2D Form Exploration

A book on exploration of Icons, Index and Symbols of **PEACOCK**

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2D Form Exploration

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Design Exploration Seminar

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Introduction

The book is a collection of explorations into 2D form of cultural element in context of India.

The project started by selecting the culturally relevant element of India and I selected Peacock.
For centuries the peacock has always been an object of wonder and inspiration. It has adorned Lord Krishna's crown, became the emblem of many royal Indians, its portrayal in Indian art and textiles, Indian mythology, literature, its spiritual significance in various cultures around the world,being the national bird of India has made peacock 'the constant' in Indian culture.

The whole project was about understanding the anatomy, cultural, mythological, historical significance of Peacock and then representing it in 2D form majorly into three categories of sign: Icon, Index and Symbol.

Signs, symbols, and icons has a global language which can effectively communicate the message irrespective of language and culture around the globe.
So, the project also helped in understanding the process, importance, and powerful communication of these small units which we encounter almost everywhere on a daily basis.

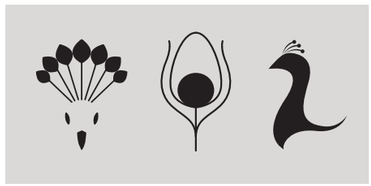
Methodology and Process

THE RESEARCH
we tried to understand the element and collected the meaning it involved in various cultures, through which we received various keywords related to the object.

THE ANATOMICAL STUDY
observed the anatomy the detail attributes of Peacock like the flight, feather, crown (which is the main feature) and its movements.

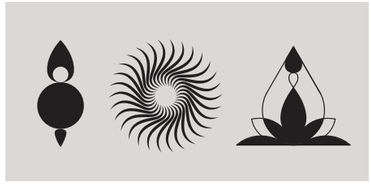
THE REFINING
we simplified the anatomical sketch into monoline, minimal variation, explored it into geometrical shapes, background foreground and thick-thin lines.

THE CONCEPT
Further moved on to a particular feature of the element (face, crown, feather etc.) and iterated some more versions by using its parts to represent the whole element.



THE ABSTRACT FORM
In the last step, we choose a few abstract words from the keywords and created a mood board to decipher the exact meaning and the look , and then created symbol which articulates the abstractness.

Further, we categorized all these processes into three categories of signs ICON, INDEX, SYMBOL.



Categorization

The explorations were done majorly into three categories of sign: Icon, Index and Symbol.

ICON

An icon is meant as a direct imitation of the object or concept. Icons bear a physical resemblance to what's being represented.

Take a picture of a dog and the resulting image will look like that dog. It definitely resembles anything it's portraying.

INDEX

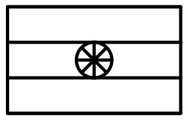
An index is a sign that shows evidence of the concept or object being represented. It do not mean the object or concept directly. It resembles something that implies the object.

Smoke, for instance, is an index of fire. Dark clouds are an index of rain.

SYMBOL

Symbols are at the opposite end from icons. Elements are represented in an abstract form and its meaning usually becomes associated with the concept it represents over time.

For example, Traffic lights are symbols. Flags are symbols.

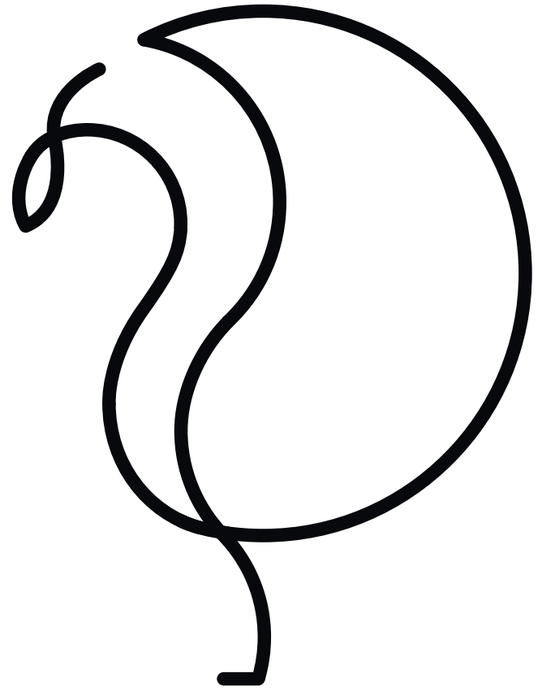


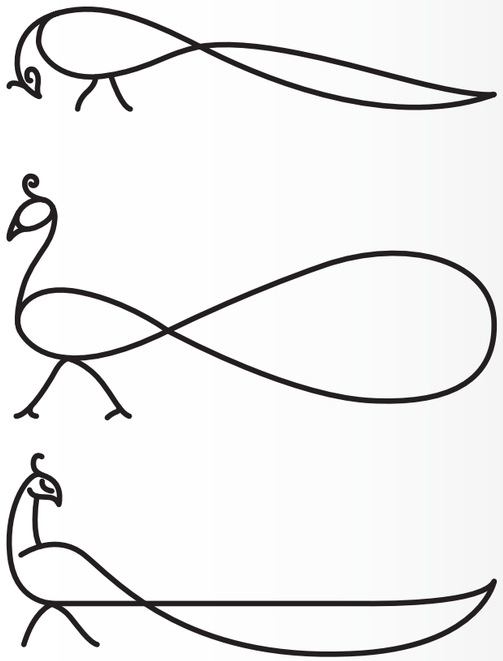
Icon

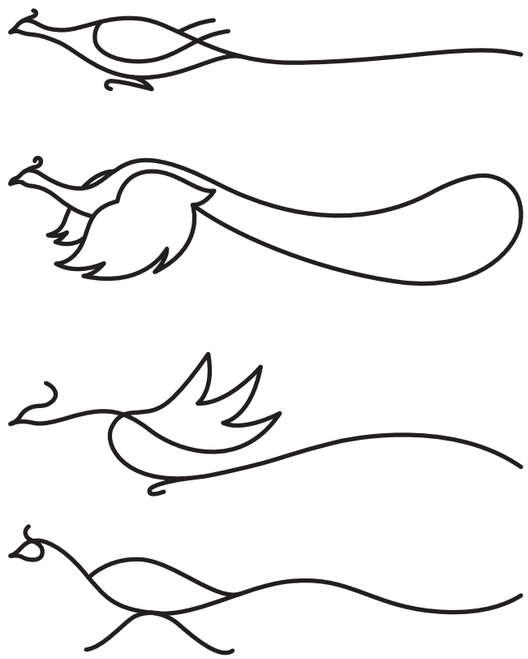
An icon is meant as a direct imitation of the object or concept. Icons bear a physical resemblance to what’s being represented.

