

# Linguists, community members, and designers: Why do we collaborate for language revitalization?



NINJAL International Symposium  
“Approaches to Endangered Languages in Japan and Northeast Asia:  
Description, Documentation, and Revitalization”  
Aug.5th-8th , 2018 @ NINJAL







[Self Introduction]

# Fumi Yamamoto

Designer / Illustrator / Ph.D student at Kyoto City University of Arts

I'm a professional designer and an illustrator, I usually work on visual design field, Using Art drawing skills for editorials, web, advertisements, character design and picture books by hand and computerwork.

Back in 2014, a friend of mine asked me to make a picture book based on a folktale "Hoshisuna-no Hanashi" of Taketomi island. I found it a very beautiful story and started making a multi-lingual picture book. As I learn more about it, I started thinking about creating a series of such multi-lingual picture books based on various folktales.

Around this time I met Masa and other project members. We realized that our interests overlap a lot so decided to work together. In addition to the artworks, I mainly take care of the visual communication design of the language materials we create; e.g. how we can make them accessible/usable for non-researchers. I also do some exhibitions of the language materials produced in the project.

I am in my first year for my Ph.D. program, My dissertation topic is "visual communication design for language revitalization".

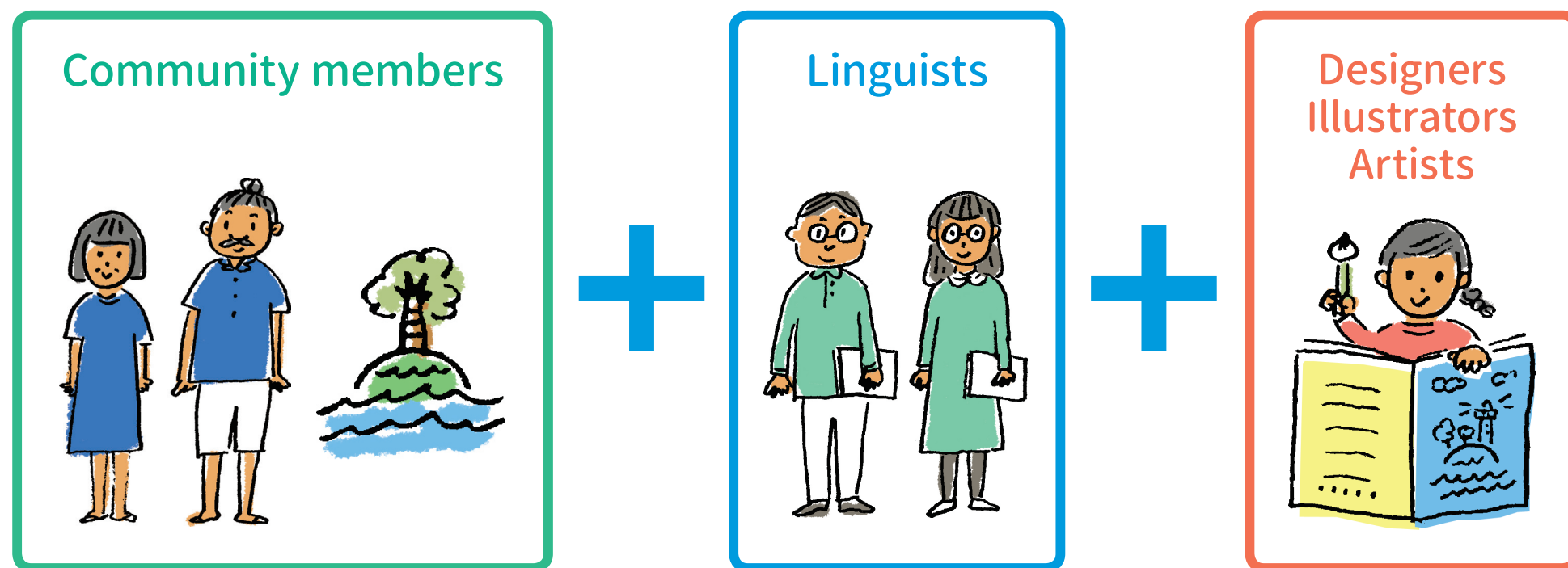


Port Language Revitalization

Linguists, community members, and designers: [Why do we collaborate for language revitalization?](#)

# Our team members for Language Revitalization

In our project, We have been creating local language materials in collaboration among language community members, linguists, designers, and illustrators/artists.

