

PROJECT IDEAS

INITIAL IDEA:

- SOMETHING TO DO WITH JAPAN

POTENTIAL IDEAS:

- JAPAN TRAVEL GUIDE
- TRAVEL GUIDE OF NORTHERN IRELAND IN JAPANESE
- INTRO TO JAPANESE LANGUAGE
- INTRO TO JAPANESE CULTURE



Image: Sakura Tree

Source: https://static.pexels.com/photos/250591/pexels-photo-250591.jpeg

IDEAS DEVELOPMENT

MEDIUMS:

PRINT

OR

WEB

Image: Nagoya Castle, Nagoya Source: My own image



CHOSEN MAIN MEDIUM



Image: Paper Samples
Source: https://static.pexels.com/photos/30027/pexels-photo-30027.jpg

WHY PRINT?

REASONS FOR CHOOSING PRINT:

- WANT TO EXPAND PRINT KNOWLEDGE
- EXPERIMENT WITH DIFFERENT PRINTING STYLES
 - SCREEN
 - LITHO
 - DIGITAL
- TO EXPERIMENT WITH JAPANESE PRINT AND DESIGNS

Image: Screen Printing

Source: https://static.pexels.com/photos/3276/screen-print.jpg

WHY A GUIDE?

REASONS FOR CHOOSING A GUIDE:

- THERE'S FEW GUIDES AVAILABLE OUTSIDE THE COUNTRY
- EXISTING GUIDES ARE MIXED
 - NOT WELL DESIGNED BUT HAVE GOOD INFORMATION
 - PERSONAL ACCOUNTS CAN LACK DETAIL
 - SOME INFORMATION CAN BE HARD TO FIND
- VERY FEW GUIDES HAVE EXPLANATIONS FOR CULTURAL EXPERIENCES



EXISTING GUIDES (WEB)

JAPAN TRAVEL INFORMATION PLATFORM

THINGS TO DO IN JAPAN

THINGS TO DO IN TOKYO

THINGS TO DO IN KYOTO

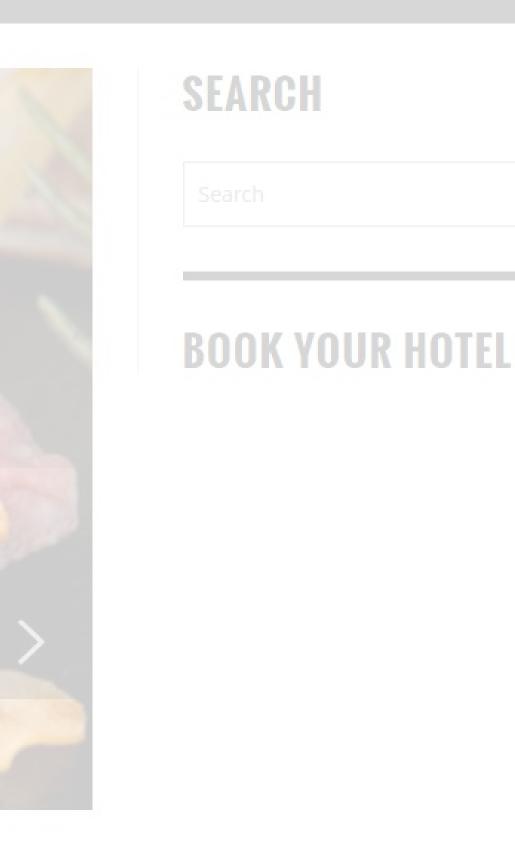
THINGS TO DO IN OSAKA

TRAVEL TIPS

BY REGION

RESOURCES:

- MOSTLY BLOGS OR YOUTUBE VIDEOS
- JAPANESE TOURISM WEBSITES
 - NOT ALWAYS AVAILABLE IN ENGLISH
 - BADLY TRANSLATED



5 PREMIUM SUKIYAKI RESTAURANTS IN TOKYO HONORED BY WORLD TOP

Source: https://www.tsunagujapan.com

Image: Tsunagu Japan Website

15 FINE DINING RESTAURANTS IN KYOTO TO DIE FOR

THE PERFECT GUIDE FOR THE TRAVELLER CONNECTING TO THE INTERNET IN JAPAN



Anc Ph Counter imperial capital of Japan for ever a thousand was. Infolded by scenic hills to the north, west add each, which the founding



the city reigned from 794 to 1868 as the cultural and artistic center of the nation — a position it still holds today — as well as the political nucleus.

