

IKIGAI - PROJECT JOURNAL

IKIGAI

The poem IKIGAI (生き甲斐) describes the deep, inner essence that gives life meaning and joy. It is an invisible but powerful connection between what we love, what we are good at, what the world needs, and what drives us. IKIGAI is more than just a goal or a dream – it is a harmonious flow between being, doing, and wishing. It symbolizes the quiet spark that motivates us and the balance that connects us with the world. IKIGAI is the reason we are here, a source of strength that resides within us and guides us in difficult times. The poem emphasizes that IKIGAI is not loud or intrusive, but a quiet yet powerful drive that deeply and authentically fulfills us and serves as a guide and companion in life.

For the assignment, I wanted to develop a personality with which I could establish a personal connection. Therefore, I started with free brainstorming, where I wrote down themes and things that resonate with me, things I find interesting, and things I can identify with. After some reflection, I came across the philosophical concept of IKIGAI. I was inspired by the book IKIGAI – The Japanese Art of Living by Ken Mogi, which I read. IKIGAI describes the meaning of life. Literally translated, it means "the reason you get up in the morning" and connects four key aspects: what you love, what you're good at, what you can be paid for, and what the world needs. This concept is not only an interesting topic but also a guide for a fulfilling life, one that I can relate to as it reflects my own search for the meaning of life.

CONCEPT STATEMENT

IKIGAI

In dawn's first light, when day awakens bright,
lies a secret that brings us delight.

A spark that carries us through the hours,
a purpose that guides with unseen powers.

It's more than a dream, more than a chase,
it's what gives us life, our soul's embrace.

A dance between wishes, being, and doing,
a river that flows, without undoing.

What we love, what calls and stirs,
a quiet longing that joy confers.

The world needs us – and we need it too,
a balance that drives us, deep and true.

This Ikigai, our reason for being here,
lies deep within, stronger than any fear.

生き甲斐

夜明けの最初の光の中で、
一日が明るく目覚める時
私たちに喜びをもたらす秘密がある。
時間の中を運んでくれる火花、
目に見えない力で導いてくれる目的。
それは夢以上のもの、追求以上のもの、
私たちに命を与え、魂を抱かせるもの。
願い、存在、行動の間のダンス、
途切れることなく流れる川。
私たちが愛し、呼びかけるもの、
喜びを静かに伝える憧れ。

世界は私たちを必要とし、私たちもそれを必要とする、
深く、真に私たちを駆り立てるバランス。
この生きがい、私たちがここにいる理由、
あらゆる恐れよりも強く、私たちの中に深く潜んでいる。

