



# INFORMATION AND TRAVEL GUIDE TO JAPAN

DES509 | HEATHER MALLON | B00594411

Image: Fushimi Inari Shrine, Kyoto

Source: <https://static.pexels.com/photos/96420/pexels-photo-96420.jpeg>



# 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





# IDEAS DEVELOPMENT

MEDIUMS:

PRINT

OR

WEB

Image: Nagoya Castle, Nagoya  
Source: My own image





# CHOSEN MAIN MEDIUM

# PRINT



# 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



# 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 IN DEPTH [WANTED] AMBASSADOR  
TSUNAGU JAPAN  
JAPAN TRAVEL INFORMATION PLATFORM

THINGS TO DO IN JAPAN

THINGS TO DO IN TOKYO

THINGS TO DO IN KYOTO

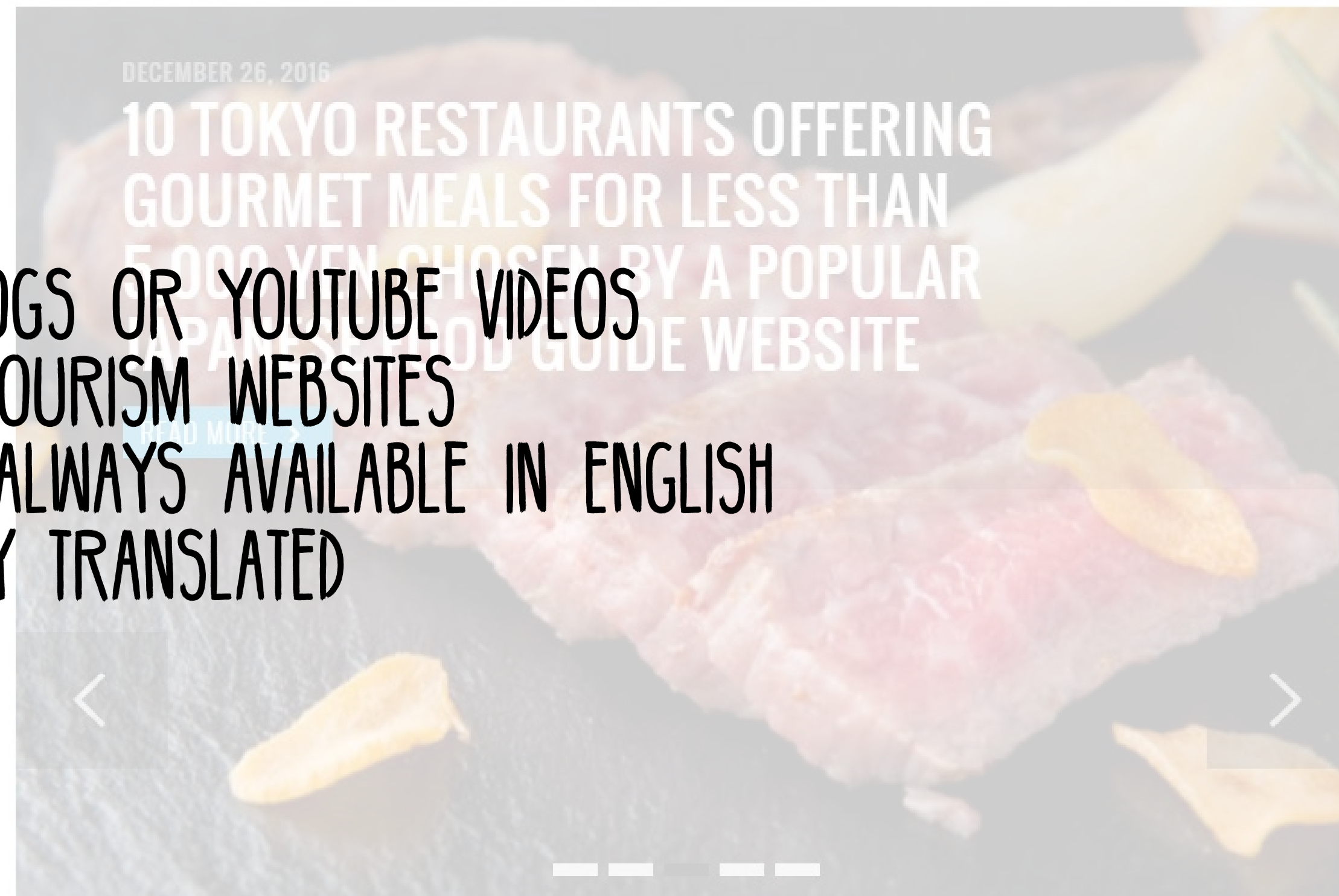
THINGS TO DO IN OSAKA

TRAVEL TIPS

BY REGION

## RESOURCES:

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



## SEARCH

## BOOK YOUR HOTEL

5 PREMIUM SUKIYAKI  
RESTAURANTS IN TOKYO  
HONORED BY WORLD TOP  
GOURMANDS  
TANIGUKU, NOVEMBER 23, 2015

15 FINE DINING RESTAURANTS  
IN KYOTO TO DIE FOR  
ADACHI, NOVEMBER 15, 2015

THE PERFECT GUIDE FOR THE  
TRAVELLER CONNECTING TO  
THE INTERNET IN JAPAN  
MELISSA TOLENTINO, OCTOBER 7, 2015



## EXISTING GUIDES (PRINT)

## RESOURCES:

- AGAIN THERE'S FEW GUIDES AVAILABLE OUTSIDE THE COUNTRY
- PRINTED GUIDES TEND NOT TO BE UPDATED BY THE JAPANESE
  - OUTDATED DESIGNS
  - INFORMATION IS STILL RELEVANT
