

work has to be done by a group of experienced persons acting together : men of science, the teacher (the 'transformator'), and men with a knowledge of designing, colouring, printing, pasting, etc.

### THE SIGNS

In building up such a language great care has to be taken to see that as much as possible may be said with the help of the smallest number of words. That is to say, for our picture language one general list of a limited number of signs is needed for international use, and this has to be worked out by or under the control of one *chief organization*. (This organization is now the ISOTYPE work-rooms at the Hague). On this international list, giving all the necessary rules about forms and colours, international picture education and advertisement will be based.

The signs have to be clear in themselves, without the help of words as far as possible—that is, 'living signs.' They have to be different from one another, so that there will be no doubt of their right name, when they are seen again. They have to

be so simple that they may be put in lines like letters. The signs have to be of such a form that the on-looker will not get tired of seeing lines of the same sign. The sign 'man' has not to give the idea of a special person with the name XY, but to be representative of the animal 'man' (see Picture 6). A picture-sign for the word-sign 'men' is different from a picture of some men. In the first we give a group-sign 'men,' (Picture 6) made by putting together a number of signs for 'man;' in the second it may be necessary to give a picture of a number of different men, small, tall and so on. Sometimes, for example in teaching history, it may be necessary to give the picture of a special person in a teaching-picture—that is not at all out of harmony with the rules of picture language.

Most of the signs may be used not only in lines but as separate designs. An example of this is the sign for 'servant' (see Pictures 7, 8, 9). It is used : 1, on the directions for making use of the bell, 2, in a picture of a lift, 3, as a unit in an amount-picture.

The sign for 'automobile' is the same in a picture teaching care on the road as