POETRY

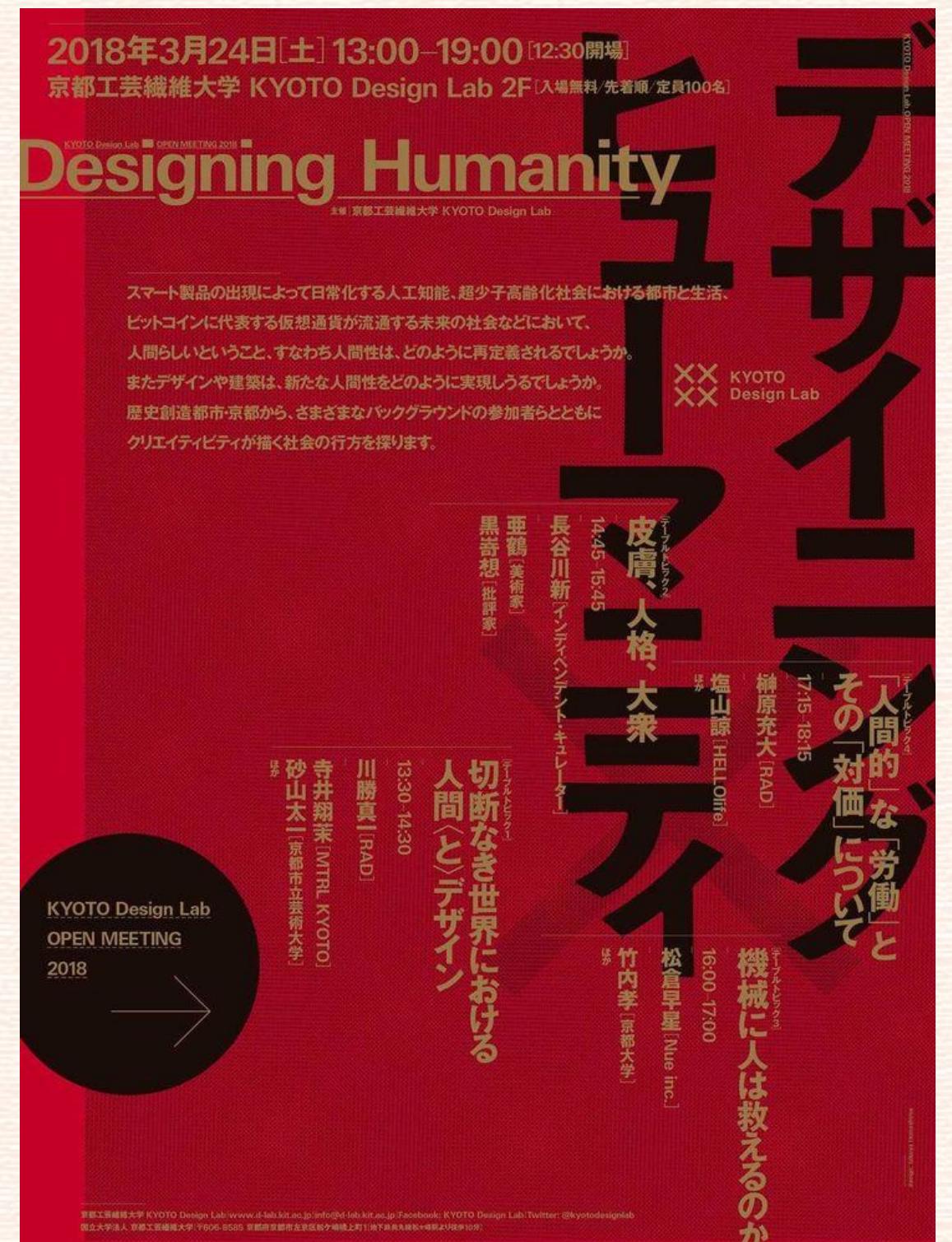
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To provide an insight into IKIGAI and thus into Japanese culture, I carefully analyzed the poem – line by line – to gain a clear understanding. This allowed me to visualize the poem and imagine it in my mind. After the analysis, I now have a clear vision of how the poem should look in my interpretation. I wanted to keep it minimalist to create a simple yet meaningful impact. Minimalism in design means using only the essential elements to create clarity and focus. This philosophy is also reflected in the concept of IKIGAI, which focuses on the simple yet meaningful search for the purpose of life – the essence of what truly matters.

