The **sign** of the first integer factor tells us what direction we **face**.
(-) means facing **left** or towards the **negative end**.
(+) means facing **right** or towards the **positive end**.

The **number** of the first integer factor tells us **how many jumps** we move on the number line.

The **sign** of the second integer factor tells us the direction of our movement.
(-) means moving **backwards**
(+) means moving **forwards**.

The **number** of the second integer factor tells us **how big our jump is** on the number line (i.e. **how many steps to take per jump**).
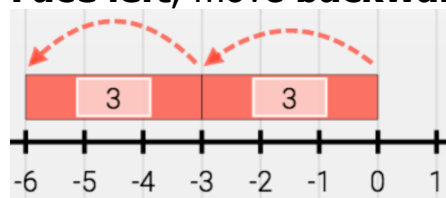Example:
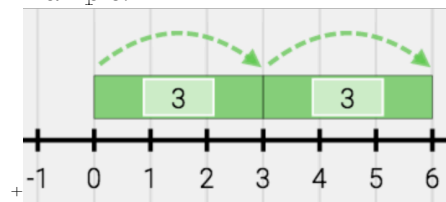
$^+2$ x $^+3 = ^+6$

Face right, move **forwards** 2 times, each jump is 3 steps.

$^-2$ x $^-3 = ^+6$

Face left, move **backwards** 2 times, each jump is 3 steps.

$^+2$ x $^-3 = ^-6$

Face right, move **backwards** 2 times, each is jump is 3 steps.

$^-2$ x $^+3 = ^-6$

Face left, move **forwards** 2 times, each jump is 3 steps.

Simple Integer Sign Rule for Multiplication:
When two signs are the **same** they make a **positive** +.

$^+$ **X** $^+ = ^+$

$^-$ **X** $^- = ^+$ (Take away *debt* is a *positive gain*)

When two signs are **different** they make a **negative** -.

$^-$ **X** $^+ = ^-$

$^+$ **X** $^- = ^-$