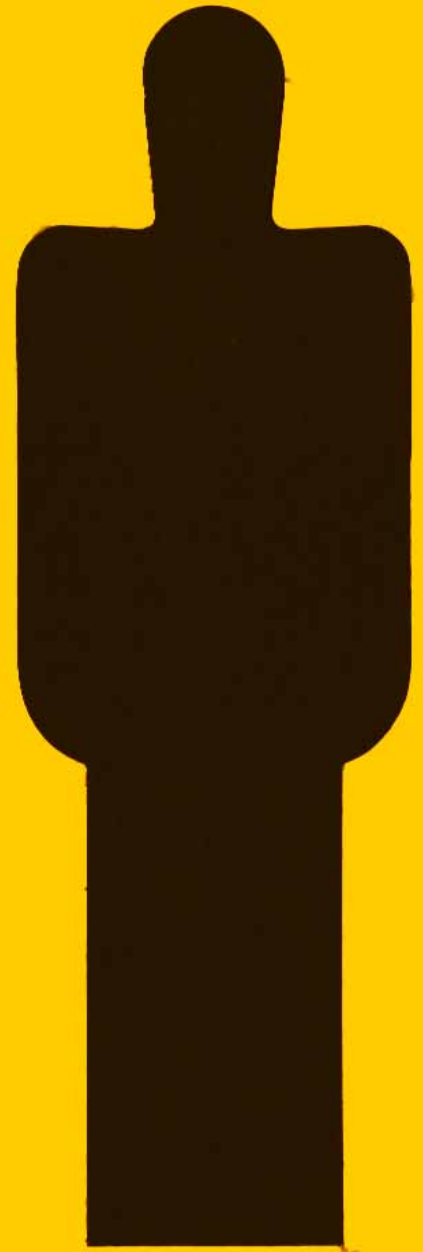


OPEN NEON  
NEON

OPEN  
DESIGN  
STUDIO

# ISOTYPE

INTERNATIONAL  
SYSTEM OF  
TYPOGRAPHIC  
PICTURE  
EDUCATION



OTTO NEURATH  
+  
VIEDENSKÉ  
SOCIÁLNE  
A HOSPODÁRSKE  
MÚZEUM

**GESELLSCHAFTS- UND  
WIRTSCHAFTSMUSEUM**

Sonntag 9-1  
Dienstag 5-7  
Freitag 5-7

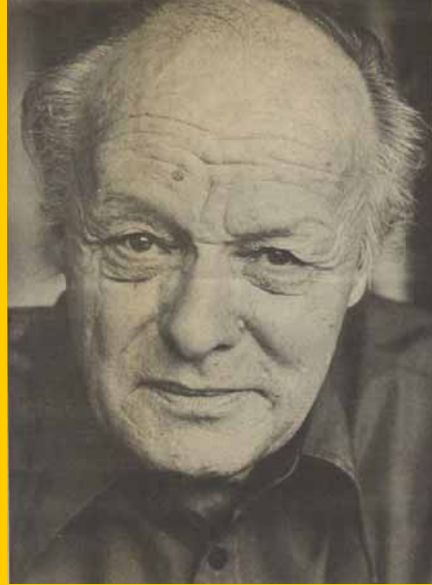


EINTRITT FREI  
FÜHRUNGEN  
FILME

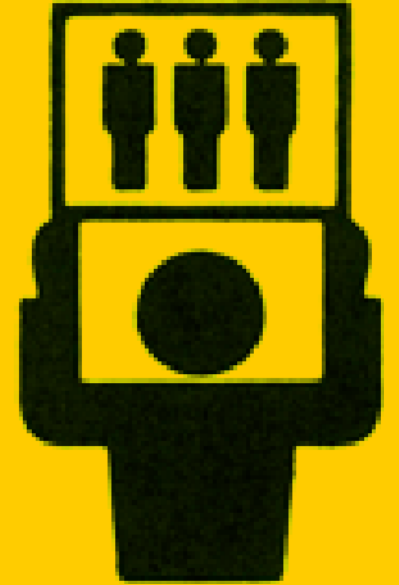
NEUES RATHAUS. ↑ LINKS VOM TURM. TEL. 85-4-88

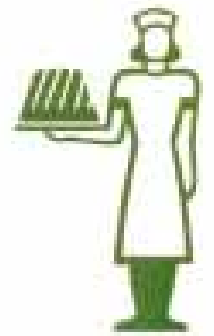
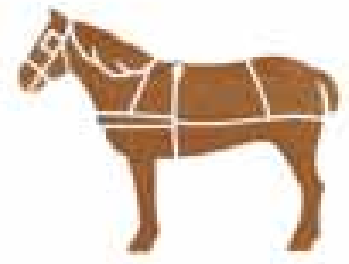
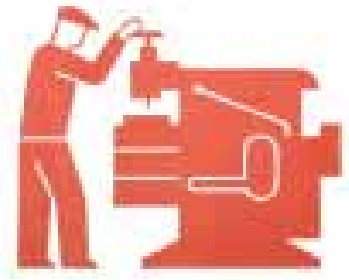
Sondergruppen und Schulen haben gegen  
vorherige Anmeldung jederzeit Zutritt

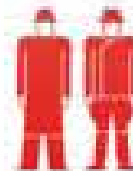
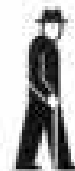
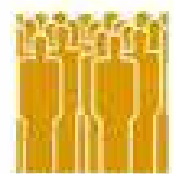
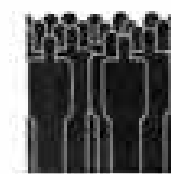
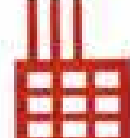
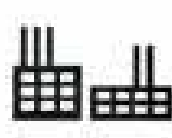
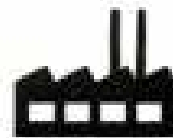
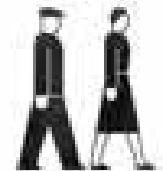
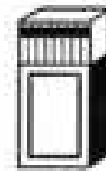
OTTO NEURATH (A)  
+  
GERD ARNTZ (D+NL)  
=  
ISOTYPE (ALL)

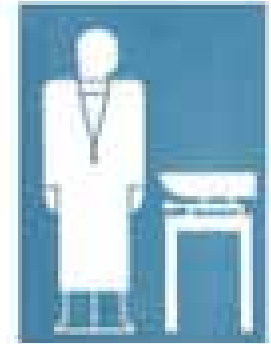
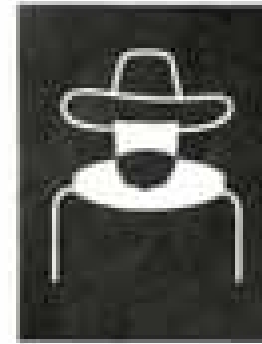
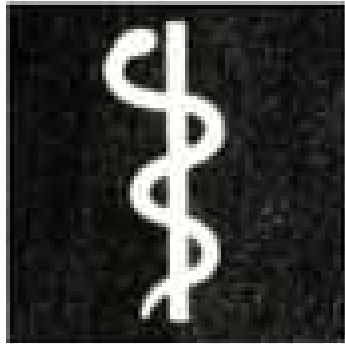


