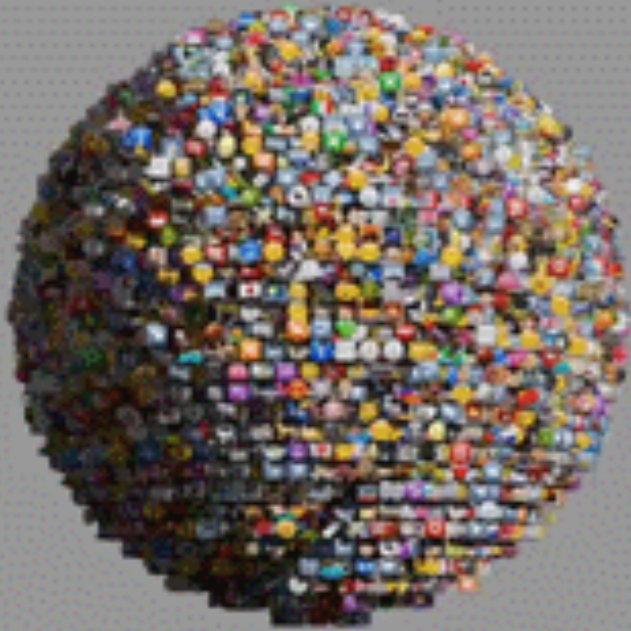




WITHOUT WORDS : EMOJI EVOLUTION

As the emoji evolves from humble text-message add-on to globally recognised picture-code, could we be on the cusp of developing the first truly universal language?



Albert Omass



Emoji IRL. LOL



Communication Simplified

Our community is building a visual language of icons anyone can understand

The Noun Project

OVERVIEW

- The internet is changing the way we communicate. It has kick-started a global conversation, and prompted the development of what could be the first truly global language
- We are more connected than ever though our method of communication is evolving from largely verbal to predominantly visual. Notably, the most popular word in 2014 wasn't even a word; it was the heart emoji. In the wake of this shift, pictures and icons take on heightened significance
- The humble emoji sits at the heart of this shift. Once a playful addition to text messaging in Japan, the emoji has gathered pace, developing year on year as emoji vocabulary expands to meet demand
- The world is reacting to the emoji effect, with a spate of new product offerings and technology facilitating this growth
- No longer contained to emoji alone, the exploration of simple visual code is being extended – from the Noun Project, which is building a global language of icons, to companies developing brand-specific picture icons to communicate with their customers quickly, effectively and – perhaps most importantly – on a universal level



Emoji Art & Design Show



Emoji IRL. LOL



Bloomberg.com

LET'S TALK PICTURES



The Noun Project

Increasingly, we are talking to each other through screens – a recent [Pew Report](#) showed teenagers text each other more frequently than they use any other form of communication. The requirement to write at the speed of speech is a relatively new one, resulting in simplified language and an increased reliance on pictures to quickly communicate emotions that would take too long to put into words. Our phones, Twitter feeds and increasingly the world around us being littered with simple picture icons is largely a result of the need to add meaning in the absence of physical context – a congratulatory hug is replaced with three exclamation marks, two heart symbols and the face with tears of joy. Add to this the digitally initiated global conversation, and we find ourselves rapidly reverting to our picture-based linguistic origins. It is predicted that by 2115, only 600 languages will remain of the 6,000 in use today. For better or worse, the world is becoming culturally homogenised, and emoji are becoming the unexpected linguistic forerunner – as Jenna Wortham put it in [Womanzine's emoji issue](#): “In short, emoji are a secret code language made up of symbols that everyone already intuitively understands.”

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TEENAGERS TEXT EACH OTHER MORE FREQUENTLY THAN THEY USE ANY OTHER FORM OF COMMUNICATION, INCLUDING FACE-TO-FACE CONVERSATION, WHICH COMES IN AT NUMBER THREE. IF YOU ASK A RANDOM PERSON, ESPECIALLY ONE UNDER 30, WHAT A TILDE IS, HE WILL PROBABLY STARE AT YOU BLANKLY. BUT HE IS VERY LIKELY TO RECOGNISE, AND COMPREHEND, FACE WITH TEARS OF JOY.

- ADAM STERNBERGH,
NEW YORK MAGAZINE

”

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Emojipedia



Heart Emoji

👯 👩🏻💋 🙇

5

Emoji Meanings That Might Surprise You

🙏 💩 😓

EMOJINALYSIS

YOU SHOW ME YOUR RECENTLY USED EMOJIS. I TELL YOU WHAT'S WRONG WITH YOUR LIFE.

