SIGNS CHART

Use this document to capture information about signs, signifiers, and connotations in the advertisement images and in the assignment images.

**From Advertisement**

|  |  |  |
| --- | --- | --- |
| **Signifier**  **(Necessary Details)** | **Signified** | **Connotation**  **(Words related to the signified)** |
|  |  |  |
|  |  |  |
|  |  |  |

**From Assignment**

|  |  |  |
| --- | --- | --- |
| **Signifier**  **(Necessary Details)** | **Signified** | **Connotation**  **(Words related to the signified)** |
|  |  |  |
|  |  |  |
|  |  |  |



**I SAW THE SIGN**