**ISOTYPE**



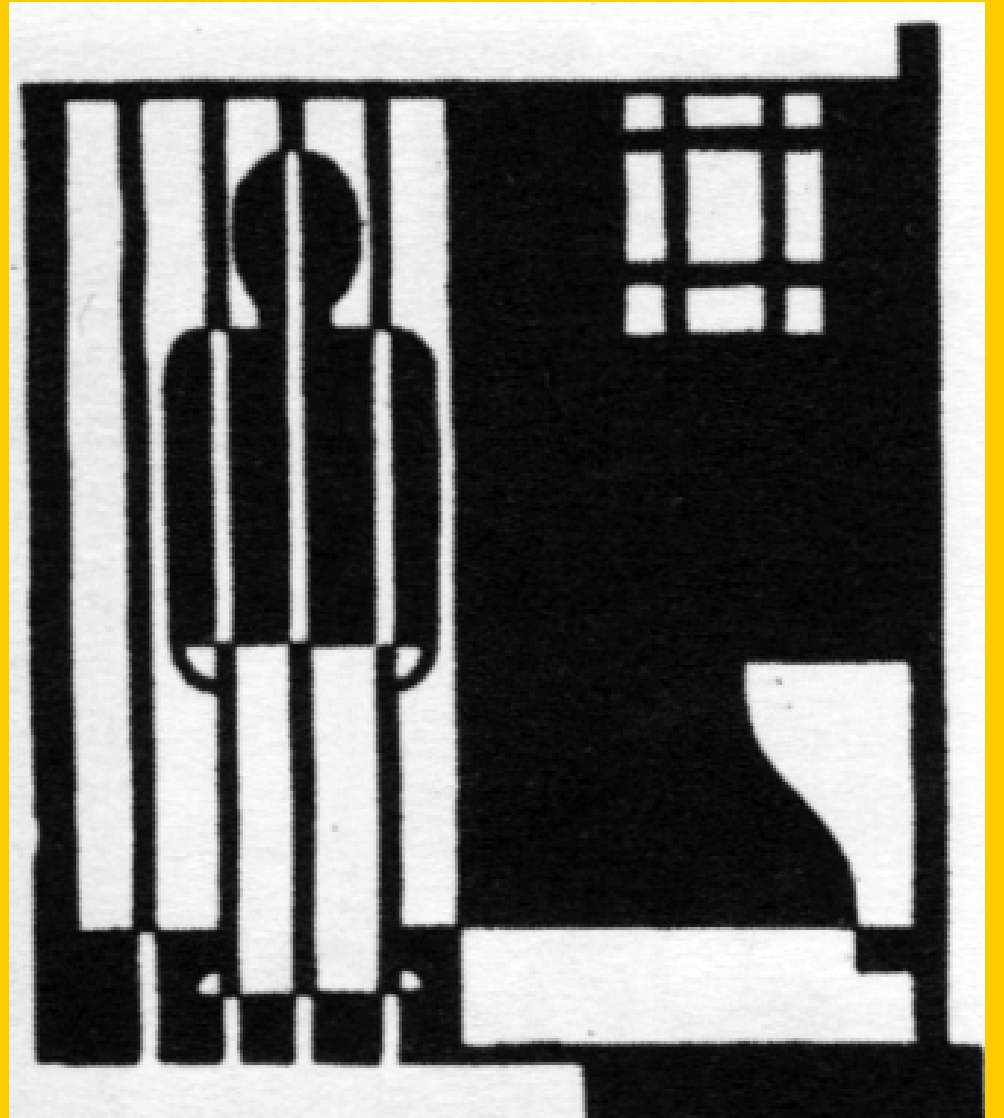
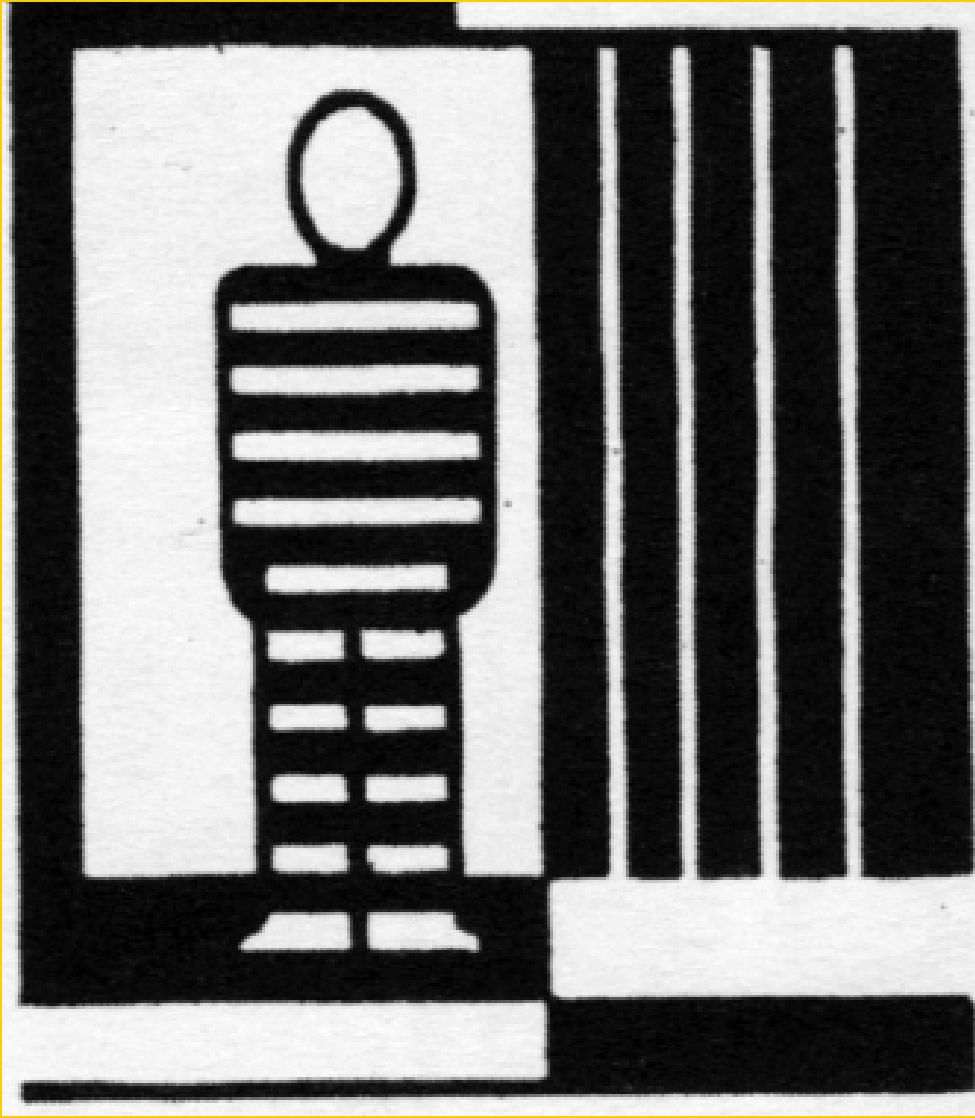