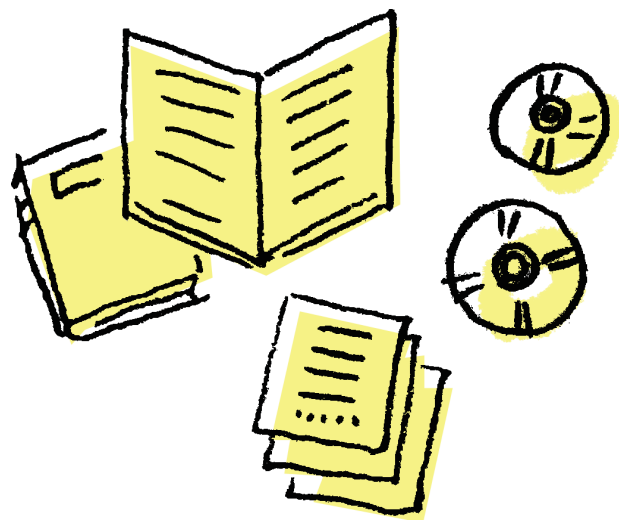




# Why do we collaborate?

Collaboration work is a way to return the linguistic data back to the language community. Many of the language contents/materials we are creating are something that the "users" actually use for some purposes, such as learning the local language.

## Linguistic data for researchers

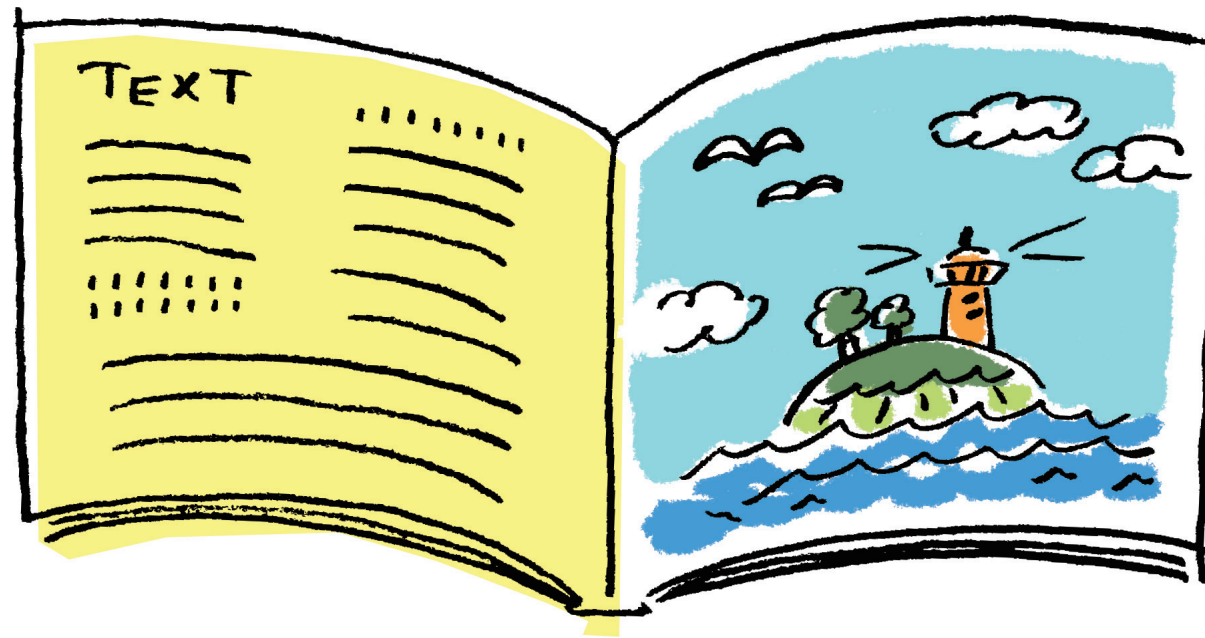


## Contents for "users"



# 2 ways of communications, 2 points of view

We design the language materials with visual elements like illustrations so that they are accessible and stimulating for the community members.



