

Visual Analogy

Analogy: 1. [n] *similarity* in some respect *between things* that are *otherwise dissimilar*: "the operation of a computer presents an interesting analogy to the working of the brain".

A *visual analogy* adheres perfectly to the definition above, but strictly using visual forms.

Creating effective visual analogies can be approached in three steps:

1. Identify *similar shapes* contained in unrelated objects or images (object A and object B).
2. Create a *single shape* (object C) from objects A and B.
3. Verify that the viewer can *clearly identify both objects* in the visual analogy.

Example:

The *shape* of the sun



can be compared to the *shape* of the dot in a lower case "i".

sunrise

An obvious *visual analogy* might look like this:

sunrise

Here are some examples of visual analogies in trademarks (which use an initial in the business name):



What does this analogy tell you about this person's profession?

Can you *clearly see both* the initial and the symbols?



What does the analogy tell you about the product this company manufactures?

Notice how the analogy shape has been *simplified*.

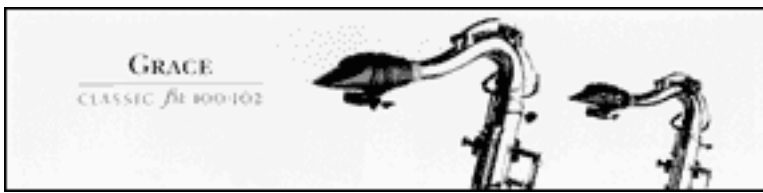


What does the analogy tell you about the product this company manufactures?

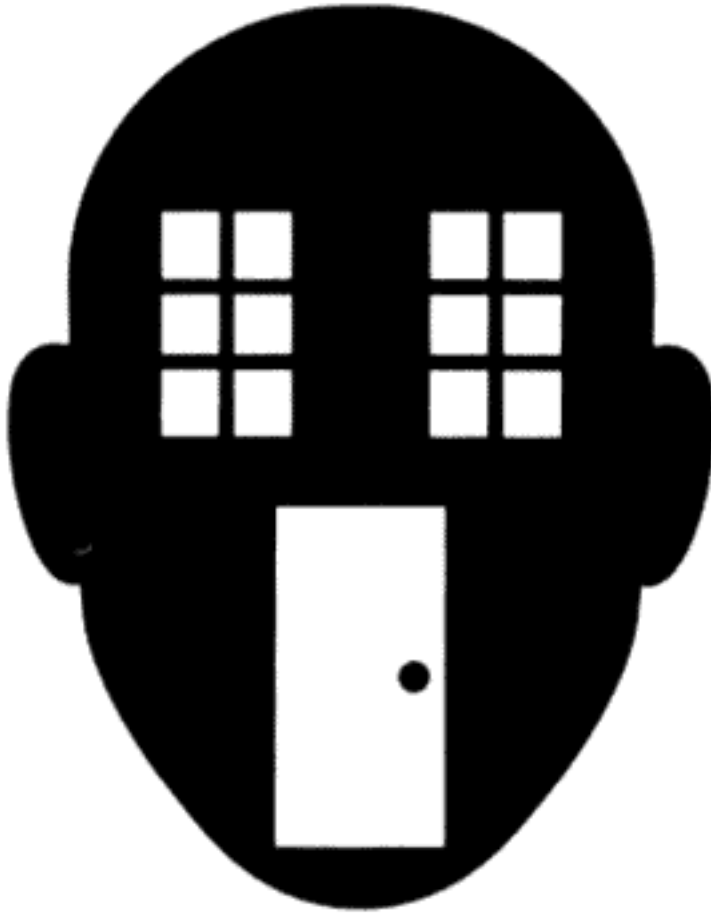
Notice how *the choice of typeface* makes the analogy *easier to see*.

More Examples: Click on the thumbnails for more information.



