

Creative Brief

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10/31/2022

Project Title: Tourism in Japan

1. Project Overview

I want to inform 'About Practical Information for Traveling to Japan.' It is a tourist attraction in Tokyo and a representative tourist attraction popular with foreigners. However, compared to before the Corona 19, the number of foreign tourists visiting Japan has decreased to 5%. The travel route to Japan, which was completely blocked due to Corona, but was gradually lifted this year, was closed entirely after two and a half years.

2. Resources

<https://www.japan.travel/en/>
<https://wikitravel.org/en/Japan>
https://en.wikipedia.org/wiki/Tourism_in_Japan

3. Audience

According to the Japan National Tourism Organization, in 2017, 3 out of 4 foreign tourists came from other parts of East Asia, namely South Korea, Mainland China, Taiwan, and Hong Kong.

4. Message

There are endless reasons to visit Japan, as the country has something to entice almost every kind of traveler. Japan scored relatively high in all featured aspects, such as health and hygiene, safety and security, cultural resources, and business travel.

5. Tone

The tone should be polite and friendly. Since the Japanese have a worldwide reputation for being uncommonly polite, social, and welcoming.

6. Visual Style

Japanese design, grounded in simplicity and a connection to nature, features clean lines, rough-hewn textures, a neutral palette, and minimal styling.

Japanese design is lauded for the beauty it finds in simplicity. Words like minimalist, elegant, and subtle, with objects that fool our eyes, could be seen as airy and light.