The more than 1,600 Buddhist temples and 270 Shinto shrines attest to its importance as a religious focal point, while the impressive Imperial Palace and two jewel-like Imperial Villas set in their legendary gardens are reminiscent of the aesthetic splendor of the city's once-pivotal role.

But Kyoto, originally called Heiankyo — 'Capital of Peace' — doesn't live only in the past. The seventh largest city in Japan with a population of 1.4 million, it has also kept pace with the modern world. Thriving electric, machinery and chemical plants are numerous. The comprehensive Kyoto International Conference Center located in the northeastern part of the city is a

- AGAIN THERE'S FEW GUIDES AVAILABLE OUTSIDE THE
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 - OUTDATED DESIGNS
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- AGAIN VERY FEW GUIDES HAVE EXPLANATIONS FOR CULTURAL EXPERIENCES



Image: Kyoto Nara Tour Guide

Source: Japan National Tourism Organisation, Printed October 2014

Getting There

From Kansai International Airport: 75 min. by JR Limited Express "Haruka" or 85min. by Limousine bus to JR Kyoto Station. From Narita International Airport:

By rail: 1 hr. by Narita Express to Tokyo and 2 hrs. 20 min. by Shinkansen "Nozomi" or 2 hrs. 40min. by Shinkansen "Hikari" to JR Kyoto Station.

By air: 1 hr. to Osaka Itami Airport and 1 hr. by Limousine bus to JR Kyoto Station.

From Central Japan International Airport: 30 min. to Meitetsu Nagoya Station by Meitetsu Limited Express and 40 min. by Shinkansen "Nozomi" to Kyoto Station.

Getting Around

An extensive bus and subway network covers the city. Fares start from ¥230 for buses and from ¥210 for subways, with both being determined by the distance traveled. Taxis are plentiful, with fares starting from around ¥610 for the first

For frequent users, One-day (¥1,200) and Two-day Passes (¥2,000) are available for both buses and subways. Also handy for the day tripper is the One-day City Bus Pass (¥500)

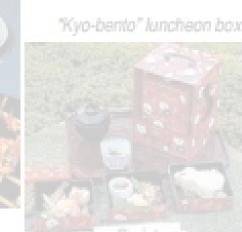
COUNTRY ing in the city, excluding the suburbs.

discreetly deluxe (¥25,000 to ¥50,000) to the modest (around ¥10,000). The traditional inns are an excellent way to experience traditional Japanese lifestyle first-hand. All accommodation is clean, safe and comfortable.

 Kyoto City Official Travel Guide (Run by Kyoto City) http://www.kyoto.travel/en







Kyoto offers an excellent range of restaurants, from delicate, elegant Kyoto-style establishments to standard Japanese, Western, Korean and Chinese restaurants. Fast food chains, both Japanese and Western-style, are also liberally situated in the more frequented areas of the city.

Kyoto-style cuisine, noted for its refined taste and artistic presentation, is a synthesis of three distinctive styles of cooking: Yusoku-ryori, favored by the old court nobility; Kaisekiryori, developed to be served before the tea ceremony; and Shojin-ryori, vegetarian dishes traditionally preferred by

Collectively called Kyo-ryori, the dishes consist of soup, rice, pickles and, according to the season, a variety of fish

The long history, the sophisticated aristocracy, the wealthy merchants and the natural artistry of the people have all combined to produce a rich tradition in creating beautiful objects, arts and crafts.

Whether just window shopping or looking for that special souvenir, the following areas are the most rewarding: Nishiki Food Market for unique Kyoto cuisine; Teramachi, Shijo and Shinkyogoku shopping arcades; Kiyomizuzaka St. for a wide selection of ceramics; the extensive underground shopping arcades, 'Porta' and 'The Cube', and Aeon Mall around Kyoto Station; and the fashionable Kitayama-dori St.



