



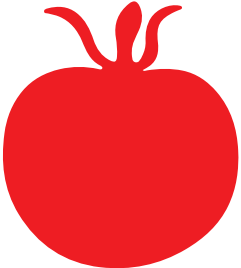
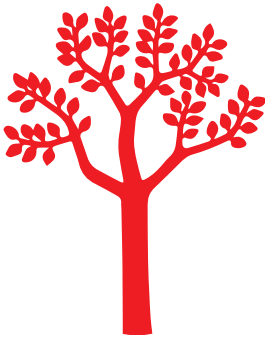


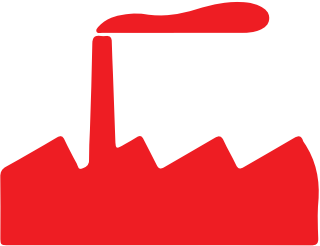







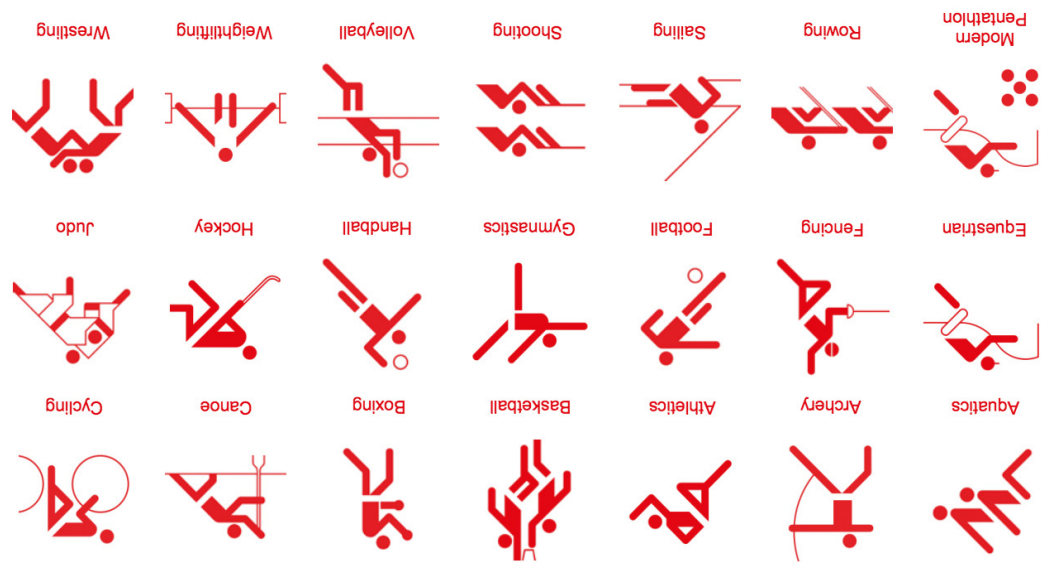


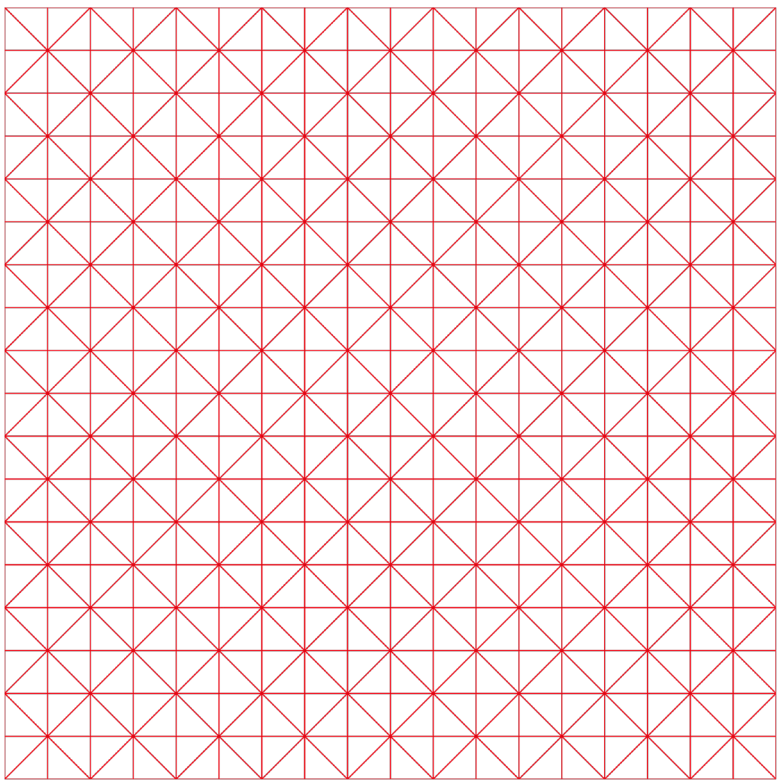
“Mon dessin ne représentait pas un chapeau. Il représentait un serpent boa qui digérait un éléphant”

The Isotype system, in particular Gerd Arntz's work, strongly influenced the following years' depiction systems in terms of shapes, grids and most of all intuitive-ness. Among them, the Olympic Games' pictograms of Munich, a signage system invented by Ott Alcher in 1972, is one of the most significant intercultural communication projects ever. Olympic games and culture are a melting-pot of languages indeed are a melting-pot of languages and culture and it's crucial to communicate internationally and intuitively through depictions. On a technical level, Alcher's combination of lines and volumes within a grid which allows horizontal, vertical and diagonal lines, reminds of Arntz's abstraction.



