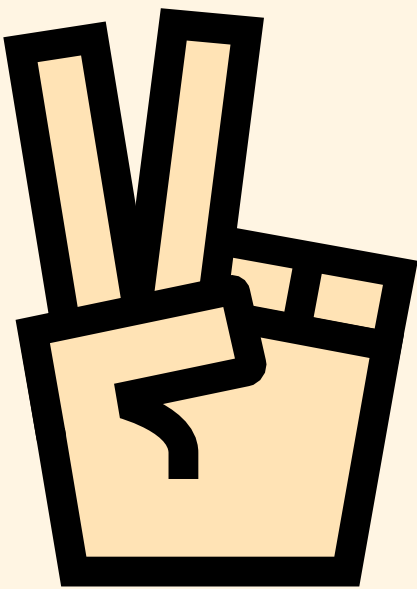


PROMOTING **RELIGIOUS TOLERANCE** THROUGH  
THE DESIGN OF A **PICTOGRAM COMMUNICATION**  
**SYSTEM** FOR **DIGITAL PEACEMAKERS** ON SOCIAL  
NETWORKING SITES

SYED GOWHAR ANDRABI



PICTOGRAM COMMUNICATION  
SYSTEM OF RELIGIOUS TOLERANCE  
(PCSoRT)

**DESIGN GUIDEBOOK**  
SUBMITTED TO THE UNIVERSITY OF  
HERTFORDSHIRE IN PARTIAL FULFILMENT  
OF THE REQUIREMENTS OF THE DEGREE OF  
DOCTORATE IN DESIGN  
FEBRUARY 2024

SUPERVISORY TEAM

**PROF. MICHAEL BIGGS**, SCHOOL OF CREATIVE ARTS, UNIVERSITY OF HERTFORDSHIRE  
**DR. BARBARA BROWNIE**, SCHOOL OF COMMUNICATION, ROYAL COLLEGE OF ART  
**DR. MEGAN KNIGHT**, SCHOOL OF CREATIVE ARTS, UNIVERSITY OF HERTFORDSHIRE  
**DR. KERRY PURCELL**, SCHOOL OF CREATIVE ARTS, UNIVERSITY OF HERTFORDSHIRE

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SYSTEM OF RELIGIOUS TOLERANCE  
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## **INTRODUCTION:**

# **PICTOGRAM COMMUNICATION SYSTEM OF RELIGIOUS TOLERANCE (PCSoRT)**

PCSoRT is a design project, a computer-mediated pictogram communication system designed to promote religious tolerance in the comment sections of social networking sites, particularly YouTube.

It is a non-phonetic graphical representation system that uses digitally produced pictograms to communicate shared beliefs and common values of Abrahamic religions.

It serves as a bridge between users from different backgrounds, fostering a sense of belonging and shared interpretation while providing a common ground for finding ways to promote religious tolerance.

It is aimed at tolerant users (digital peacemakers) who have prior knowledge of using pictograms and have a certain degree of “fluency” and “practice” in pictogram narrative and communication.

## **GUIDEBOOK:** **PICTOGRAM COMMUNICATION SYSTEM OF RELIGIOUS TOLERANCE (PCSoRT)**

Dear Digital Peacemaker

This guidebook is an information manual describing the vocabulary and application of the Pictogram Communication System of Religious Tolerance (PCSoRT). It provides a reference guide for religiously tolerant users (digital peacemakers) who communicate in English and are looking for a tool to express specific ideas about religious tolerance based on shared concepts in the context of social networking sites (YouTube).

The guidebook provides guidelines and a range of examples to ensure a consistent and coherent visual representation of the pictogram system.

The guidebook strives to evolve continuously to help you represent shared religious concepts. You are welcome to share your sketches and suggestions with us at any time ([gowharandrabi@gmail.com](mailto:gowharandrabi@gmail.com)). Your contributions are greatly appreciated.

Participation in the co-creation process is open to you, offering you the opportunity to contribute to the ongoing improvement of the system.

We really hope you find this resource beneficial!

## BASIC RULES:

### ■ **Reading Order:**

PCSoRT is aimed at English speaking digital peacemakers and follows a left-to-right reading order. It is designed for users familiar with pictogram communication systems. Users who are unfamiliar with the system can learn it with little practice.

The placement of pictograms plays a crucial role in representing concepts in PCSoRT because it establishes relationships between different elements in a sequence. Since the meaning of a pictogram may not always be present in the representation itself and can be vague when viewed in isolation, placement makes the meaning clear and allows combinations to work effectively.

### ■ **PCSoRT-Character:**

A pictogram is the basic unit or character of PCSoRT. It is a single character that can stand alone with its basic semantic meaning or acquire a more complex meaning when combined with other pictograms. A combination of pictograms along with modifiers and other elements would form the pictogram set representing a particular concept.

### ■ **Types of PCSoRT-Characters:**

A pictogram can be either an icon (e.g., representing an idea directly), an index (e.g., representing an idea indirectly), or a symbol. Depending on the concept, these can be used independently or in combination

with each other (e.g., a combination of icon and index pictograms to create a new concept). This allows PCSoRT to use concrete concepts to represent abstract concepts through visual metaphors and cues.

■ **Singular Form:**

Achieved by a generalised pictogram to represent a concept in its singular form.

■ **Plural Form:**

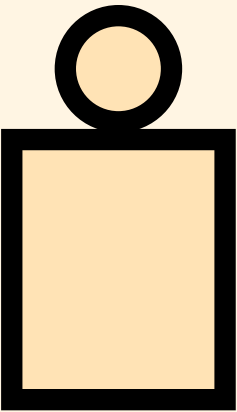
Achieved by repeating a generalised singular concept.

■ **Visual Emphasis:**

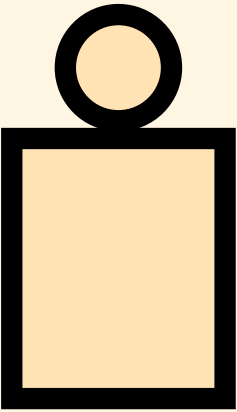
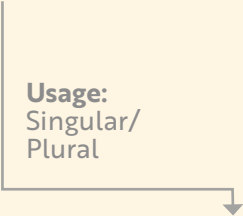
This technique is used to emphasise a specific feature in a concept. It serves as a focal point to draw attention to a particular pictogram or expand its meaning by making it stand out from the rest. This is achieved by selecting “bold” formatting or simply adding a solid pictogram to emphasize the highlighted feature in the concept.

■ **Modifiers:**

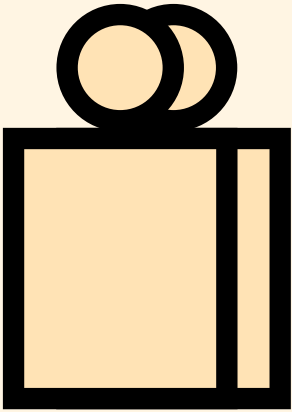
Modifiers are individual characters, mostly used as separate prefixed pictogram, to modify the state of a pictogram or to clarify the concept. They act as grammatical marks to inform users that the upcoming pictogram has some modifying properties. There are five groups of modifiers: specific modifiers, tense modifiers, prohibition modifier, signal modifiers, and numeric modifiers (see page 32 for details).



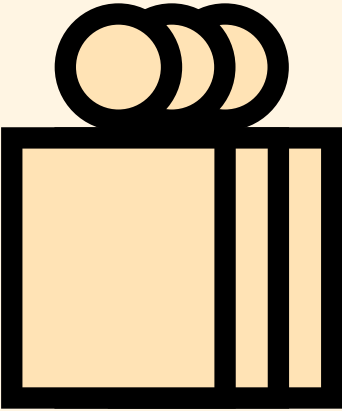
**HUMAN:**  
A graphic form that is abstracted and represents the idea of a general human figure.



**SINGULAR FORM:**  
Achieved by using a general pictogram to represent the idea in its most basic, singular form.



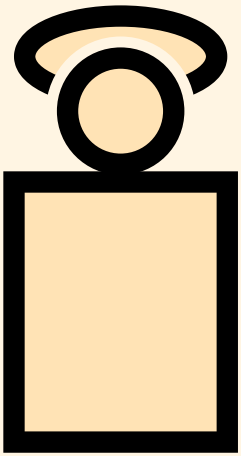
**PLURAL FORM:**  
Achieved by repeating a general pictogram to represent the idea in its plural form.



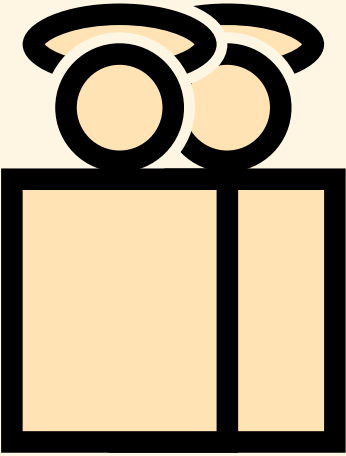
**HUMANKIND/ PEOPLE:**  
Achieved by repeating a general pictogram three times to represent the more significant idea of humankind as a whole.



Usage 2:  
Concept Extension  
Singular/ Plural

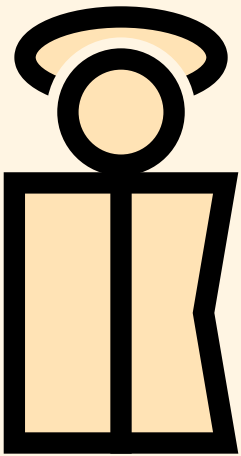


**MESSENGER/ PROPHET:**  
Achieved by incorporating a halo into a general pictogram to symbolise the idea of a messenger or prophet.

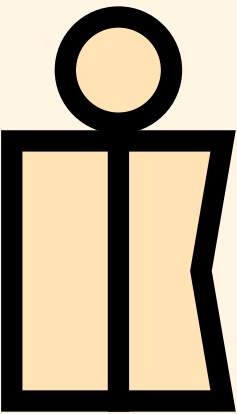


**PLURAL FORM:**  
Achieved by repeating the general pictogram of a messenger/ prophet to represent the idea in its plural form.

Usage 3:  
Concept  
Extension

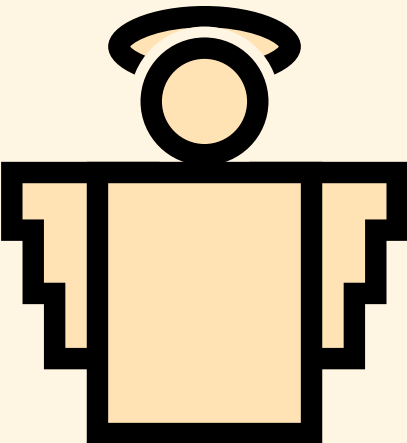


**ADAM/ EVE:**  
Achieved by incorporating a halo into a general pictogram and dividing it evenly to symbolise the idea of Adam and Eve as equal better halves.

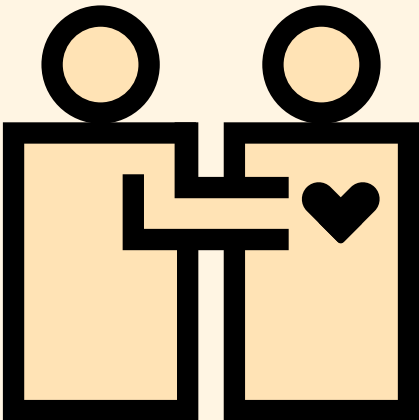


**FATHER/ MOTHER:**  
Achieved by a general pictogram and divided evenly to represent the idea of Father and Mother as equal better halves.

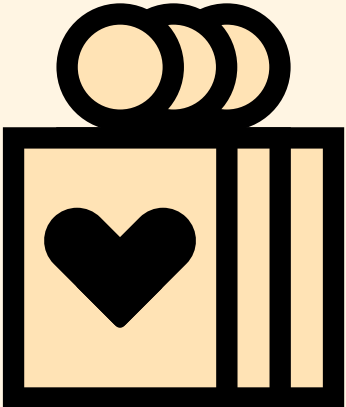
Other Usages:  
Concept  
Extensions



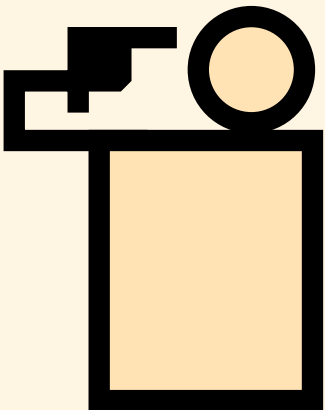
**ANGEL:**  
A figure with wings and  
a halo, representing a  
celestial being.



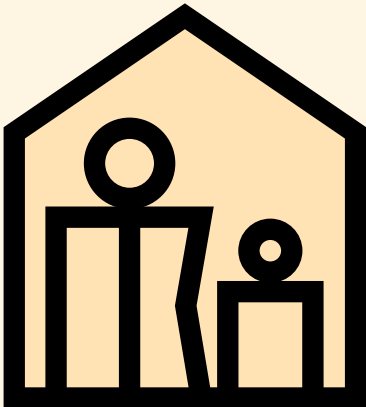
**AFFECTION:**  
A pair of friendly  
humans with a heart  
shape, representing  
friendship and  
affection.



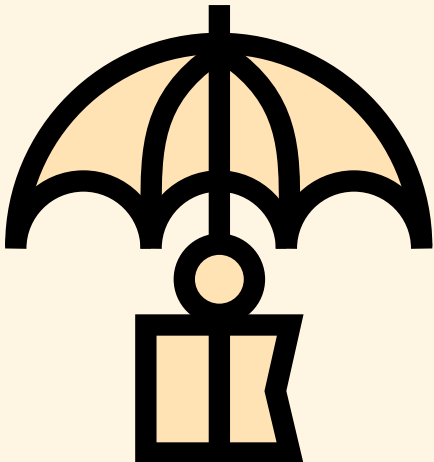
**HUMANITY:**  
Achieved by incorporating  
a heart into the  
pictogram of humankind,  
representing the qualities  
of goodness, compassion,  
and kindness.



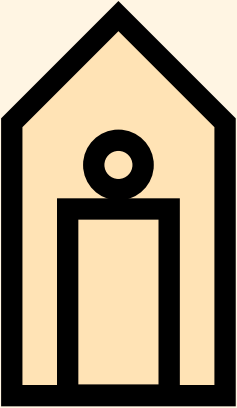
**SUICIDE:**  
A human figure aiming  
a gun at themselves,  
representing the thought of  
taking one’s own life.



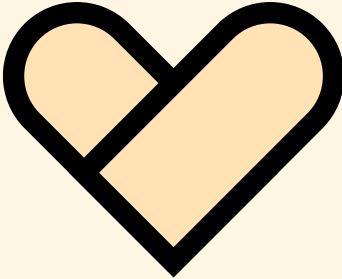
**FAMILY:**  
Achieved by a house-  
shaped form with three  
human figures (father,  
mother, and child)  
representing the idea of  
kinship, bonding, and  
togetherness.