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EXISTING GUIDES (PRINT, CONT)

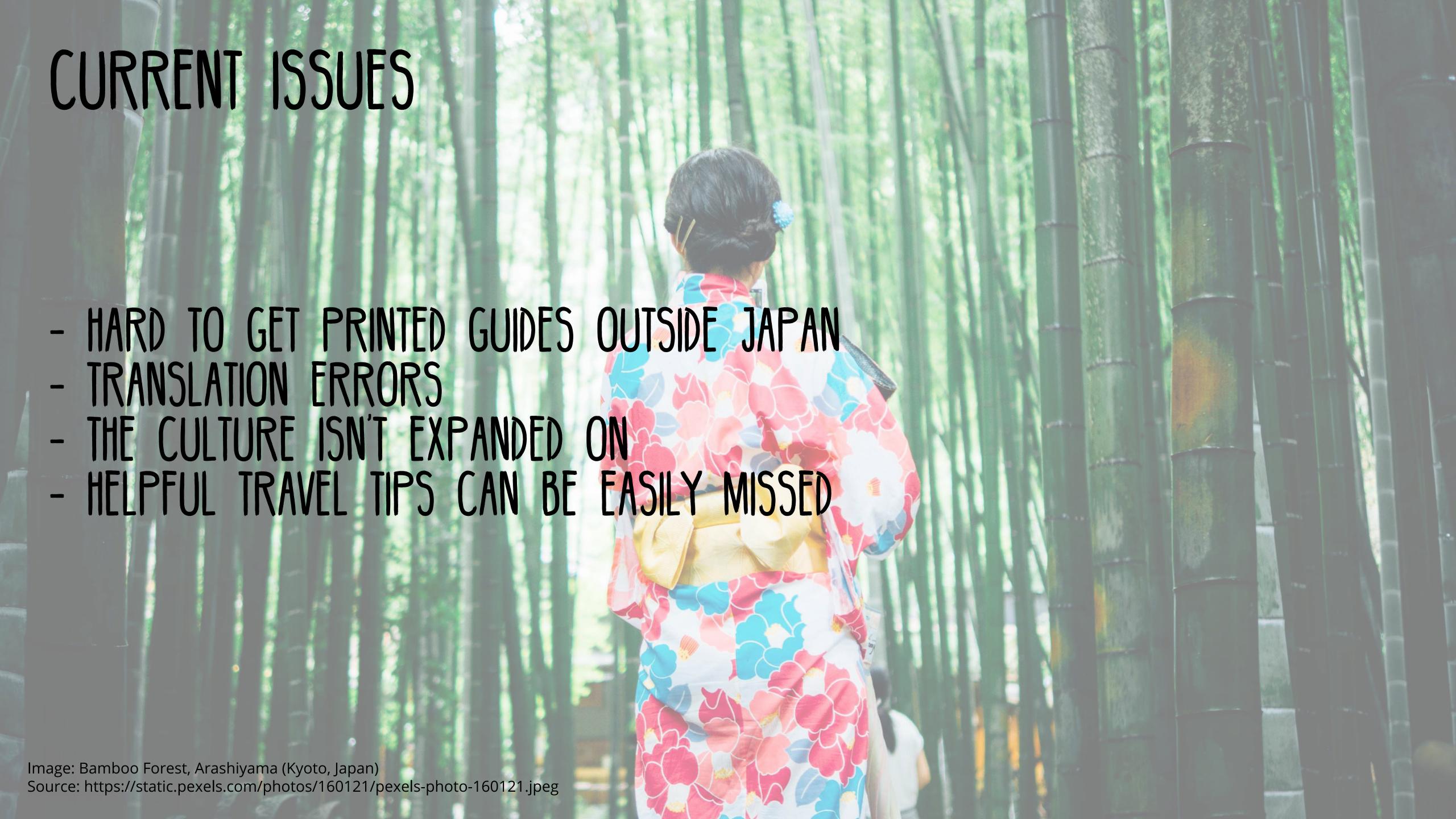
RESOURCES:

- FEW GUIDES ON DIFFERENT TYPES OF HOLIDAYS
- A LOT OF USEFUL TRAVEL TIPS THAT ARE HIDDEN AWAY
- DISCOUNTS IN PRINTED GUIDES

