

**Creative Director:** Hyunseo

**Designer:** Maame

**Zoom:**

[https://drive.google.com/file/d/1essRh\\_G0SuFKNpQxZcN-Hkk44gHLCm6r/view?usp=share\\_link](https://drive.google.com/file/d/1essRh_G0SuFKNpQxZcN-Hkk44gHLCm6r/view?usp=share_link)

**Resources:**

<https://www.japan.travel/en/>

<https://wikitravel.org/en/Japan>

[https://en.wikipedia.org/wiki/Tourism\\_in\\_Japan](https://en.wikipedia.org/wiki/Tourism_in_Japan)

**Osaka, Tokyo:** (mainly focus)

- Popular tourist sites like castles, museums, shrines
- Food: Sushi, Matcha, Takoyaki, Ramen
- Language: Japanese & English

**Audience:**

- 3 out of 4 foreign tourists came from other parts of East Asia, namely South Korea, Mainland China, Taiwan, and Hong Kong.

**Concept(style):**

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

**Format:** Paragraphs under photos. 3 images or so per paragraph, spread out, sans-serif.

**Latest info:** In the footer

- 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.



- This could be good for homepage header



Image reference: