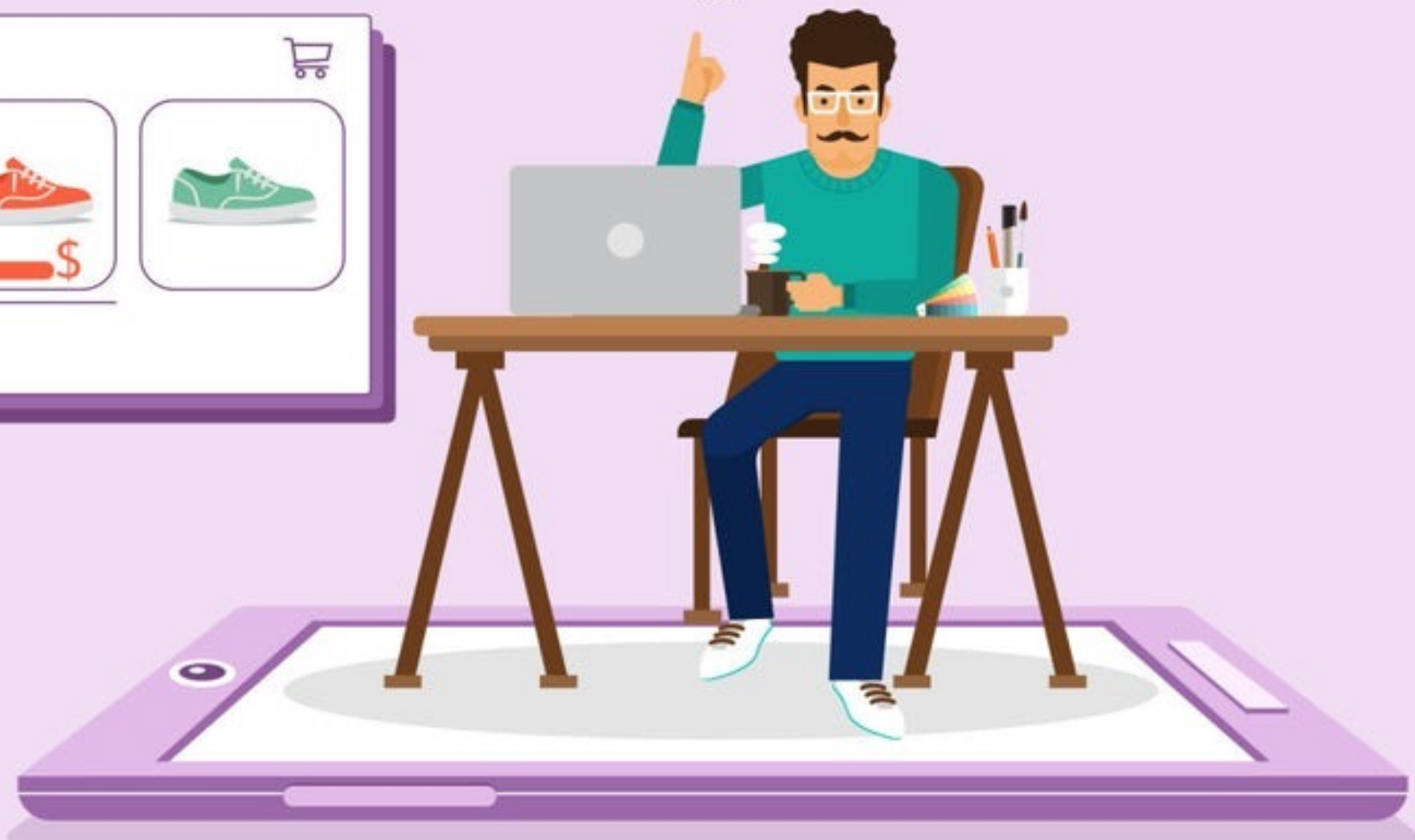
