

HCI

Lecture 11

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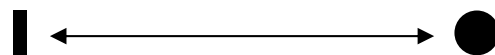
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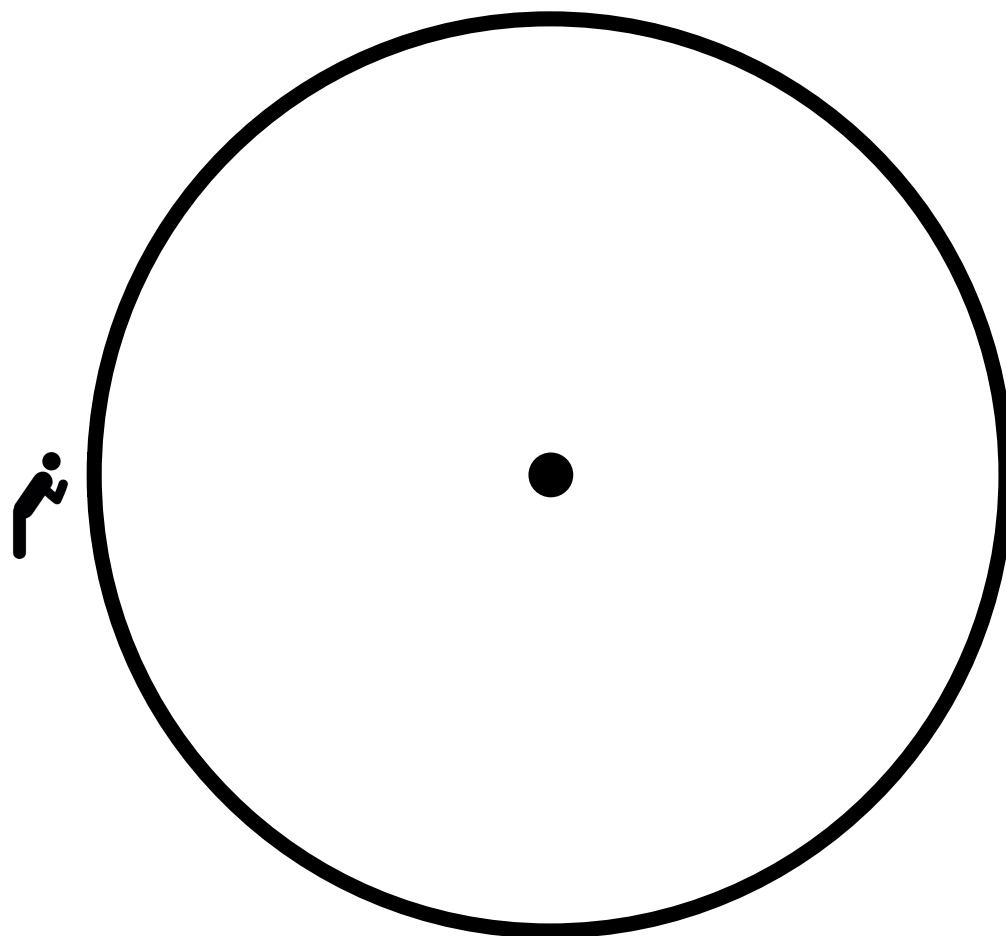


