In order to make a glyph system that is unified and logically ties in with one another, a brainstorming of concepts had to be explored.
After careful consideration and analysis of various concepts, a concept of food was finalized. In this poster, the words pertaining to food and the seasons are grouped accordingly.

In springtime, life emerges from the dormant winter. The snow melts, revealing the growth of grass, flowers, and other plants. Bees are busy pollinating flowers and making honey. Like breakfast, which is the start of the day, spring is the beginning of the season cycle. They both are characterized by having bright and colorful qualities.

Summer is composed of long, hot days and many outdoor activities. There are many sounds, such as the sizzling of steaks and burgers being grilled, and the sweet taste of ice cream and watermelon.

Autumn is the season of harvesting, such as the harvest of corn and apples. The smell of spices fills the home from the making of pies. Turkey is the staple food of Thanksgiving and the season.

Winter is desolate and grey, with plants and animals waiting for the return of spring. This is in contrast to the home, which is warm and inviting. Similar to dessert, which rounds off the meals of a day, winter is associated with many sweets, such as hot chocolate, peppermint, and egg nog.
Many glyph iterations were explored during this process. The designing included foods that pertain to its respective season as well as more abstract adjectives, such as “enclose” for preserves in winter or “festive” in the autumn season.
In this chart, the many glyph iterations are placed based on two spectrums - emotional to objective and abstract to literal. Most glyphs were more abstract than literal.
After seeing the results of the scatter plot in the previous slide, further changes were made to make each glyph more balanced in how they communicate.
This is a testing form given to several people in order to receive outside information about my glyphs.

Interactive communication: glyph testing
Here is the final glyph sequence, including the transitional glyphs. A food and attribute is grouped to each season.
With my glyphs now finalized, I began the process of exploring various layouts, and whether they should be text, glyph, or narrative dominant.
After many layout designs, these became the result of a long and arduous process. All of the layouts read as a whole but can also stand on their own.
Spring emerges from the foundation of winter. Lush, green life emerges from the earth, transforming the landscape.

By summertime, the fruits become sweet and full-bodied. Plants bask in the bright sunlight.

10 These are additional sketches and designs made throughout this process.