- AGAIN VERY FEW GUIDES HAVE EXPLANATIONS FOR CULTURAL EXPERIENCES

**(PRIN)** And, just like the imperial capital of Japan for over a thousand years, unfolded by scenic hills to the north, west and east, which the founding Emperor Kammu described as a 'natural fortress', 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.

GUIDES AVAILABLE OUTSIDE  
NOT TO BE UPDATED BY  
GNS  
S STILL RELEVANT  
DES HAVE EXPLANATIONS

From Narita International Airport:

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) and the Night Bus Pass (¥1,000), both valid in the city, excluding the suburbs.

# JAPANESE

## CULTURAL EXPERIENCES

### Kyoto-style cuisine



# 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



# CURRENT ISSUES

- HARD TO GET PRINTED GUIDES OUTSIDE JAPAN
- TRANSLATION ERRORS
- THE CULTURE ISN'T EXPANDED ON
- HELPFUL TRAVEL TIPS CAN BE EASILY MISSED



# INSPIRATION



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

## 身も心も洗う

青根の湯には鎮静効果が大きく、病後回復、疲労回復、ストレス解消、健康増進などの効能があります。七つの源泉は、いずれの湯も無色透明でぬめりやクセがなく、肌の上をサラサラと滑るような感触が特徴。この上品な「殿様の湯」を求めて、近頃はもちろん全国から湯客が集まってくるのは、体を暖めるだけでなく、心身ともにリラックスができるからなのです。

# 湯

## 毎日つかる美肌の湯

青根に住む人々は自分の家にお風呂を持っていない人が多いといえます。それは「毎日、青根の湯につかる」という贅沢を味わえるから。泉質の良さから、生活の一部にまでなっている青根温泉のお湯。地元の人々からこよなく愛され続けて五百年。弱アルカリ性単純温泉は、体にやさしい成分の薄い温泉。温泉の刺激が少なく、肌の角質をとる美肌効果があり「美肌の湯」とも言われています。



