



William Steyn's PICTOGRAMS FOR AFRICA



Pictograms are the most commonly and internationally used non-alphabetical signs. Their creation presents designers with the problem of making them accessible but not boring.

William Steyn's pictographic illustrations in the booking kit for the 1994 Grahamstown National Arts Festival show how cliché images may be presented in a fresh and visually appealing way which is communicative, thematic and harmonious. The images which are used to identify performance categories and specific festival events, achieve a lively charm and succeed in conveying the spirit of an arts festival in Africa.

The illustrations, executed with a technical pen, are described by Steyn as 'something between slick commercial and art drawings - handmade images which do not look as if they belong in Toronto or Tokyo'.