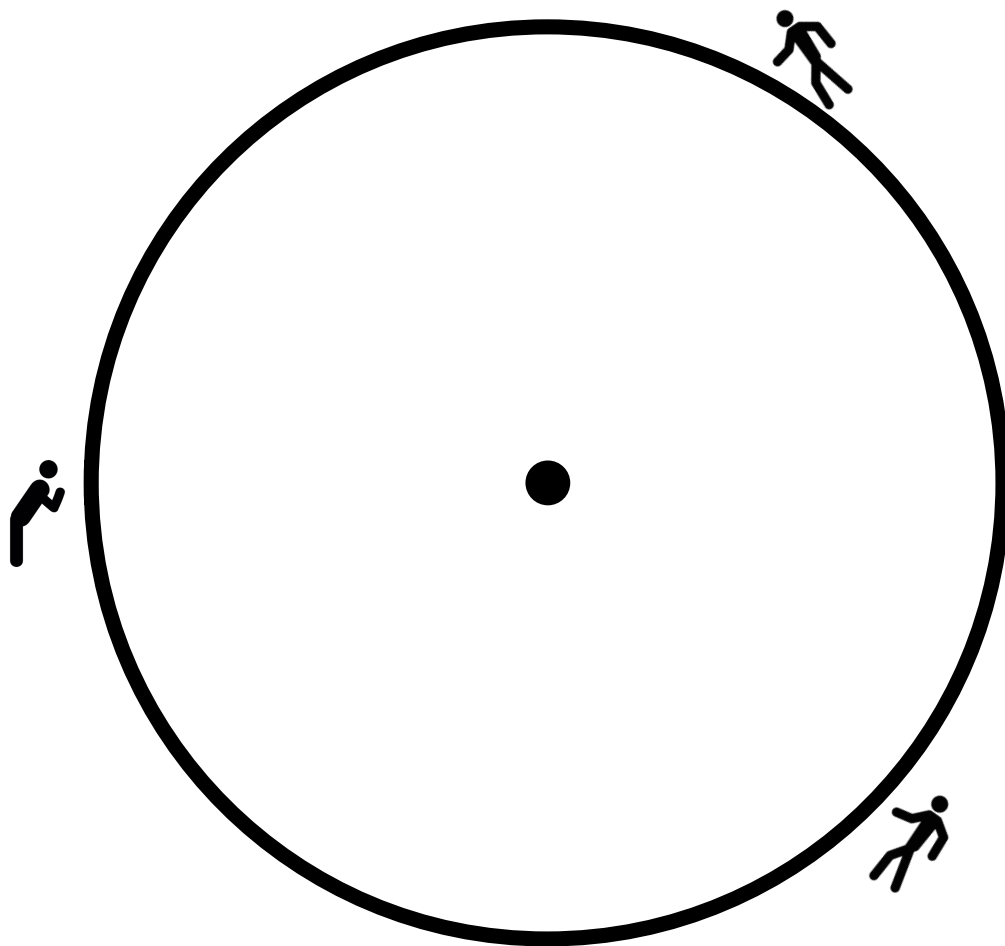






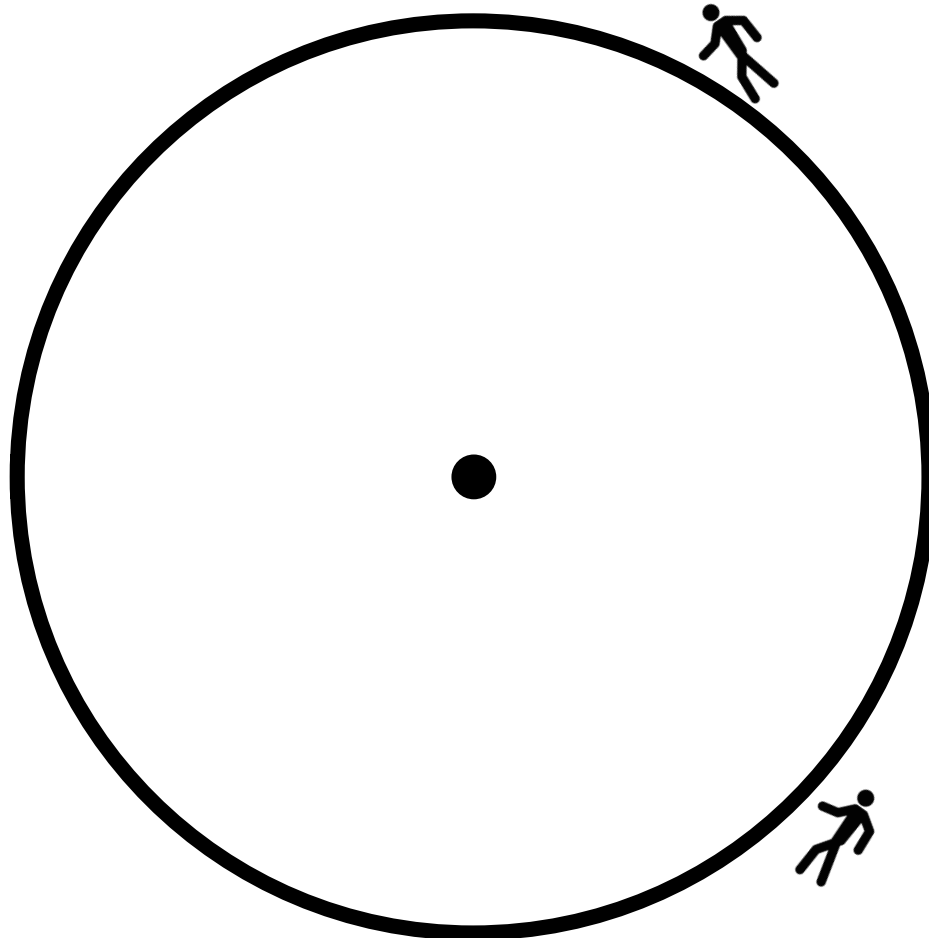








**Sperrbereich
Kein Zutritt
Vorsicht Strahlung**





SEMIOTICS

General science of signs, of their production, transmission, and interpretation, or of the ways in which something is communicated and signified, or in which a symbolic object is produced.