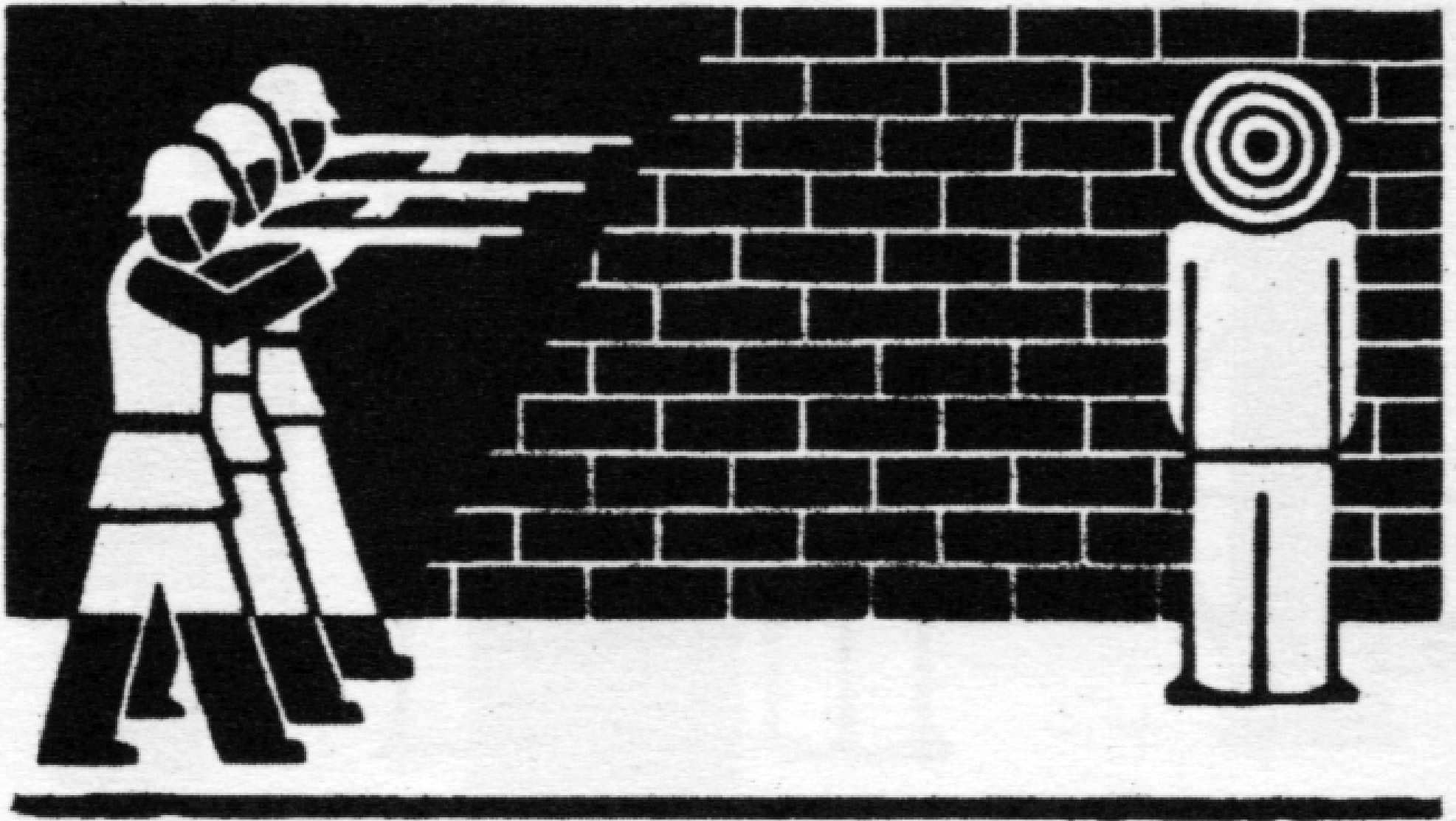


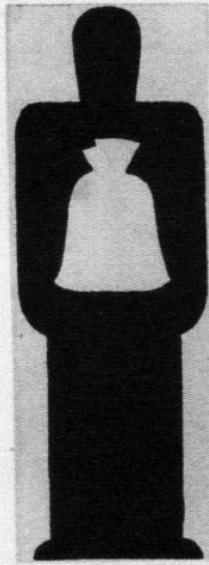












1147



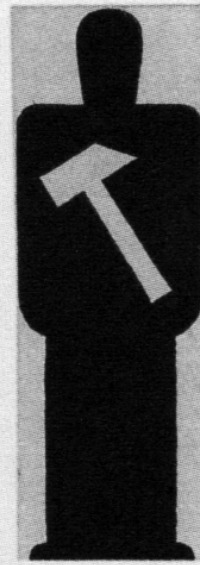
478



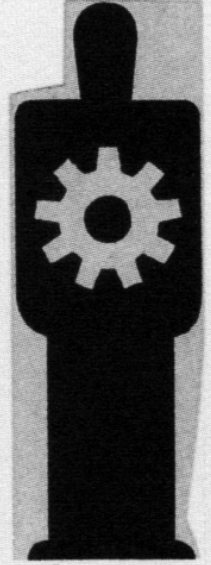
125



125



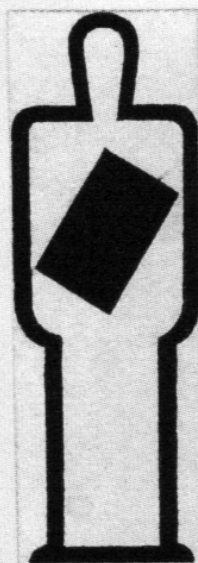
545



125



1148



126



126



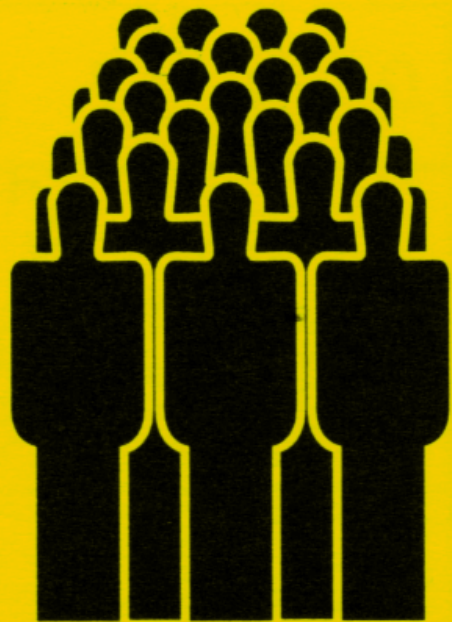
369



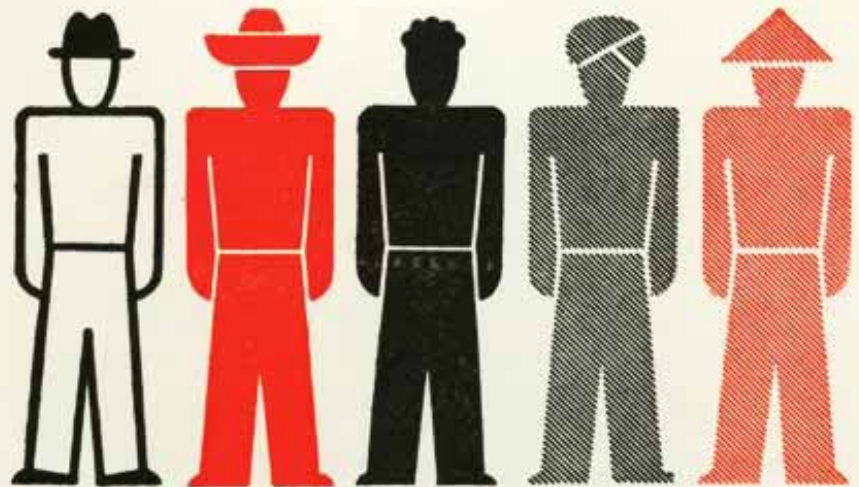
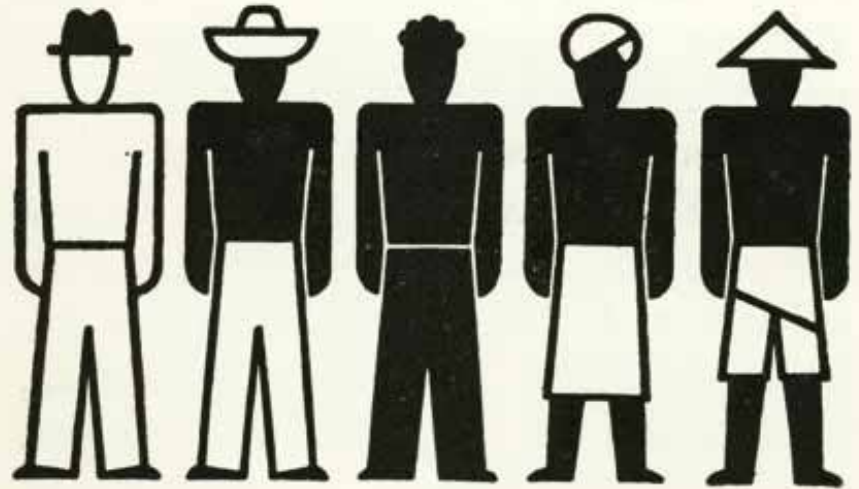
369

