What is the Perfect Corona Sign?

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Introduction

Currently, there are new visual signs around us that have not existed before. It's a notice about covid-19. You can see that most stores or public places have guidelines such as wearing a mask and social distancing. There are different types and forms.

I went around various places in the city, took pictures of them, and analyzed them according to the criteria I set. These three criteria were how much they caught people's attention, design elements including color, font, and illustrations, and how meticulous explanations were included. Then, an Instagram account was created so that people could see the pictures at a glance and communicate, and I uploaded them in order from the lowest to the highest rankings as a result of the evaluation. The analysis of each sign can be found on Instagram.
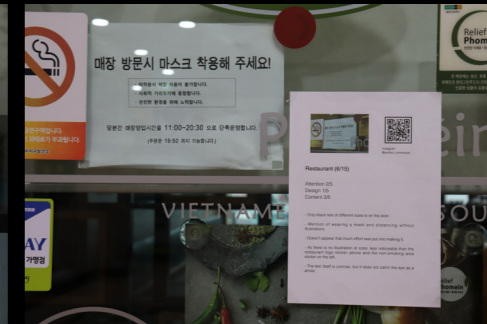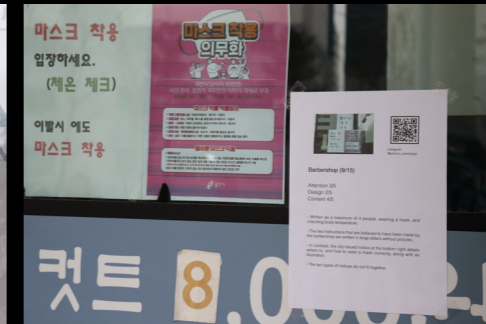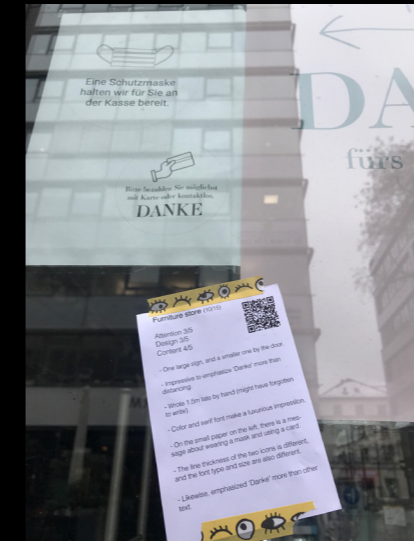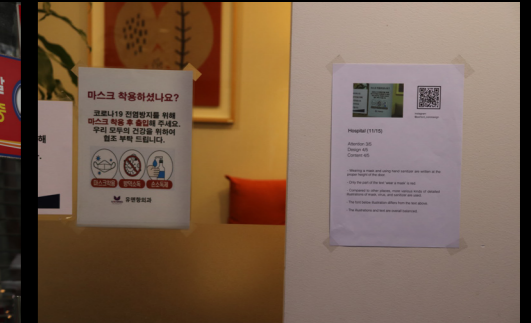
https://www.instagram.com/perfect_coronasign/

Instagram
@perfect_coronasign
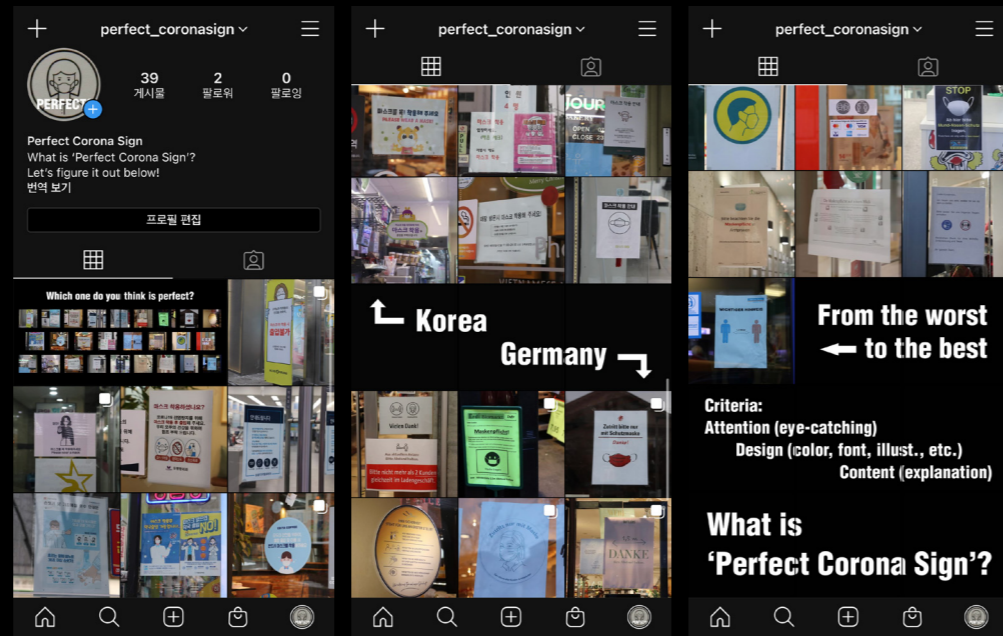
Finally, each evaluation was printed and attached to several places where the original sign was placed to let passers-by see it. Since I am currently in South Korea, taping them in Germany was helped by another student. People can also visit instagram because the qr code is left on the paper.

