



Since the Oxford Dictionary chose the “tears-of-joy” emoji as “*Word of the Year 2015*” we have in a sense been officially regarding emoji as word pictures, as picture glyphs in the literal original Japanese sense of “e” as picture and “moji” as glyph, or, in other words, as modern-day hieroglyphics\*.

\*Jochen Gros, *Tears of Joy? Word of the Year*, German and English, in: form 264, Jan. 2016  
See also: [www.icon-language.com](http://www.icon-language.com)

## Emoji Chinese

Meanwhile, emoji as picture glyphs have become an integral part of ordinary Chinese text entry, alongside traditional signs.

che



If you type a Chinese word such as “che” (car), you will first see a popup menu suggesting synonymous signs which now include emoji. They are written into the text along with their index number.

But how might this “Emoji Chinese” be further developed? How could it be typographically varied, semantically differentiated and, not least, transferred to our own conditions, for example as “Emoji English”?

2 Emoji Typography -Vocabulary -Grammar

5 Extract from the book *Pictoperanto*

60 Emoji English, a Font as Arial or Times

62 Emoji Handwriting




Technically, “Emoji Chinese” makes a kind of quantum leap towards a new, relatively complex and thus almost self-evident pictographic script. Typographically, semantically and linguistically, however, the childlike emoji of today still appear to be rather initial and questionable.

At first, the sheer diversity in the design of printed letters may already indicate, that the development of emoji, too, will certainly not be limited to one style.

### Emoji Typography – *Different Styles*

Take for instance the now commonly understood vocabulary of pictograms. In fact, these pictures, were also originally designed as visual words, as picture glyphs, in other words, as “emoji”, but in a completely different style. (See Otto Neurath: “picture language”)

jīng chá

1 警察 2  3  4 经查 5

tiào wǔ

1 跳舞 2  3  4 跳 5 挑

mǔ niú

1 母牛 2  3  4 木牛 5



## Emoji Vocabulary – Including Pictograms

While the graphics of letters “only” illustrate impressions and connotations, the typography of emoji can be understood as a pretty demanding design of visual terms and phrases. And the general style of picture glyphs also co-decides about the possible scale of a picture vocabulary.

So, the current Chinese text entry system does not yet include emoji for the following terms. Pictograms however are quite able to fill the gap.

bu|

1 不 2  3 步 4 补 5 布 6

no

zou|

1 走 2  3 邹 4 奏 5 驹 6

go

ban gong shi|

1 办公室 2  3 半 4 版 5

office

xin yi

1 新一 2 心意 3  4 新意

regards

yu kuai|

1 愉快 2  3 与 4 于 5 雨

happiness



## Emoji Grammar – *Becoming Self-Evident*

Computer graphics, contrary to brush strokes, not only enable complex and thus relatively self-evident word pictures but also an accompanying self-evident grammar. Here, it is almost enough to explicitly name some certainties of visual perception.

Let's take, for example, the obvious distinction between "text" and context, between what is visual meant and its visual surroundings.

### ling dai



tie

### fu mu



parents

### lie ren



hunter

A more comprehensive grammar follows in this PDF on Page 5 - 60 as excerpt from the book:

