted scale. A rural, blue collar worker might very well be more familiar with an old-style scale (weighing produce with older equipment, for example) than a young, urban female. Currency exchange also used to be conducted using scales. This design for a scale was chosen over another scale design which would have communicated justice.

The domestic flight icon is an abstracted view of farmland, as someone living in a rural community would be very familiar with what it looks like, and one who flies to and from rural communities would know what it looks like from above. This is what urban America would refer to as "flyover country."

The layover/stopover icon also intends to mimic the cadence of a layover flight. However, there's a noticeably large pause between the "ascension" and the "descension". In most of rural America, there's typically less flight activity, and most of the fastest declining airports are located there. There's also more inclement weather such as heavier storms, hurricanes, and tornados. Both of these conditions would result in longer, more numerous layovers.