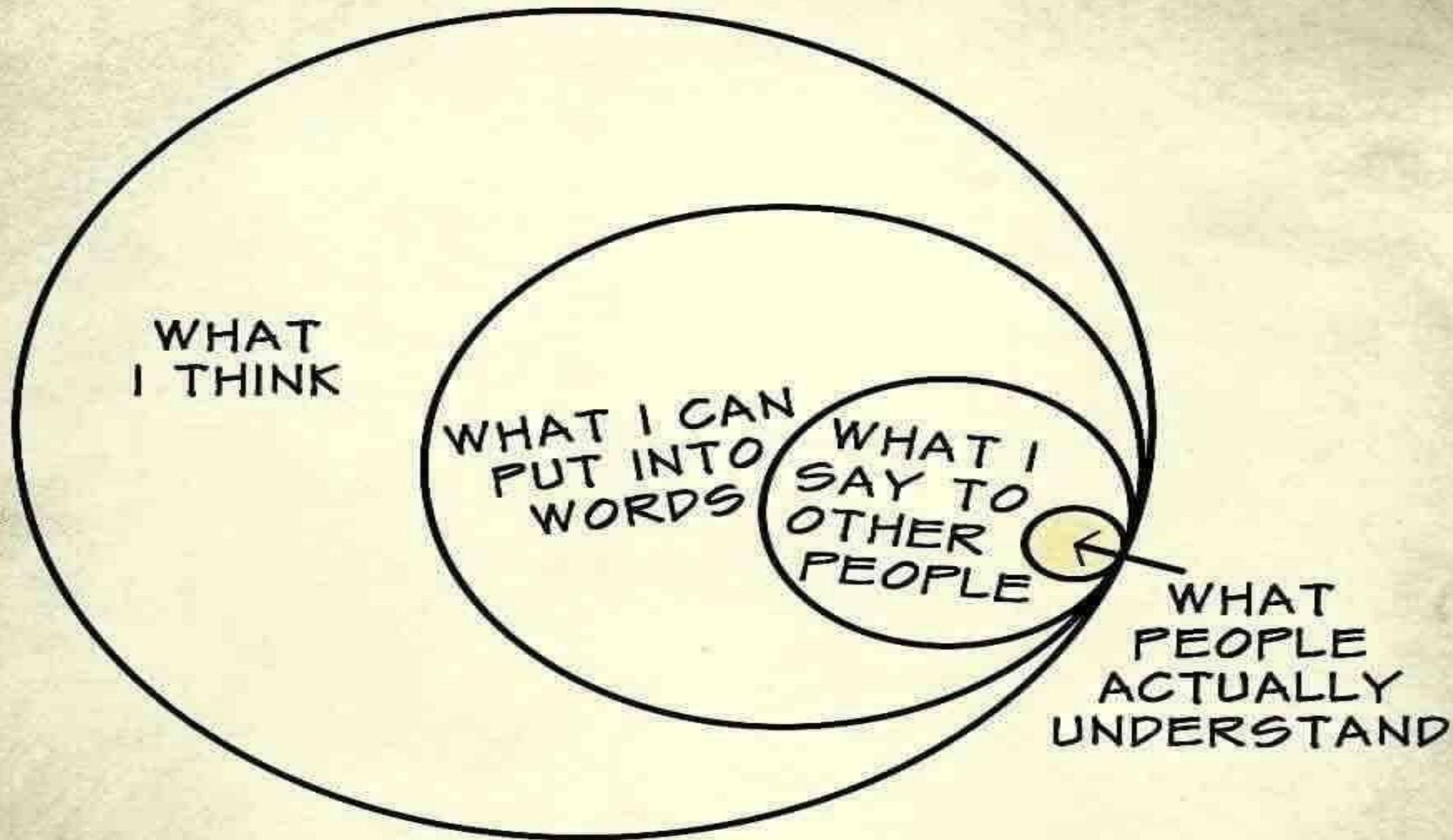