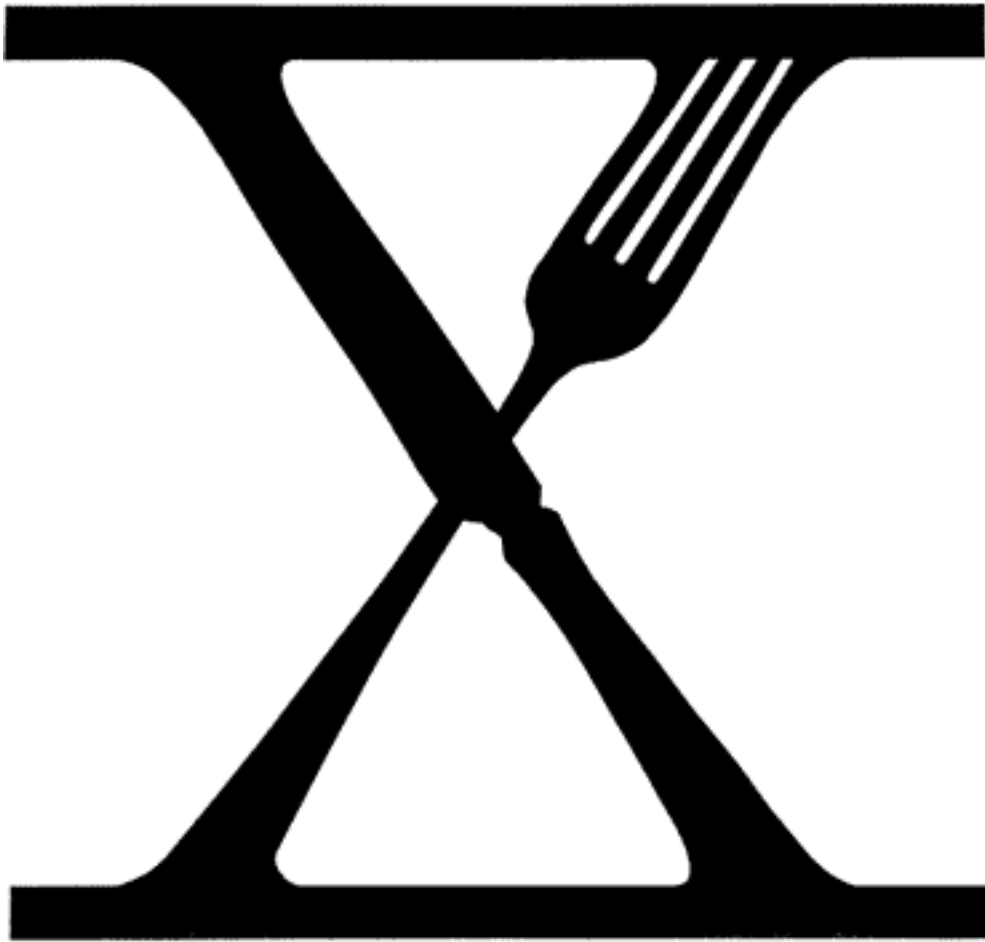


Visual Analogy Example 1.



Abstracting shapes to their **simplest forms** helps *unify* the dissimilar objects.

Visual Analogy Example 2.



Objects are **visually altered** to make the analogy *easier to recognise*.

Visual Analogy Example 3.



Abstracting shapes to their **simplest forms** helps *unify* the dissimilar objects.

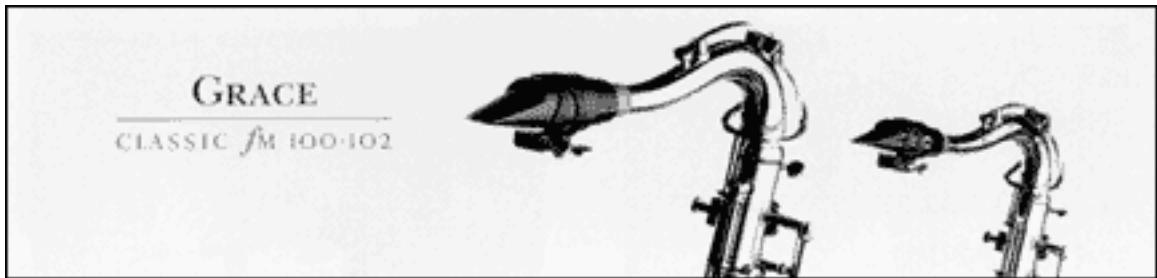
Visual Analogy Example 4.



Can you *easily* read the text and also see the analogy?

The shape of each red character is *similar* to the shape of the "O" which it represents.

Visual Analogy Example 5.



Looking at objects from **different points of view** can help in *discovering potential* analogies.