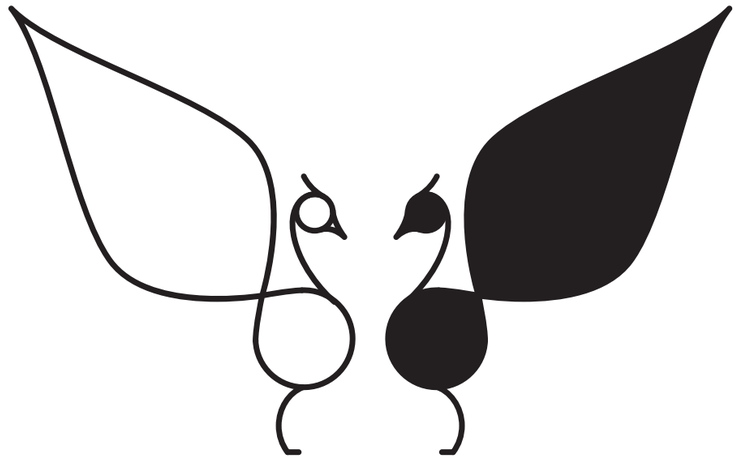
Take a picture of a dog and the resulting image will look like that dog. It definitely resembles anything it's portraying.

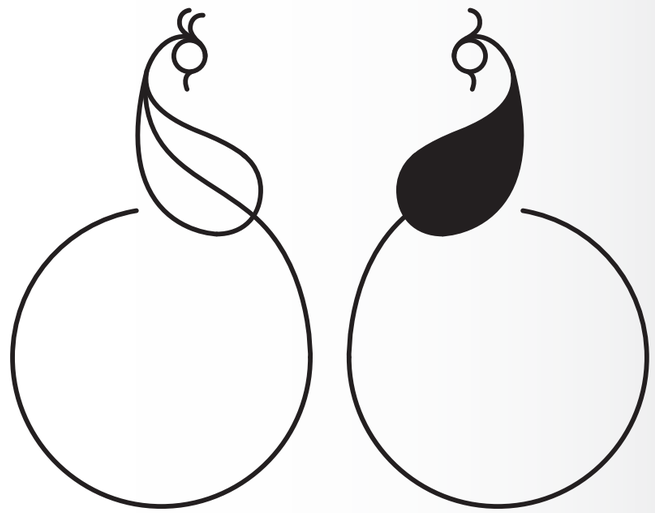
Explorations include the full form of peacock with various strokes (monolinear, negative-positive, uneven strokes etc.), gestures (sitting, flying, running, standing etc.) , and some by fitting them into shapes like square, triangle, circle, etc. keeping in mind the physical resemblance of Peacock.