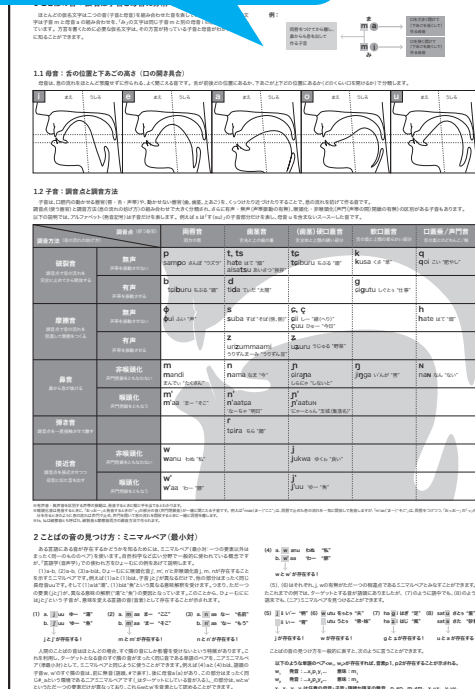
Language  
Communication + Visual  
Communication



# User-friendly contents designed by professional designers

You need to know how to make things accessible/usable for people.

Readability



3 ひらがな表記法

	a	i	u	e	o
あ	い	う	え	お	
か	き	く	け	こ	
きゃ	きゅ	きゅう	け	こ	
が	ぎ	ぐ	げ	ご	
ぎゃ	ぎゅ	ぎゅう	げ	ご	
さ	ずい	ず	ぜ	そ	
しゃ	しゅ	しゅう	しえ	しょ	
ざ	ずい	ず	ぜ	ぞ	
じゃ	じゅ	じゅう	じえ	じょ	
た	てい	て	て	と	
て	てい	て	て	と	
だ	でい	で	で	ど	
で	でい	で	で	ど	
つ	つ	つ	つ	つ	
ち	ち	ち	ち	ち	
な	な	な	な	な	
に	に	に	に	に	
の	の	の	の	の	

ことばの解説  
その1

Visibility

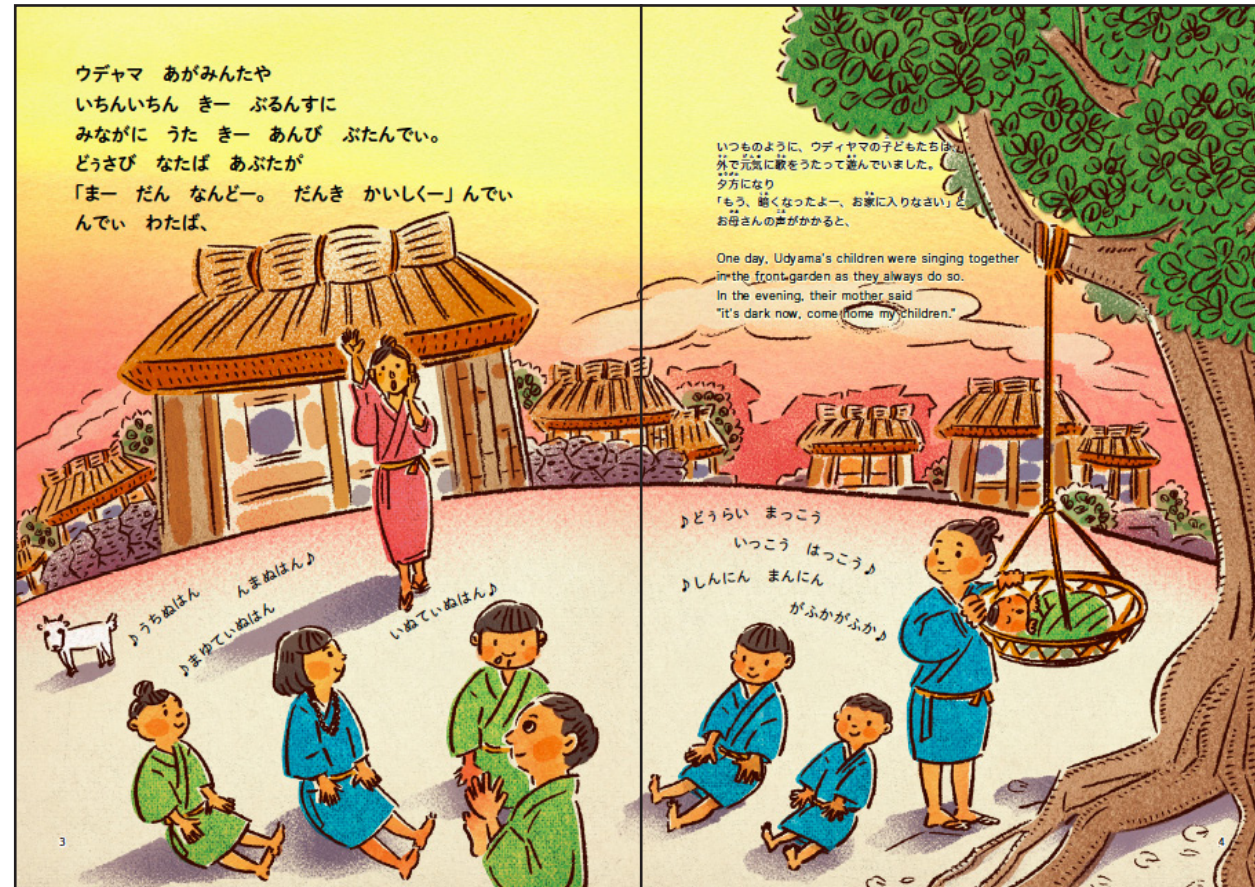
Universal Design  
(Layout, fonts, materials,  
size...etc)