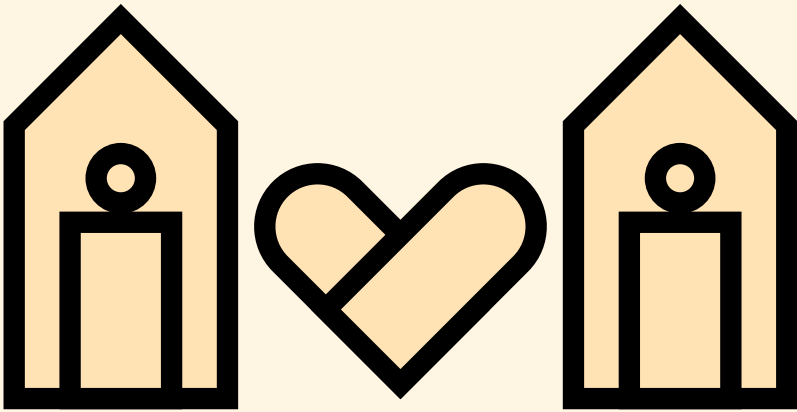
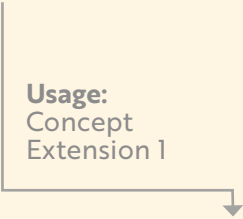
**PROTECT PARENTS:**  
A protective umbrella  
holding and shielding two  
human figures (father and  
mother), representing the  
idea of safety, security,  
and care.



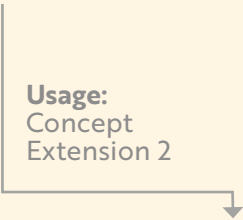
**HOUSE:**  
A human figure positioned inside a house-shaped form representing the idea of home.



**HEART/ LOVE:**  
A well-known heart shape representing love, kindness, and compassion.



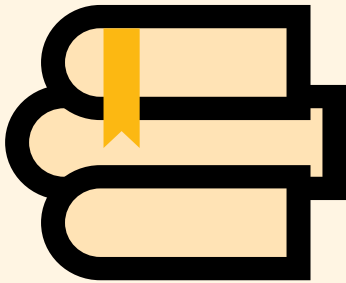
**NEIGHBOUR:**  
Achieved by positioning a heart pictogram in the centre of two houses with human figures, symbolising a sense of neighbourhood and community.



**RELIGION:**  
Connected houses of worship with corresponding symbols, representing commonness and shared beliefs between them.



**JUDGE:**  
A balanced pictogram of scales of justice, representing fairness and impartiality in judgment.

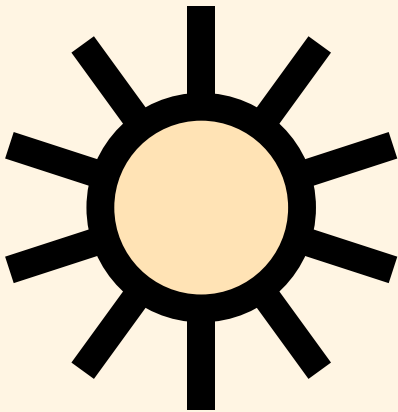


**BOOK OF DEEDS:**  
Well-stacked books with a bookmark representing the record of actions and events in life.

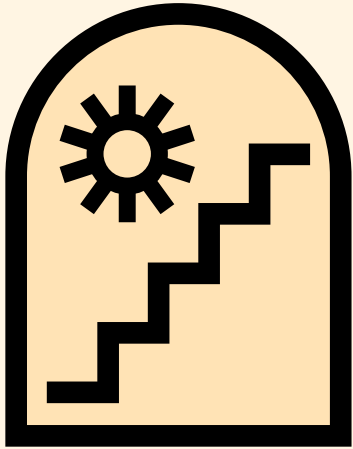
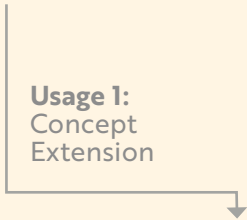
Usage 1:  
Concept  
Extension



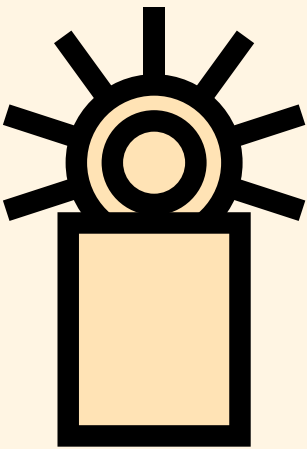
**JUDGEMENT:**  
Achieved by weighing the book of deeds on a balanced pictogram of the scales of justice representing the idea of divine judgement.



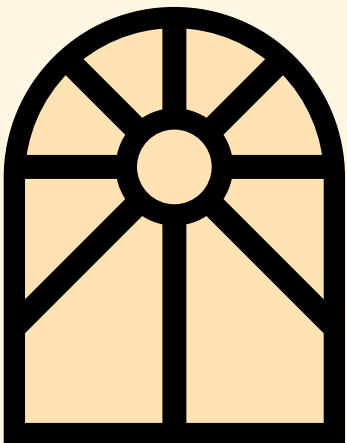
**RADIANT/ DIVINE LIGHT:**  
A bright sun with radiating rays, symbolising heavenly light and enlightenment.



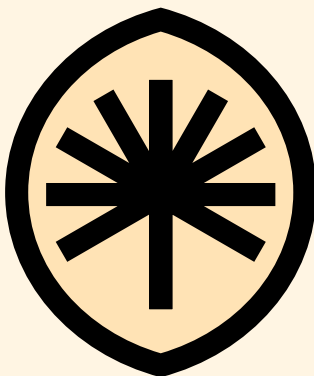
**RESURRECTION:**  
A shining entrance with an ascending staircase representing the ideas of resurrection and illumination.



**SPIRITUAL:**  
A radiant halo encircling a human figure, symbolising divine luminance and enlightenment.



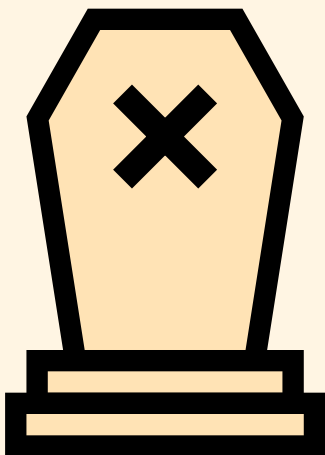
**GOD:**  
A divine light coming  
through a bay window,  
representing the  
metaphorical presence  
of God.



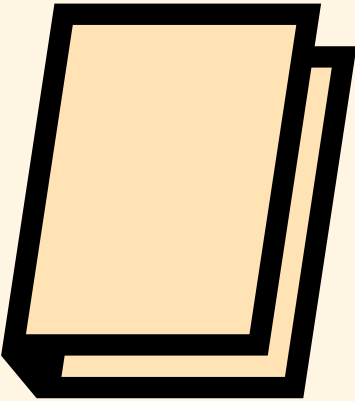
**HOLY:**  
A glowing mandala  
shaped like an almond  
representing majesty and  
holiness.



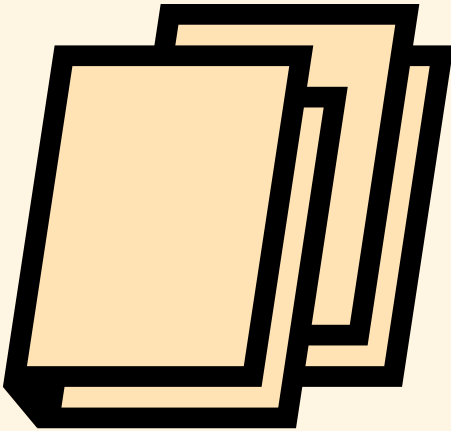
**SOUL:**  
A human figure with  
revolving concentric  
circles all around it,  
representing depth,  
spiritual movement,  
and tranquillity.



**DEATH:**  
A gravestone with tiers and  
a cross, representing the  
idea of death.



**BOOK:**  
A book pictogram holding  
divine laws and guidance  
for humankind.

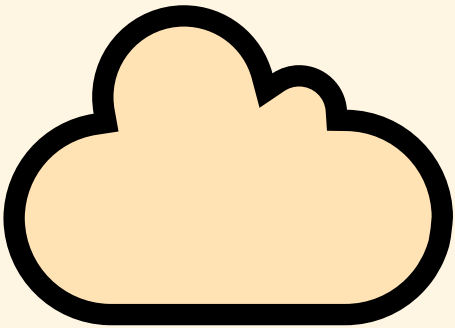


**BOOKS (PLURAL):**  
Achieved by  
repeating a general  
book pictogram two  
times to represent  
the idea of divine  
law and guidance in  
its plural form.

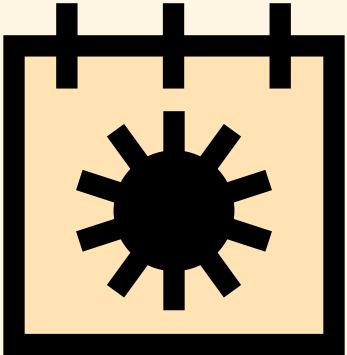




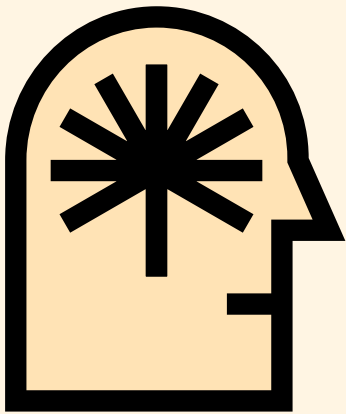
**EARTH:**  
A well-known pictogram of a globe with longitudes and latitudes representing the earth.



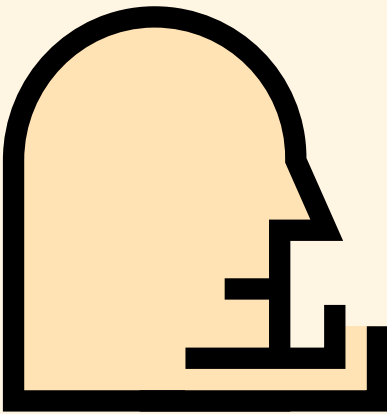
**HEAVEN:**  
A cloud pictogram representing spiritual cosmology.



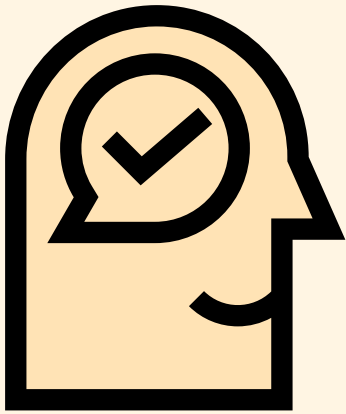
**DAY:**  
A calendar featuring a stylised sun illustrating the idea of a day.



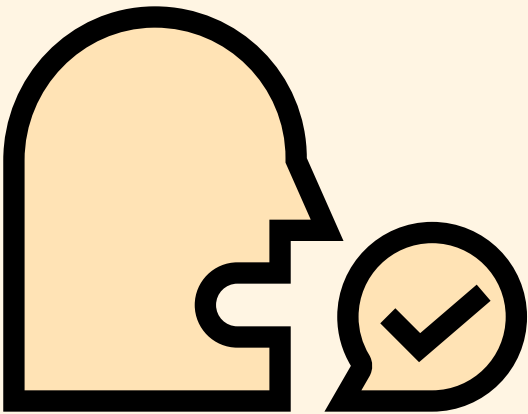
**BELIEVE/ FAITH:**  
A marvellous light radiating in the mind of a human face, symbolising consciousness of God and faith in His existence.



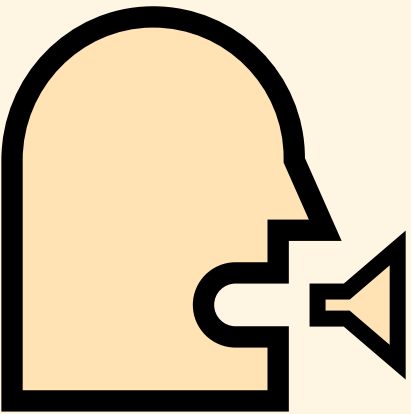
**WORSHIP:**  
A human face with outstretched arms representing the act of submission and obedience.



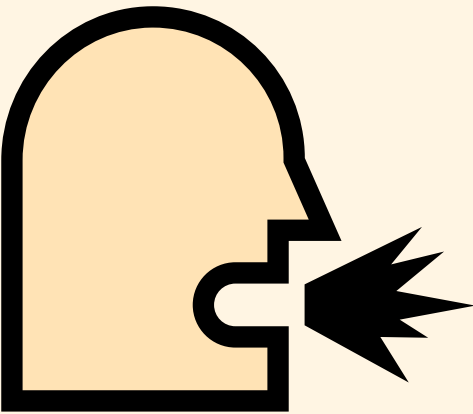
**CONDUCT:**  
An optimistic checkmark in a speech bubble inside the mind of a human face, representing guidance, transparency, and good behaviour.



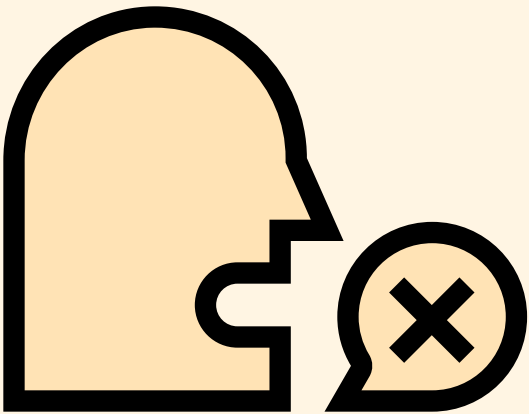
**TRUTH (SPEAK):**  
A human face with an open mouth and a checkmark pictogram, representing the habit of speaking truth.



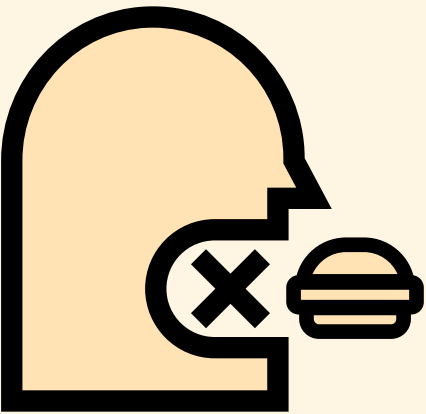
**TELL/ SPEAK:**  
A human face with an open mouth and a speaker pictogram, representing the habit of telling the truth loudly and fearlessly.