# INSPIRATION (CONT)

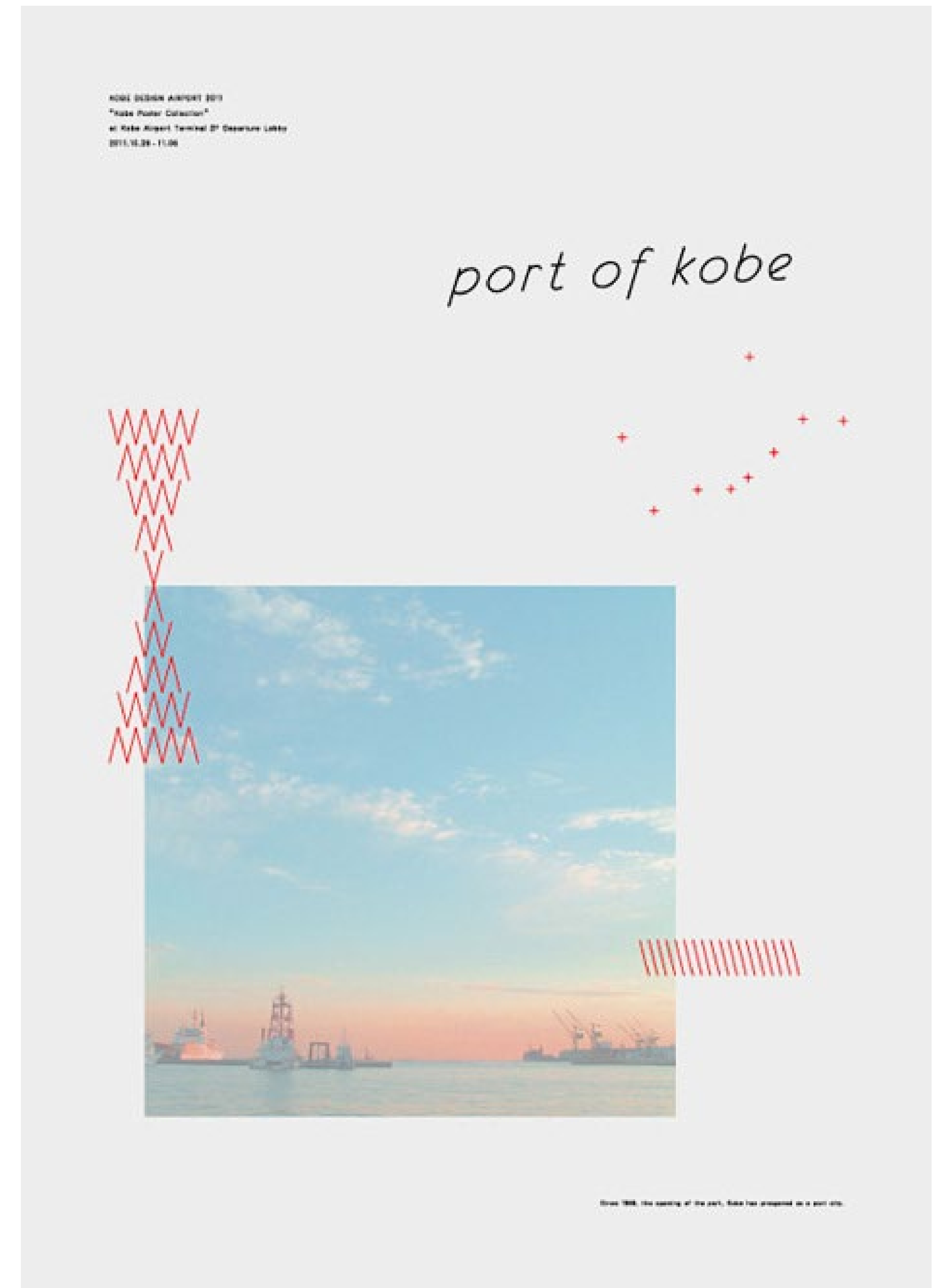


Image: Mokaoka Sakura Michikusa Map, Port of Kobe Poster  
Source: <http://www.surmometer.net/works/client/other/740/>, <http://www.iainclaridge.co.uk/blog/10466>