Sperrbereich
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INDEXES SYMBOLS ICONS

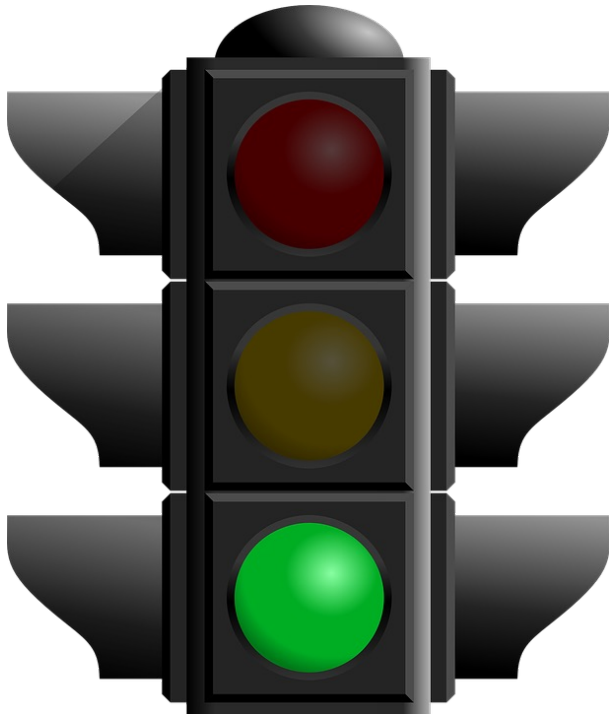
Charles S. Peirce (19th century)

INDEXES
SYMBOLS
ICONS



INDEXES

An index has a correlation in time and space with the meaning it expresses.
For example, smoke can be an index of a fire.



SYMBOLS

A symbol is connected to its referent through convention.
For example, a green traffic light means 'go'.



ICONS

An icon shows a physical resemblance between the sign and the meaning the sign expresses.

For example, the falling rocks warning sign displays drawings that resemble rocks falling from the side of a mountain.



INDEXES



SYMBOLS



ICONS



INDEXES



SYMBOLS



ICONS



INDEXES



SYMBOLS



ICONS

In the case of the sign indicating radioactivity, we are unable to classify it within any of the semiotic categories.

If it were an index, it would be like the smoke from a fire—that is, in the case of radioactive material, the person seeing the sign would already be absorbing radiation, which goes against the very purpose of the sign.



INDEXES



SYMBOLS



ICONS

If it were a symbol, it would mean that the people who see the sign share the convention used by those who created it.

This shared understanding holds and works in 2025, but considering that radioactive material will remain dangerous for the next 10,000 years, can we guarantee that this convention will still be used by people 500 generations from now?



INDEXES



SYMBOLS



ICONS

Even as an icon, the sign does not work well. It is easy to create a stylized drawing of falling rocks because they are macroscopic objects, clearly visible and familiar to everyone. Radiation, on the other hand, is a microscopic—indeed, subatomic—phenomenon invisible to the human eye, yet extremely harmful to the body. Therefore, the sign is not a visual representation, but rather a convention, whose durability over thousands of years is highly questionable.