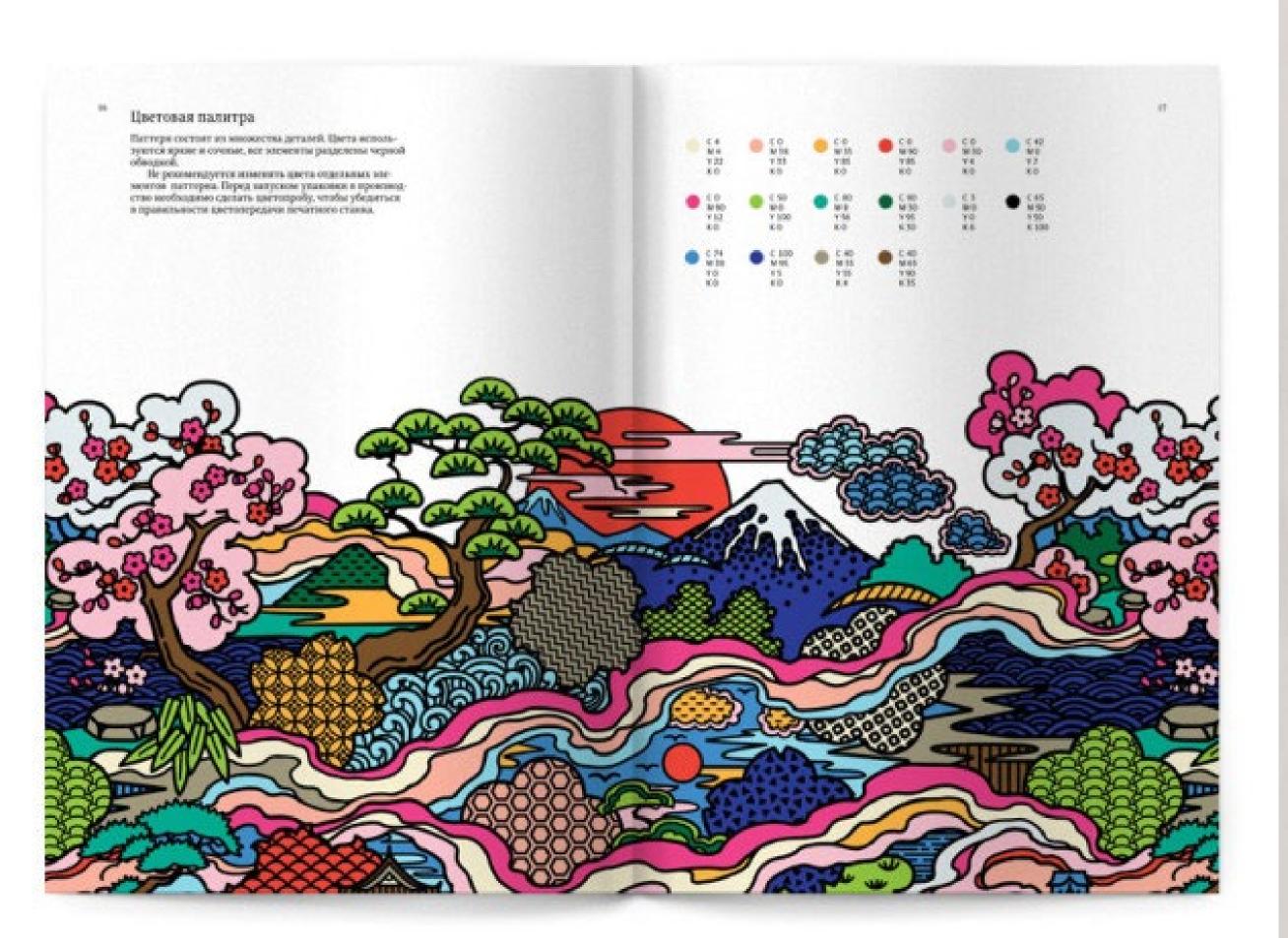
Image: Various Guides

Source: Japan National Tourism Organisation, All printed October 2014





INSPIRATION



湯

Image: Woshi Woshi Packaging, Aone Onsen Leaflet Source: https://connect.etapes.com/woshi-woshi, http://www.akaoni.org/works/02.html

INSPIRATION (CONT)



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PROBLEMS AND CHALLENGES

- TRANSLATIONS
- EXPLAINING JAPANESE CULTURE SHOWING A WIDE VARIETY OF HOLIDAYS



Image: Confusion

Source: https://static.pexels.com/photos/34520/confused-muddled-illogical-disoriented.jpg

STYLING







Image: Wooden Brochure Covers

Source: https://www.duitang.com/blog/?id=74145267, http://www.cardtorial.com/collections/journals/products/fox-journal-1#1, http://www.confettidaydreams.com/unique-wedding-guest-book-ideas/

STYLING (CONT)