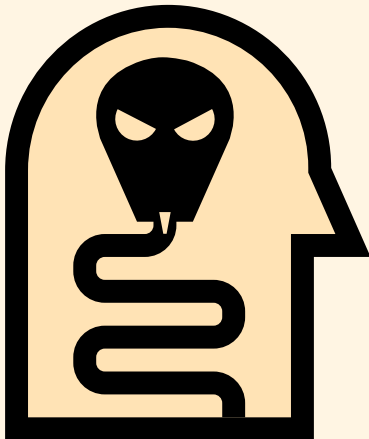
**ABUSE:**  
A human face with an open mouth and a bang pictogram, representing the habit of using inflammatory words to insult others.



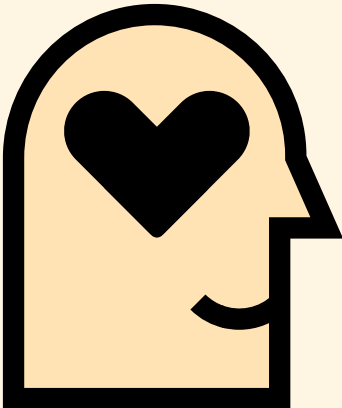
**LIE/ LYING/ DISHONEST:**  
A human face with an open mouth and a cross pictogram, representing the tendency of lying and being dishonest.



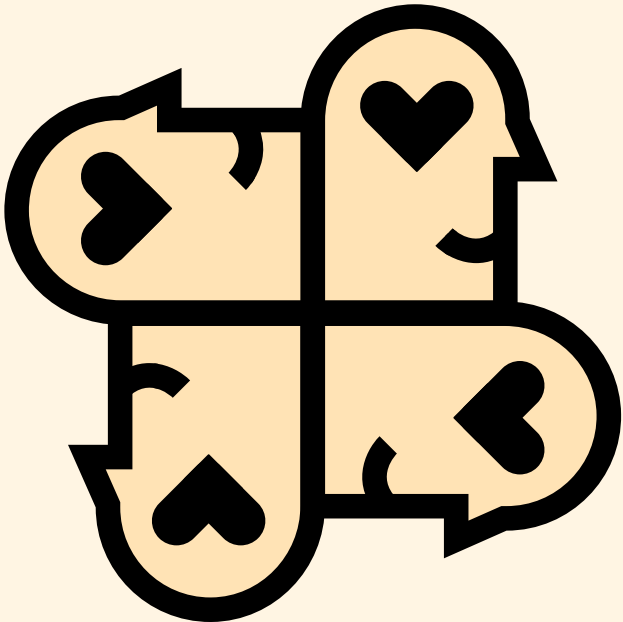
**FASTING:**  
An open mouth with a cross and a burger, representing the prohibition of eating during specified times.



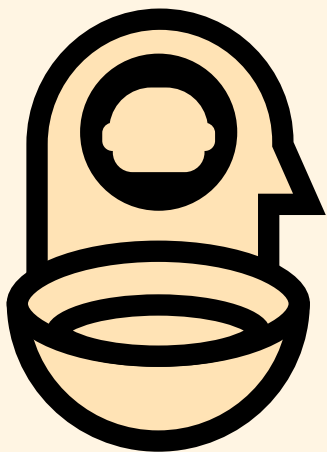
**SIN:**  
A deceitful snake in the  
mind of a human face,  
symbolising temptation  
and transgression of  
divine laws.



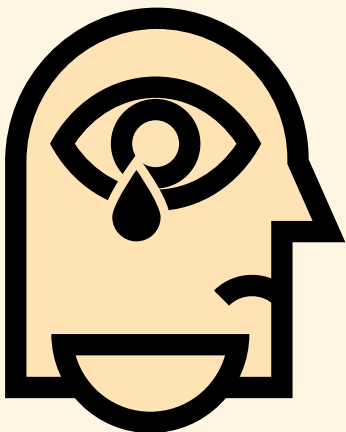
**KINDNESS:**  
A human face with a  
heart inside the mind,  
representing compassion  
and generosity.



**TOGETHER/ UNITY:**  
Connected human faces  
smiling with a heart  
pictogram in the mind,  
representing closeness  
and companionship.



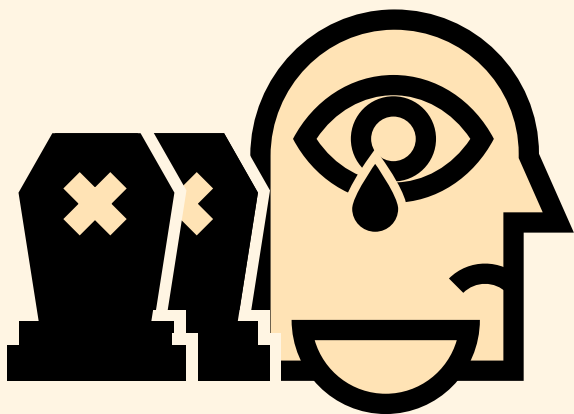
**HUNGRY:**  
A helpless face with an empty bowl and food in the mind, representing the idea of starvation.



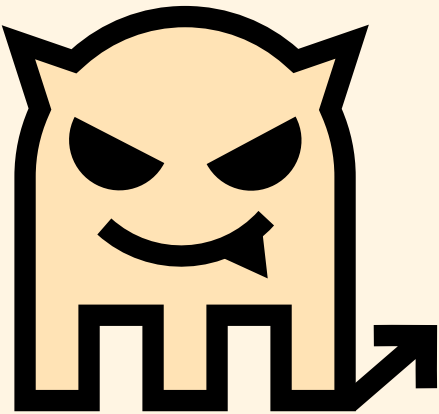
**POOR:**  
A helpless face with weeping eyes and a bowl, representing the idea of sorrow, destitution, and poverty.



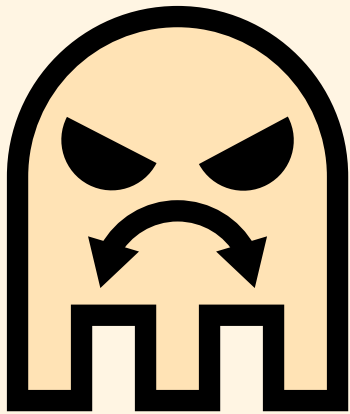
**WIDOW:**  
A helpless face with weeping eyes, complemented by a gravestone and an empty bowl, representing grief, starvation, and hardship.



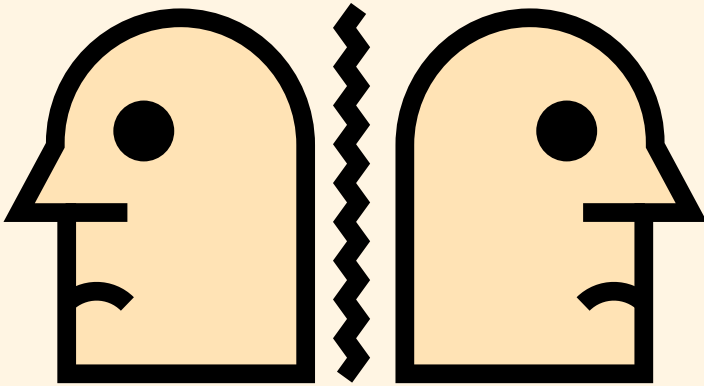
**ORPHAN:**  
A helpless face with weeping eyes, complemented by two gravestones and an empty bowl, representing grief, starvation, and the hardships of orphanhood.



**DEVIL:**  
A sinister face with horns and pointed teeth, representing the idea of deceit and unholy.



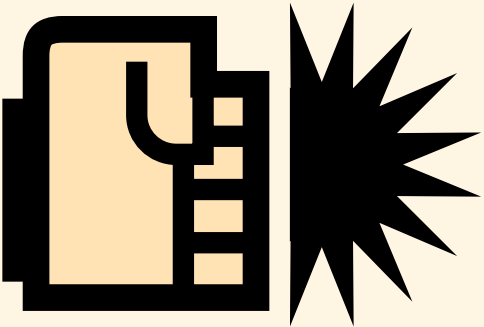
**EVIL:**  
A sinister face with a confusing trident forming malicious teeth, representing hostility and wickedness.



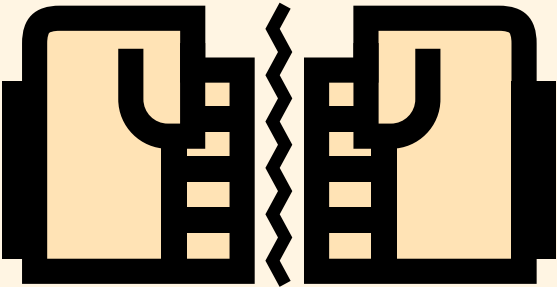
**ENEMY:**  
Back-to-back human faces, separated by a zigzag barrier, representing enmity and discord.



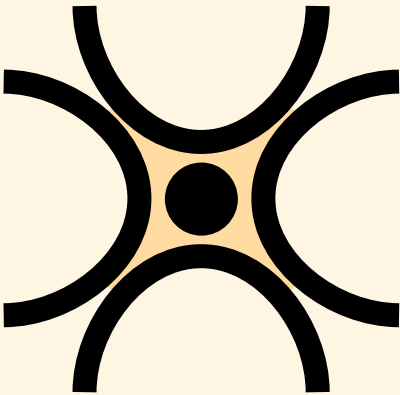
**FAULT:**  
An eye with an error symbol representing the habit of fault finding.



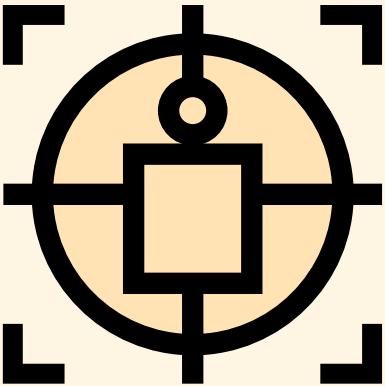
**HARM:**  
A tightly clenched fist with a thud symbol, representing the readiness to strike a blow or cause physical harm.



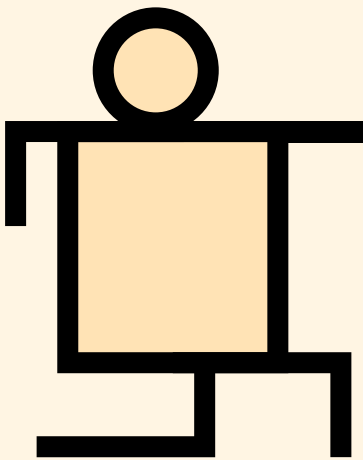
**ADVERSARY:**  
Tightly clenched fists facing each other across a zigzag barrier, representing the idea of animosity and conflict.



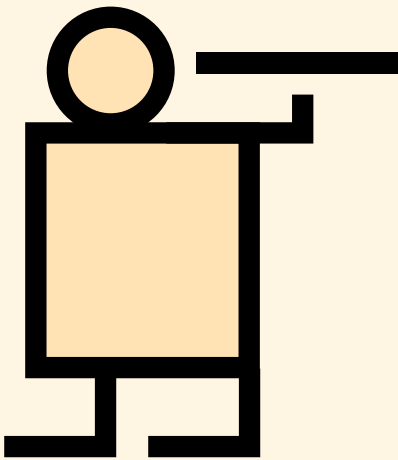
**ANGER:**  
A well-known protruded veins pictogram formed by opposing semicircles used in comics to represent anger.



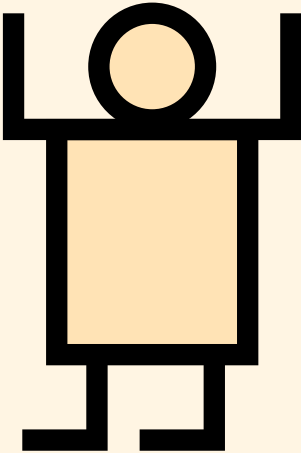
**KILL:**  
A human figure encircled by a sniper target, representing the idea of shooting to kill.



**PURSUE/ FOLLOW:**  
A moving human figure with arms flying, representing the quest for righteousness and uprightness.

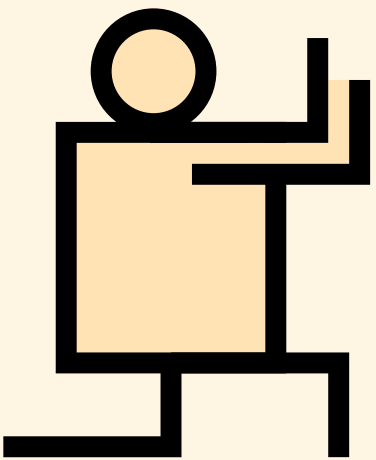


**SEEK:**  
A human figure seeing through a device representing the search to seek grace, mercy, and goodness.

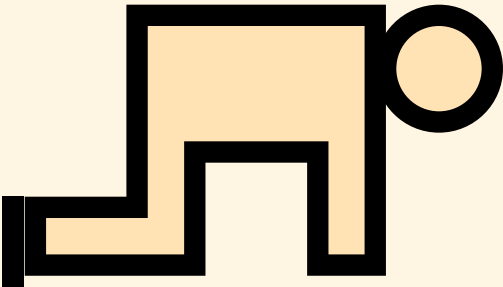


**SERVE:**  
A human figure with raised hands, representing submission to God and the willingness to serve Him.

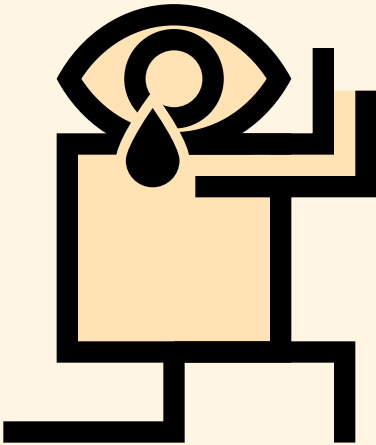




**KNEEL:**  
A human figure in a beseeching posture, representing veneration and devotion.



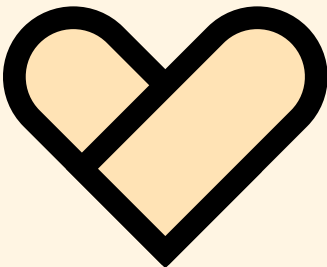
**BOW:**  
A human figure in a bowing posture, representing reverence and modesty.



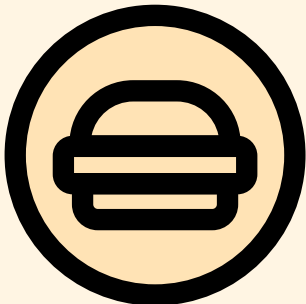
**REPENTANCE:**  
A kneeling figure with weeping eyes and hands raised in prayers, representing remorse and the desire for forgiveness.