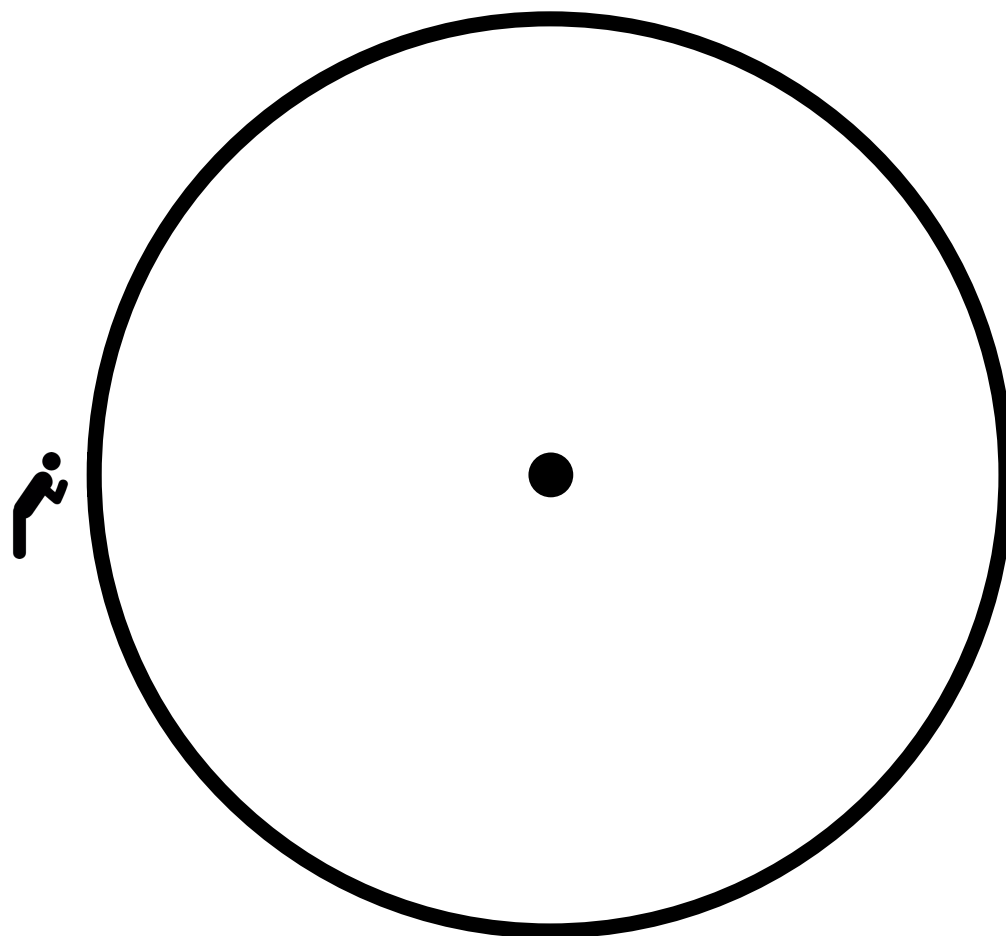
Nazca lines (Peru, 300-500 A.D., that is, less then 2000 years ago)

