

# BURGER

OR

# HOTDOG

Many authoritative signs, like “*no food or drink*,” use iconography to communicate their meaning in place of words. These signs are seen in many establishments around the world and need to be able to speak to the viewer without speaking their verbal language.

By flipping the page you’ll see iconography taken from a sign on an MTA Bus in New York City. The question is this: what is the “food” in the sign.

*Burger or Hotdog?*

## THINGS TO CONSIDER

- The proportion of meat to bun
- The roundedness of the top and bottom bun
- The amount of meat extending past the edge of the bun
- The icon is depicted horizontally
- There are no toppings

## SURVEY

Please fill out the survey below by marking the appropriate boxes based on your opinion. Thank you.

BURGER    OR     HOTDOG

*Would you consider yourself a burger lover or a hotdog lover?*     BURGER     HOTDOG

*Are you a creative person?*     YES     NO

*If you don't think it's a Burger or Hotdog, what is it?*    \_\_\_\_\_

*Draw a better graphic food icon:*