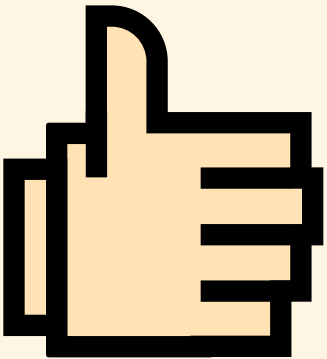
**TREAT:**  
A caring and helping hand representing the habit of treating others with respect and kindness.



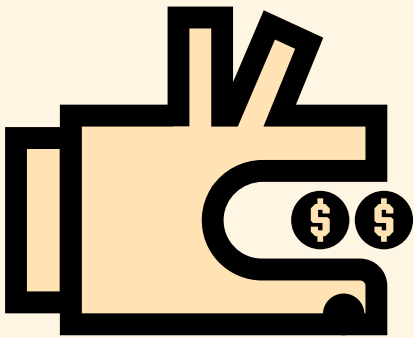
**GENEROUS/ KIND:**  
A caring and helping hand with a heart representing generosity and being bountiful.



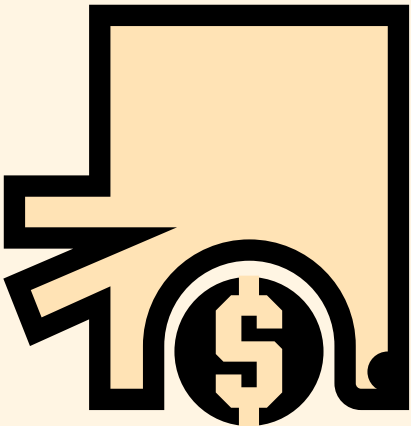
**FEED:**  
A caring and helping hand with meals nearby representing the habit of feeding those in need.



**LIKE/ GOOD:**  
A well-known thumbs-up pictogram indicating liking or appreciation.



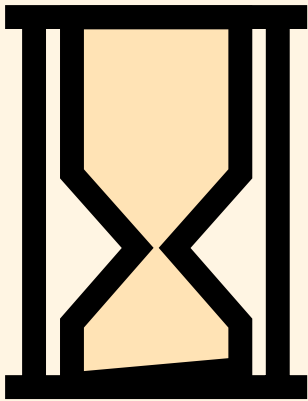
**STEAL:**  
A hand pictogram attempting to steal money without permission and having no intention of returning it.



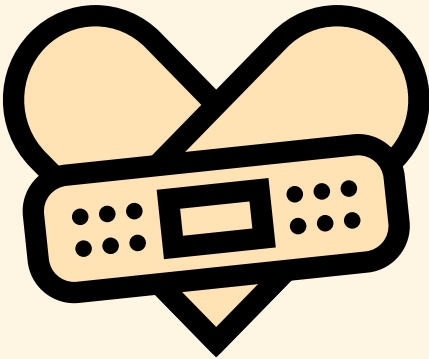
**ALMS/ CHARITY:**  
An outstretched hand offering help and assistance through donation and charity.



**PEACE:**  
A V-shaped hand pictogram representing an internationally recognised peace pictogram.

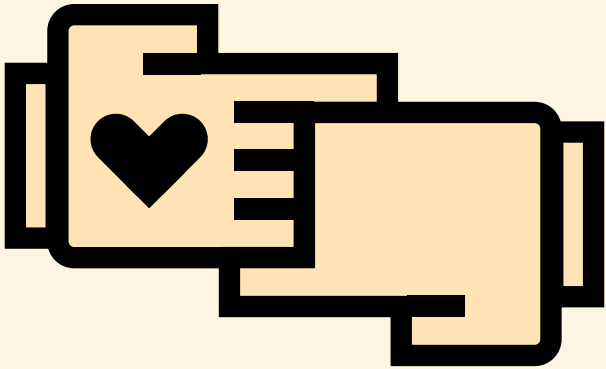


**PATIENCE:**  
An uneven hourglass with an elongated top part and narrow opening representing the idea of slowness or patience.



**FORGIVE:**  
A heart with a band-aid (bandage plaster), representing pardon and healing.

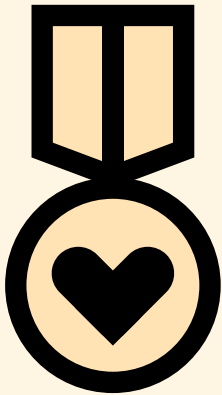
**Visual Emphasis**  
to emphasise a specific feature in a concept →



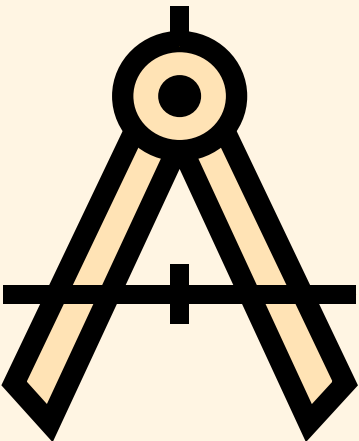
**HELP:**  
A sympathetic and compassionate hand offering a heart pictogram to another hand (those in need), representing the habit of lending a helping hand.



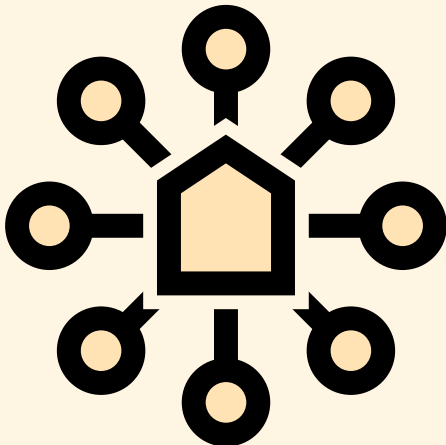
**MORALITY:**  
Unbalanced  
scales slanting  
towards goodness,  
representing the  
idea of virtue and  
ethical balance.



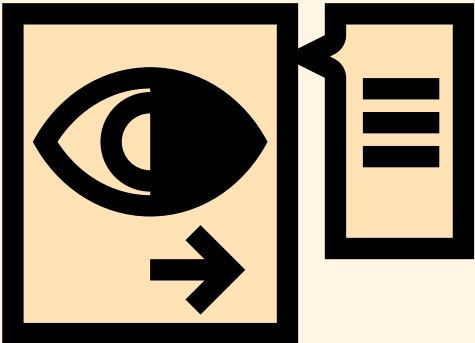
**HONOUR:**  
A heart-decorated medal  
commemorating mutual respect,  
honour, and compassion.



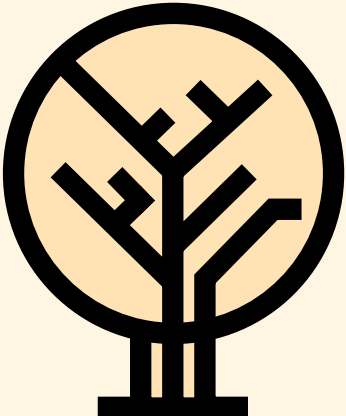
**CREATE:**  
A geometric compass  
proficient in constructing  
different realms,  
representing the act of  
creation.



**DWELL:**  
A general house-shaped  
pictogram surrounded by  
connected circles, conveying  
the idea of peaceful and  
harmonious coexistence.



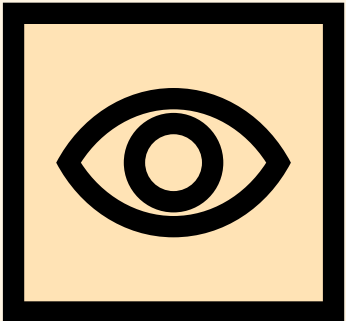
**REVELATION:**  
A directional arrow moving a screen away from the eye and commandments written next to it, representing the revelation of ideas and divine communication.



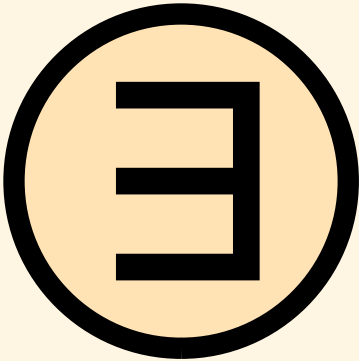
**TREE OF HUMANITY:**  
A tree with many branches, symbolising the common roots of humanity and the bond as a family.



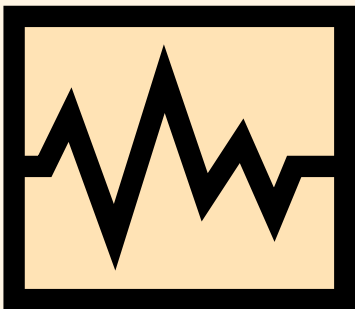
**MESSAGE/ COMMAND:**  
A square tablet of divine commandments representing the idea of sacred messages.



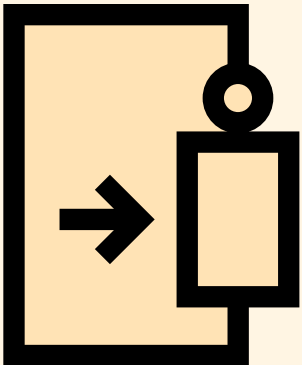
**DISPLAY:**  
A screen with a metaphorical eye, making divine inspiration and messages readily visible.



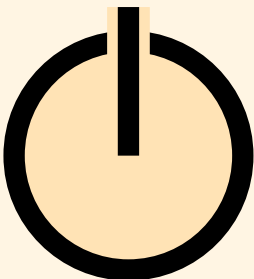
**EXISTS/ EXISTENCE:**  
The mathematical symbol “ $\exists$ ” symbolising the suppressed form of “believe in the existence.”



**LIFE:**  
A pictogram of an animated ECG (electrocardiogram) line with peaks and valleys representing the presence of life.

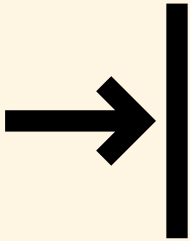


**DEPART:**  
A human figure with a direction arrow at the edge of a rectangular frame represents a change in current condition.

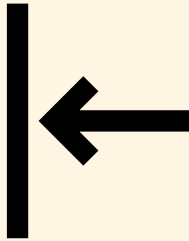


**START/ BEGIN:**  
A well-known round play button seen on digital devices, representing the beginning of creation..

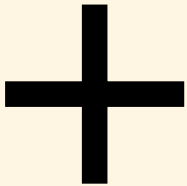
VOCABULARY



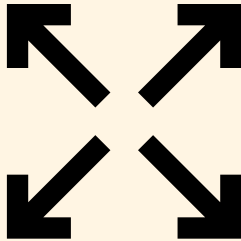
**AFTER:**  
A forward-pointing arrow in front of a vertical bar representing the time after an event.



**BEFORE:**  
A backwards-pointing arrow in front of a vertical bar representing the time before an event.

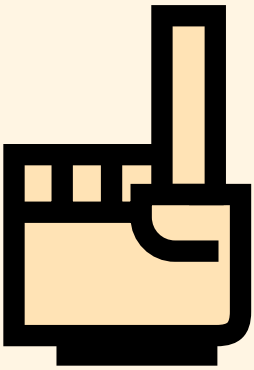


**PLUS MARK:**  
A well-known crossing line creating a plus mark, representing addition.

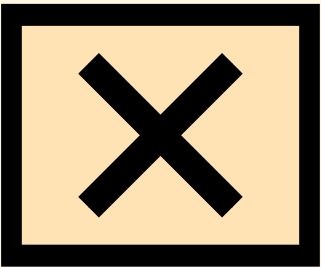


**ALL/ EVERY PERSON:**  
Arrowheads pointing in all four directions representing inclusion for everyone.

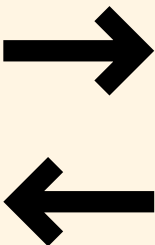




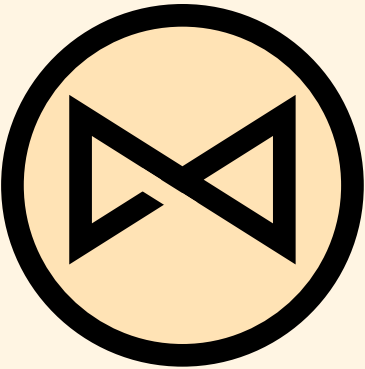
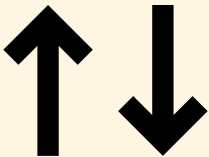
**ONE:**  
A hand with an index finger raised, representing a single entity or being.



**PROHIBITION:**  
A “do not” or “X/ cross” mark inside a rectangle representing restriction and prevention. This would be used alongside another pictogram to indicate the prohibited acts.

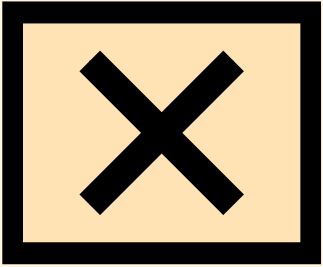


**ARROWS:**  
Arrows of different directions are used alongside other pictograms to indicate either a direction or a state change (state a to state b). These would be used between other pictograms.

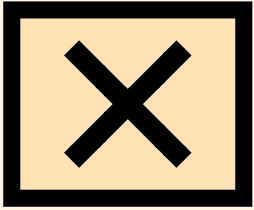
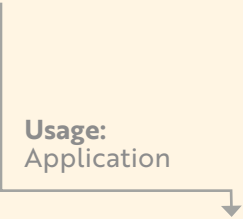


**ETERNAL:**  
A well-known infinity symbol made up of interlocking triangles representing boundlessness and endlessness.

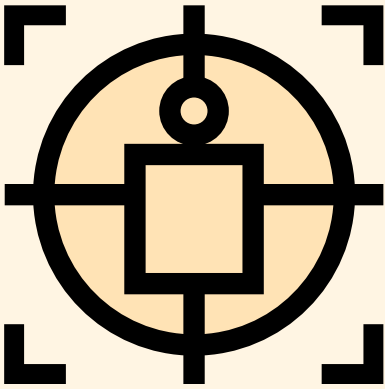
DESIGN	Icons	Modifiers	Formed by intersecting lines to change the meaning of a pictogram.
	Indexes		
	Symbols		
	Prohibition Modifier		



**PROHIBITION:**  
A “do not” or “X/ cross” mark inside a rectangle representing restriction and prevention. This would be used alongside another pictogram to indicate the prohibited acts.