***Pictoperanto – Pictograms, Icons, Pictorial Fonts***

# Pictoperanto

Jochen Gros

Pictograms

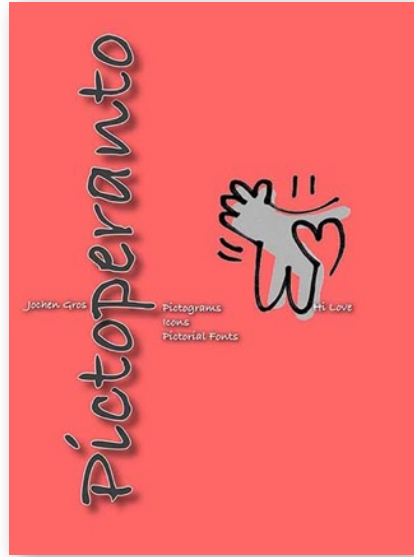
Icons

Pictorial Fonts

English and German

IBN 978-3-8423-7864-3

© Copyright 2011, Jochen Gros



# Icon Black

grammar in the black and white style



*You*



*are*



welcome

head 

body 

 hand

lungs 

# 1 Visual Emphasis

text and context


jacket 

pants 

 jeans cowboy



customer 

goods 



father

child



adult

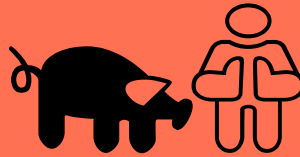


boyfriend




little  pig 

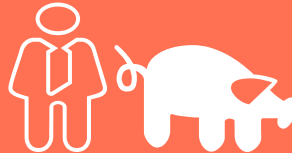
pigggy



# 2 Adjective or Determinative

male  pig 

boar





evil  man 

villain  

mare  

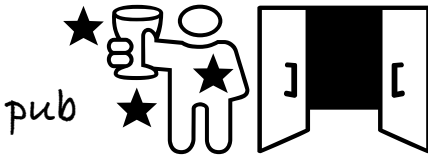
male  horse 

stallion  

female  dog 

bitch  

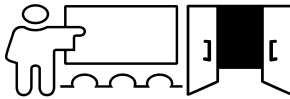
bitch  



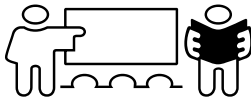
more

# Determinatives

shop

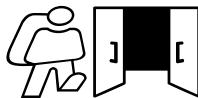


classroom



schoolbook

clinic



guesthouse



hotel

royal 

palace 

castle 



library

beef 

meat 


pork 

mutton 

# 3 Verb

with sped lines

burn 

hot 

fire 

go  make 

meet 

 dancer

dance 

speak 

speaker 



more  
**Verbs**

come



dance attraction



strut



trot



clomp



go



pace



weave/tumble



march



scuttle



get help



run



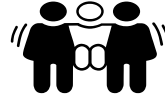
hunter



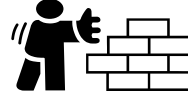
start



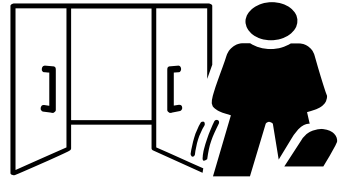
help



built



leave



hunt



think



drink



swim



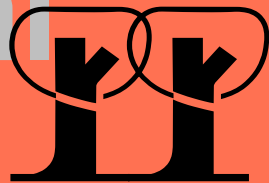


# 4 Plural

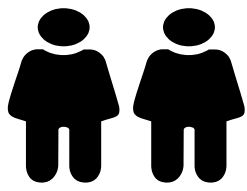
same as in Chinese



trees



men



people



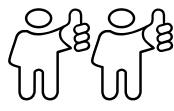
words



language



better



best



literature 

houses 

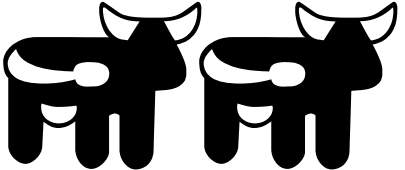
cops 

police 

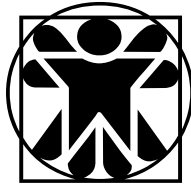
village 

books 

cattle 

cows 

art



artistic



