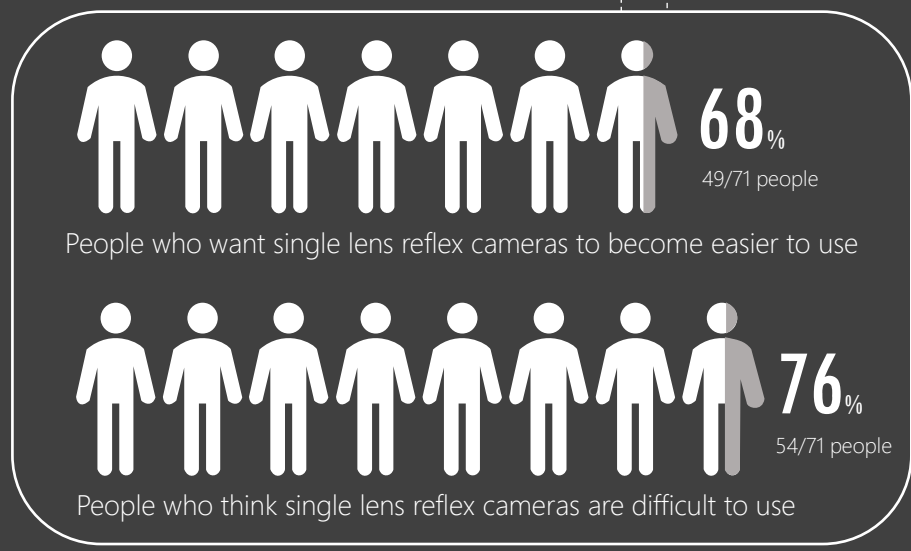
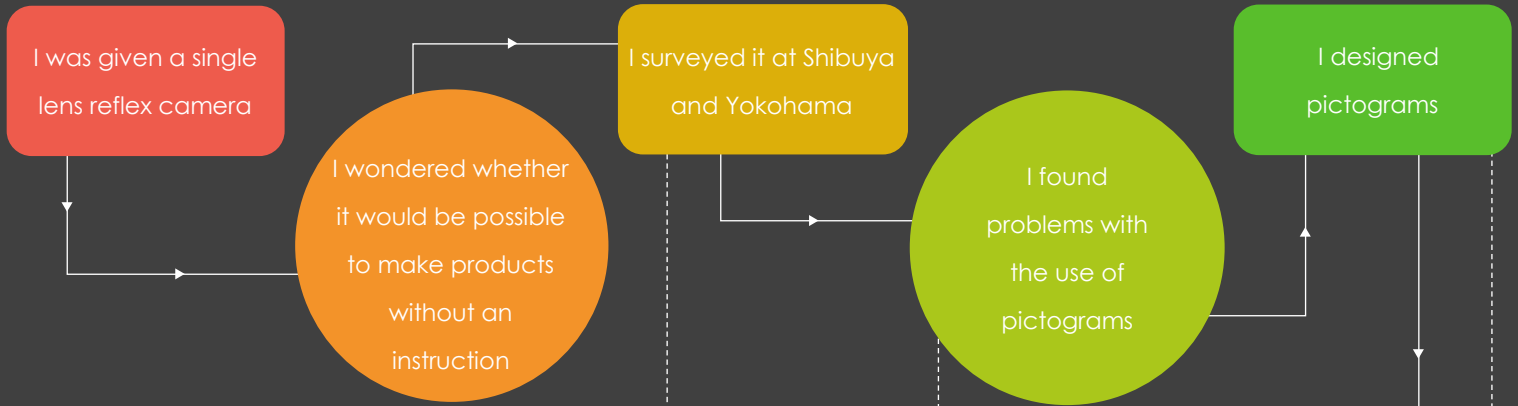


Products without an instruction

Haruna Kato

The subject is "What kind of pictograms is easy to understand at a glance in this globalized society".

I conducted research into the use of pictograms in order to come up with more effective ways to use them.



Pictograms can be effectively used in our society not only for foreign tourists and foreign residents, but also for children and adults.

<p>Pictograms that are hard to understand for many people</p>	<p>Pictograms that can only be understood by Japanese</p>	<p>Pictograms that can depend heavily on cultural backgrounds</p>
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WITH AN INSTRUCTION
Even more confusing for foreign consumers

WITHOUT AN INSTRUCTION
More people will be interested in Japanese products



<http://ehatena.ne.jp/bathrobe/20070521012221> access:17/7/14

<http://youpouch.com/2016/07/08/367494/> access:17/5/7