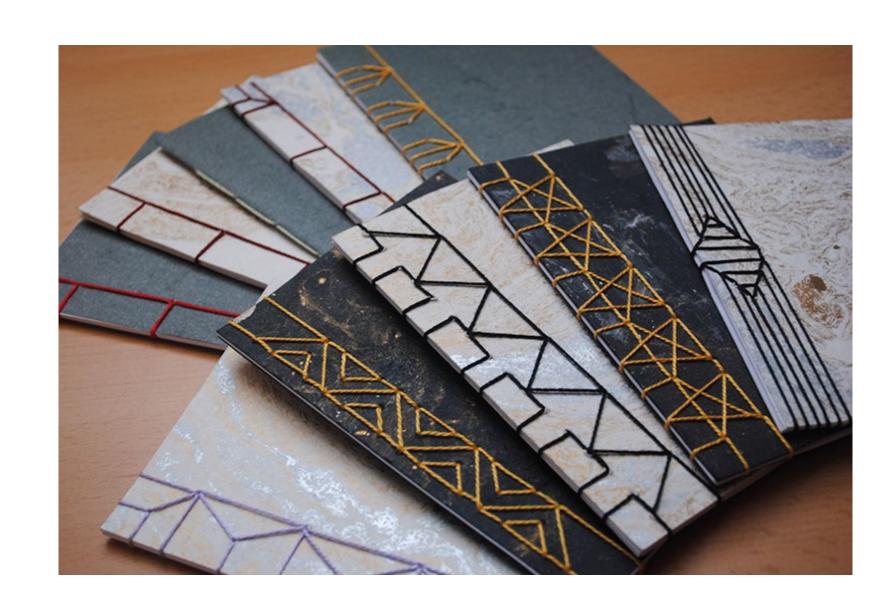
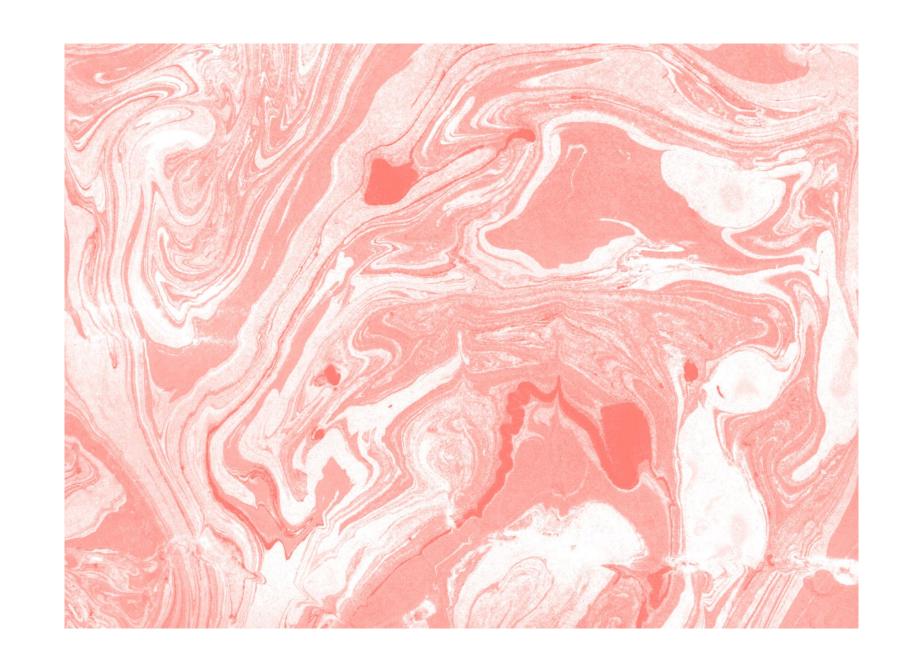


Image: Japanese Stab Binding

Source: http://www.itsnicethat.com/articles/things-61-32, https://www.hieronymus-cp.com/store/products/writing-pad-h5-neon-pink?taxon_id=81, http://mindflight.me/365-day-creative-challenge-day-34-japanese-stab-binding-snake-eyes/

STYLING (CONT)



