# Japanese signs on the web

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Annatasha Aguirre, Brent Alvey, Ayumi Komiyama, & Heather O'Connell

Location

Apartment complex

Meaning
Children crossing
Caution while driving

Uniqueness
White & blue



Location

Magazine advertisement

Meaning
Great experience
Unique experience

Uniqueness
Tell an unusual story



FUN TO DRIVE, AGAIN.

**Location**Train station

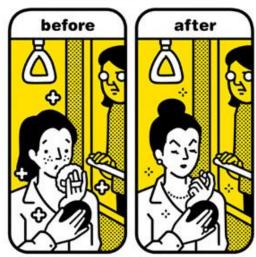
Meaning

Be courteous to others

Uniqueness

Normally white/yellow are warning sign colors











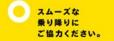
# またやろう。

Please do it again.















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#### Location

Train station advertisement

#### Meaning

Attract through potential romance Travel package to mountains

#### Uniqueness

Use of language: "ski" v. "suki"



# JR SKISKI





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#### Location

Twitter retweet

#### Meaning

Targeting young people
with use of Twitter & comedian
Make fun of balding people
Thin hair + thin sweater

#### Uniqueness

Red on white indicates winter





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#### Location

Magazine

#### Meaning

Trying to sell beer by highlighting in picture

# Uniqueness

Everything is black & white Yellow beer stands out



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#### Location

Magazine

## Meaning

Mascara ad trying to sell to young women and teens

# Uniqueness

Lots of bright colors



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Location
Magazine, poster

**Meaning**Sell shampoo to anyone

Uniqueness
Red stands out
Each in different pose



Location

Train station

#### Meaning

Making people interested in this company
Japanese job hunting

# Uniqueness

Near identical photos



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#### Location

Neighborhood, sidewalk

#### Meaning

Draw attention via unusual campaign ad

#### Uniqueness

Repeated
Switch main focal point
with cat



# overall view on signs in Japan

Annatasha: Colors and shapes have different meanings to U.S.

**Brent:** Contrasting use of the three alphabets: kanji, kana, & romaji

Ayumi: 2 types: straightforward signs & roundabout signs

**Heather:** Faces & figures are very expressive/suited for purpose

# **GUIDELINES**

#### 5-10 minutes

- 1. Collect/find 8-10 signs ONLY from your assigned sources.
- 2. Analyze matters below:
- --- Location and context (What is it? Why here?)
- --- Uniqueness of the signs (design/shape/contents)
- --- Meanings (purposes)
- 3. Final
- --- What is your overall view of the signs in Japan?