

ADVANTAGES OF USING VISUALIZED IDEOGRAMS IN MULTIMEDIA

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An ideogram is a non-phonetic written sign that conveys a whole word, pictorial compositions in which individual elements carry a conceptual meaning expressed in signs, this is a type of image with an active figurative and symbolic subtext. Visualized ideogram is a language of ideograms and emoticons used in multimedia. They help to quickly express your opinion and convey an emotional response to the message. Some people call them the hieroglyphs of the 21st century and compare them to the rock paintings left to us by our ancestors.

Different media influence the form and content of the information provided. Most experts agree that it is technological progress that has made the transition to a new way of communication due to the main driving force of visualized ideograms. Users of the various components of multimedia do not want to spend too much time composing words, war with typing and finding wording. They need a quick and easy way to transfer information. An example is cell phones, which have become the main distributor of visualized ideograms to the masses. The biggest leap came in 2011, when Apple decided to add a keyboard with ideograms to the iOS operating system.

Popular companies in various industries are actively using visualized ideograms in their advertising campaigns. For example, Coca-Cola in 2015

created a domain, using them and even conducted an offline advertising campaign in Puerto Rico. Around the same time, Domino's was allowed to order pizza using ideograms. Disney has made a cartoon series - As Told By Emoji, Sony Pictures Animation has released a full-length cartoon The Emoji Movie, starring various ideograms.

Visualized ideograms have an important advantage - they help to overcome the language barrier and express emotions with a single symbol, which is not always possible to make a text. Visualized ideograms are the fastest way to communicate. They dilute the canvas of the text with bright splashes, adding additional information and images through the visualization, in fact illustrate the feelings and impressions felt by the author.

Thus, visualized ideograms today exist as another language, as a living organism. Probably, it is difficult to think about full-fledged correspondence with the help of ideograms alone, but it is almost as impossible to communicate without them at all. They declared themselves loudly and showed what they are capable of.

References:

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