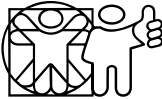
# 5 Epitome

traditional and new

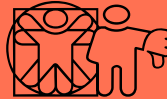
artist



pretty



ugly



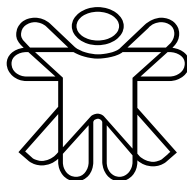
art classes



sports



sporty



sportsman



sportswoman



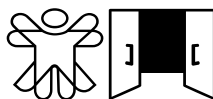
jogging



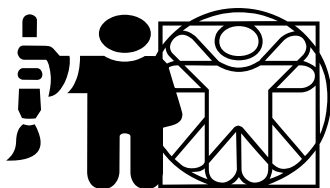
team



gym



photographer



painter

architecture



Art

architect



fashion



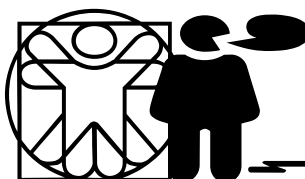
design



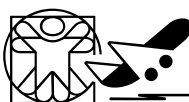
arts and crafts



rhetorics



aerobatics



cookery



ikebana





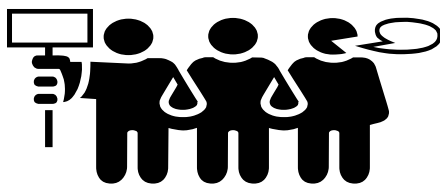
community

# Community

member



demonstration



led



leader



club



glee club

strike



welfare

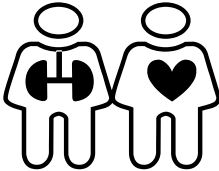


weather 

# 6 Multiple Epitome

most powerful  
to create abstract terms

clothes 

organ 

fruit 

furniture 

lucky



feel



addict



party



young



distinguished



mansion



# Multi Epitome Work

to work



work



worker



tool



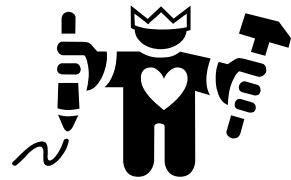
busy



profession



master



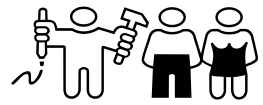
professional



office



workwear



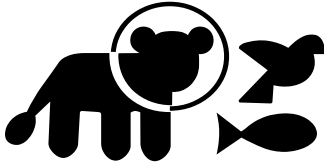
workbench



workaholic



animal



develop



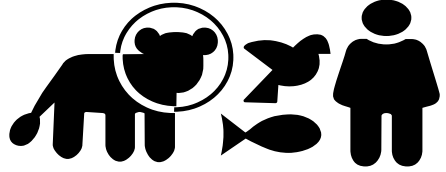
beginning



# Multi Epitome

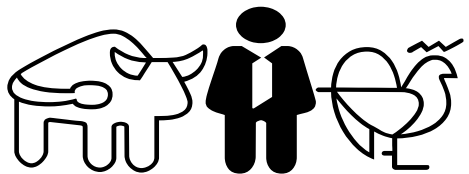
maximum abstraction

creature



plant

macho



*liberty*



*freedom*



# 7 Metaphor

the queen of visual abstraction

justice



law



judge



penalty



impartiality



attorney



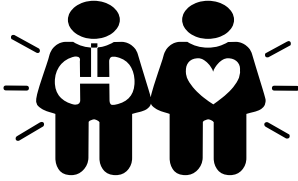
prosecutor



defender



health



health



type health+

healthy



horny



lovely



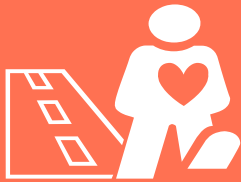
old



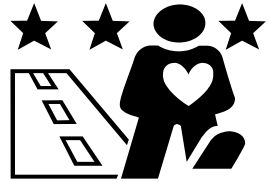
new



life



destiny



live



alive



nightlife



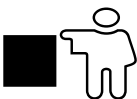
origin



# 1 Pronoun

he 

she 

it 

