

deaths. The Isotype system of picture-making is able to do that (see Picture 31).

The unit of which one sign is representative has to be a round number. Care has to be taken to get the right number of signs on a picture. In the picture "Men living on the Earth", the unit is 100 million men. There are about 20 signs. The order of signs has to be made in such a way that some simple statement which is a help to the memory will be clear. The statement on which the structure of the picture "Men living on the Earth" (see Picture 14) has been based is: a third part of the men are white, a third part yellow, all other groups are smaller. This will be the statement made clear at the first look, because there are three lines of signs. A second look will make the statement somewhat sharper. An important condition for the effect of this picture is the small number of second-level divisions. The ISOTYPE system generally makes not more than 5 or 6 such divisions.

If the change in the numbers in a society for example, or the automobiles produced in certain years, are under discussion for an amount picture, the

process will be this: 1, the selection of the years which will make clear the curve of development; 2, the selection of the unit, which will be as great as possible but small enough to give the rough general curve of development clearly, and will, at the same time, be right for teaching purposes; 3, the selection of divisions.

Example: list of numbers, clear design, ISOTYPE picture of the number of men getting married in Germany (Pictures 26 and 27).

Some general rules for the structure of a language picture are: Generally, the direction of the eye has to be from the top left side to the foot of the right side, as with books. This rule may be broken only where there are special teaching needs.

An amount picture in harmony with the ISOTYPE system, giving the development of some amount in a fixed time, will have this structure:

1.
2. . . .
3.
4.

It is not in harmony with the ISOTYPE rules to make a change in this structure