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Project 04 Process:

ART 495E

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Elements in Japanese Graphic Design

#	Name: label for each section/step	Qualitative information: Features, important message or description for each parts, step or section	quantitative information: relationship, facts, data, number for for each parts, step or section	How to visualize Qualitative information	How to visualize quantitative information
01	Bright Colors	Use of color is rooted very heavily in Japanese culture in general, which makes sense that this love for all hues would translate to graphic design.	When you're building a color palette and feel pressured to only use 2-3 colors, why not consider breaking that 'rule' and using a more diverse palette and see what it can do for you and your design.	Colorful illustration	Rule break with color
02	Mixed Languages	A commonly recurring technique in Japanese design is the use of both Japanese and Roman characters in typography.	The contrast between the two languages makes for an intriguing comparison of the two cultures and a highly engaging typographical design.	Japanese and English typography	Typographic characters
03	Custom Typography	Typography in Japanese design culture is vastly different to western design culture due to the complexity of the Japanese character system.	Because of the fact that this type is often custom created for each project, it usually features quite heavily in designs.	Hiragana alphabet	Varied type styles
04	Brush Strokes	This motif is largely in part tied to the traditional practises of Japanese calligraphy, also known as an art form called 'Shodou'.	Shodou art, the brushstrokes are often messier, streaky, and cruder, as the art form dictates that no corrections to each stroke should be made, instead each line should simply flow into the next.	"Shodou"	Messy, streaky, cruder strokes
05	Gradients	Subtle colours fading and bleeding into one another is a very commonly used graphic element.	Used for backgrounds to bring life and color to designs.	Gradient on object	Gradient background
06	Organic Floral Patterns	Hanakotoba (or "Floriography") is the study of flowers, an important facet of Japanese culture.	Certain flowers and their colors are tied with certain ideas, symbols, and emotions. We see a lot of flowers and floral patterns being used in Japanese graphic design, both in a symbolic capacity as well as a decorative one.	Sakura print	pink=curing of diseases red=passionate love white= virtue
07.	Circles	Inherent symbols of balance and harmony, circles are widely used motifs in Japanese design.	Valuing of symmetry and balance is evident in a lot of Japanese graphic design and is usually displayed via a heavy use of circle motifs.	"Mon"	Just as the Japanese flag hints
08.	"Cute Culture"	'Cute culture' (or "kawaii") is a huge part of Japanese culture, the adorable animations are everywhere.	The use of playful illustrations brings a unique touch of character, personality and life into design, a very different interpretation to the typical sophisticated designs that dominate Western design.	Television shows/ merchandise/ professional branding	Kawaii mascot
09.	Information-dense Design	In Japanese web-design you may begin to notice a trend in sites appearing very information-heavy and densely packed with type and content.	This propensity and generalized need for lots of information to be presented at once provides us with a lot of stunning examples of what can be done when you have a whole lot of content and not a lot of room.	Promotion with lots of text	Informational poster
10.	Collage and Layering	There is a large demonstrated propensity in Japanese visual design to layer elements, producing a collage-like effect.	By taking type, imagery, and other elements and layering them over one another, a dynamic, fun, and busy collage-like effect is created.	Layering	Experimental beautiful mess

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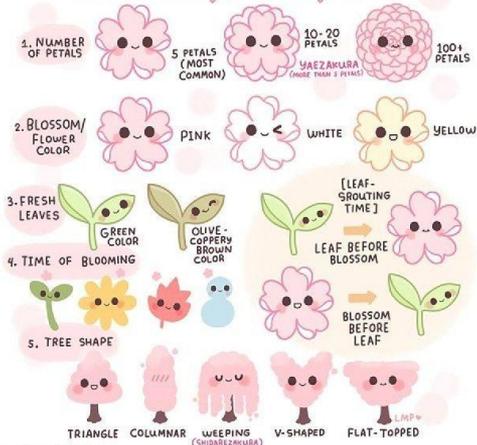
Sub-culture: Yami-kawaii

