

Implications of Adopting Semiological Approach on Iconic Representation in Website Design

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Abstract:

Computers are by far the most ubiquitous media used by contemporary societies; it took over large share of contemporary communication. Accordingly, digital advertising is getting more important and central to the advertising industry, specifically website design.

As humans depend on signs in their lives from its simplest form to the ultimate advanced form, dependency on them is inevitable. People are surrounded by images, texts, and sound of all kinds; it is only natural for signs dependency to shape the landscape of contemporary advertising.

This research discusses the role of semiotic theories played in designing websites. Moreover, it investigates the relationship among images and verbal texts in designing websites from semiology perspective. Iconic representation of websites will be studied to illustrate how signs are used in designing digital advertising. Multimodality versus traditional text-based communication is also discussed to demonstrate why semiotics is an important tool in designing digital advertising.

This research aims to demonstrate why and how better understanding of semiotics can be used by designers to enhance the usability and accessibility of websites as manifestation of contemporary digital advertising. In addition, it aims to demonstrate the role of images and text as signs in the cognitive process of building meanings. To achieve the research aims, qualitative method is adopted. Documentation and observation will be used to collect data. Semiotic analysis of selected websites will be carried out.

Keywords:

website design, semiotics, iconic representation, usability