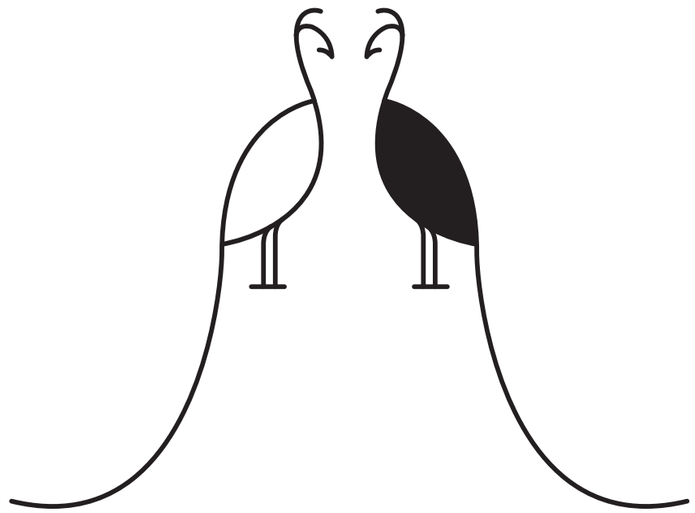


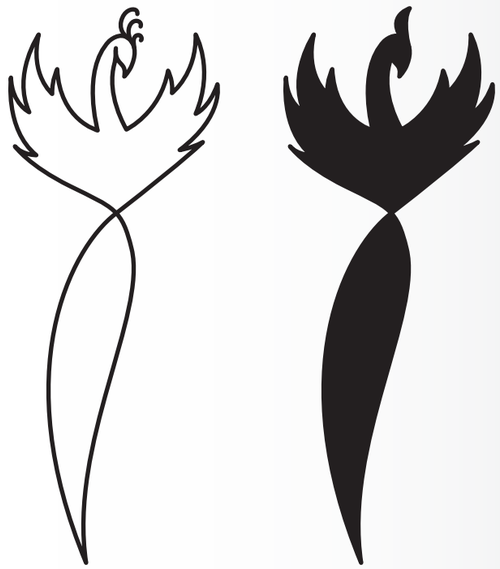


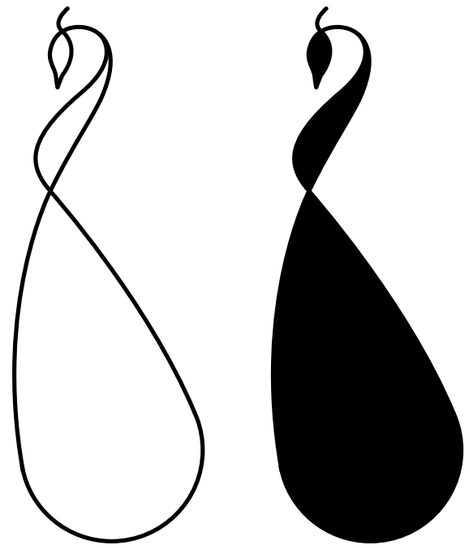


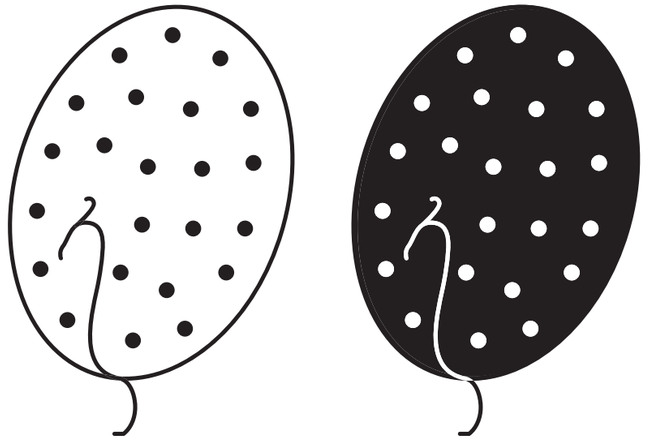


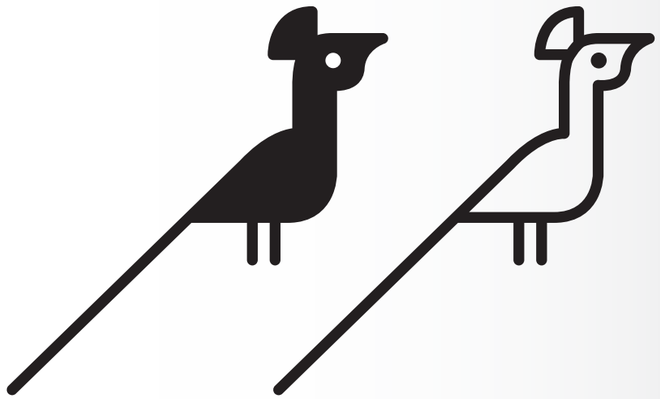


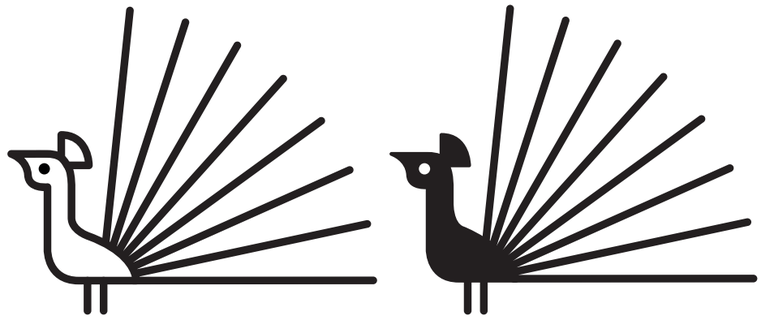


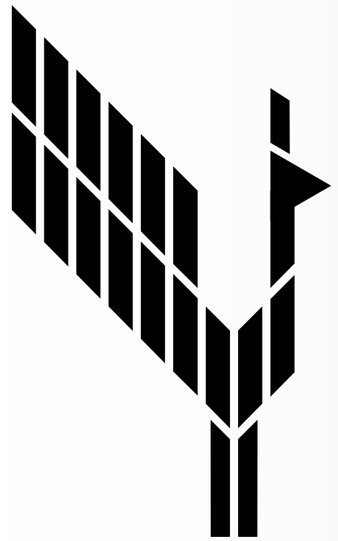


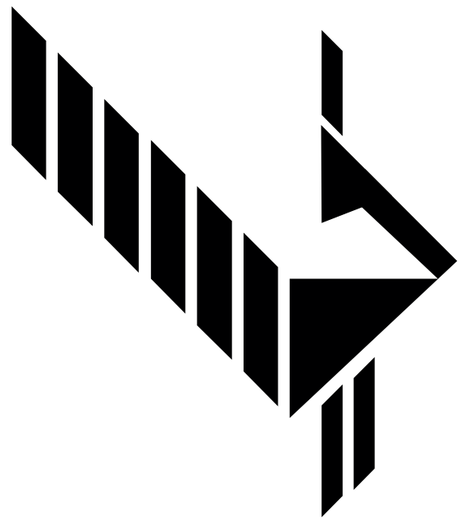


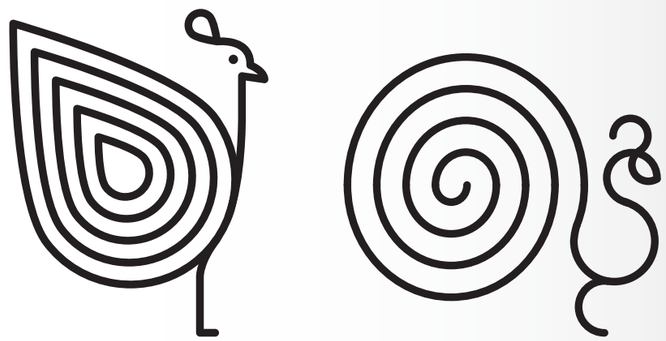


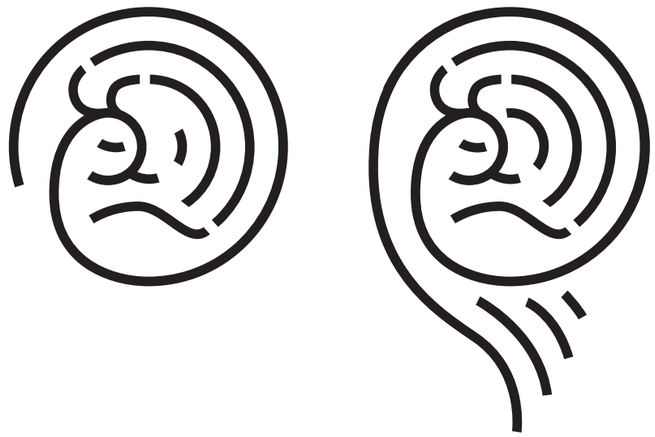


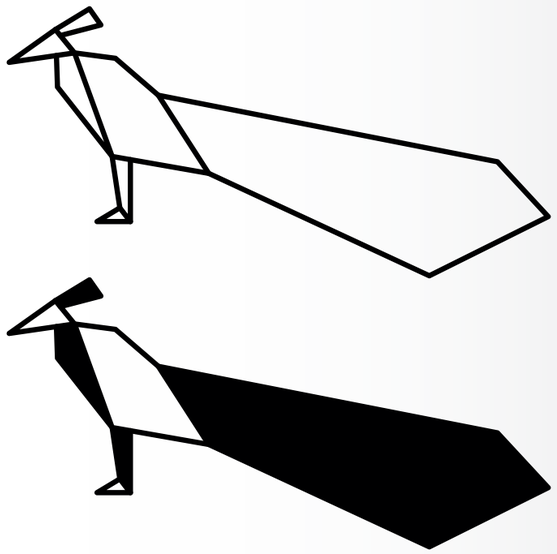