TWITTER NAME, AGE AND SCREENSHOT TO @BRILLOSPAD OR EMAIL TO EMOJINALYSIS@GMAIL.COM

ARCHIVE RANDOM RSS SEARCH TWITTER

10TH AUG 2014 | 79 NOTES

Zuletzt benutzt

Subject 69: Jakob, 33

Emojinalysis

LEARNING TO SPEAK EMOJI

The first emoji was created in the 1990s, originates from Japan and, to quote the Oxford Dictionary, is a "small digital image or icon used to express an idea or emotion in electronic communication". Now an internet sensation, the emoji is firmly rooted in public lexicon and has society at large questioning whether this could, in fact, be the first truly global language. It's possible, especially when we consider facts from the Global Language Monitor, which announced that the most popular word of 2014 wasn't a word, but the heart emoji. To cope with the extent of 'emojomania', [Emojipedia](#) has launched as a guide to all things emoji. It lists emoji names and meanings, drills down to various categories and covers different platforms, such as Apple iOS, Google Android and Microsoft Windows 8. Interestingly, new services related to emojis have also popped up. Take a look at [Emojinalysis](#), the Tumblr page that psychoanalyses your use of emojis. The tagline reads, 'You show me your recently used emojis. I tell you what's wrong with your life'. Feeling overwhelmed with all this emoji talk? Not to worry, there's a video on emoji meanings to help you with that.



Yung Jake



Emoji Ligatures



Emoji Dick

A RAPID EVOLUTION



Apple

The emoji has come a long way since being a fun side note or sign-off to texts and emails. They have transformed how we text and express ourselves, and at times, according to Wired: “efficiently negate the need to come up with actual words”. There seems to be no stopping these cutesy little icons. They have already been used as evidence in court, featured in Katy Perry’s Roar video, and accumulated their own in-depth biographies. There has also been an elevation of the emoji in the arts world, with the [Emojinal Art Gallery](#), the [Emoji Art & Design Show](#) and emoji haiku and [Emoji Dick](#) (the latter the translation of Herman Melville’s classic, which sees 10,000 Moby Dick sentences translated into emoji icons). Most recently, in response to a call for more diversity within the emoji range, [Apple](#) introduced new, racially diverse emojis. Looking to the future, designers Alexa Grafera and Louie Mantia are currently in the process of developing a new style of [emoji](#). It is called ligatures, and it is like mathematics in emoji form, allowing you to mash together different emojis to create a new end result. For example: cherries + ice cream + sauce = yummy scrummy dessert.



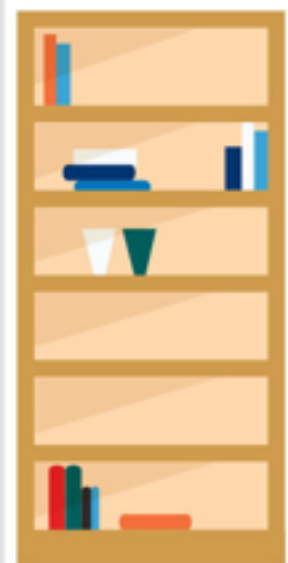
Bazaar Emojis



Bazaar Emojis

EMOJIBRANDING

Big-name brands are beginning to see the potential in emoji-based branding. First up: [Coca-Cola](#), who for its latest ad campaign, Emoticoke, decided to spread happiness on the net using web addresses made up of smiley emojis. [Ikea](#) is another brand to dip its toes in the emoji world, having recently developed its own set of emoticons. Filling the gap for more domestic-themed emojis, these adorable little symbols help jazz up any chore-based, home-related text. Having problems getting your flatmate to pull his/her weight? Nudge them nicely with the cutesy Ikea vacuum emoji. Novelty aside, though, this could mark a milestone for branding, as [Wired](#) explains: "Pictograms have always played a considerable role in Ikea's marketing materials, particularly in its famous instructions for assembly, but this new app might be about more than marketing. It signals a future where emoticons began to eclipse both marketing copy and written words more broadly". Ikea isn't alone; [Harper's Bazaar](#) developed a collection of chic new visuals for Fashion Week last year, and catered for fashionista's emoji needs, from a leather biker jacket to kale, green juice and even Karl Lagerfeld.



Ikea

WGSN

We hope you enjoyed this taster innovation report.

**The full report includes even more trends in
emojimedia, emojitech, flat design and more. This is
available exclusively to our subscribers. See what
else is trending on WGSN.**

FIND OUT MORE