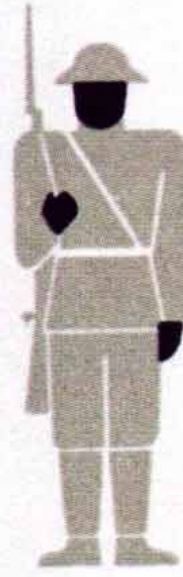


369

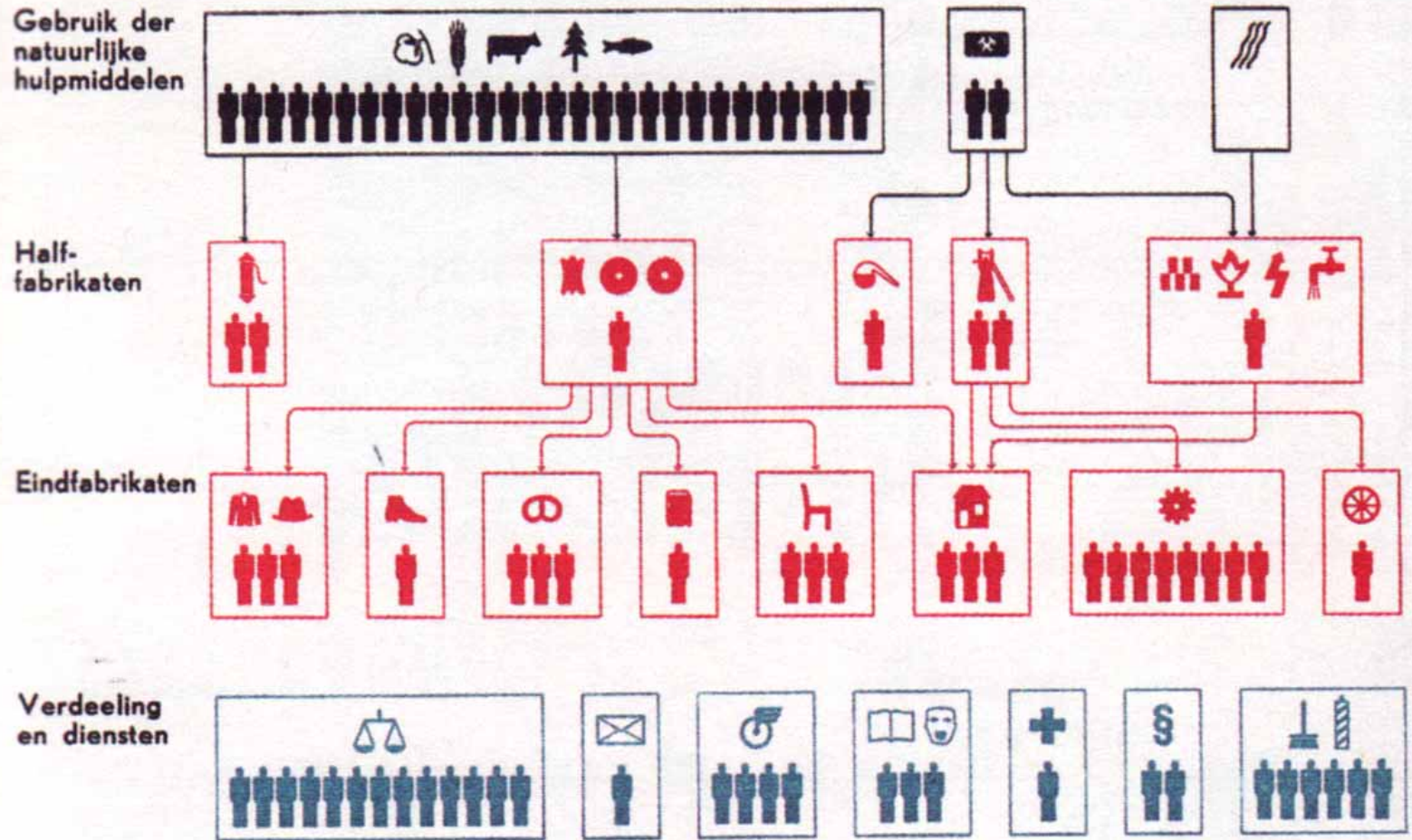


Signs for the 5 groups of men

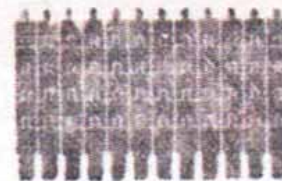




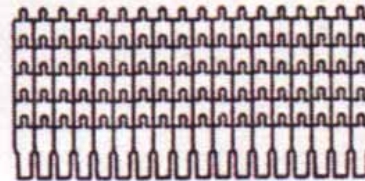
# Economisch schema



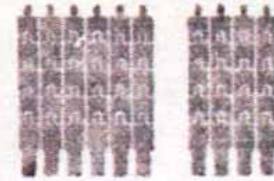
Elk figuurtje stelt 5 per duizend inwoners voor



jeugdigen






mensen die binnen het economisch schema werken



huisvrouwen, studenten enz.