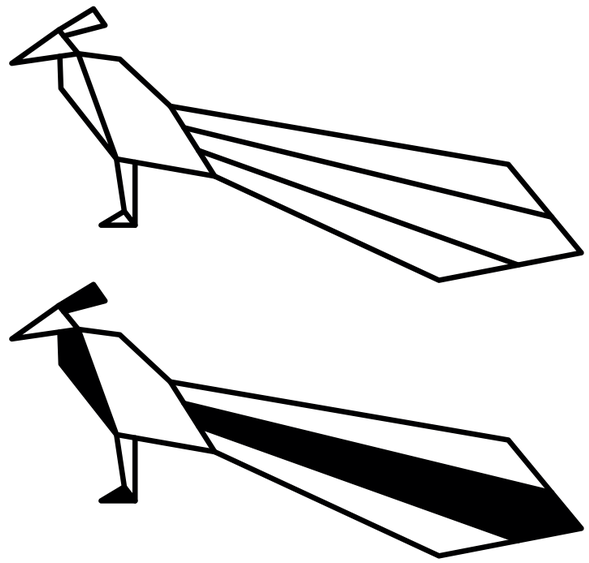


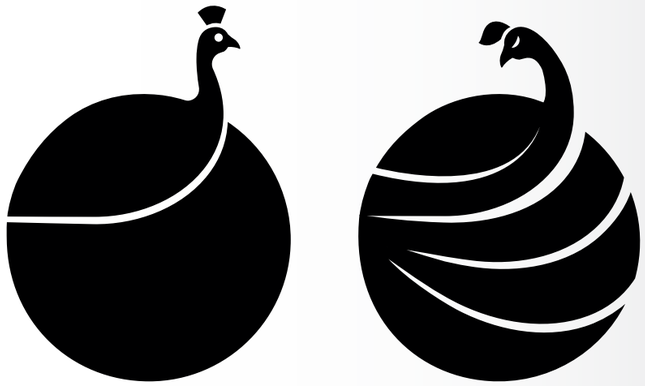


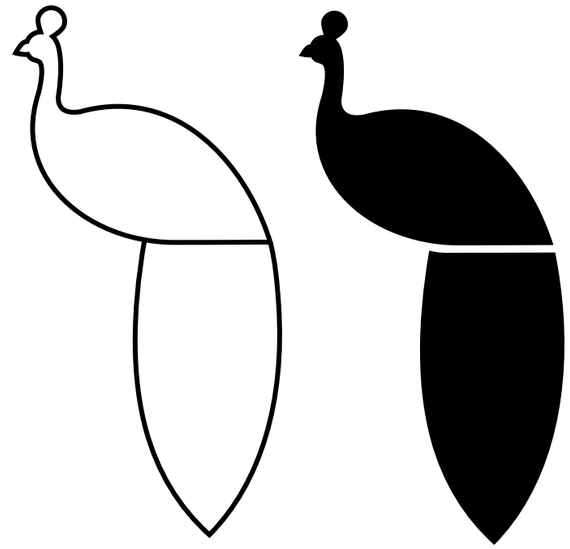


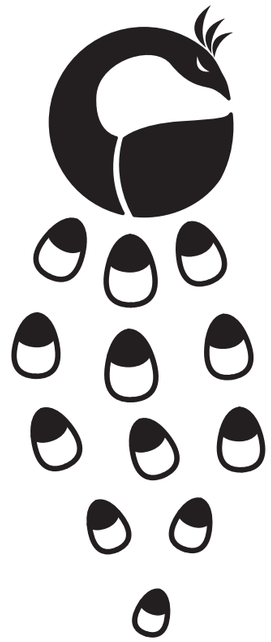


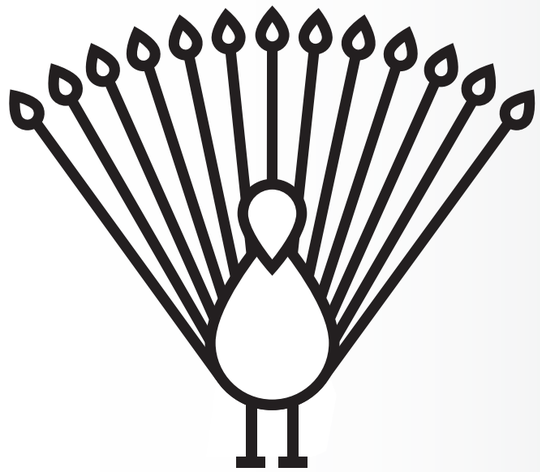


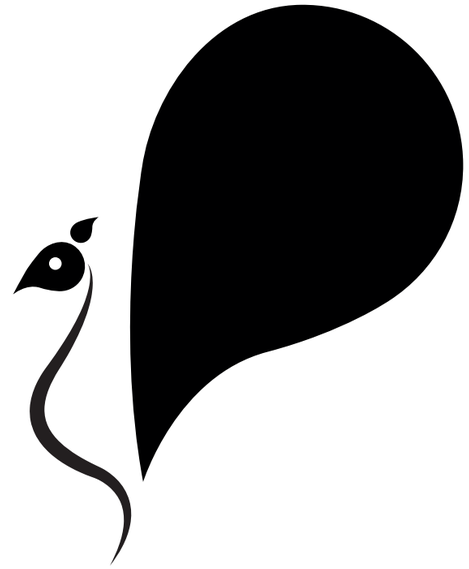


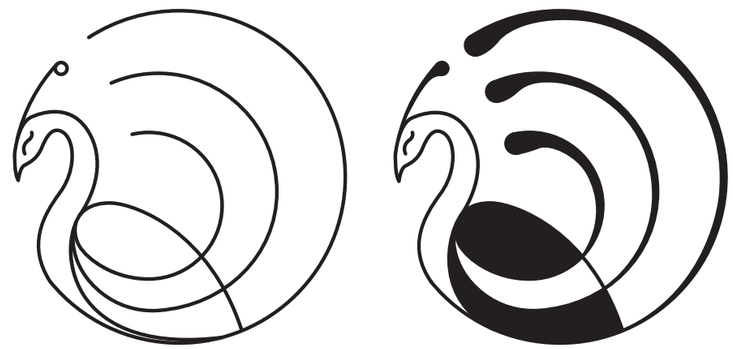


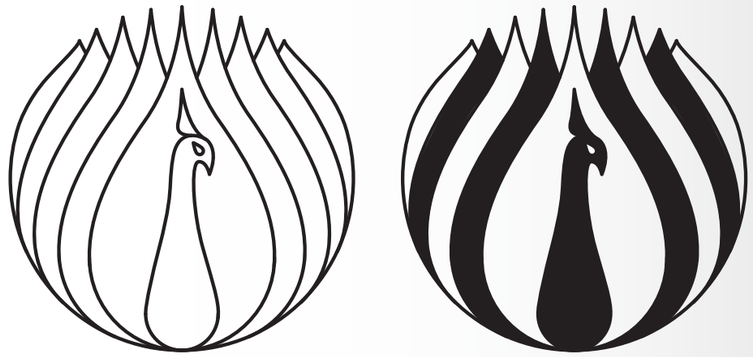


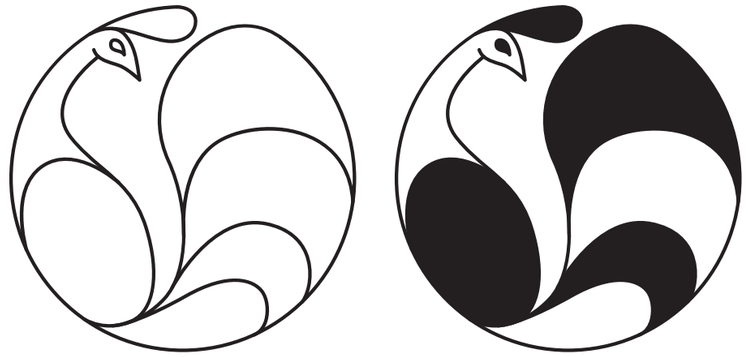


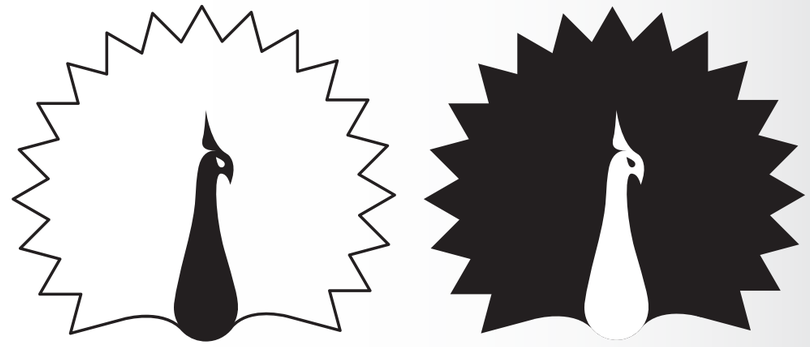


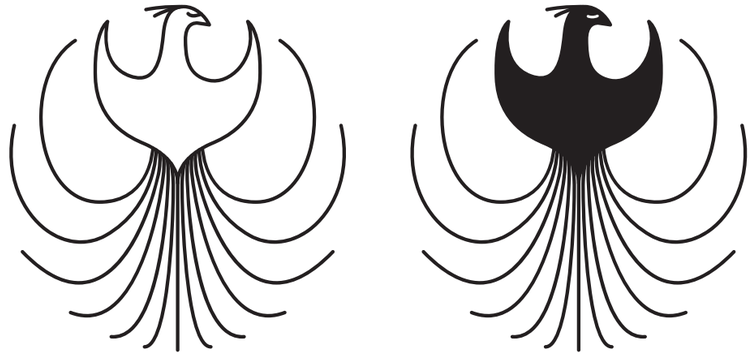


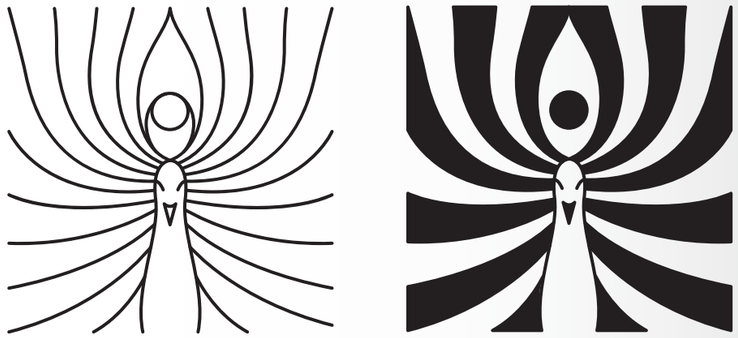


