

Statistics You Read by Counting Pictures: Isotype (International System of Typographic Picture Education)

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When we look for the restroom or the exit on an airport sign, or see a chart in a news article lined with rows of human-shaped icons, we grasp the content without reading much text at all. Being able to find our way with a single picture even in a country where we don't speak the language now feels like a matter of course. This way of conveying information through simple picture symbols has a clear starting point. About 100 years ago in Vienna, Austria, a philosopher and economist set out to turn difficult statistical figures into pictures that workers and children could understand at a glance