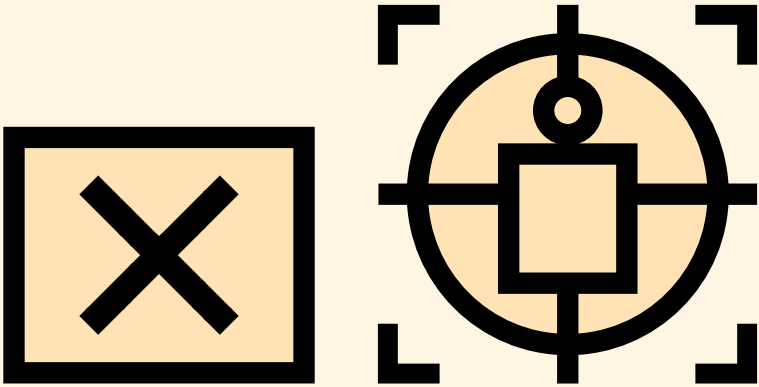


PROHIBITION  
MODIFIER



KILL  
PICTOGRAM

Usage 1:  
Concept  
Extension



DO NOT KILL

Prohibition modifier prefixed  
with a kill pictogram  
representing the idea of “do  
not kill.”

DESIGN

Icons  
Indexes  
Symbols

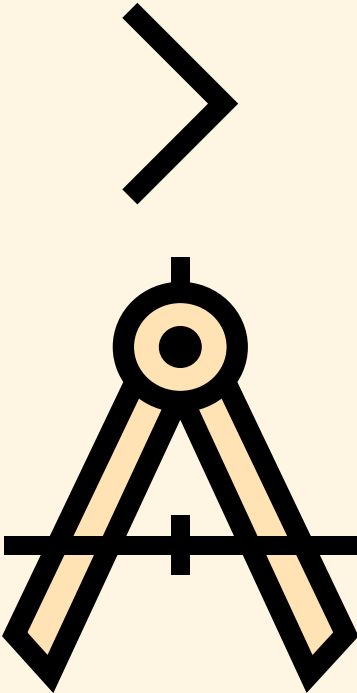
Modifiers

Tense  
Modifiers

Tense modifiers regulate the movement of pictograms between past and future states.



**TENSE MODIFIERS:**  
Arbitrary signs that serve as state and voice changers. The direction of tense modifiers plays a crucial role in understanding the time state.

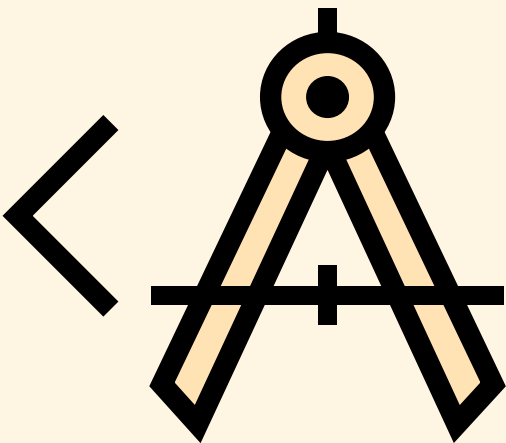


**TENSE  
MODIFIER**

**CREATE  
PICTOGRAM**

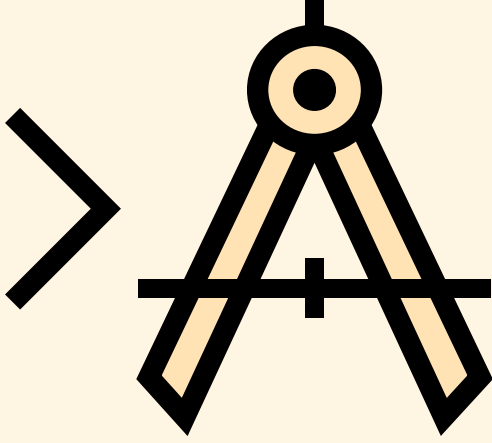
(verb/ present state,  
no modifier)

Usage 1:  
Concept  
Extension  
(past)



**CREATED** (PAST STATE, ACHIEVED BY PLACING < TENSE MODIFIER AFTER THE PICTOGRAM)

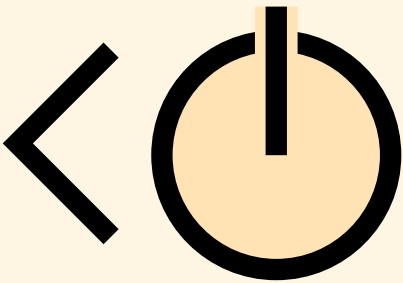
Usage 2:  
Concept  
Extension  
(future)



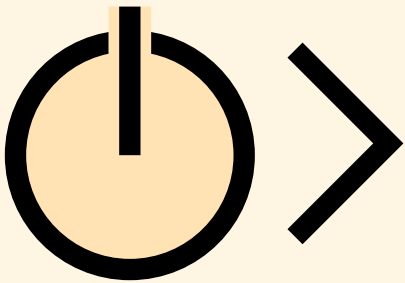
**WILL CREATE** (FUTURE STATE, ACHIEVED BY PLACING > MODIFIER AFTER THE PICTOGRAM)

The tense modifiers will show the past state of the shared concept: "God created heavens and earth" on page 42.

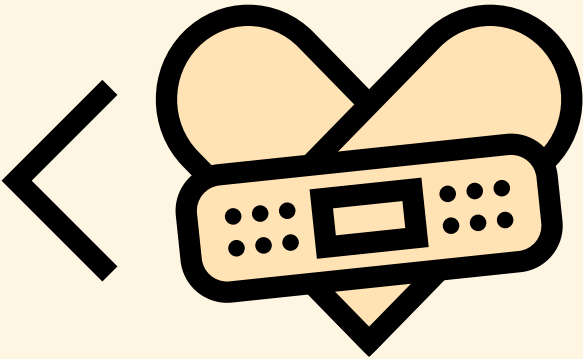
Although the statement is in the past tense, PCSoRT offers the opportunity to represent other states as well.



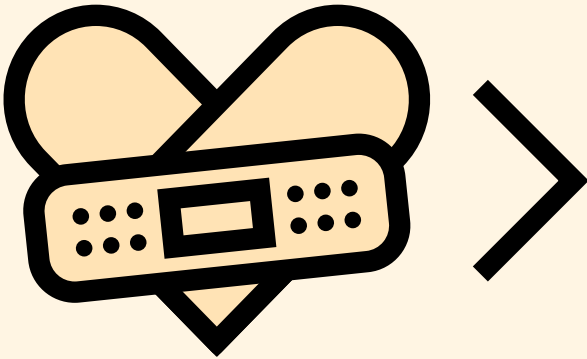
**BEGAN** (PAST STATE, ACHIEVED BY PLACING **<** TENSE MODIFIER AFTER THE PICTOGRAM)



**BEGIN/ WILL BEGIN** (FUTURE STATE, ACHIEVED BY PLACING **>** MODIFIER AFTER THE PICTOGRAM)

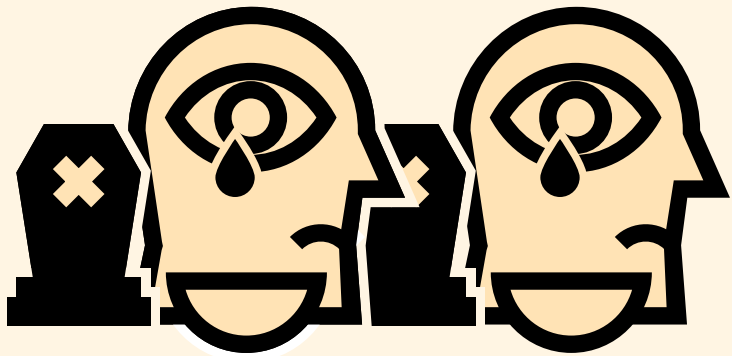


**FORGIVEN** (PAST STATE, ACHIEVED BY PLACING **<** TENSE MODIFIER AFTER THE PICTOGRAM)

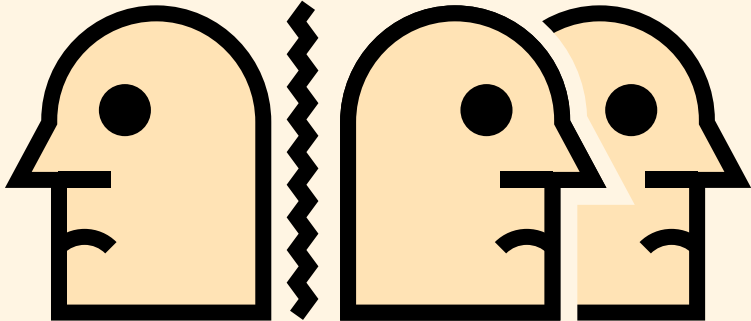


**FORGIVE/ WILL FORGIVE** (FUTURE STATE, ACHIEVED BY PLACING **>** MODIFIER AFTER THE PICTOGRAM)

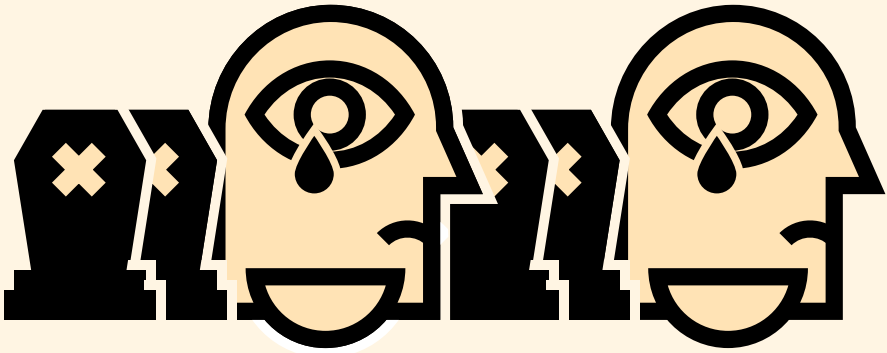
DESIGN	Icons	Modifiers	<p><b>Singular Form:</b> Achieved by a generalised pictogram to represent a concept in its singular form.</p> <p><b>Plural Form:</b> Achieved by repeating a generalised singular concept.</p>
	Indexes		
	Symbols		
		Tense Modifiers	



WIDOWS



ENEMIES



ORPHANS

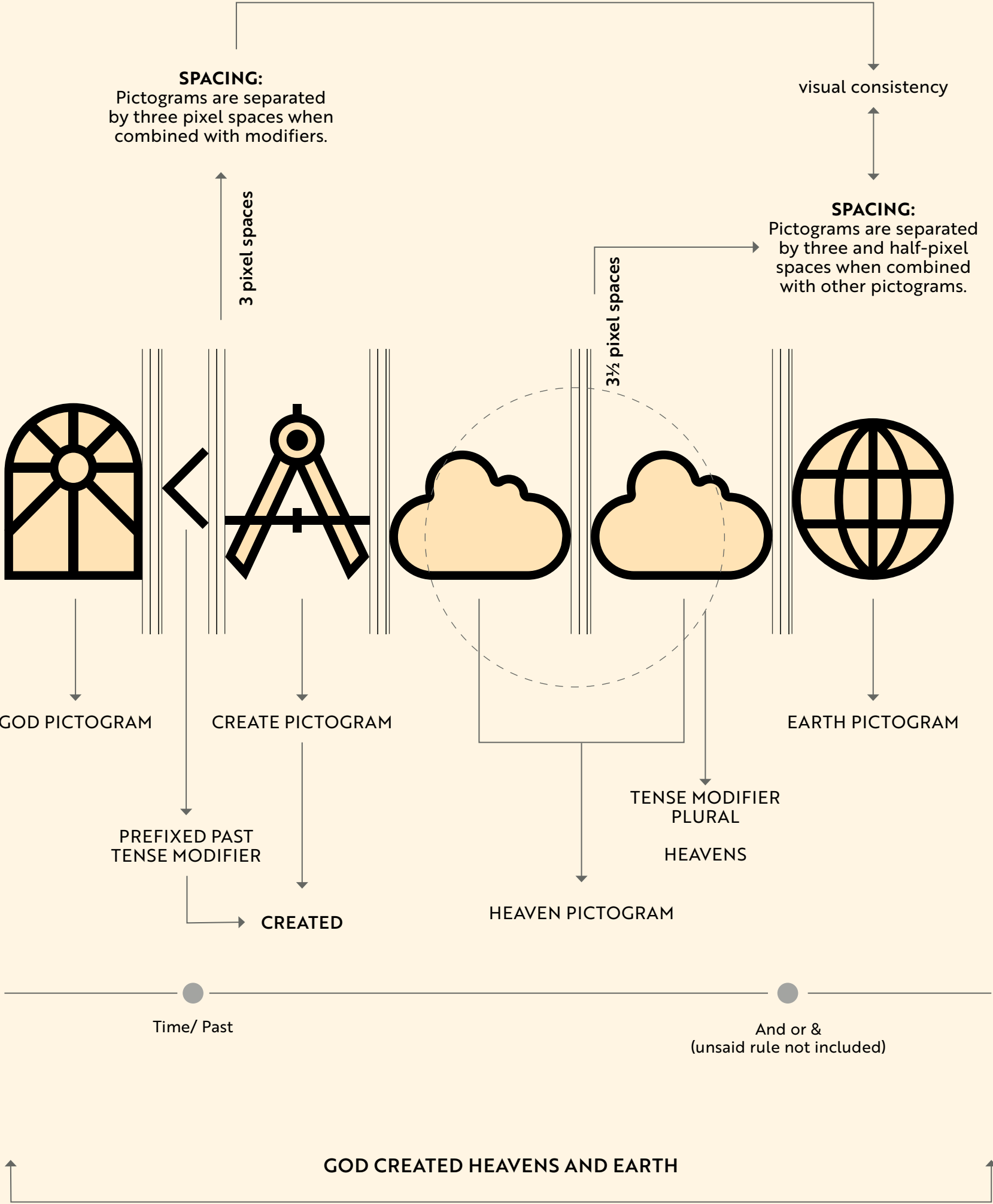


FAULTS

GOD CREATED HEAVENS AND EARTH

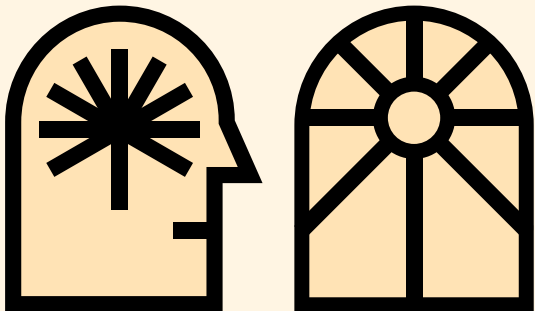
reading order  
from left to right

Usage:  
Placement and Application  
Modification (Tense)  
Spacing



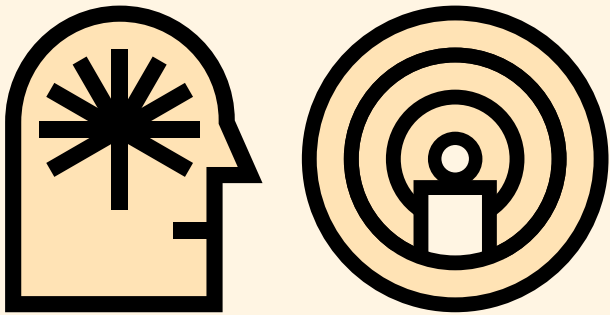


BELIEVE IN GOD/  
HAVE FAITH IN GOD/  
GOD EXISTS



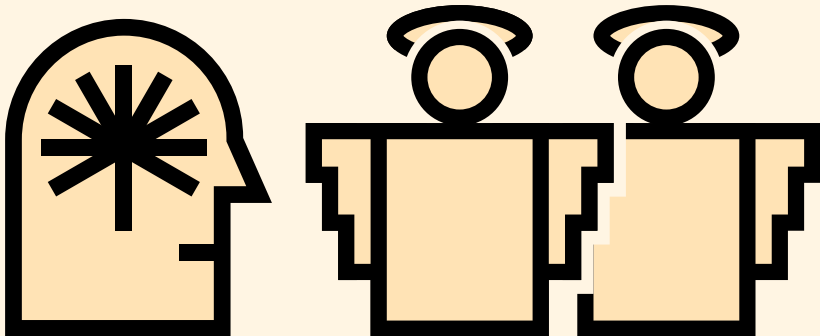
Believe in God/  
Have faith in God/  
God Exists