# Good points of collaborating with Visual design:

Telling language and culture by well designed visual images

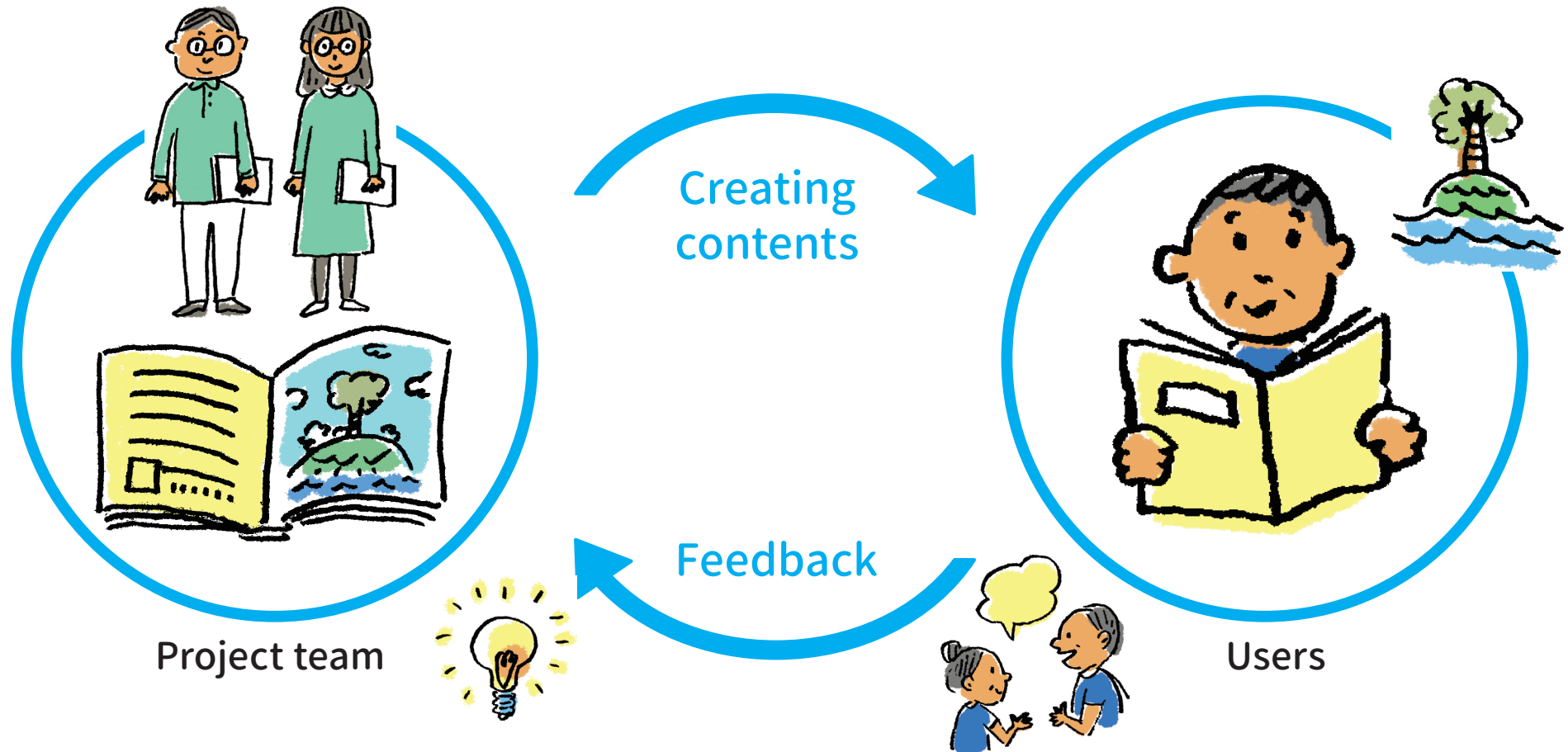
Intuitive  
understanding



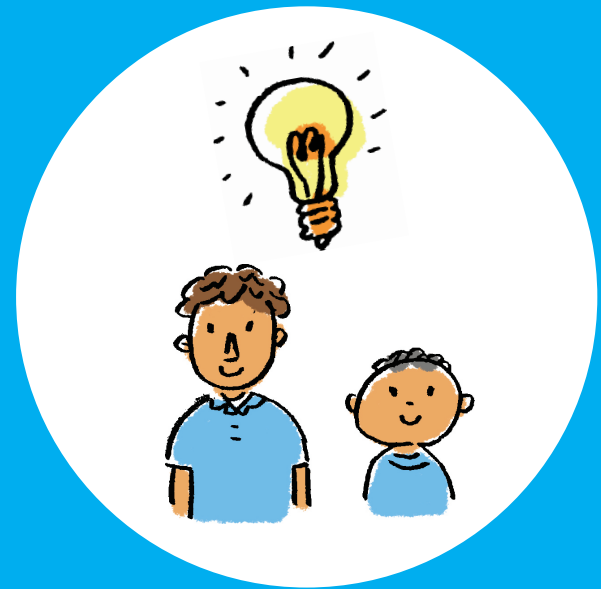
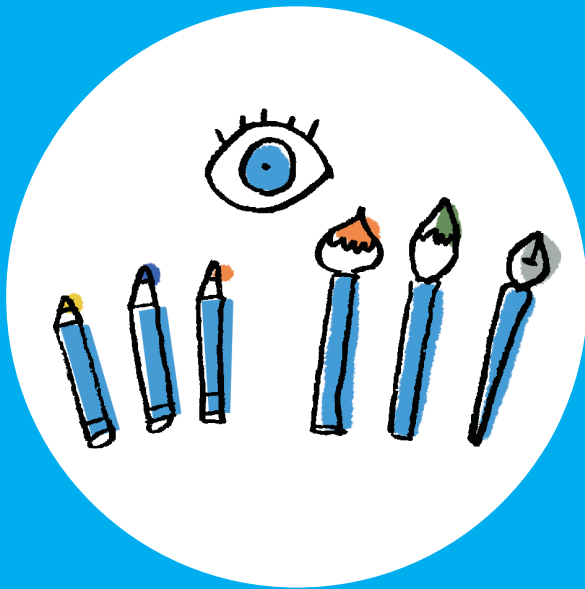


# Stimulate the community members:

To get interested in the local language and culture, to learn it, and to give feedback to the design



# Our contents from ongoing projects





# Multi-lingual picturebook package of Yonaguni island

"Dirabudi" (Story created by a community member based on a traditional song)



## Linguistic Explanation

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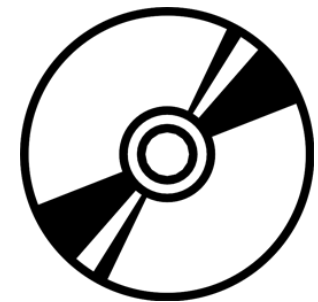
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## Audio Files



# Multi-lingual picturebook package of Taketomi island "Hoshisuna-no hanashi" (A Tale of Star-shaped Sands)



てーどうんしまぬ ふしぬ いんのぬ はなしゆ つしやるならー。  
にぬ ふあーな ある ふしや いーじやーつてい いじ、  
んまぬ ふあーな ある ふしや あんまてい いじ、  
ある ひ あんまぬ うさんゆ したたていぬ くとうし、  
ていんぬ だいまよーしんに つしやりた



しまぬ あいみしやしぬ かんや  
くぬ ふしぬ ふあーぬ ふにゆ とうみ あちーてい  
どうーぬ すばな にがい  
いちか ういていん かいし びーるんてい  
かんがい おーつたる くとうはち