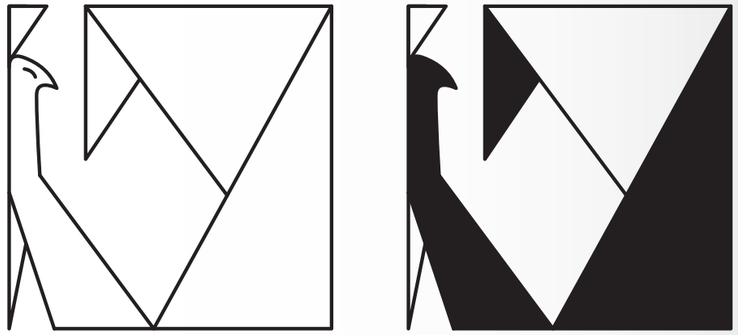


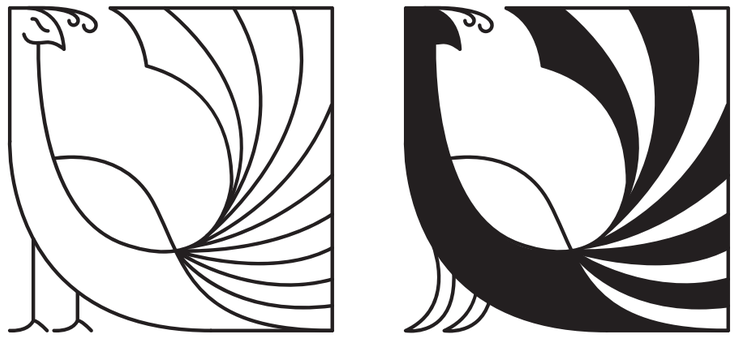


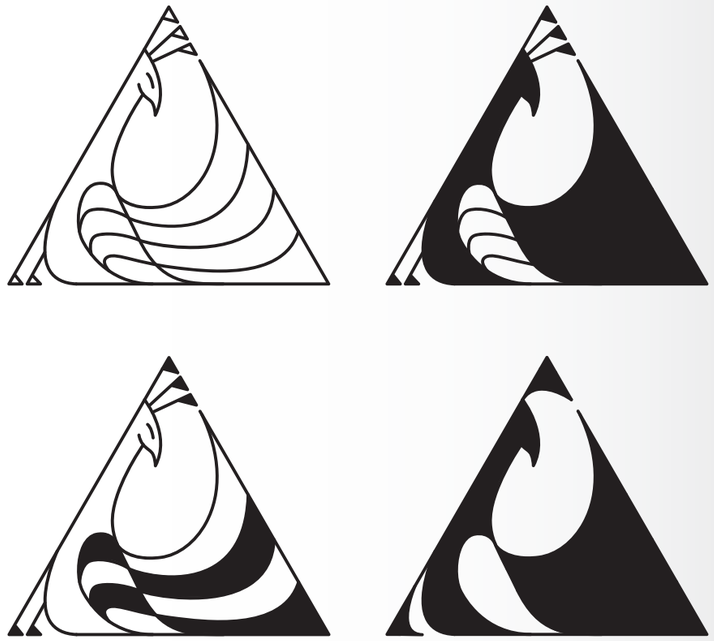


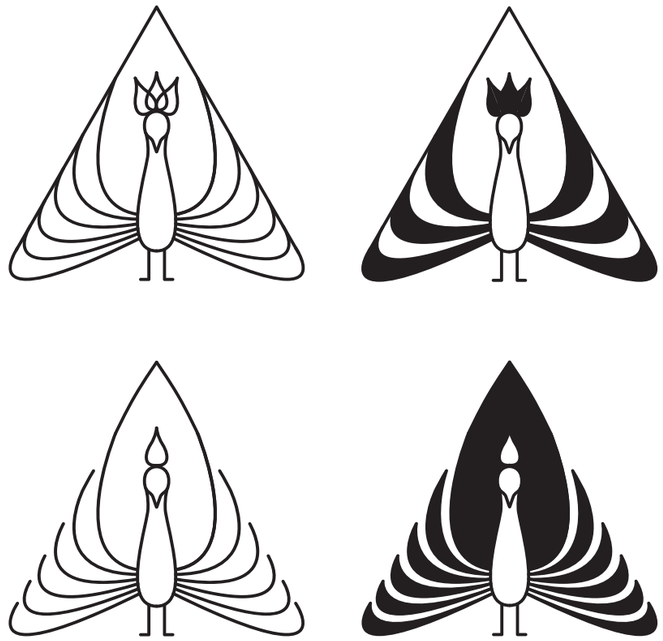


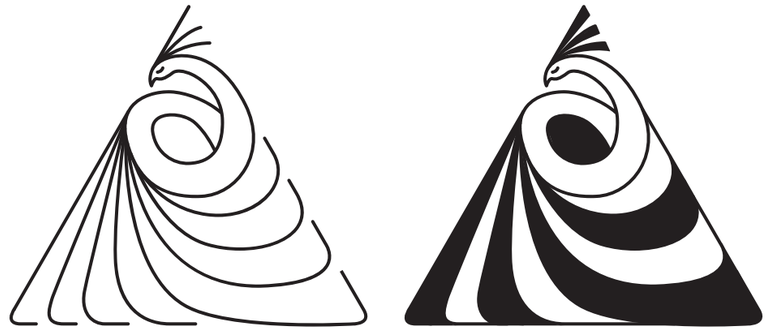


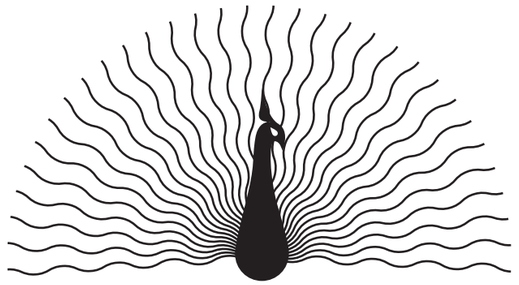


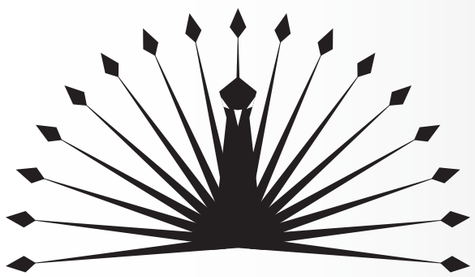


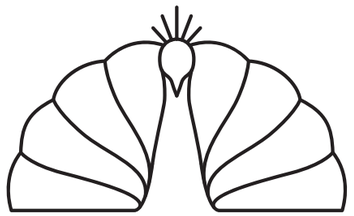


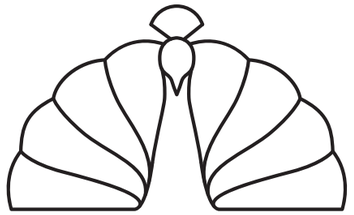


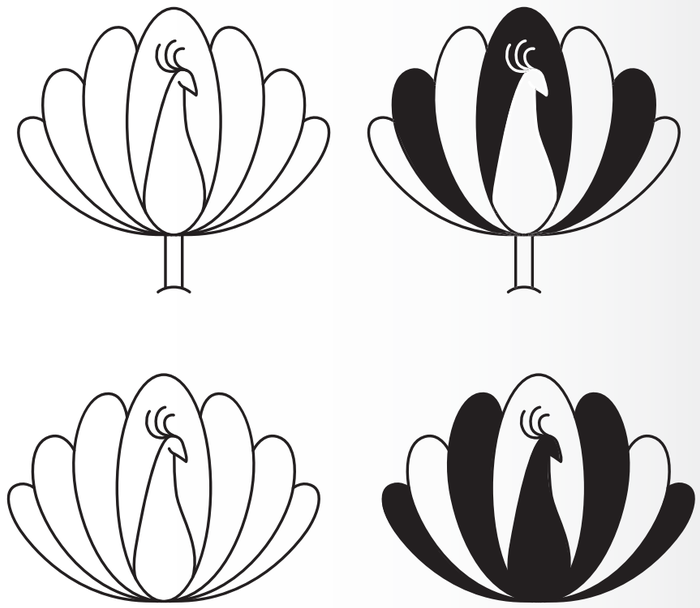










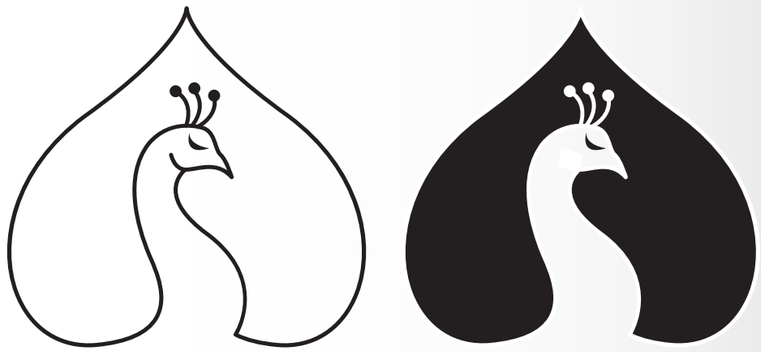