BELIEVE IN SOUL/  
SOUL EXISTS



Believe in Soul/  
Soul Exists

BELIEVE IN ANGELS/  
ANGELS EXISTS

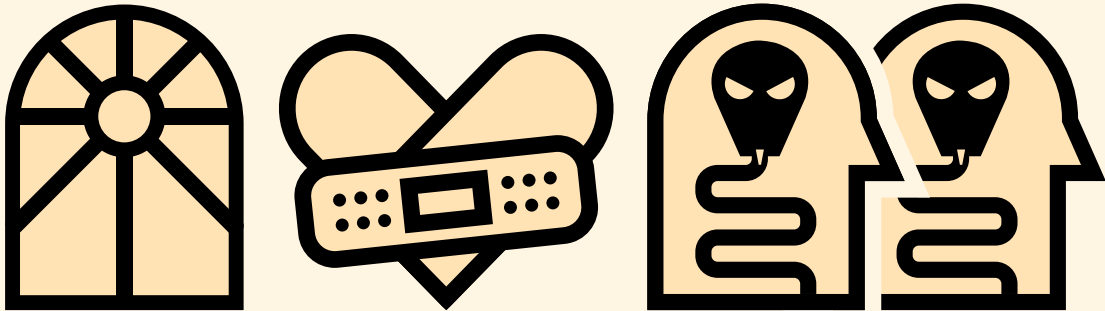


Believe in Angels/  
Angels Exists

DESIGN

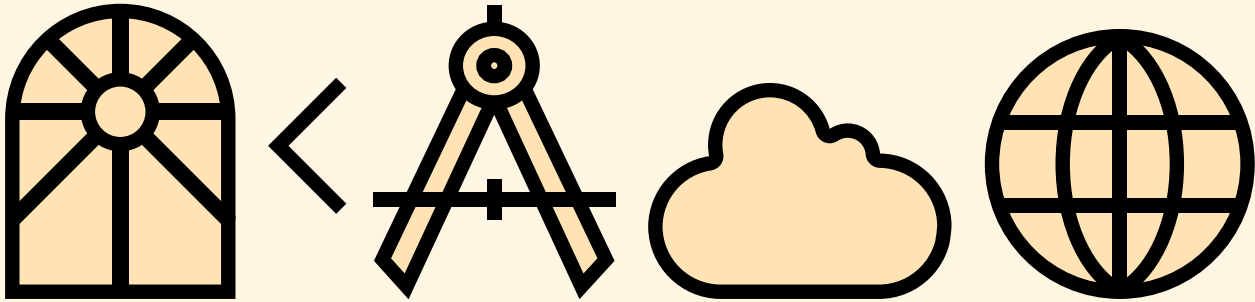
shared beliefs and common values of Abrahamic religions

BELIEVE IN GOD’S MERCY AND FORGIVENESS OF SINS



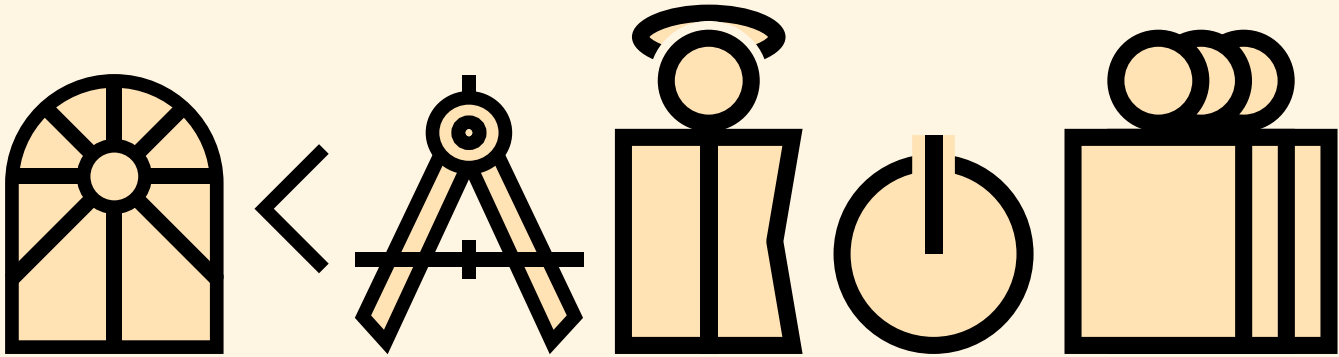
Believe in God’s mercy and forgiveness of sins

GOD CREATED THE HEAVENS AND EARTH



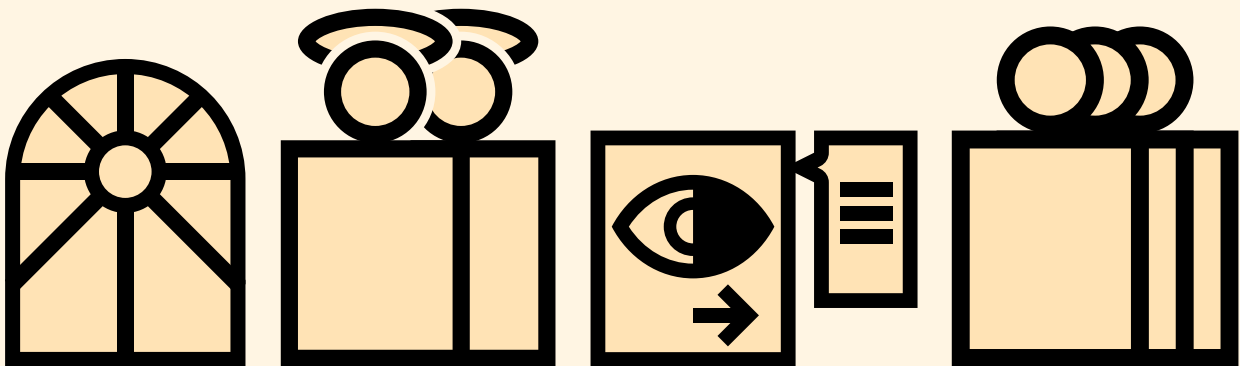
God created heavens and earth

GOD CREATED ADAM AND EVE AND THUS BEGAN HUMANKIND



God created Adam and Eve and thus began humankind

GOD SENDS PROPHETS/  
MESSENGERS TO REVEAL  
HIS MESSAGE TO PEOPLE

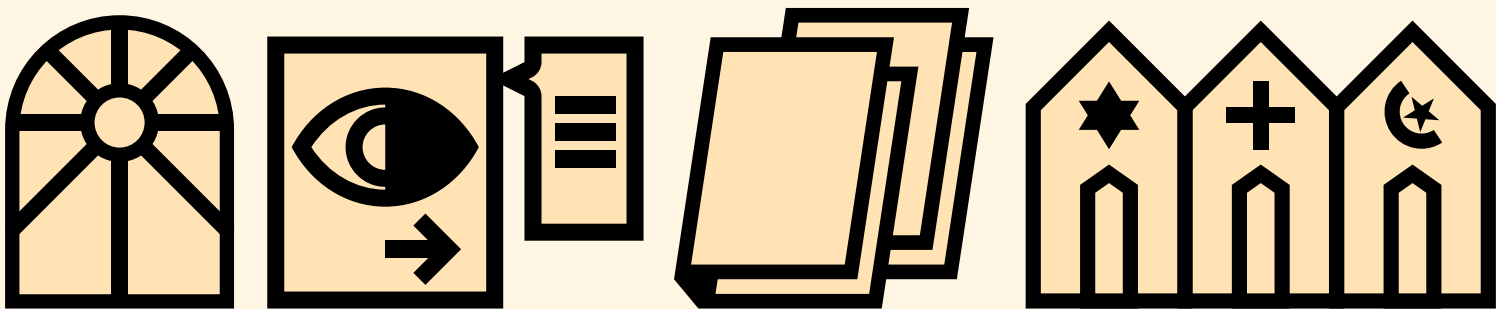


God sends prophets/  
messengers to reveal His  
message to people

DESIGN

shared beliefs and common values of Abrahamic religions

GOD’S REVELATIONS  
FORM THE HOLY BOOK  
OF EACH RELIGION



God’s revelations form the holy book of each religion

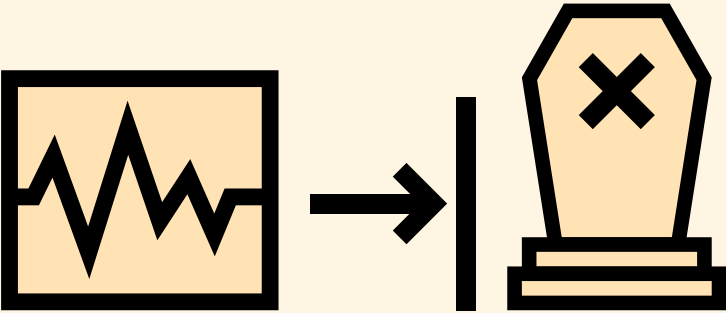


GOD SHALL JUDGE EVERYONE ON THE DAY OF THE RESURRECTION



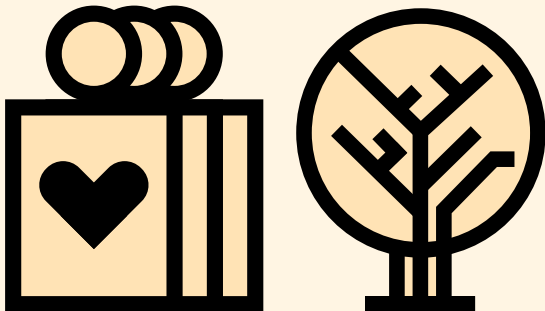
God shall judge everyone on the day of the resurrection

THERE IS A LIFE  
AFTER DEATH



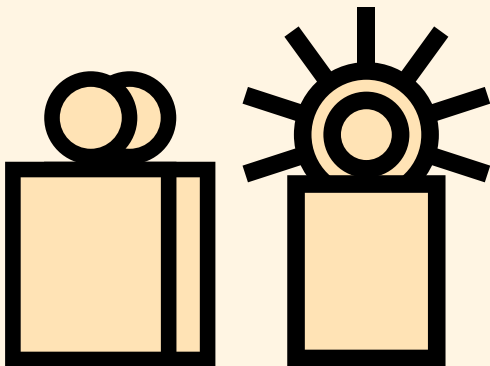
There is a life after death

HUMANITY IS ONE FAMILY



Humanity is one family

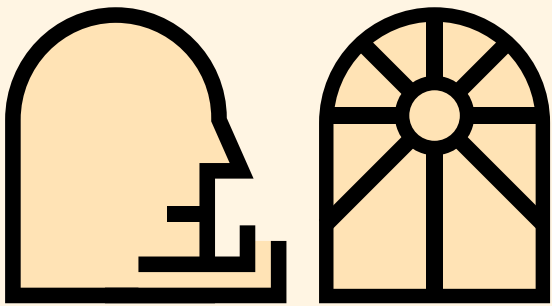
HUMANS ARE  
SPIRITUAL BEINGS



Humans are spiritual beings

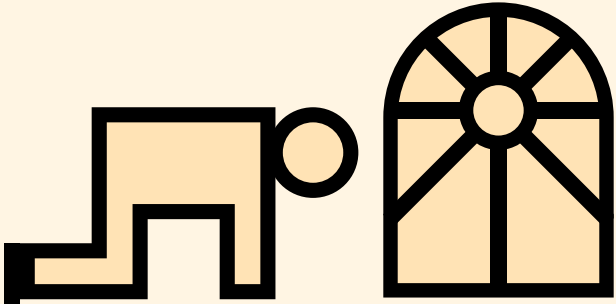
DESIGN | shared beliefs and common values of Abrahamic religions

WORSHIP THE LORD  
YOUR GOD, AND  
SERVE HIM ONLY



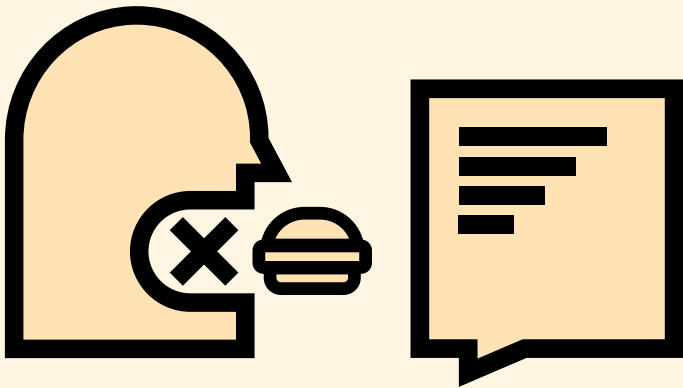
Worship the Lord your God, and  
serve him only

