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The Language of Objects

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The Language of Objects

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THE LANGUAGE OF OBJECTS

Illustration by Lawrence Zecca

Emphasis on a buzz word, but a design tool.

Please for product semantics, not a graphic tool.

Klaus Krippendorff and Sopha Vakera make a

The diagram's shape, in turn, is

Due to our material media, our objects
crisis our material media, our objects.

What is symbolic meaning, the sign of

Symbolic role

Another buzz word.

Product semantics, a product of

Uses all shares.

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and produce it in a product

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