

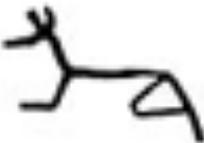
Les LOGOS

# La pictographie

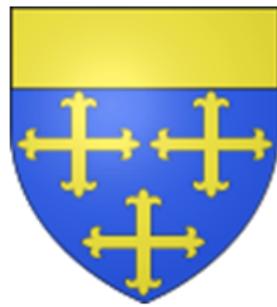
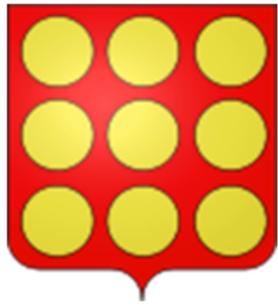
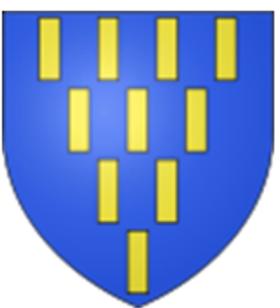
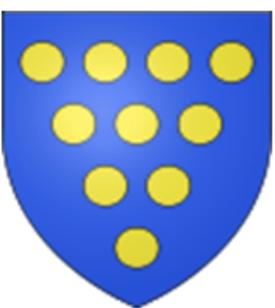
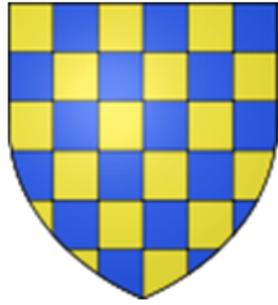
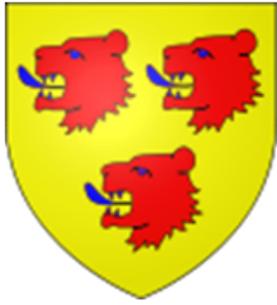
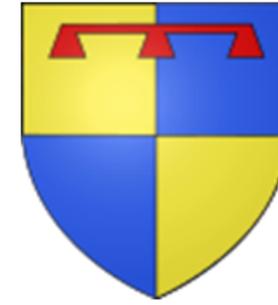
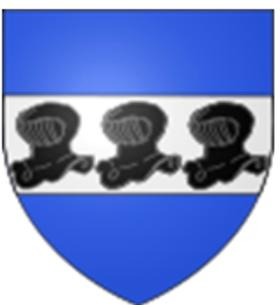
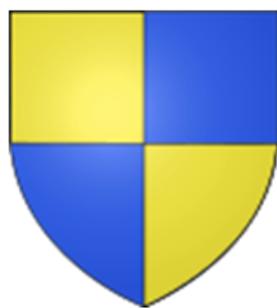
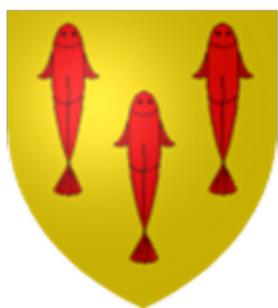
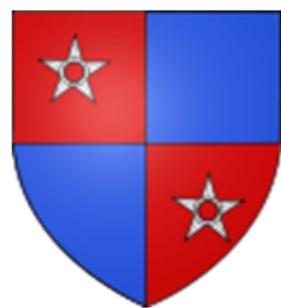
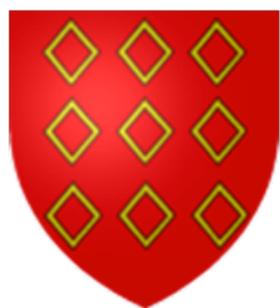
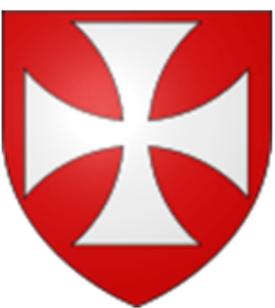
- *Inventée il y a 50 000 ans. Moyen de communication et système d'écriture. Dessins simplifiés qui informent sur les chemins, la chasse, un danger, une appartenance, etc.*
- Grotte Altamira, Espagne 10 000 ans avant J-C
- Les hiéroglyphes, Égypte 3000 ans avant J-C
- Mexique Aztèque 15ème siècle après J-C
- Les armoiries et blasons au Moyen-âge





MIÉROGLYPHE pur.	RÉDUCTION.	HIÉROGLYPHE pur.	RÉDUCTION.	HIÉROGLYPHE pur.	RÉDUCTION.	HIÉROGLYPHE pur.	RÉDUCTION.
							
							
							





# Les pictogrammes aujourd'hui



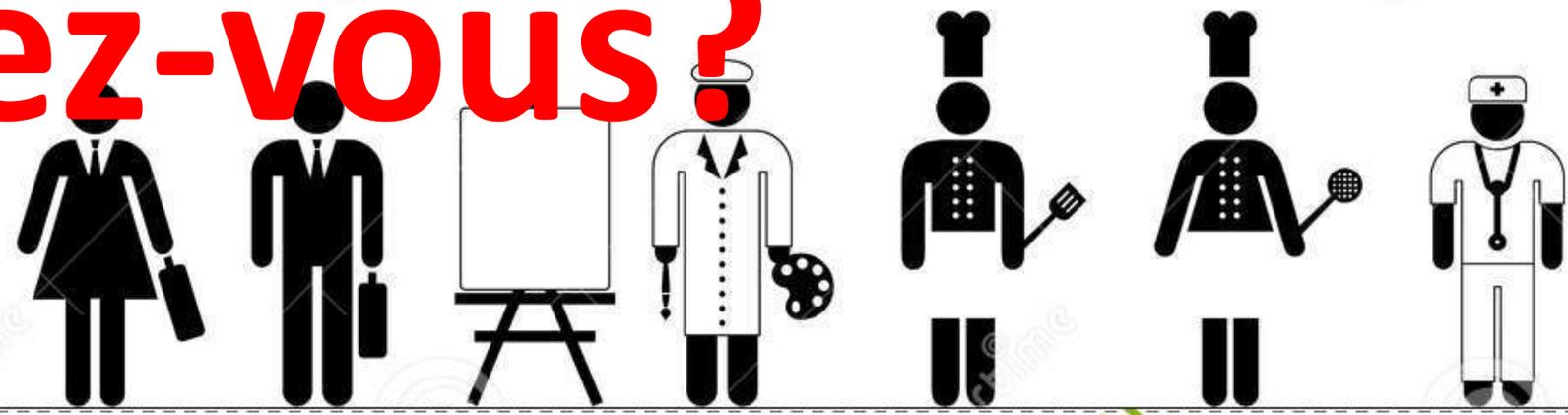




Quel pictogramme



seriez-vous?



Le logotype: *une image mentale créée par le graphiste.*

- Originalité
- Expressivité
- Laisser un souvenir