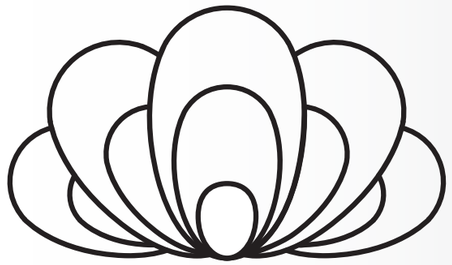
Index

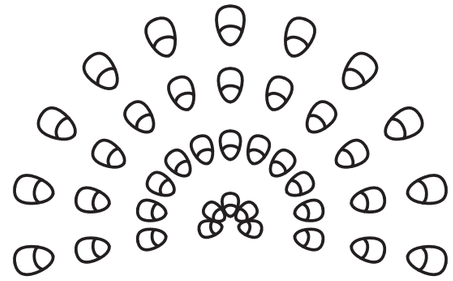
An index is a sign that shows evidence of the concept or object being represented. It doesn't mean the object or concept directly. It resembles something that implies the object.

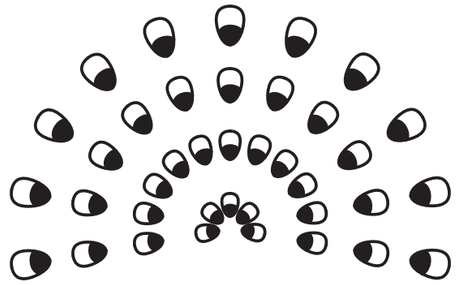
Smoke, for instance, is an index of fire. Dark clouds are an index of rain.

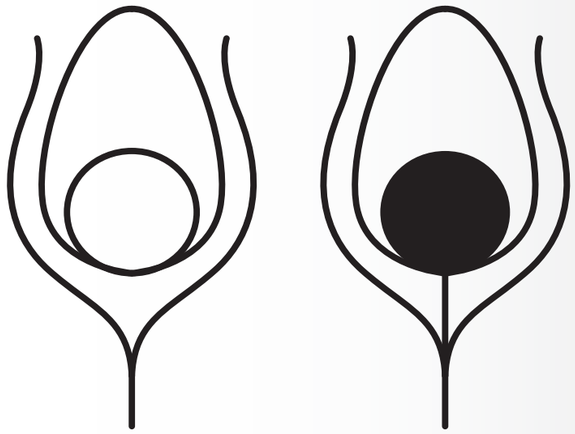