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01	Rising suicide rate linked to COVID-19	Mental health and suicide are still largely considered taboo subjects in Japanese culture, "yami kawaii" fashion is the perfect way for people struggling to express themselves.	According to the National Police Agency, there were 1,854 suicides across the country in August of 2020, up 16% from the same month one year ago. The number of female suicides was up more than 40%.	Yami-Kawaii	Suicide awareness
02	Communicating through fashion	"Yami kawaii" can be traced back to a manga series by author Ezaki Bisuko featuring a girl named Menhera-chan.	His protagonist wears a cute pink school uniform and has pigtails, but teams up with two like-minded friends in a group called the Wrist Cut Warriors. The manga subsequently spawned similar tales of woe and accompanying fashion brands, such as Amilige, Jamie Ank and Listen Flavor.	Menhera-chan	Fashion brand logos
03	'Safe and playful' way to share experiences	Anything that can help an individual "make sense" of their feelings and to externalize those emotions is a positive thing.	Through fashion, jewelry or makeup choices, it helps them not to feel ashamed of themselves.	Positive cross icon	Fashion, Jewelry, Makeup

10 things TO DO WHEN in HARAJUKU



Basic Classifications of Sakura



Japón por dentro

Japón es un país muy especial. En esta infografía encontrarás curiosidades que te llamarán la atención y te acercarán un poco más al país nipón y su fascinante cultura.



1. EN EL METRO

En el transporte público está prohibido hablar por el móvil.

2. RELIGIÓN

El 86% de los japoneses practican Budismo o Shintoísmo. El Shintoísmo es la religión autóctona de Japón y se centra en el culto animista y naturalista, que venera a los antepasados.

3. SIESTA EN EL TRABAJO

En el país nipón está bien visto hacer una siesta en el trabajo, llamada Inanuri.

4. EL FUJI

El monte Fuji, es propiedad privada.

5. LOS TAXIS

Las puertas de los taxis se abren y se cierran solas y los taxistas van con guantes.

6. CALLES SIN NOMBRE

Las calles ciudades no tienen nombre.

7. NO SE FUMA

Prohibido fumar en las calles por el riesgo de quemar a alguien. Solo se puede fumar en bares y restaurantes.

8. SHINJUKU

La estación de Shinjuku (Tokio), tiene el record Guinness de ser la más transitada del mundo. Por ella pasan la friera de 4 millones de personas diariamente.

18. GATO DE LA SUERTE

El Maneki-neko, también conocido como "gato de la suerte" es una popular escultura japonesa, aunque mucha gente piensa que es de origen chino. Se dice que trae buena suerte a su dueño también se visita frecuentemente en tiendas, restaurantes y otros negocios.

9. COMER Y HACER RUIDO

Al comer si que está bien visto hacer ruido.

10. NO SE DICE "NO"

Nunca dicen no, a una persona. Está considerado como una ofensa. Usan símbolos.

11. LOVE HOTELS

Debido a la falta de espacio, las camas son habitualmente reducidas. Por este motivo surgieron los Love Hotels o sexo por horas.

12. WORKAHOLICS

En Japón, salir a la hora del trabajo está mal visto, y cojeite las dos semanas de vacaciones también.

13. TERRENO MONTAÑOSO

El 80% del territorio nipón es montañoso. La montaña más alta es el Monte Fuji con 3.776 metros.

14. APARCAMIENTO

Los guardabarridos de los coches son decorativos, nunca se acercarán a un coche tanto al aparcar como para usarlos.

15. TE QUIERO

Es muy poco frecuente decir, "te amo" (ai shiteru). Los motivos son porque sienten pudor.

16. TORRE EIFFEL TOKIOTA

Tokio tiene una Torre Eiffel mejorada, que duran cada 5 años.

17. PIÉS PARA ADENTRO

Los adolescentes japonesas no tienen un problema de columna vertebral. Si caminan con los pies hacia dentro es como signo de fragilidad.



Mind Map *Elements in Japanese Graphic Design*

Elements in Japanese Graphic Design

Bright Colors

'Break the rules' and use a more diverse palette

Love for all hues

Mixed Languages

Creates intriguing contrast

Japanese and Roman characters

Custom Typography

Custom type

Complex character system

Brush Strokes

"Shodou"

Japanese calligraphy

Gradients

Used for backgrounds

Subtle color fading and bleeding

Organic Floral Patterns

"Hanakotoba"

Symbolic and decorative

"Cute Culture"

"Kawaii"

Personality and life

Circles

"Mon"

Symmetry and balance

Information-dense Design

Packed with content

More info is better

Collage and Layering

Layering all elements

Dynamic and fun

Infographic

Title: *Elements in Japanese Graphic Design*

Description: Our tendency to seek inspiration in the same places gets us stuck in creative bubbles. But it's a big world out there, and there's lot of inspiration to be sought out — especially with Japanese graphic design.