# TARGET AUDIENCE

- PEOPLE WITH AN INTEREST IN TRAVELLING TO JAPAN
- PEOPLE WITH AN INTEREST IN JAPAN



# PROBLEMS AND CHALLENGES

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



# 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](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)

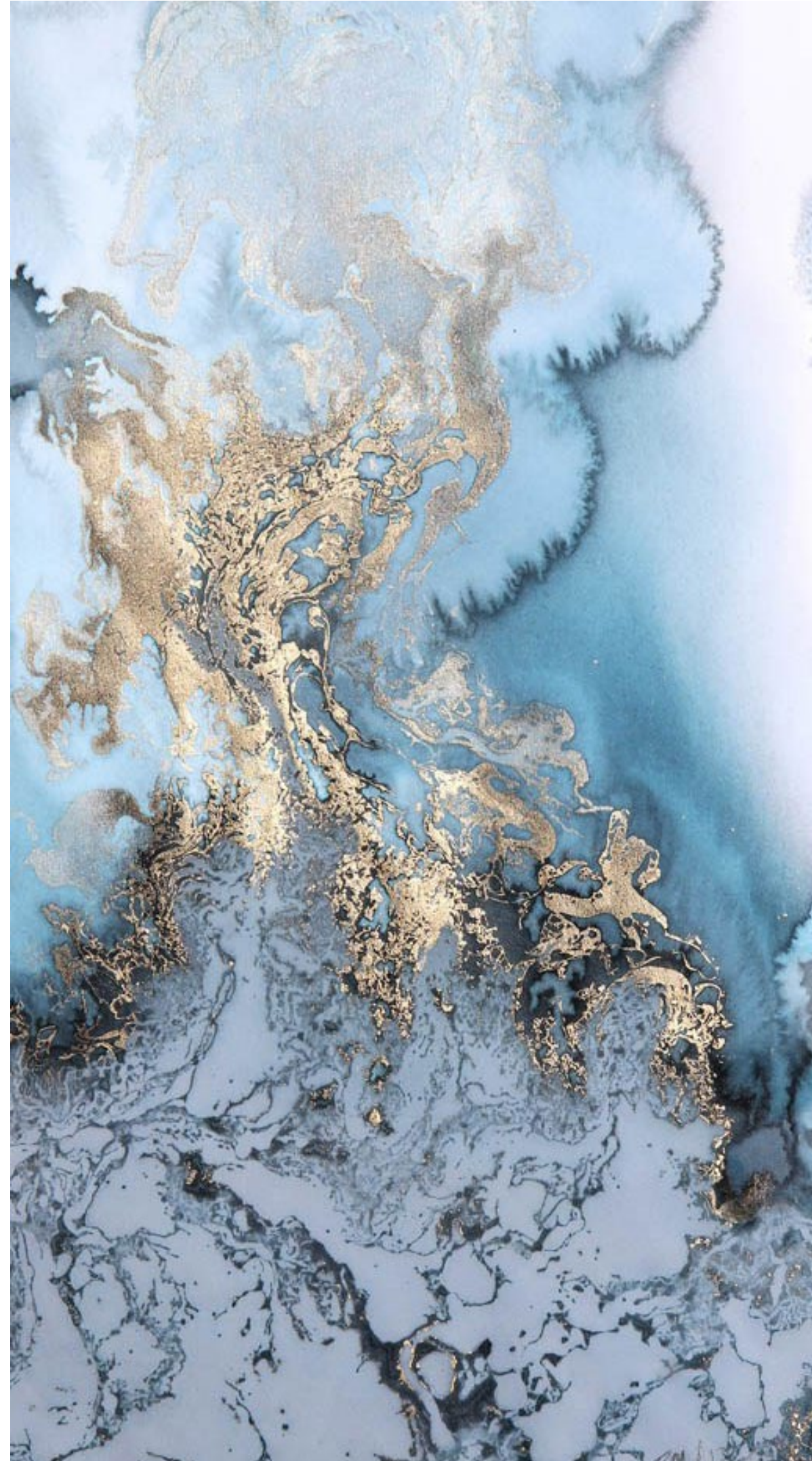


Image: Suminagashi Examples  
Source: <http://needsupply.tumblr.com/post/48873217367>, <http://www.beth-nicholas.com/watching-2/>,  
<http://www.beamahan.com/es/work/suminagashi/aire-ii>