This essay is an analysis of a total of 26 corona-related signs found in Germany and South Korea. They were organized by each criterion based on which of the three criteria they received the highest score. If they received the same score on several criteria, the more prominent field was selected. Also, I picked good and bad examples for each criterion.
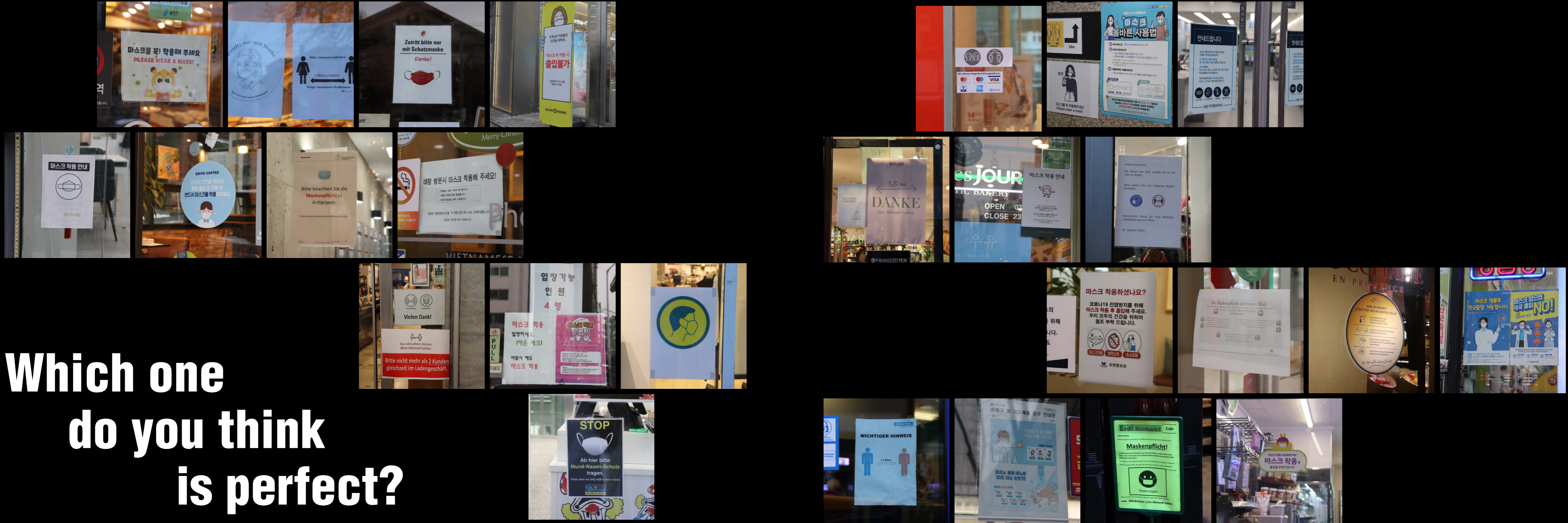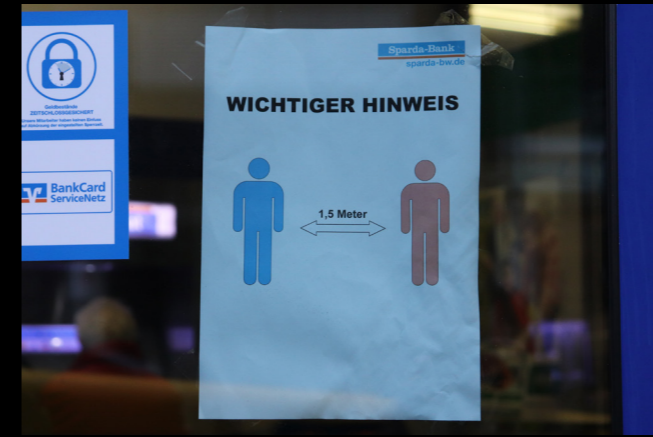
Which one
   do you think
      is perfect?