THE ISOTYPE'S HEIR



DESIGNING PICTOGRAMS
Use the grid on the left to try designing-pictograms. Read the paragraph below to find out more about this grid and what has been designed thanks to it. Are you out of ideas? Try designing a yoga pose.

WRITE INTERNATIONALLY
Use the grid on the right to compose some composition examples. Try this: can find a selection of symbols and symbols and communicate ideas. You

Grab a pencil and design!

apple	banana	drink	eat
cannot	vegetable	salt	potato powder
spoon	fork	cutey	cut

Blissymbols, invented in 1971, is one of the first attempts at creating an international communication system. It is based on Charles K. Bliss' work, Semantography (1949) and it is currently composed of 5000 graphic symbols. Each symbol has a specific meaning and is recognizable thanks to the similarity with the object or idea of the concept it represents. Simple shapes are used to keep the symbols easy and fast to draw.

A Bliss-word is composed of one or more characters which can be combined in endless ways to create new symbols. Bliss-words can form many types of sentences of different grammatical difficulty and abstract and concrete concepts.

mouth	mouth	+	o	=	o	mouth
arm	arm	+	o	=	o	arm
health	health	+	o	=	o	health
sun	sun	+	o	=	o	sun



Find out other symbols here

Let's try!

how to say it

See

ISOTYPICALLY

Isotypically, See How to Say It is an educational project that starts from the Isotype method to explain visual communication. The goal is to spread this picture language and make it simple and accessible to all, indeed, it is a link to discover communication.

It relies on collaborations and their objective is to allow you to test yourself. Starting from theoretical research, the project output is an Instagram page with educational and informative purpose, that tells the story and the method of Isotype.

The contents, created keeping an eye on inclusivity, would especially deepen the technical-practical aspects of the Viennese Method and curiosities about other visual languages.

Visit our Instagram page



to find out more contents about Isotypically.

THEY LIKE THIS PROJECT, AND YOU?

"Uta meris, ama"



AMELIA NOVELLI, 15
classical high school student

The hipster

"Un'anarchia artistica, in cui ciascuno è un ribelle"



ALICE ROLANDO, 32
first grade school teacher

The busy schedule

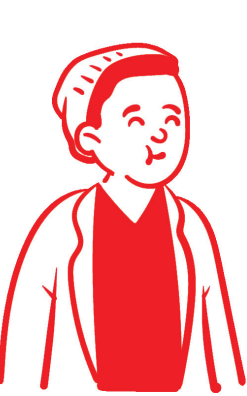
"Coscienza e rivolta"



MICHELE GIORGI, 28
humanistic computer science student

The alternative

"I never sleep, cause sleep is the cousin of death"



DENIS DACIC, 23
communication design student

The night owl

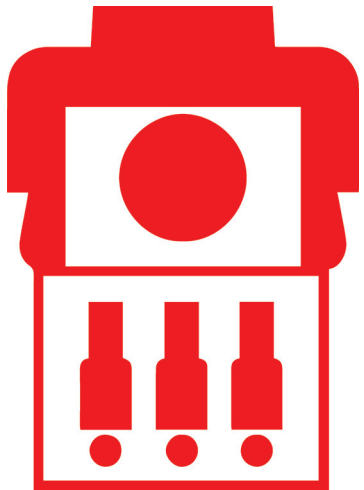
"Cercando qualcosa di indefinito"



VERONICA VAIR, 19
languages and cultures for tourism student

The art dealer

how to it



The Isotype method was developed from 1924 and founded by Otto Neurath in collaboration with the Isotype team. It is a culture free approach designed to teach social and economic matters through typographic pictures.

THE STORY

Once named the Vienna Method of Pictorial Statistics, ISOTYPE stands for International System of Typographic Picture Education. In some ways Isotype offered an alternative to verbal language, "Words divide, pictures unite" was one of Neurath's sayings. He saw the potential in using simplified pictures to create a universal readable language, able to educate people and to make them consciously decide in their future life.

Explain with empathy so that students understand
the knowledge, memorise it and don't forget it. Curiosity
at school or university always helps to learn.

INTERNATIONAL SINGS

SKYLINE

EARTH-LINE