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Speaker Qualifications

Company: Managing Director, i Design inc.
Profile: Signage and Information designer
The member of Japan Industrial Designers Association
Teaching at Chiba University and Nagaoka Institute of Design
Specialization in signage design of public facilities, such as Airports, Railway stations, and Environmental design fields.
Main objective is to communicate information by developing and providing user-friendly signage systems.

Past presentation:

IIID Visionplus 10: Pictorial symbols for communication support and their relation to Tachikawa City

IIID Expert forum 2006: The focus of terminal signage with an inclusive/universal design

IIID Expert forum 2008: Personalized Information Systems in Japan featuring QR code and IC card & R/W

The 2nd International Conference for Universal Design in Kyoto 2006: The universal information design at the airports in Japan

Pictorial symbol for communication support boards

Abstract

This presentation is the sequel of "Pictorial symbols for communication support" presentation at Vision plus 10 in Lech 2004.

Pictorial symbols used for communication support are basically composed of PICTOGRAM and IDEOGRAM. They are expected to be useful for general purpose such as for communication among travelers with special needs, elderly people, children, intellectual disabilities, people who difficulty uttering sound, tourists who can't understand the language and so on. Since we standardized "JIS T 0103: Design principals of pictorial symbols for communication support" in 2005, we have been expanding our theme into the practical design including communication support boards.

Communication support boards consist of about 50 pictorial symbols and supplementary languages in one sheet or several sheets. Usually they are set on the information desk. The conversation between visitors and guides starts from pointing at an appropriate symbol to each other instead of speaking or writing. According to its wide-spread use, handy type boards will be developed for the people who always need it. The use of communication support board is expected to help the persons to start primary stage non-verbal communication for all travelers and it is also expected to encourage "indoor travelers" to go out more easily.

In my presentation I would like to introduce my design process, evaluation and products of communication support board for all the banks in Japan, for an airline company and for public transportation services. If it is possible I can try to demonstrate it between the foreign participants without any common languages.