Attention

These are the signs that have the highest score or stand out in the field of attention. They are placed very large, in many places, or at the right height of the door. Each one used different colors to make it conspicuous. It can be seen that there are ways to use size, repetition, location, color, etc. to attract attention.
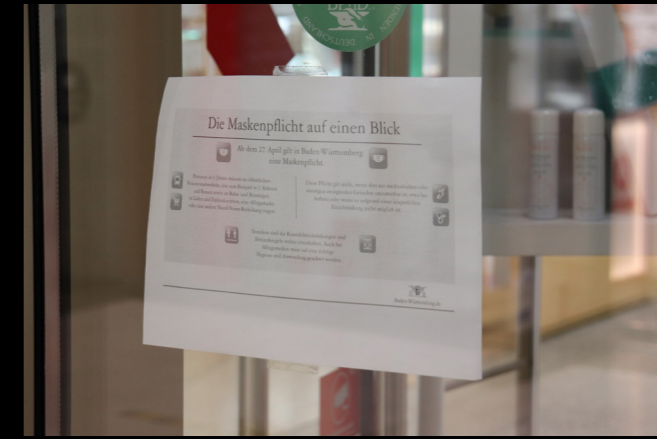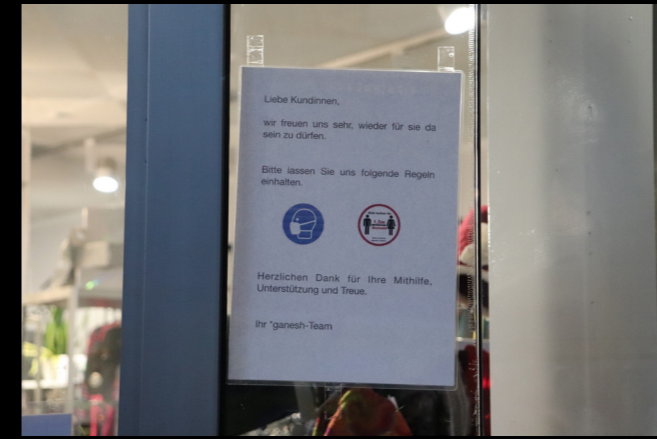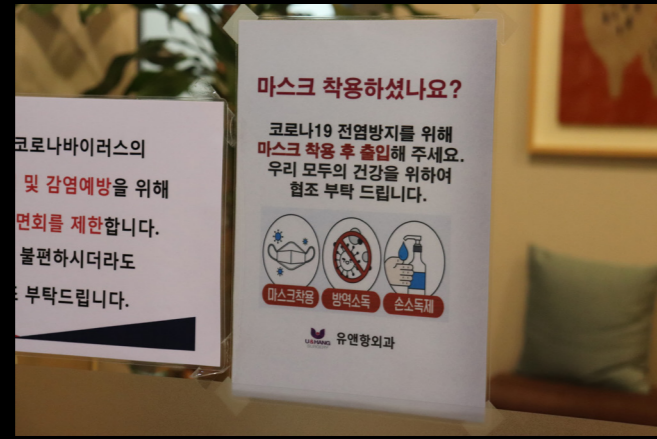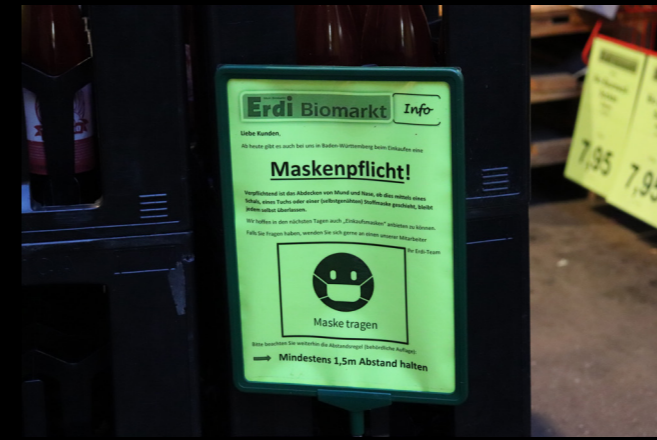
Design