## Co se dovází?

**Naš dívek v roce 1988 podle výsledků dotazů.**  
**Naše a budoucí dívkové díly jsou odlišné jakou měřítkem**

-  **Práce**
-  **Umění, sport, tanec**
-  **Domácnost**

**Práce, práce a práce**



**Práce, umění, sport**



**Práce, domácnost**



**Práce, sport a tanec**



**Práce, práce a práce**



## Co se dovází?

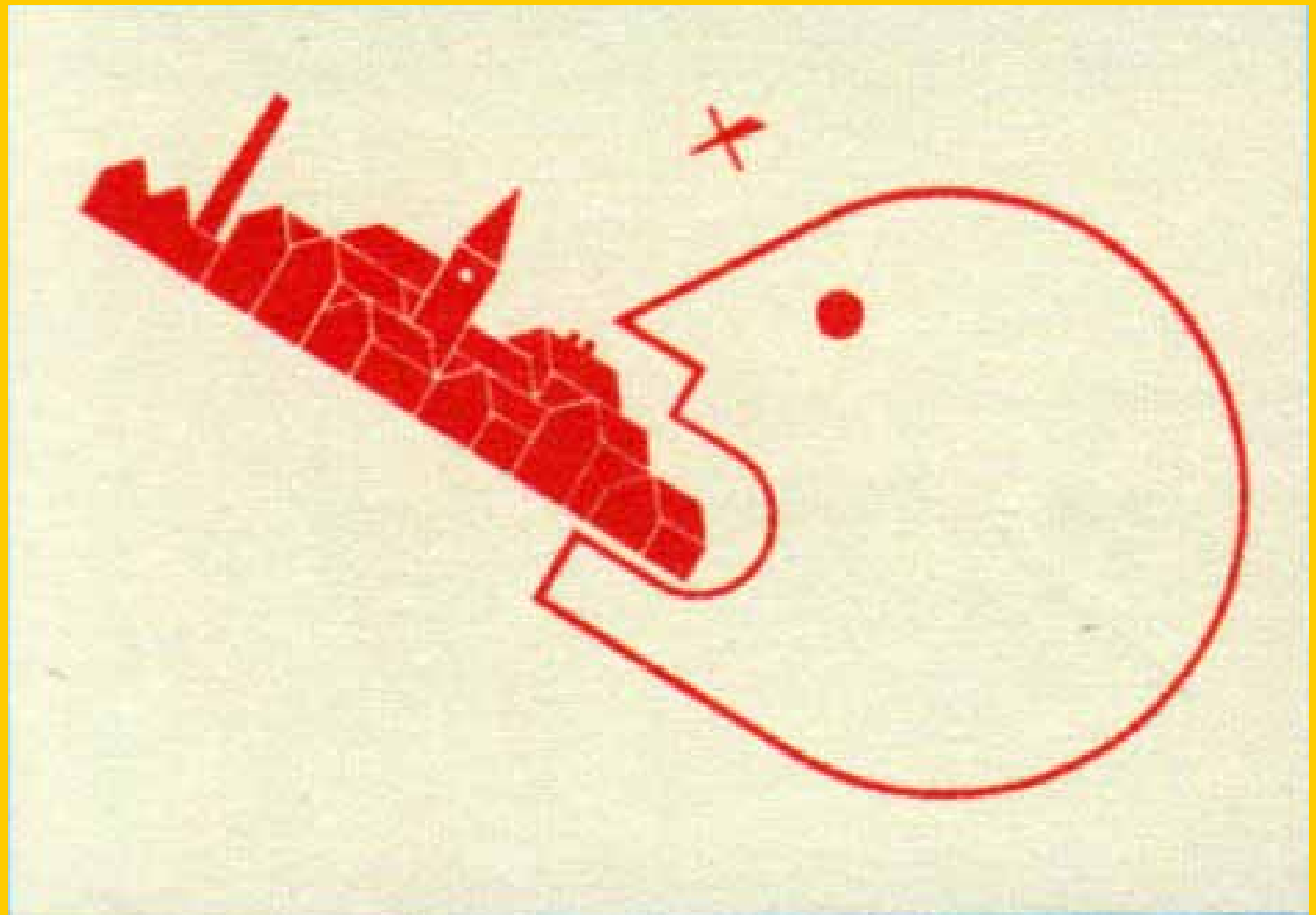