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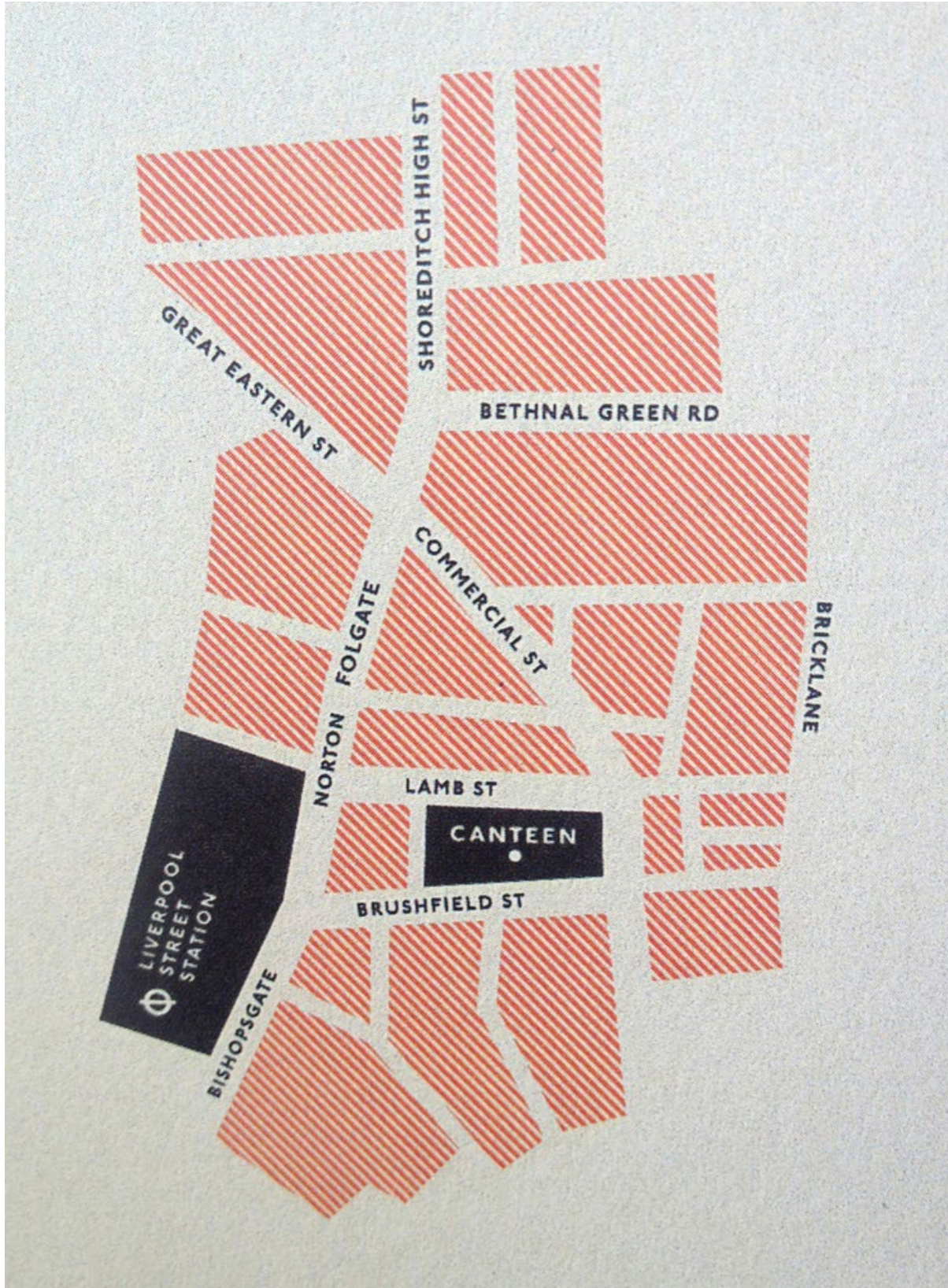


Image: Layout examples  
Source: <https://www.behance.net/gallery/20833927/STORY-magazine>, <https://alittletypical.wordpress.com/2014/07/18/i-love-maps/>, <http://readcereal.com/volume-10/>



# DELIVERABLES

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



# REFERENCES

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