

The creation of a logotype as one of the most important elements of corporate design is a challenging task for communication designers. The concept that a good logotype is by definition a persuasive logotype creates a direct link to the genre of rhetoric, which, according to Aristotle, has the power of observing the means of persuasion on almost any subject. It follows that rhetoric concepts and methods are ideally suited for understanding the effectiveness of logotypes to expand the horizon of applied design work. In this publication the author illustrates how designers can utilize the tools of rhetoric, a science that dates back more than 2,500 years. Stylistic devices play a central role in this as logotypes are analyzed and classified to determine which communicative strategies and intended effects they fulfill. The theoretical insights gained from this provide designers with a wealth of knowledge that facilitates analysis, ideas generation, and argumentation along with a deeper understanding of the design process.

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Rhetoric of Logos has 4 ratings and 2 reviews. Rae said: A very interesting and detailed analysis of rhetorical devices in logo design. Although a lot of. Available in National Library (Singapore). Author: Helmann, Eduard., Length: pages: Identifier: The creation of a logotype as one of the most important elements of corporate design is a challenging task for communication designers. §16 Der Entwurf eines Signets als eines der wichtigsten Elemente des Corporate Designs ist für Kommunikationsdesigner eine ganz besondere. Rhetoric of Logos: A Primer for Visual Language. Explore Primers, Corporate Design, and more! Logos · Rhetoric of Logos: A Primer for Visual Language.

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