+



+

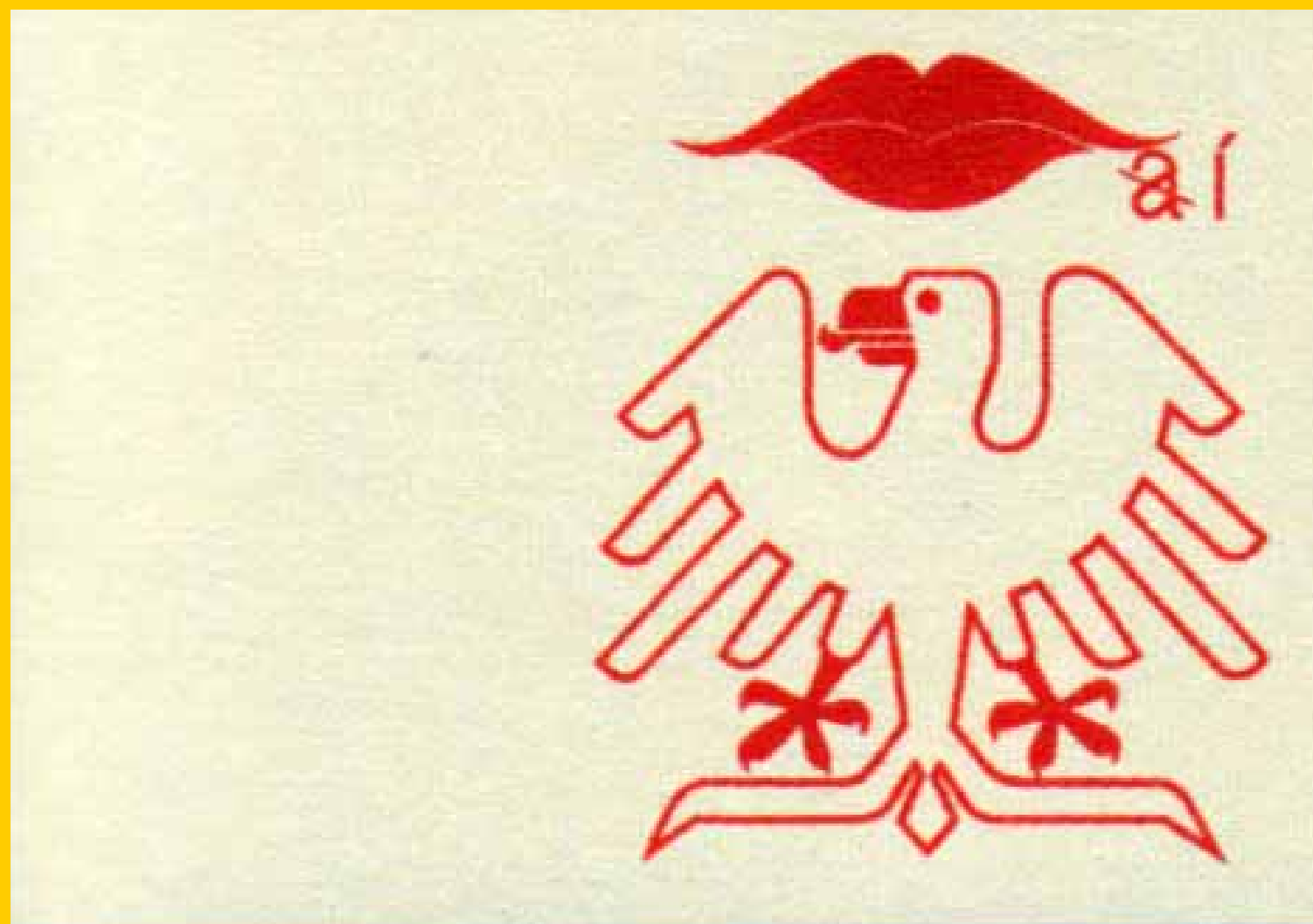


**053 > Město Jihlava**





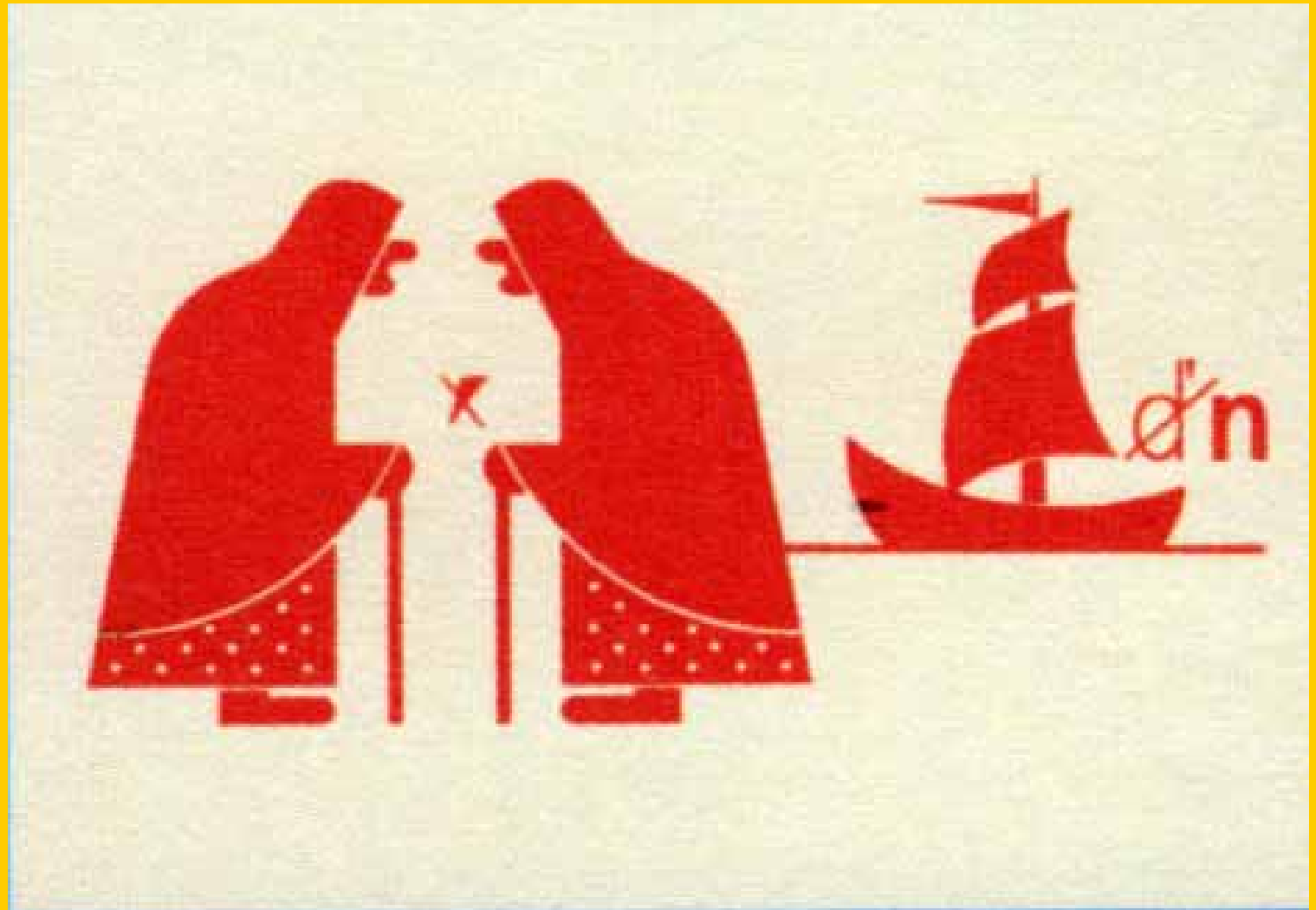
+



062 > Ústí nad Orlicí



+



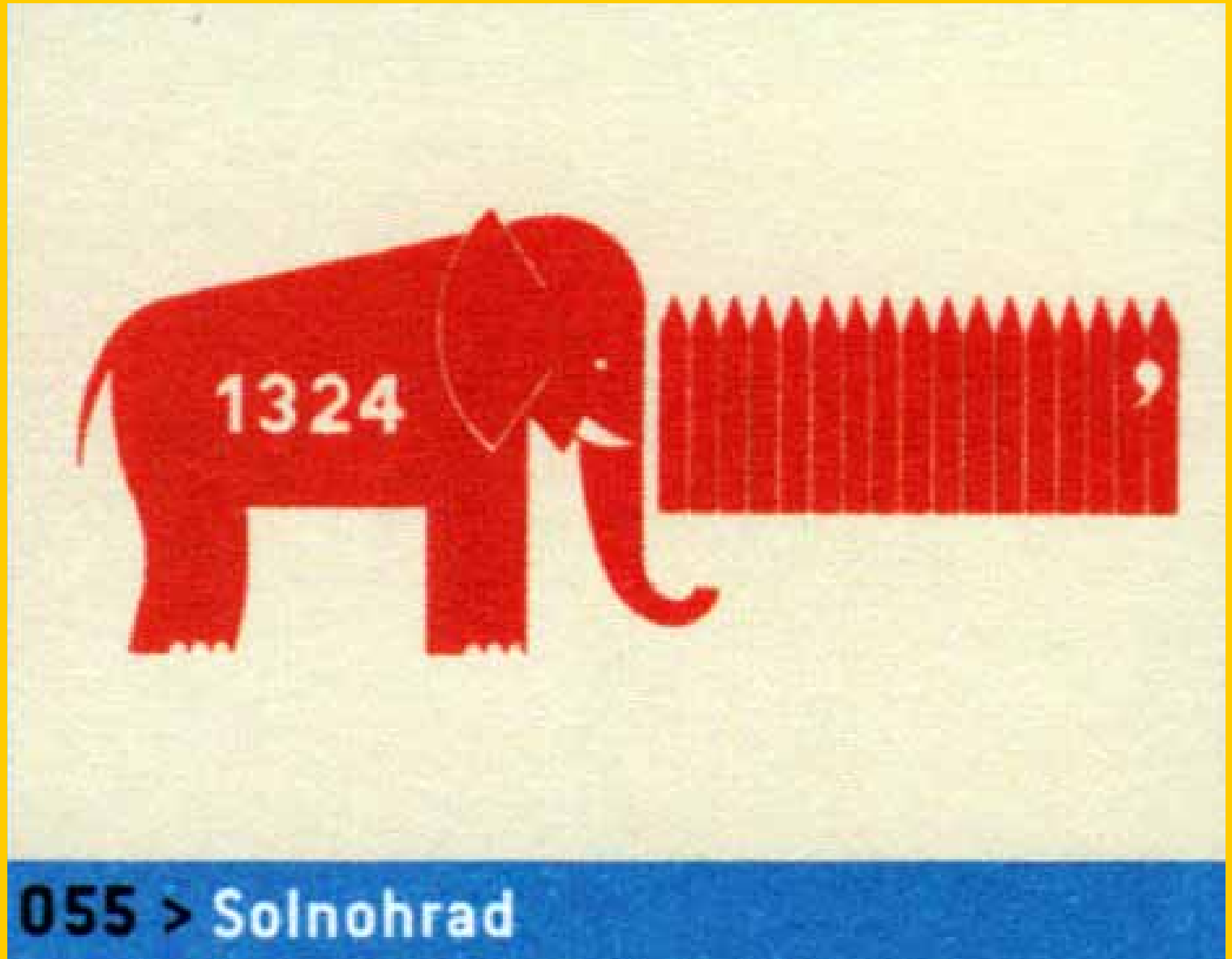
054 > Babylon



+



+



055 > Solnohrad

ČITATELNOST



# JEDNODUCHOST



# REDUKCIA



# UNIVERZÁLNOST



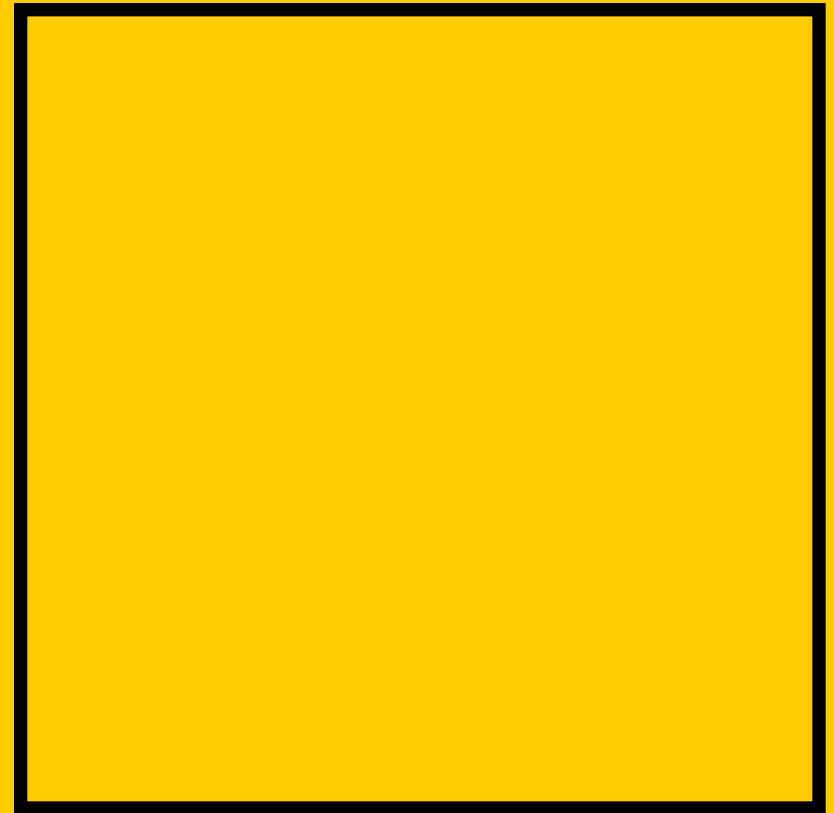
FORMA = OBSAH