Exploration includes the feather, crown, face of the element which has prominent characteristics to depict the concept and represent the element with that part only.

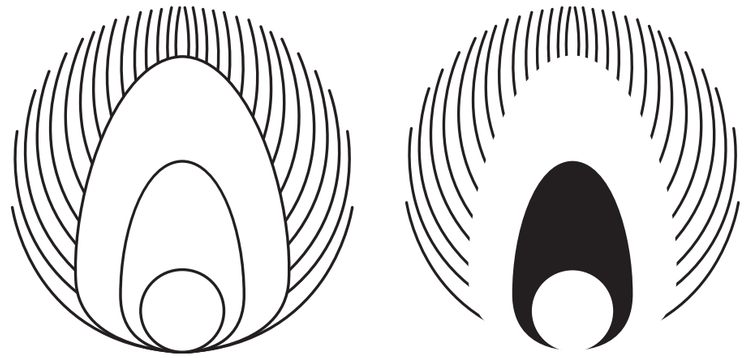


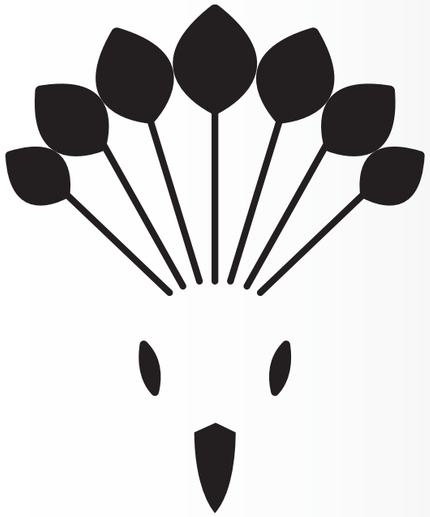


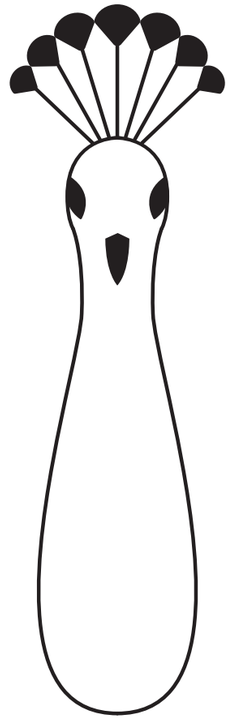












Symbol

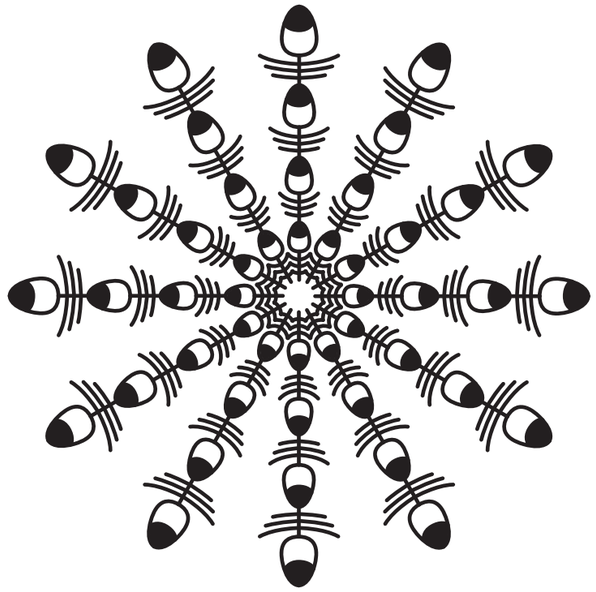
Symbols are at the opposite end from icons. Elements are represented in an abstract form and its meaning usually becomes associated with the concept it represents over time.