# MEANING, NAVIGATION AND INTERACTIVITY IN UI DESIGN

DR. CLAUDIA JACQUES







- [HTTPS://WWW.YOUTUBE.COM/WATCH?V=SLPOAY-\\_HMK](https://www.youtube.com/watch?v=SLPOAY-_HMK)

- HOW DO WE COMMUNICATE WHAT WE NEED TO VISUAL CONVEY ON A USER INTERFACE?
- HOW DO WE ORGANIZE THE INFORMATION?
- WHAT SHOULD WE TAKE INTO CONSIDERATION?



What is meaning? Semantics, semiotic...

# visual meaning



Watch later



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5/23



Watch on  YouTube

<https://youtu.be/9ZDkp8dUWyw?list=PLS0vVQ7B3Oz4wMQ3i7X2FMTHSnVc4wQFs>

# UNDERSTANDING INFORMATION THROUGH SIGNS, ICONS AND INDEXES

- FORM AND CONTEXT THROUGH THE LENS OF SEMIOTICS HELPS DEFINE AND AFFECT MEANING, NAVIGATION AND INTERACTIVITY IN UI DESIGN



What is Semiotics?



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# What is Semiotics?



Watch on  YouTube

<https://www.youtube.com/watch?v=R7VA95JdbMQ>



se·mi·ot·ics  
,semē'ädiks/  
noun

noun: **semiotics**; noun: **semeiotics**

1.the study of signs and symbols and their use or interpretation.

## Origin




late 19th century: from Greek *sēmeiotikos* 'of signs,' from *sēmeioun* 'interpret as a sign.'

The Daily Telegraph


# SEMIOTICS

Semiotics is the study of signs. It is both the theory & analysis of signs & signifying practices.



Ferdinand de Saussure (1857-1913)

Saussure was a french linguist that was one of the first to produce a semiotic theory during work in the early 1900's. Saussure stated that a sign is made up of two parts, the SIGNIFIER and the SIGNIFIED.



Charles Sanders Peirce (1839-1914)


Charles Sandes Peirce, was an American philosopher that also formulated a semiotic theory around the same time as Saussure, the early 1900's. Pierce stated semiotics to be the relationship between a SYMBOL, ICON and an INDEX.

## SIGN

A successful, understandable form of communication.

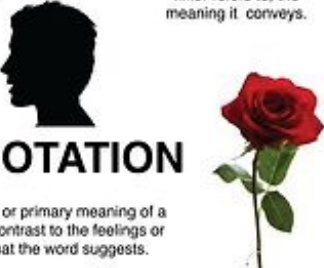
### SIGNIFIER

Any motion, gesture, image, sound, pattern, or event that conveys meaning and communicates.




### SIGNIFIED

The concept that a signifier refers to, the meaning it conveys.




### CONNOTATION

The feelings, ideas and cultural meanings which are associated with the word or object. Not the literal meaning.




### DENOTATION

The literal or primary meaning of a word, in contrast to the feelings or ideas that the word suggests.




### ICONS

Signs where the signifier resembles the signified.




### SYMBOLS

Signs where the relation between signifier and signified is purely conventional and culturally specific.



### INDEXES

Signs where the signifier is caused by the signified.



### Syntagm

A single word or element of design that, when altered, can change the overall meaning.

### Paradigm

A group or related ideas that are interchangeable in a sentence or design, yet they still have the same collective meaning.

The man **walked** **stormed** **ran** **jumped** **crashed** **broke** into the house

# Three Types of Signs

- **Icon** - a sign that physically resembles what it stands for - a literal sign
- **Index** - a sign which implies some other object or event - an implied sign
- **Symbol** - a sign with a conventional or arbitrary relation to the signified - a learned sign



**CAT**

CAN YOU FIND SIGNS, SYMBOLS AND INDEXES  
AROUND YOU?

