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MOHOLY-NAGY ART UNIVERSITY DLA

Zita Majoros

Piktopest collection– pictograms for children

Local identity development
with the help of a sign system

DLA Thesis

Thesis

In my DLA work – influenced by personal motivation – I've designed a symbolic system for children aged 3-6, inspired by local Budapest motifs. This system can be applied to number of medium – from toys to clothing, graphics or interior decoration, as presented in my DLA final work Piktopest collection. My aim was to help children develop their local identity, knowledge, and positive approach to their surrounding by the help of pictograms, on a playful and fun way. It was actually an easy task as there is no other public open and curious as children of this age.

Through the DLA program, the practical approach and theoretical research were equally important. It was inevitable to use my existing experience, gained not only through my artistic practice, but also through research and work experience.

In today's digitalized world, the information has to be simple and understandable so we can get exact facts and knowledge. Pictograms, important not only for this reason, are growing out to a higher level to become a global language understood by everybody. At the same time, in this globalized world, uniqueness (in our case local-ism) is important to keep and develop. In my work, I tried to research all the different ways of using pictograms, and its unresearched possibilities, not only as an information holder, but also a visual element used for experimenting, and artistic expression.