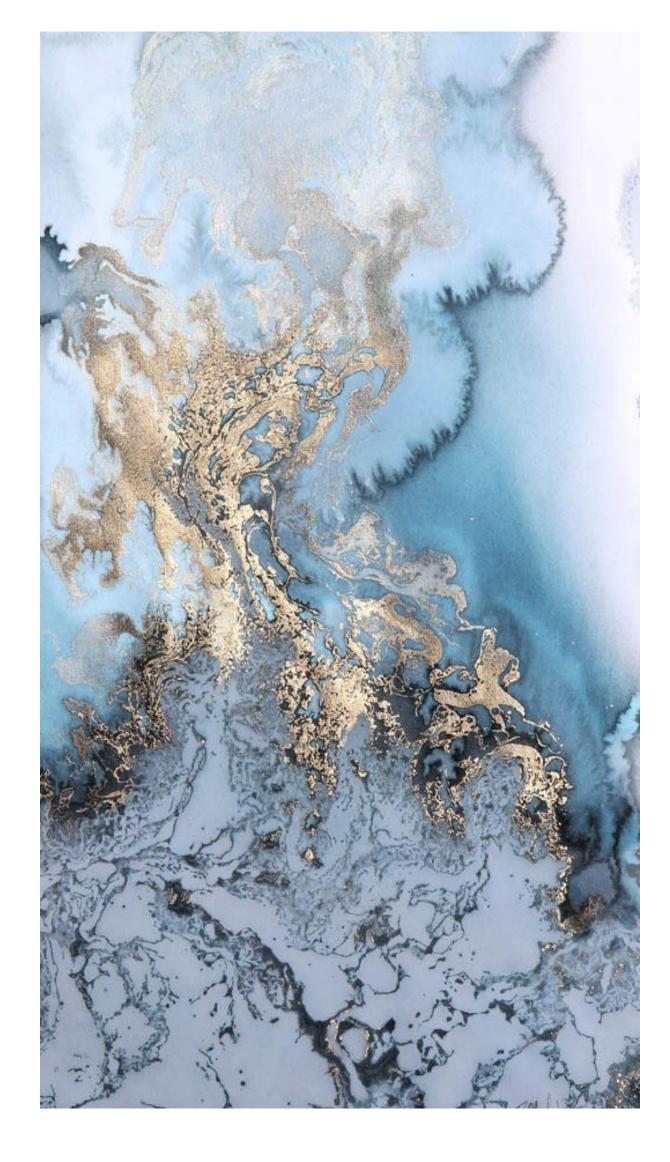
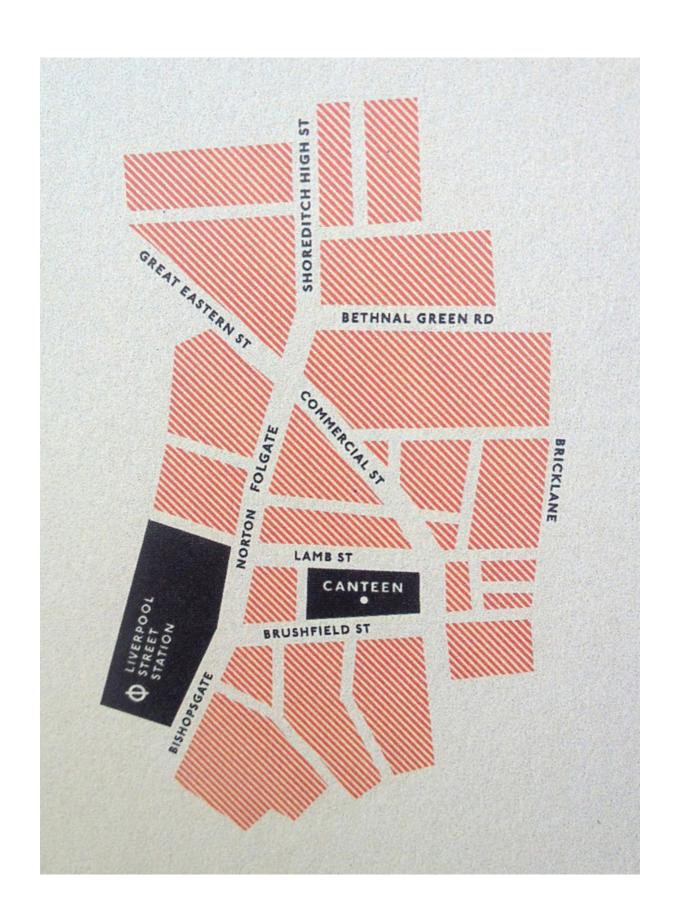




Image: Suminagashi Examples Source: http://needsupply.tumblr.com/post/48873217367, http://www.beth-nicholas.com/watching-2/, http://www.beamahan.com/es/work/suminagashi/aire-ii

STYLING (CONT)







DELIVERABLES

- FINAL SINGLE OR SERIES OF BROCHURES
 PROGRESSION BROCHURE SHOWING EXPERIMENTAL ELEMENTS

Source: https://static.pexels.com/photos/21704/pexels-photo.jpg

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Image: Mt Fuji

Source: https://static.pexels.com/photos/209798/pexels-photo-209798.jpeg