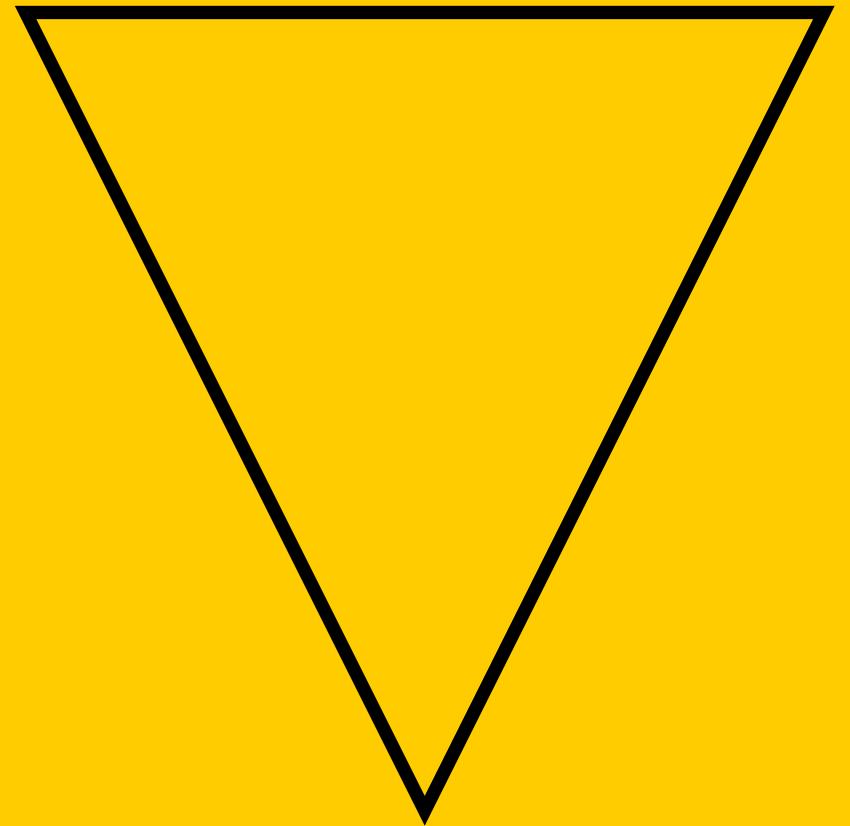
# TVARY / ŠTVOREC

- OHRANIČUJE ZÓNU
- VYTVÁRA POCIT BEZPEČIA
- V JAZYKU SYMBOLOV:  
NEUTRÁLNA INFORMÁCIA



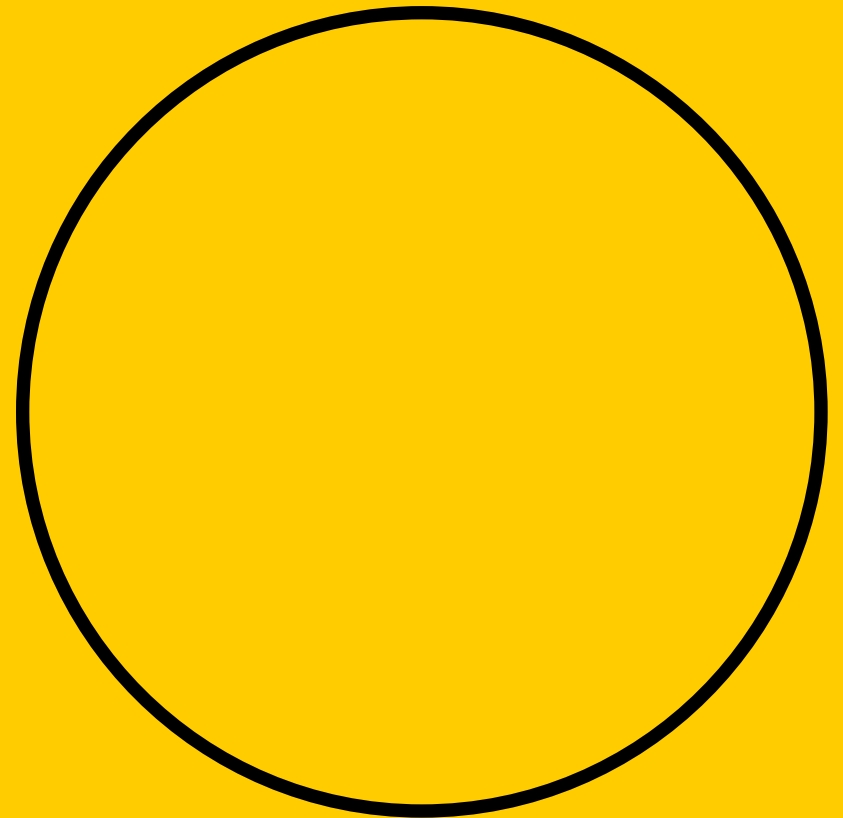
# TVARY / TROJUHOLNÍK

- DRŽÍ ZÓNU
- ÚZKY TVAR UPOZORŇUJE  
NA NEBEZPEČIE
- V JAZYKU SYMBOLOV:  
POZOR

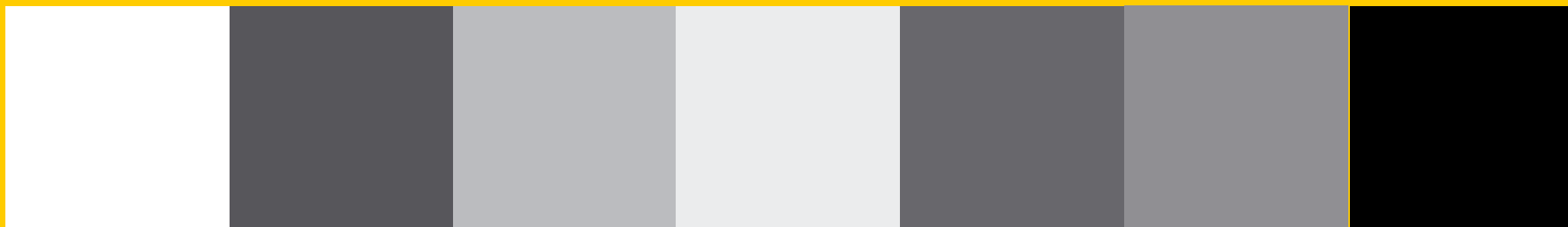


# TVARY / KRUH

- SÚSTREDÍ ZÓNU
- ZAMERIAVA NA CENTRÁLNY BOD