# Semiotics

-the study of signs



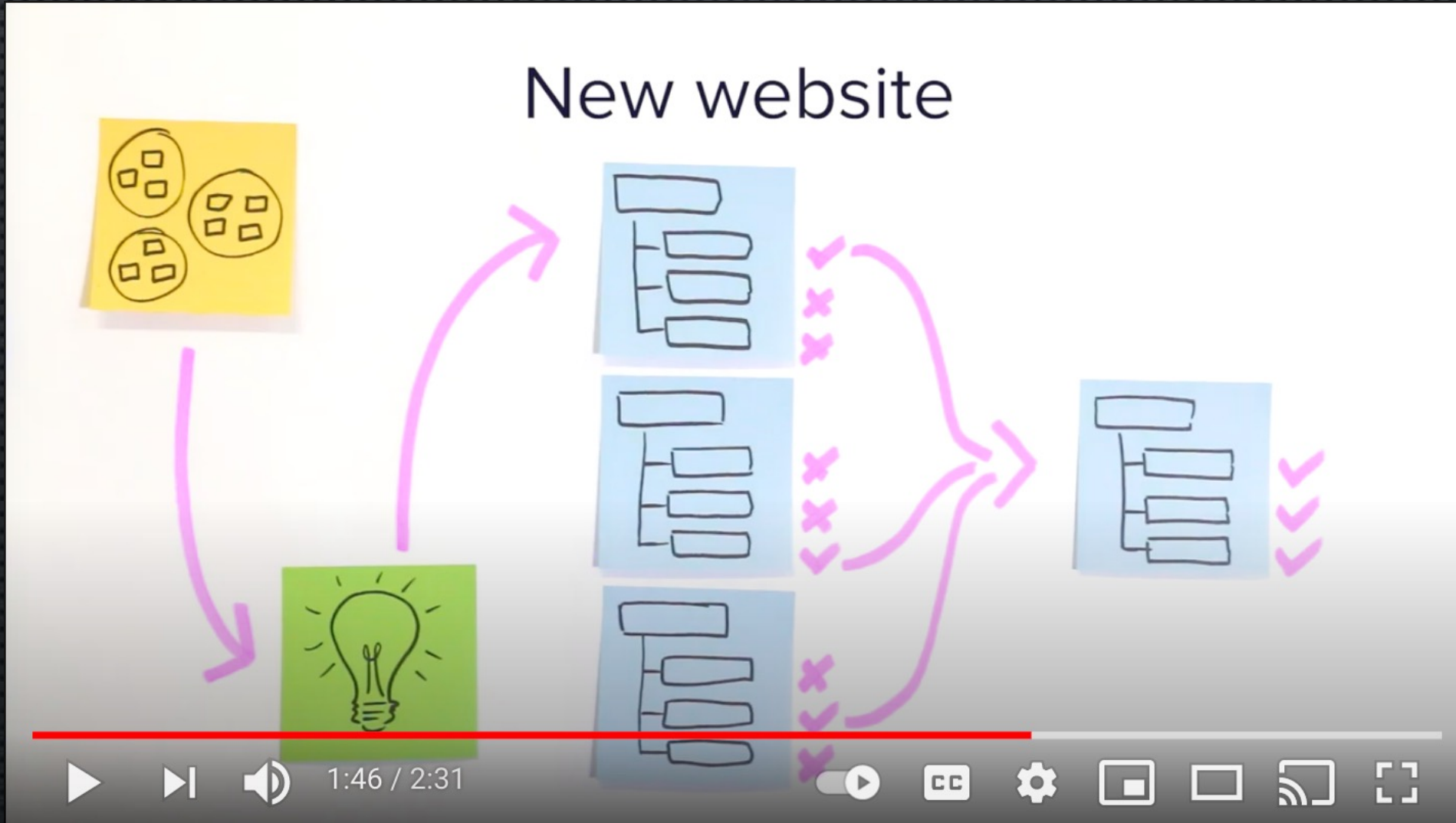
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# TAXONOMY

A TAXONOMY IS A SET OF THINGS THAT ARE GROUPED TOGETHER. FOR AN INFORMATION ARCHITECT, TAXONOMIES ARE ALSO RECORDS OF HOW WE GROUP SIMILAR TYPES OF CONTENT OR PIECES OF INFORMATION. MOST IAS WILL CHOOSE ONE OR MORE APPROPRIATE TAXONOMIES FOR A WEBSITE OR APP BASED ON THE MENTAL MODEL OF THEIR TARGET AUDIENCE. THEY MAY THEN “TAG” CONTENT WITH METADATA, SO THAT USERS CAN SEARCH FOR CONTENT BASED ON THE ASSUMED TAXONOMIES. FOR EXAMPLE, A CLOTHING STORE MIGHT CONSIDER MULTIPLE TAXONOMIES: ONE BASED ON FABRIC TYPE, ANOTHER BASED ON CLOTHING ITEM, AND ANOTHER BASED ON COLOR. THE INFORMATION ARCHITECT WOULD TAG A SHIRT WITH COTTON, OR NYLON AS WELL AS SHIRT OR TOP AND RED. THAT WAY, A SHOPPER WITH THE MENTAL MODEL “I NEED A NEW SHIRT” COULD EASILY FIND THIS RED, COTTON SHIRT.

Information Architecture + Taxonomy: Card sorting and tree testing: how do they work together?



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