BOW DOWN AND KNEEL BEFORE THE LORD



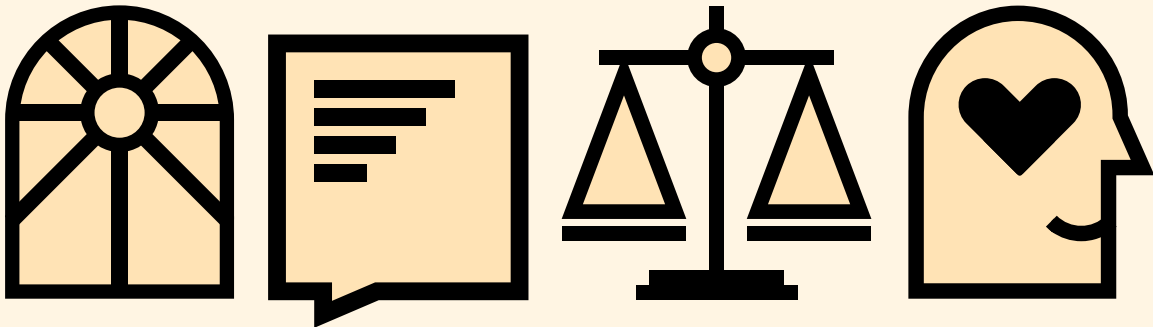
Bow down and kneel before the LORD

FASTING IS  
PRESCRIBED FOR YOU



Fasting is prescribed for you

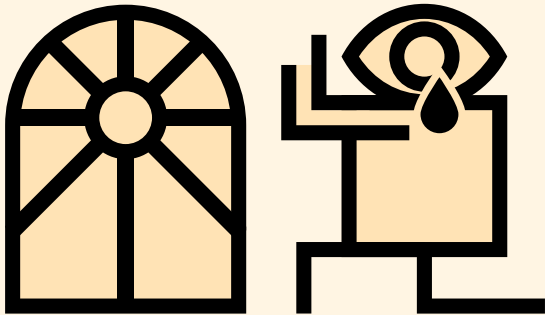
GOD COMMANDS JUSTICE AND KINDNESS



God commands justice and kindness

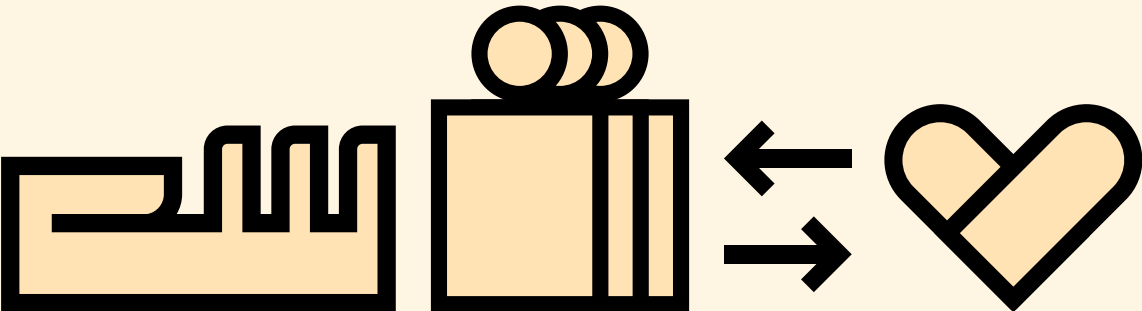


TURN TO GOD WITH SINCERE REPENTANCE



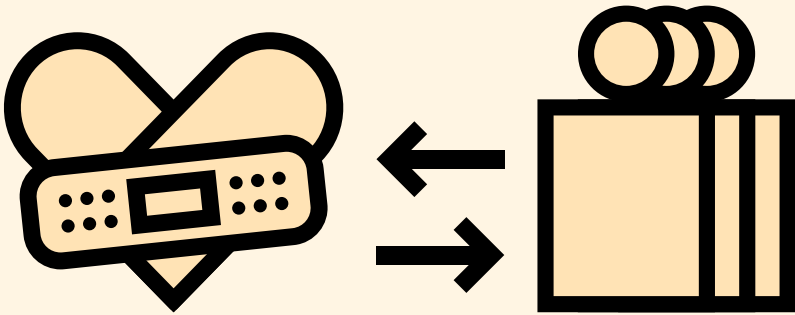
Turn to God with sincere repentance

TREAT OTHERS AS YOU WOULD LIKE OTHERS TO TREAT YOU



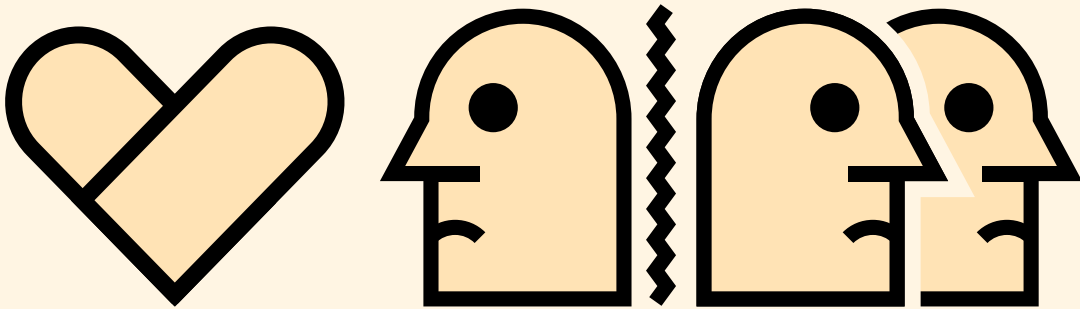
Treat others as you would like others to treat you

FORGIVE, AND YOU SHALL BE FORGIVEN



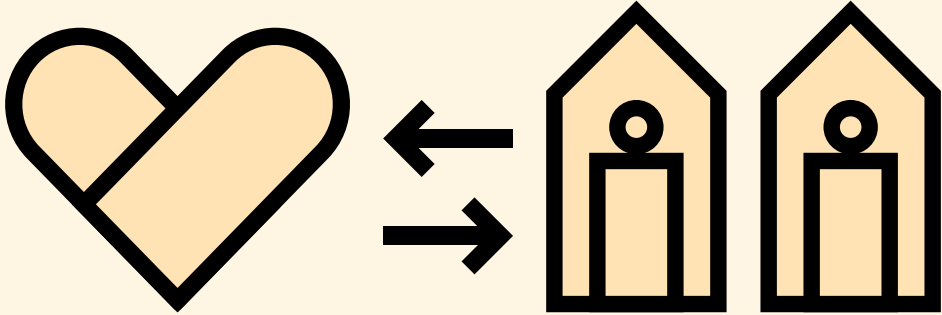
Forgive, and you shall be forgiven

LOVE YOUR  
ENEMIES



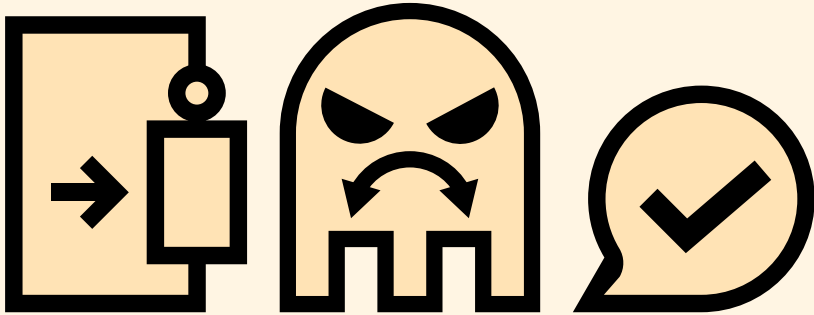
Love your enemies

LOVE YOUR NEIGHBOUR AS YOU LOVE YOURSELF



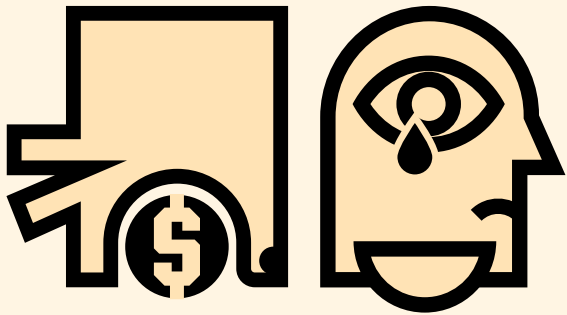
Love your neighbour as you love yourself

DEPART  
FROM EVIL  
AND DO  
GOOD



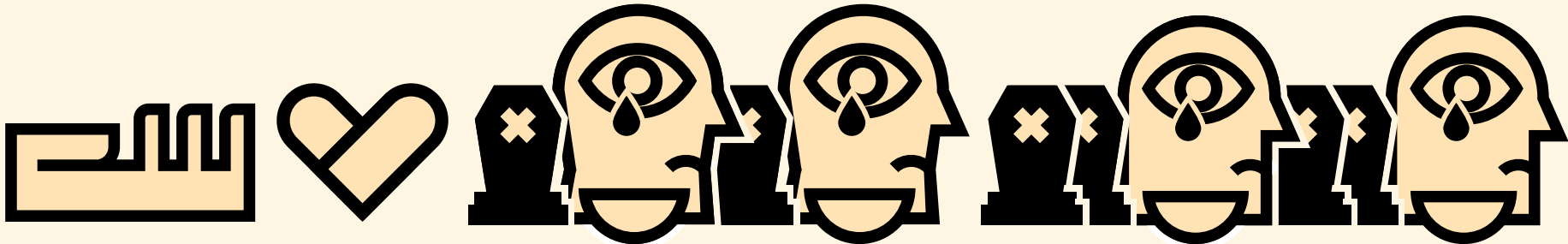
Depart from evil and do good

GIVE ALMS TO THE POOR



Give alms to the poor

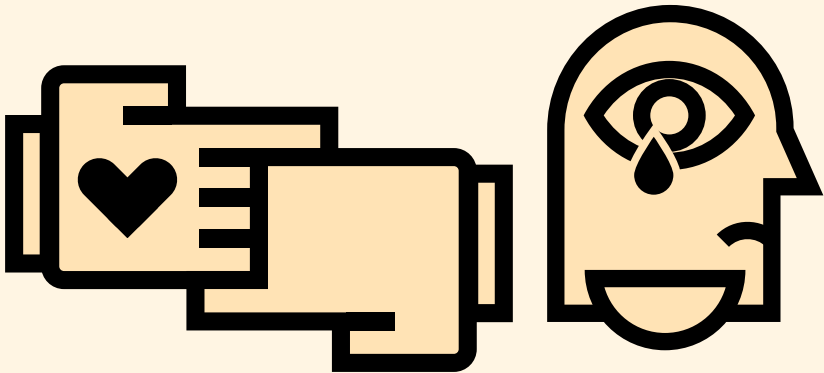
BE GENEROUS  
TO WIDOWS  
AND ORPHANS



Be generous to  
widows and orphans

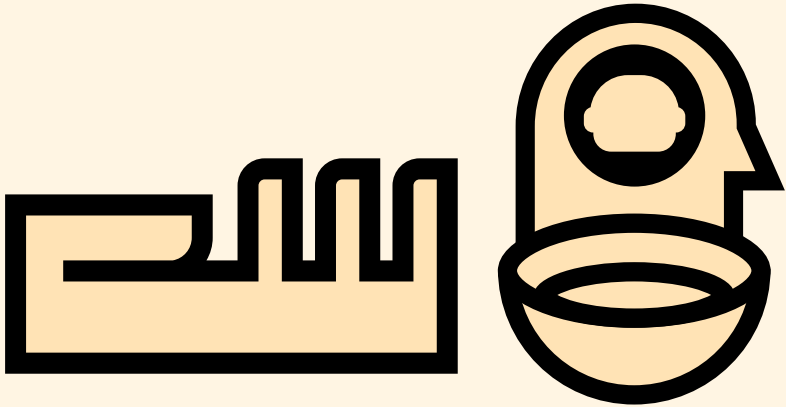


HELP THOSE IN NEED



Help those in need

FEED THE  
HUNGRY



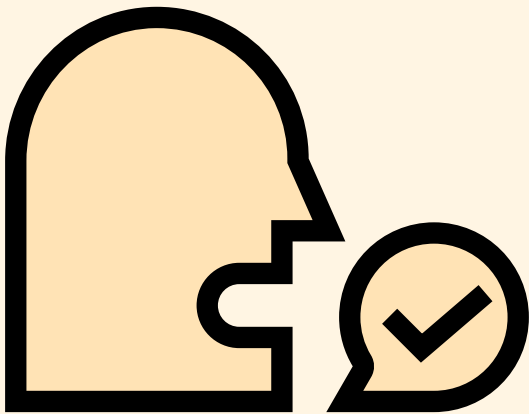
Feed the hungry

DISPLAY MORALITY IN THE CONDUCT



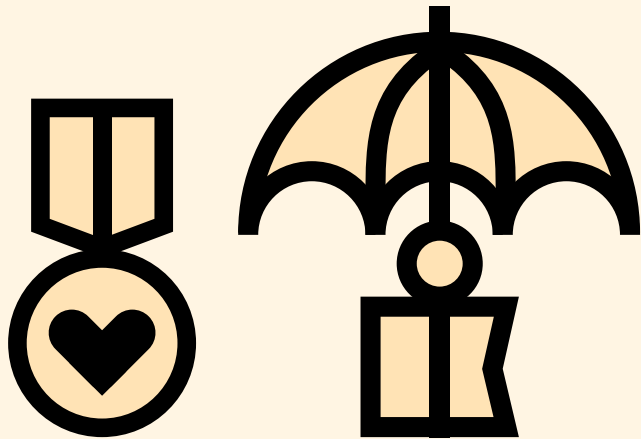
Display morality in the conduct

TELL THE  
TRUTH



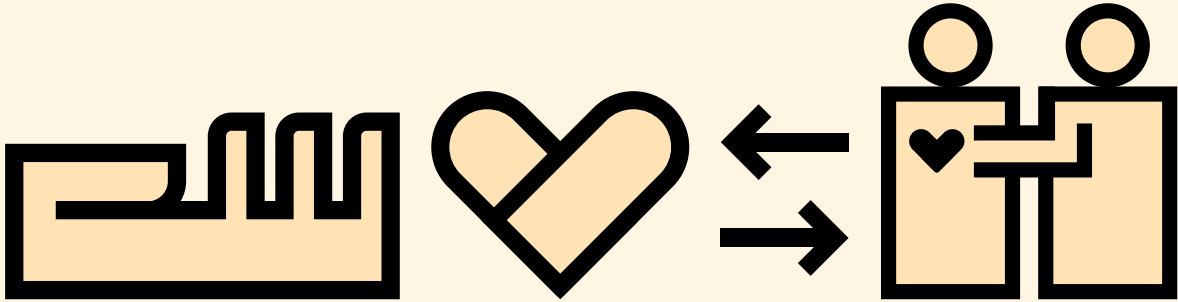
Tell the truth

HONOUR AND PROTECT  
YOUR FATHER AND  
YOUR MOTHER



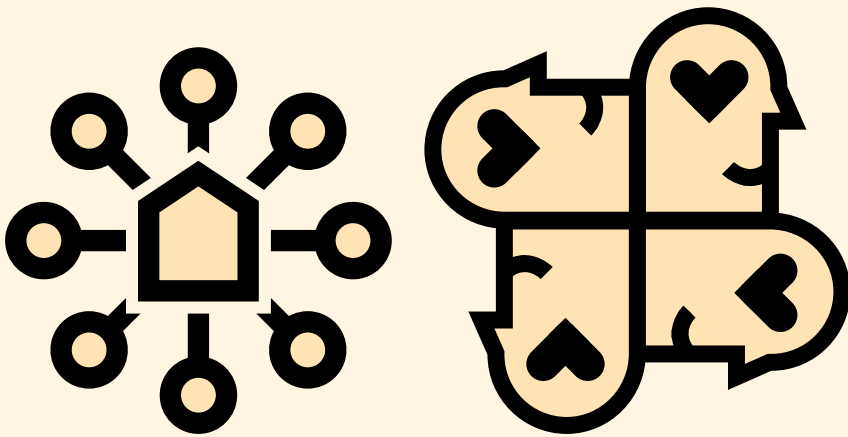
Honour and protect your  
father and your mother