I  love  you 

## Sentence Building

he  teaches 

she  sleeps 

it  burns 

we  hunt  lions 

they  go  to  $\Rightarrow$  work 

she  loves  me 

us 

possessor



possession



2

have



# Genitive

father



has



money



fathers



money



my



money



# 2 Possessive Pronoun

my  true  love 

your 

his  child 

her 

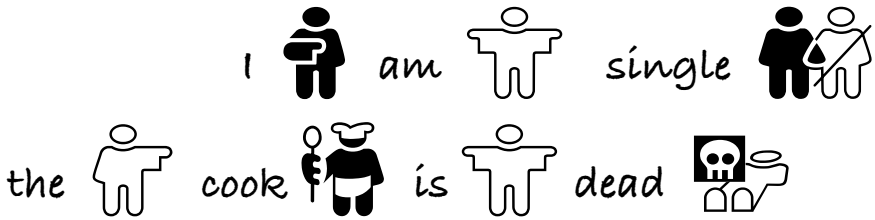
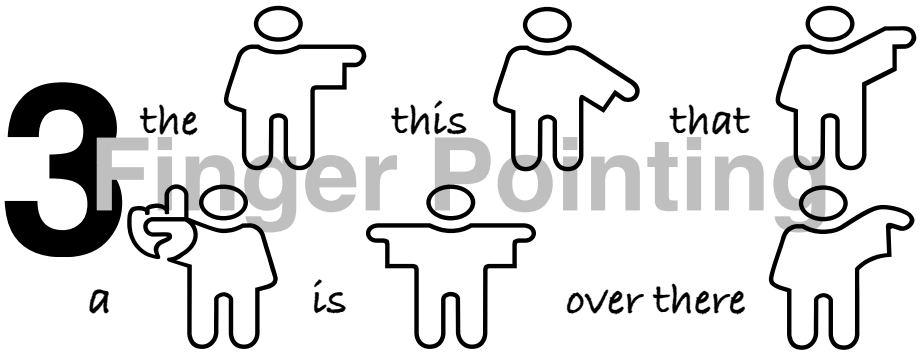
its  door 

our 

their  bus 

mine 

yours  sincerely 



we are cops



this apple is from that tree

the old man is sleeping



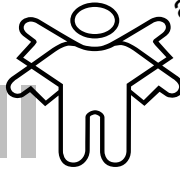
(over) there is a chair

4

pointing to



some directions



all directions

some all



everybody loves somebody

nobody is in the house





sometimes  I am smoking   

ever 

something  to eat  $\Rightarrow$  

everything 

somewhere  in (the) woods  $\Rightarrow$  

everywhere 

# 5 Auxiliary Verb

want, must, can



I want food



you  must  go  to  $\Rightarrow$  school 

he  can  work 

must  not 

mustn't 

I  can  not  help  you 





don't 

I  do  not  smoke 


won't 

haven't 

# 6 Question

what  is  your  name 

asking 

questions 



who   is  coming 

whose   house  burns 

where   are  cows 





when   do  you  speak 

# 7 Tense



past  present  future 

go 

going  

I  went   to ⇒ NY 

will  go 

would  go 

history  

progress  

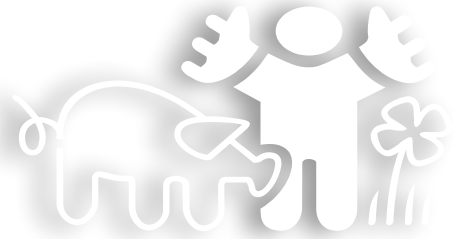
I  am  going   home 

I  was   happy 

I  had   money 

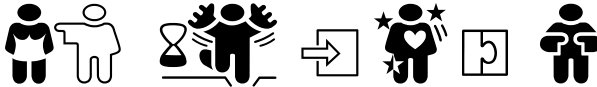
I  would  go  to  $\Rightarrow$  hell 

# Sentences



good luck for you

she fell in love with me

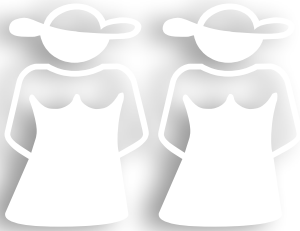


# Sample

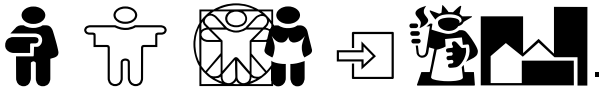


this woman was hiking alone

tonight some ladies are dancing on the table

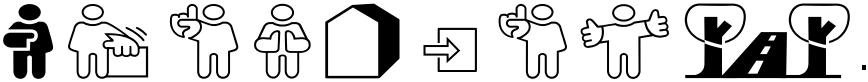






I am artist(F) in New York.

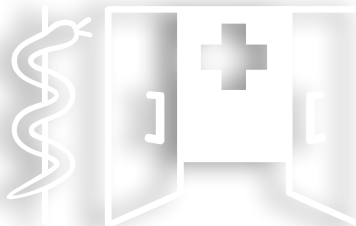
I have a small house in a big alley.