- V JAZYKU SYMBOLOV:  
POVEL, INŠTRUKCIA



# FAREBNOSŤ



# FAREBNOSŤ / ANALOGICKÁ



FAREBNOSŤ / KONVENČNÁ



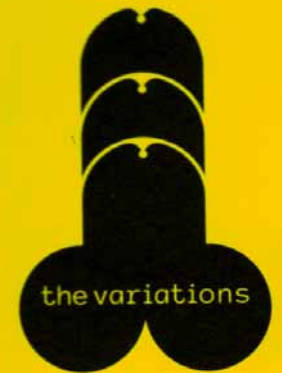
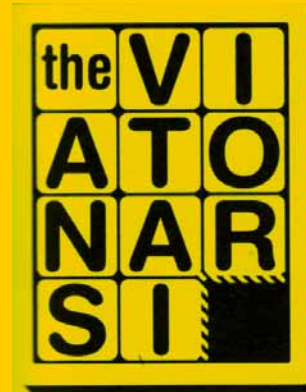
VARIÁCIE



# The Variations



T H E V A R I A T I O N S  
B P H A T I H C



# PRAVIDLÁ PRE DOBRÝ SYMBOL

1. NAJDÔLEŽITEJŠIE PRVKY
2. MENEJ PODSTATNÉ PRVKY
3. DÔLEŽITÉ DETAILS
4. NIČ VIAC





