

ART 3382 – Symbols

Work for Tuesday 19th, 2008

1. Short response on the movie: “The name of the Rose.” One to 1.5 pages, Times New Roman, 12 point, no bolds, double spacing. Consider the topic on SEMIOTICS while writing.

On top: just your name, date and name of class (no double space for this section)

2. Finish the book on Semiotics

3. Go to the streets and find three [3] business where the logo seem too ordinary to you, too ugly, or something is just not right. Try to stay away from national chains like Wendy’s, Barnes and Noble, Big Lots, etc...

a. Take a picture (no internet copies or banners)

b. Try to figure out what these businesses are about and where they are located

c. Bring a printed copy of the picture with a short description: location and nature of the business

If you do not own a camera, go to the computer lab and ask Mr. Will Reid if you can borrow one from us.