Signs in the field of design convey the meaning quickly and effectively with short text and neat illustrations, rather than with too much text. The font and color were also chosen to suit the overall atmosphere. It is important to balance various factors such as illustration, font, layout, and color to make a good design.
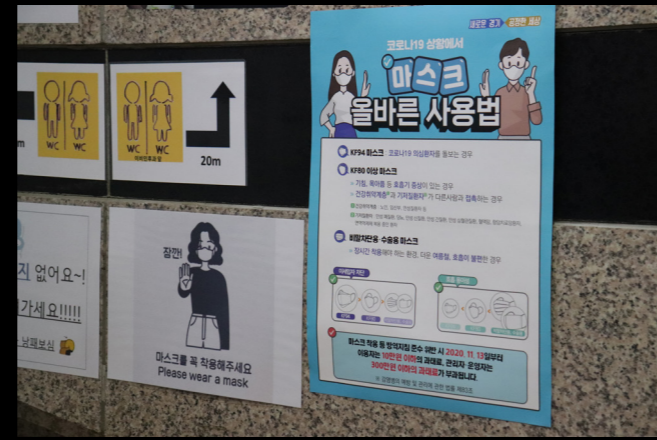
Content

Signs in the field of design are quickly and effectively convey meaning with short text and neat illustrations rather than with too much text. The font and color were also chosen to suit the overall atmosphere. It is important to balance various factors such as illustration, font, layout, and color to make a good design.

Attention

Drug Store

As it is a relatively large place where many people visit, it is important to catch their attention because the risk of infection is greater. A large banner is installed at the front door and is in the view of all customers entering, and stickers are attached not only to the front door but also to other doors in the store. The use of a yellow background is appropriate to attract attention as well.

Cell Phone Store

The location where it was attached was the lower side of the door, which doesn't come into view generally. If I hadn't looked for it on purpose, I would have missed it. Also, as the color of the paper is almost gone, it is hard to even tell what color it was originally. The text under the mask icon is rarely visible, so it seems to have no meaning to attach it.

Design

Convenience Store

It features round fonts, speech balloon, light green, and purple, which are elements of the existing store logo, so it is very similar to the original logo. Thanks to this, the unity with the logo is shown. Koreans can tell which convenience store's sign is just by looking at this. A rabbit, the character of this convenience store, also wears a mask and it gives a neat impression overall.
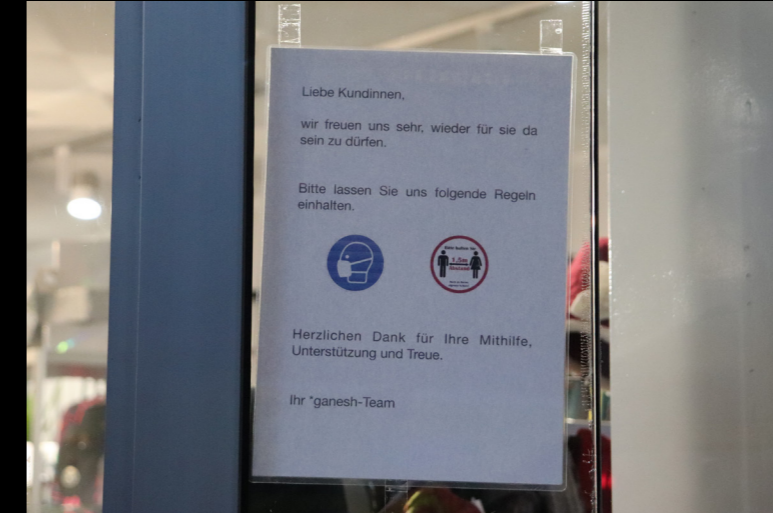
Clothing Store

If you don't look closely, there are no prominent elements that you don't know if it's a corona-related notice. It doesn't convey meaning at a glance. The text in the distancing icon is too small to be read without magnification. Few people would want to stand and read it for themselves. It may have been better to print only icons large without text.

Content

Barbershop

The notices contain restrictions on the number of people, wearing a mask, and body temperature measurement. It has a variety of contents compared to the signs of other places. The city-issued notice shows where a fine is to be paid if you don't wear a mask and how to wear a mask correctly. Not many people would read it, but it contains very detailed information.

Department Store

Some signs only specify wearing a mask without any other content, and this is one of them. Although it is effective in conveying meaning with images without text, it would have been better if other contents were simply expressed with text or icons, because it is a large place where many people visit.

Covid-19 is a new situation we are facing, and we are still looking for ways to communicate. There's no answer to what's the best way to do it, but by analyzing signs, I came to think about what people might consider when they made them, and whether they work. There are various kinds of signs, from effective to problematic, but as we deal with this situation, I think they can be developed in a good way.