## Linguistic Explanation

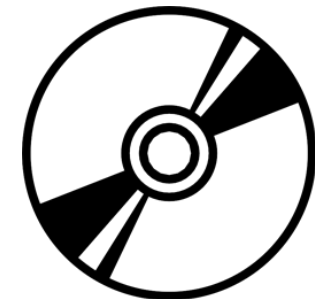
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## Audio Files





# Multi-lingual picturebook package of Tarama island "Kannamaru Kuuruku"



## Linguistic Explanation

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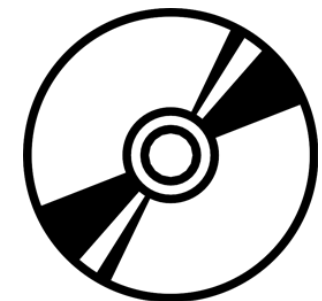
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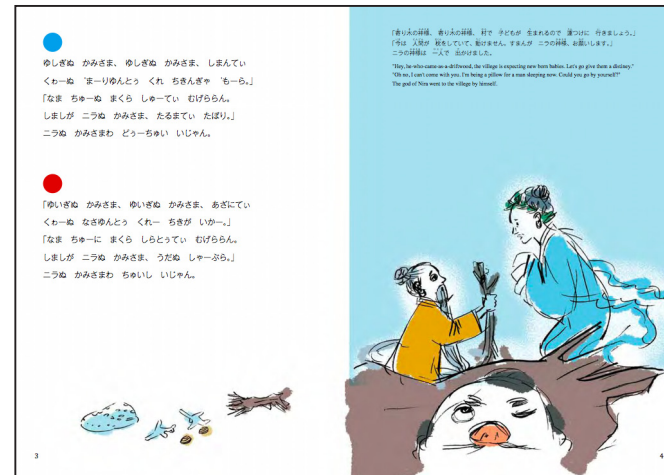
## Audio Files





# Multi-lingual picturebook package of Okinoerabu island

## "Masyu issyu-nu kure" (Destiny assigned by salt)



### Linguistic Explanation

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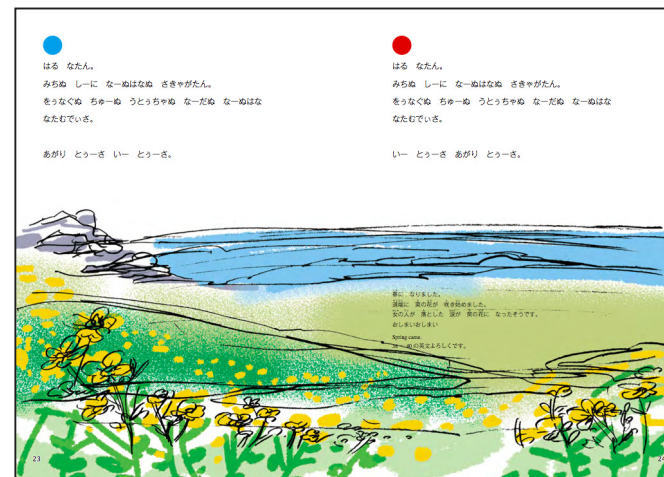
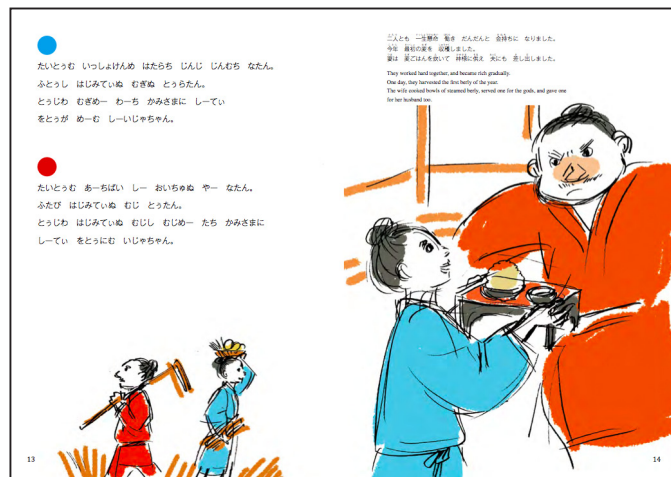
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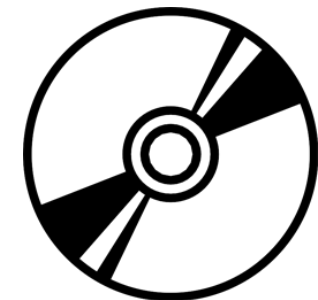
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### Audio Files