SEMIOTICS

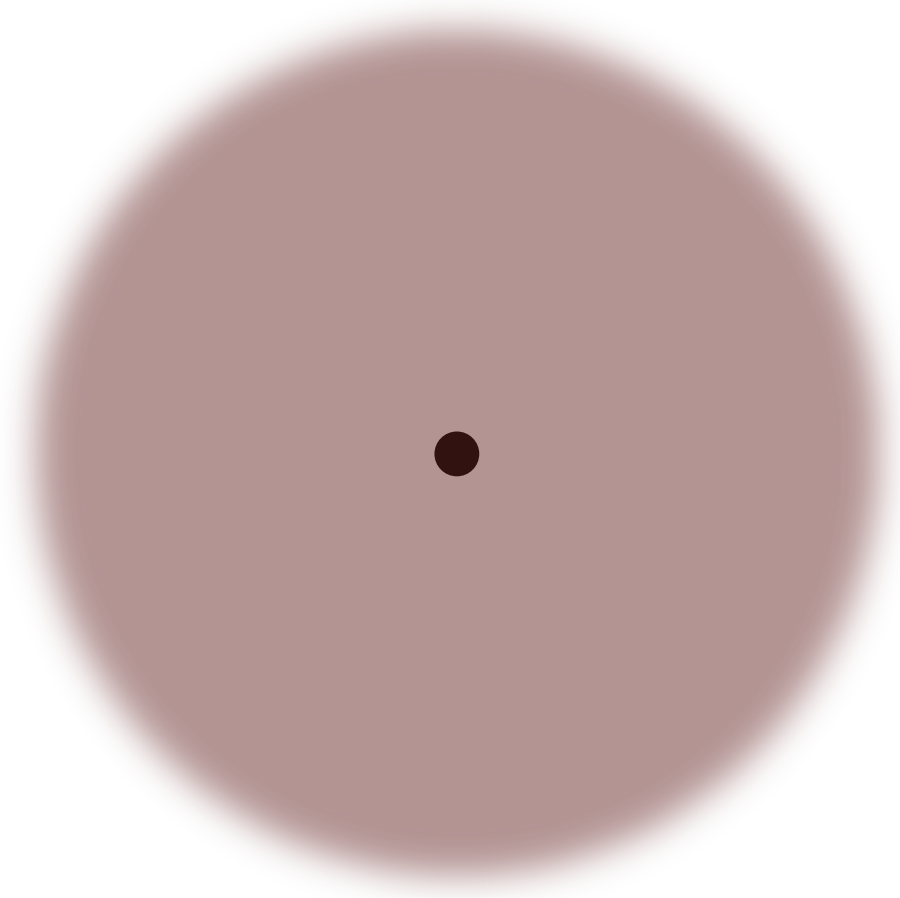
AESTHETICS

A field of philosophical inquiry that aims to define and classify beauty and artistic phenomena.

The set of factors required and accepted by taste and the sense of form.





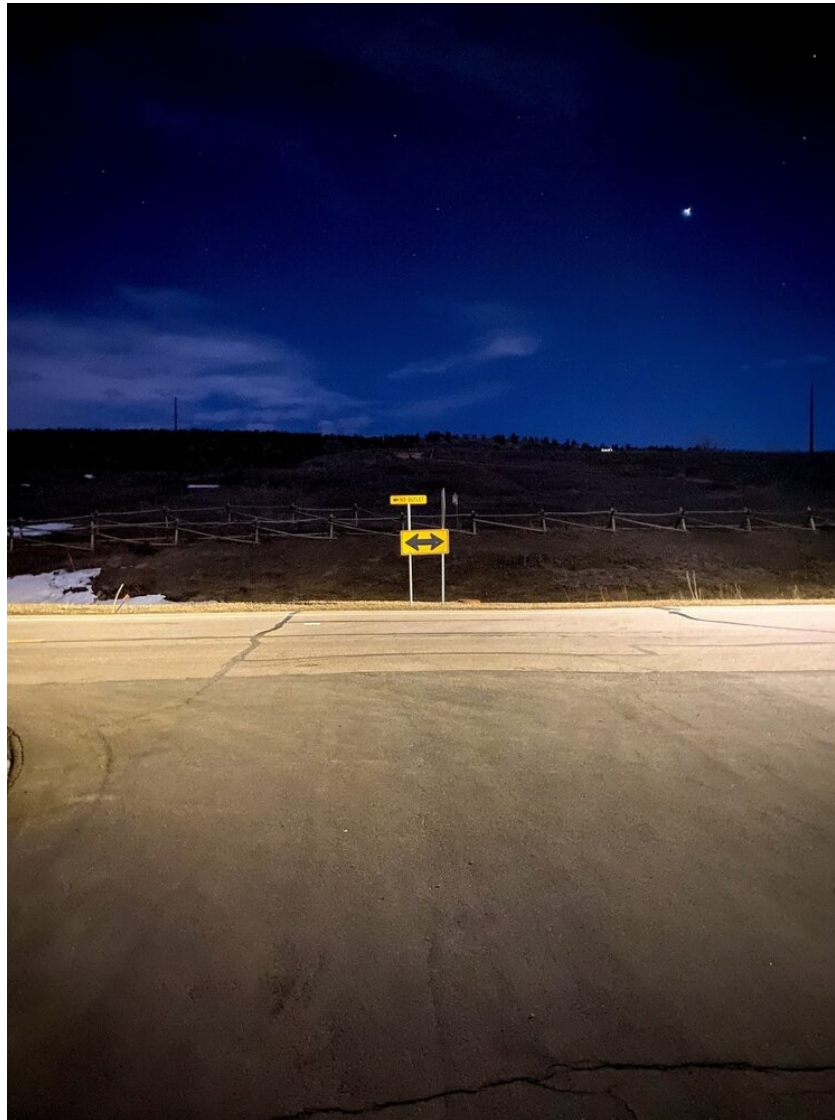




Proposal for a nuclear waste repository marker.
("Into Eternity", by Micheal Madsen, 2010)







Landscapes so banal that they end up being ignored are called 'blandscapes' (bland + landscape).
Porteous, "Environmental Aesthetics: Ideas, Politics and Planning", 2013.

**Examples of blandscapes
from around the world**

The Nullarbor Plain, Australia



The Canadian Prairies



The Great Plains, USA



Sahara Desert, North Africa



Atacama Desert, Chile



The Steppes of Mongolia



Some parts of the Scottish Highlands



The Pampas, Argentina



Siberian Tundra, Russia