BE KIND AND  
AFFECTIONATE TO  
ONE ANOTHER



Be kind and affectionate to one another

DWELL TOGETHER  
IN UNITY

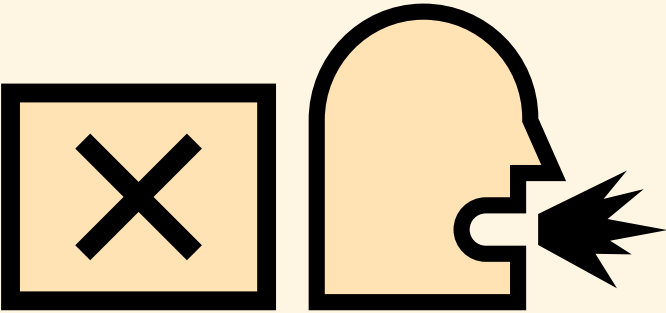


Dwell together in  
unity

DESIGN

shared beliefs and common values of Abrahamic religions

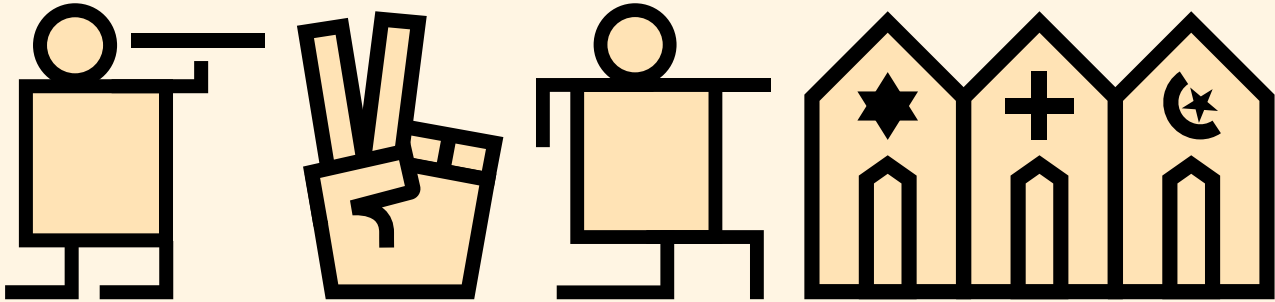
KEEP YOUR TONGUE FROM EVIL/  
DO NOT SPEAK EVIL



Keep your tongue from evil/  
Do not speak evil

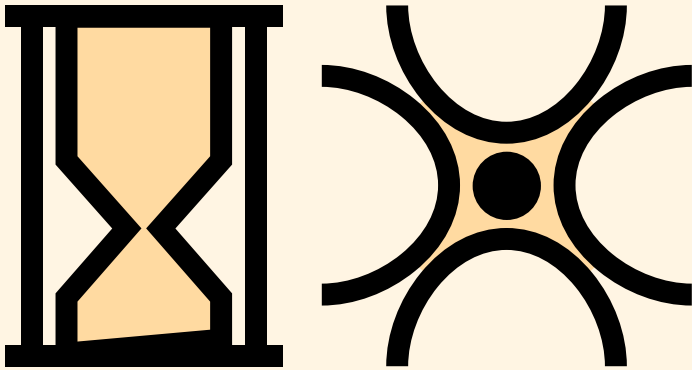


SEEK PEACE AND PURSUE IT



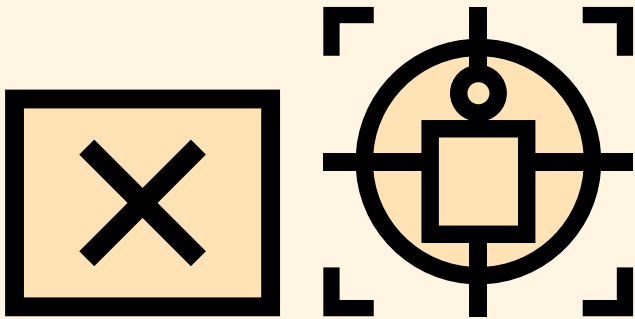
Seek peace and pursue it (with fellow Abrahamic religions)

BE PATIENT  
IN ANGER



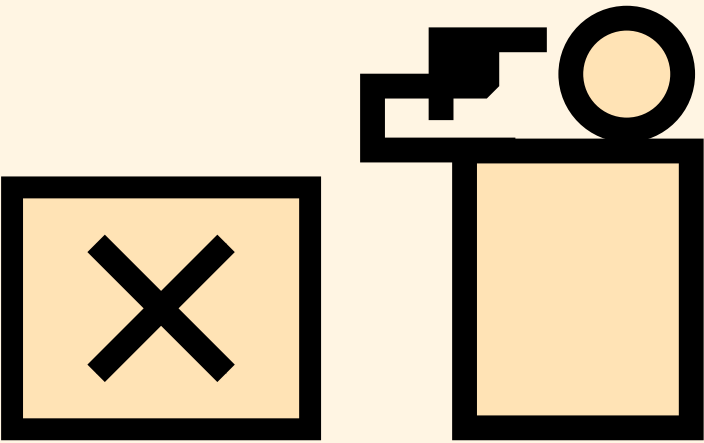
Be patient in anger

DO NOT KILL  
ANYBODY/  
ONE

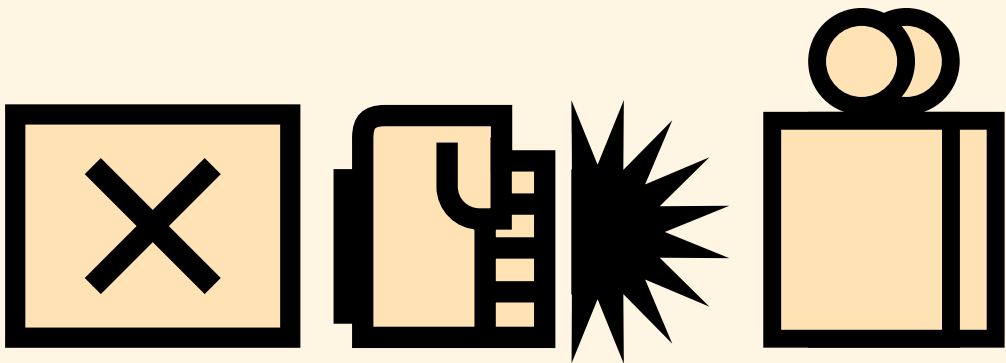


Do not kill anybody/ one

DO NOT COMMIT  
SUICIDE

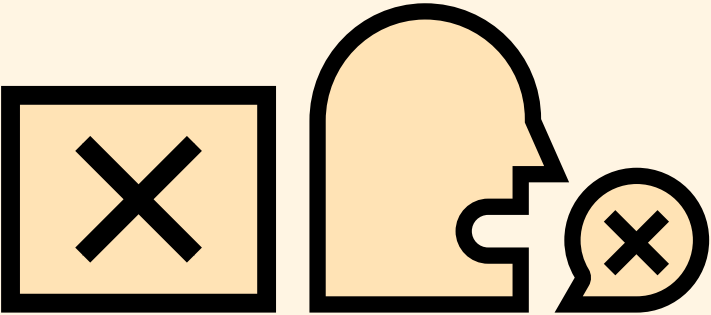


Do not commit suicide

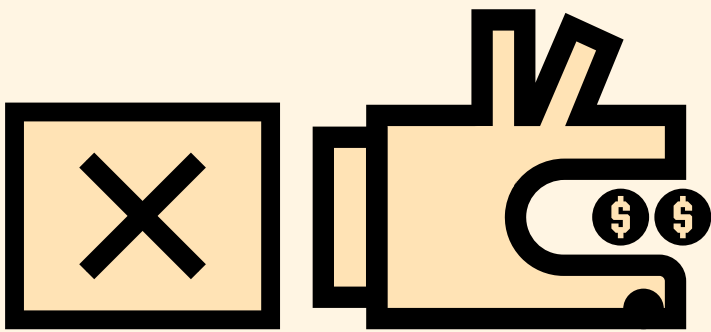


Do not harm anyone

DO NOT LIE

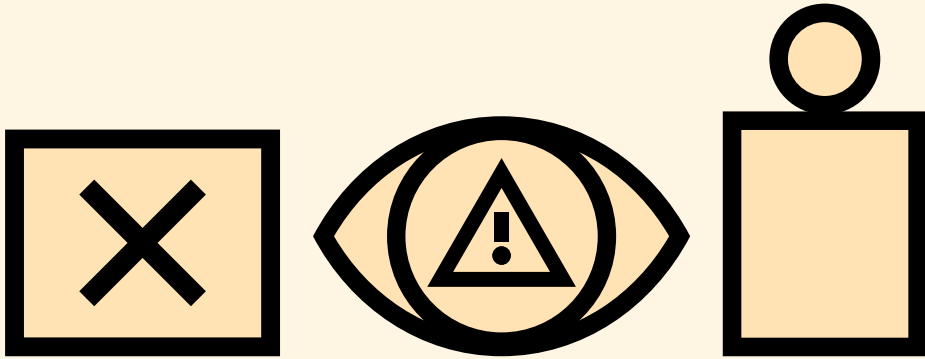


Do not lie



Do not steal

DO NOT LOOK FOR  
FAULTS IN OTHERS

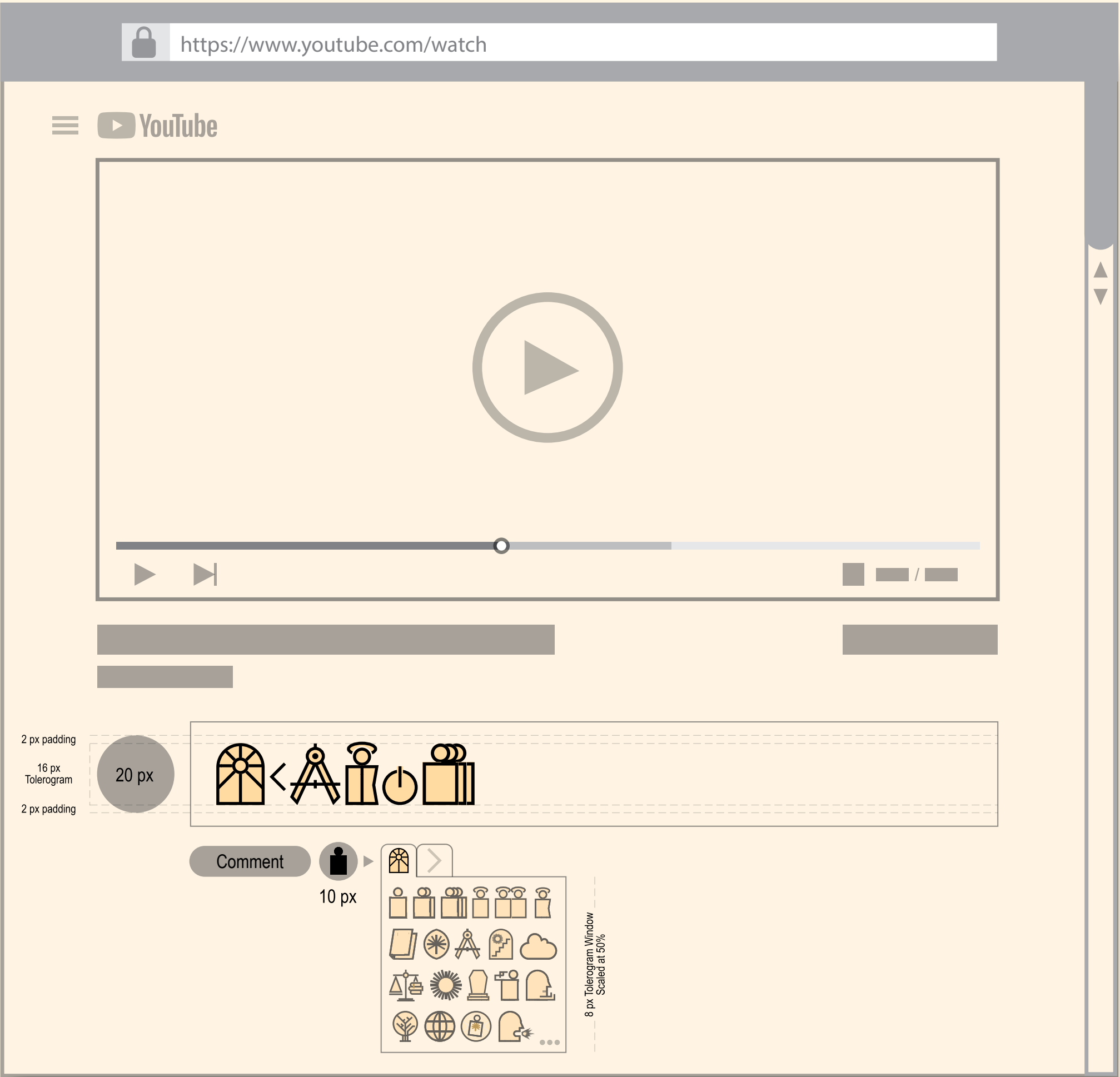


Do not look for faults in others



DESIGN | shared beliefs and common values of Abrahamic religions

Mockup of how the system may work in YouTube comment sections



**“AT A TIME OF INCREASINGLY TRAGIC CONFLICT AROUND THE WORLD, I PRAY THAT WE CAN ALSO DO ALL IN OUR POWER TO PROTECT EACH OTHER... THE WORDS OF JESUS SEEM MORE THAN EVER RELEVANT: “DO TO OTHERS AS YOU WOULD HAVE THEM DO TO YOU.” SUCH VALUES ARE UNIVERSAL, DRAWING TOGETHER OUR ABRAHAMIC FAMILY OF RELIGIONS, AND OTHER BELIEF SYSTEMS, ACROSS THE COMMONWEALTH AND WIDER WORLD. THEY REMIND US TO IMAGINE OURSELVES IN THE SHOES OF OUR NEIGHBOURS, AND TO SEEK THEIR GOOD AS WE WOULD OUR OWN.”**

**—KING CHARLES III.**



PICTOGRAM COMMUNICATION SYSTEM  
OF RELIGIOUS TOLERANCE (PCSoRT)

DESIGN GUIDEBOOK  
SUBMITTED FOR THE DEGREE OF  
PROFESSIONAL DOCTORATE IN DESIGN

SYED GOWHAR ANDRABI