# Language Educational Products

## "Dunanmunui badges, magnets, postcards" (Yonaguni island, 2016~)





# Picture books exhibition " A long long holiday"

(Dirabudi, Hoshisuna no Hanashi, Kannamaru Kuruku, at Nipponmaru Gallery, 2018)



Port Language Revitalization

Linguists, community members, and designers: [Why do we collaborate for language revitalization?](#)



# "Make you own picture book" Workshop

(Uchijiro Elementary School, 2016 / Shirayuri Nursery School, 2017, Okinoerabu island)



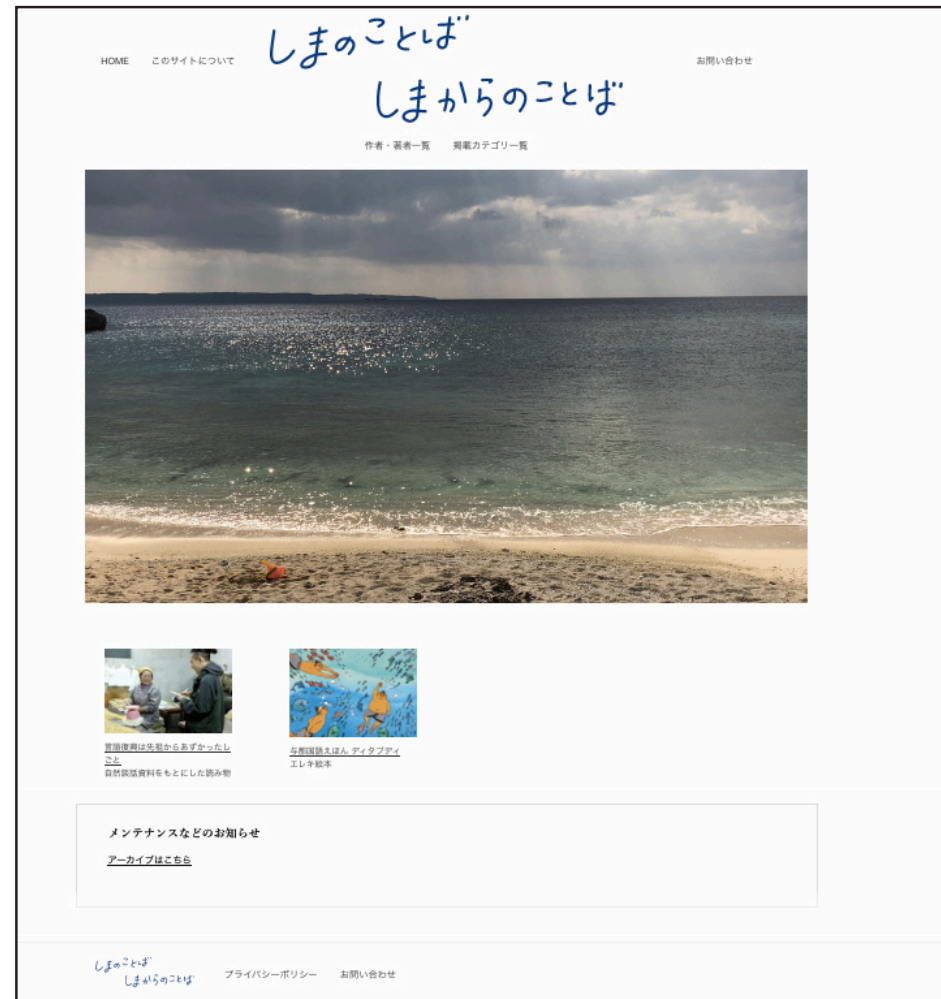
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# A portal website "Shima no kotoba Shima karano kotoba"

( Words of Islands, words from islands )

A portal site where language community members can post articles written in their language (made possible by Shima-Gothic/Mincho webfonts).





## Summery:

- Why do we collaborate?

Collaboration work is a way to return the linguistic data back to the language community.

- 2ways of communications, 2point of view:

We design the language materials with visual elements like illustrations so that they are accessible and stimulating for the community members.

- Good points of collaborating with Visual design:  
User-friendly contents by professional designers.

- Stimulate the community members:

To get interested in the local language and culture, to learn it, and to give feedback to the design.

みへでいろ・すでいがぶー・にーふあいゆー・ふがらさ・ありがとう・おおきに！