For example, Traffic lights are symbols. Flags are symbols.

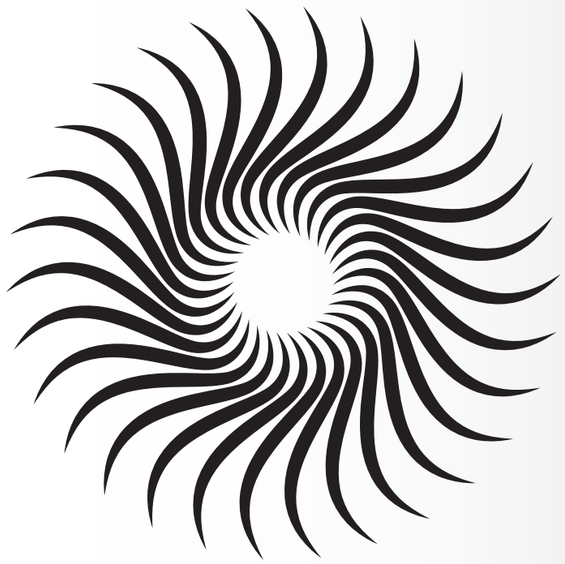
Two elements were chosen to compliment the elephant and to create symbols. These are abstract elements- Spirituality and Woman.

The objective was to symbolise these elements with the characteristics of the elephant; this can include representation through physical characteristics or at deeper and symbolic level.

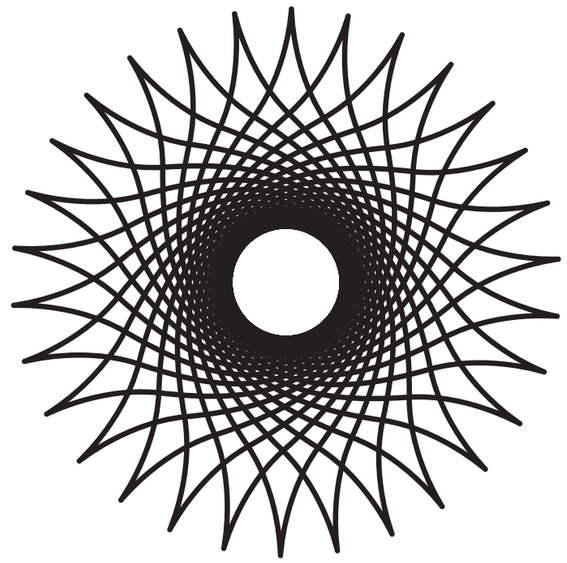
ABSTRACTION OF PEACOCK THROUGH SPIRITUALITY



Spirituality // Mandala is a spiritual and ritual symbol in Hinduism and Buddhism, representing the universe. The circular designs symbolizes the idea that life is never ending and everything is connected.



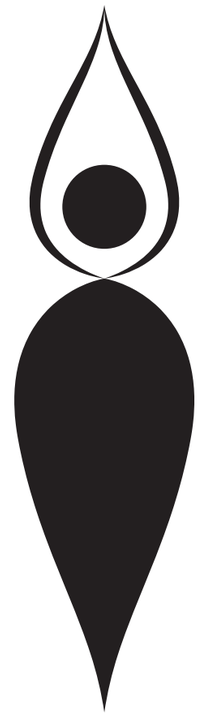
Spirituality // Sun

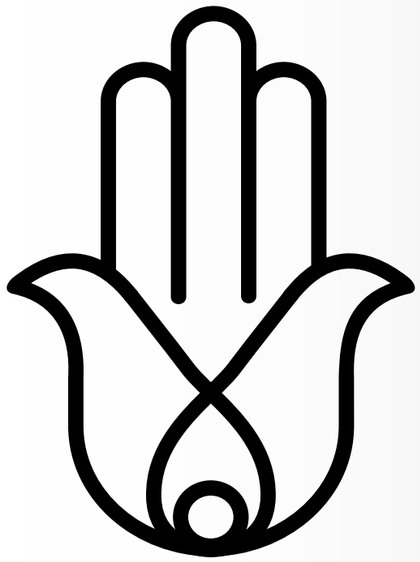


Spirituality // Circle

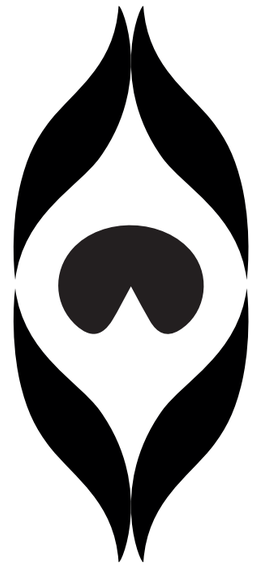
Spirituality // Lotus

Spirituality // Yoga



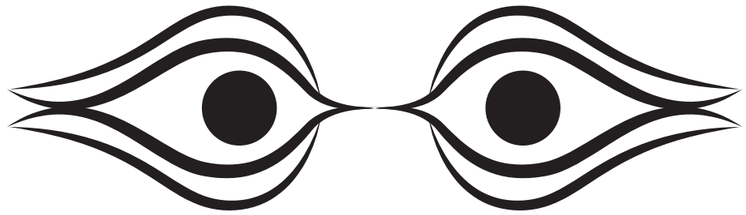


Spirituality // Hamsa Hand

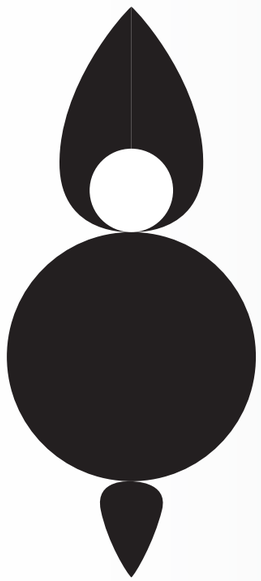


Spirituality // Third Eye

Form of Peacock and woman eye



Form of Peacock and woman eye



Form of Peacock face and woman bindi

Form of Peacock feather and woman hair