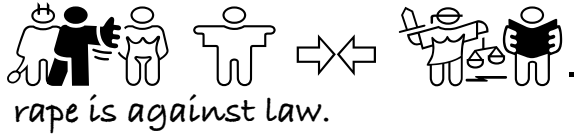




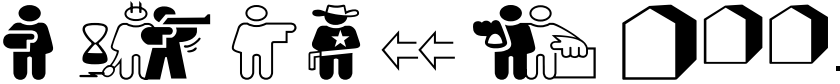
he is ill. where is a doctor.

I think, I must go to a clinic.

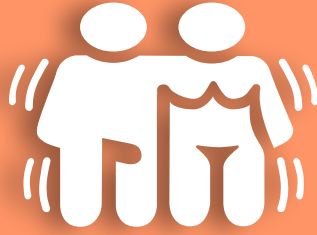




I killed the sheriff of your town.



# Sexions

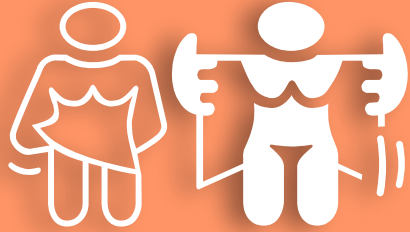


*I wanna make love with you.*

*we need sex.*

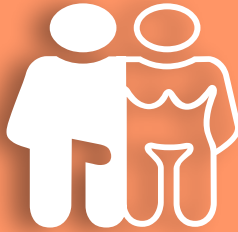


# Sample



I like you to strip.

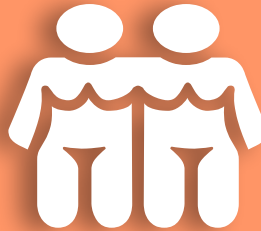
she has lovers.





we'll sleep together.

the gay king married a lesbian queen.





*some swingers got a venereal disease.*

*fuck you*



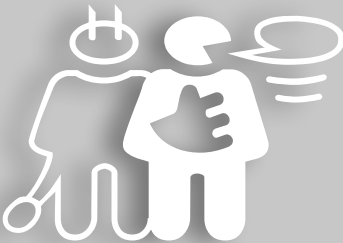
“Emoji English” is the attempt to write pictograms, icons and emojis with a font such as Arial or Times.



# Emoji English.ttf

With this font, almost 1,000 picture glyphs can be written in the alphabetical text, including all pictograms used in this PDF.

If you type, for example, *woman* you automatically get an appropriate pictogram. It can be deselected with the # key.

A popup menu, as in the Chinese system, is not supported by the English font system as yet. Synonyms or alternative emoji, may however, be accessed (in the present version only in some cases) via the + key.



lie  lie (lie+) 

man  man (man+) 

paint  paint (paint+) 

[Free download](http://www.icon-language.com/basic/today.html) of the font Emoji English.ttf  
[www.icon-language.com/basic/today.html](http://www.icon-language.com/basic/today.html)





In the wake of digitization, surprising possibilities often occur. And one of them is the handwritten and manually illustrated email.

<http://www.fontblog.de/tod-der-handschrift-von-wegen/> (only German)

## Emoji Handwriting



Utilising touch screen technology, the “digital renaissance” of handwriting began with notebook apps such as *Upad* or *Noteshelf*, followed by Apple with *Notes*, an app that has already been integrated into the operating system since iOS 9.

<http://page-online.de/tools-technik/so-koennten-gekritzelte-notizen-und-skizzen-getippten-texten-bald-konkurrenz-machen/> (only German)



<http://www.pcwelt.de/ratgeber/Selficons-Emoticons-in-iOS-9-selber-malen-9925081.html> (only German)

Sooner rather than later, mail applications such as iMail, Outlook and Thunderbird will probably add the fundamental tools for handwriting and drawing to their programs, as we see in the example of Gmail.



The question that will then arise will be: How can all of us, not just artists, illustrate, personalize and emotionalize our private mails and posts?



The first step might be: DIY emoticons, followed by doodlegrams and emoji “handwriting”. And then, it’s not too difficult to imagine the creation of a flipbook of emoji animations leading to the further prospect of a partly animated picture language. See more at:

<http://www.doodlegram.design/do-it-yourself/2.html>



Big Love




[www.doodlegram.design](http://www.doodlegram.design)



Hugs  and  kisses



 Go green



**Juni 2016**  
[www.jochen-gros.de](http://www.jochen-gros.de)