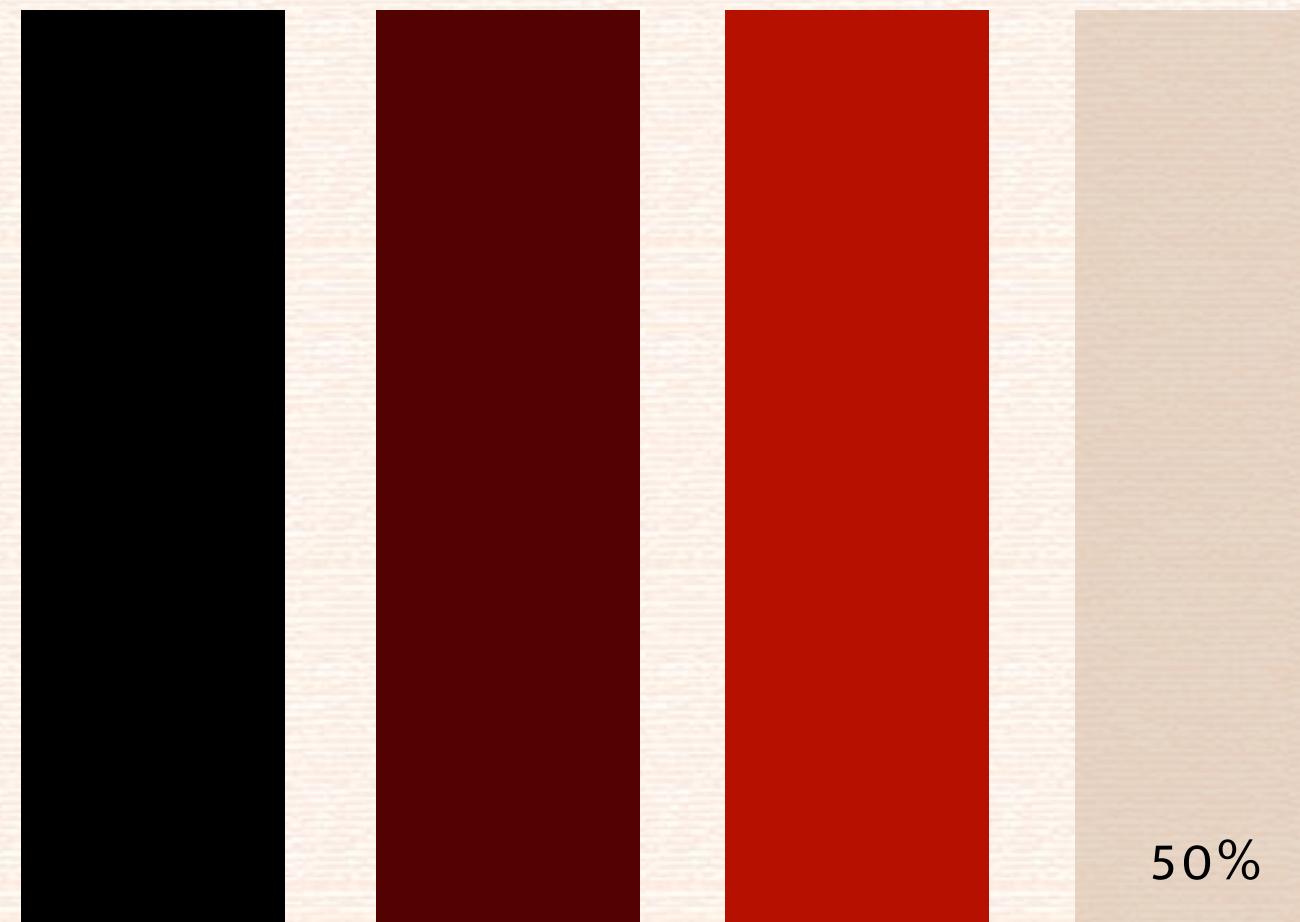
I wanted to highlight my poem using typographic elements by varying alignments, positions, and font sizes to emphasize specific aspects and guide the reader's attention. The idea of translating the poem from Japanese to English was particularly interesting to me, as it makes the poem even more engaging. The Japanese characters aim to create a poetic and profound atmosphere that enhances the meaning and rhythm of the poem while preserving the nuances of the original text.

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MOODBOARD



Keywords for inspiration search: Typography, Abstract, Japan, Ikigai., see references on the last page



#000000

#520200

#B61100

#D1B49B



#520200

#B61100

STYLEGUIDE

For my design, I deliberately chose a red tone to reflect life energy. Red is a strong color that I associate with energy and vitality. I use red to emphasize certain graphic elements in my design and visually represent the power of IKIGAI. To create a contrast that ensures a balanced and harmonious overall look, I opted for a beige tone. This helps prevent the red from appearing too overwhelming or unpleasant for the viewer.

生き甲斐

生き甲斐

この生きがい、私たちがここにいる理由、
あらゆる恐れよりも強く、私たちの中に深く潜んでいる。

This **Ikigai**, our reason for being here,
lies deep within, stronger than any fear.

STYLEGUIDE

For the typography, I wanted to choose a natural font that reflects the authenticity and calmness of the Japanese concept. Therefore, I searched for a suitable font on Google Fonts that supports these qualities.

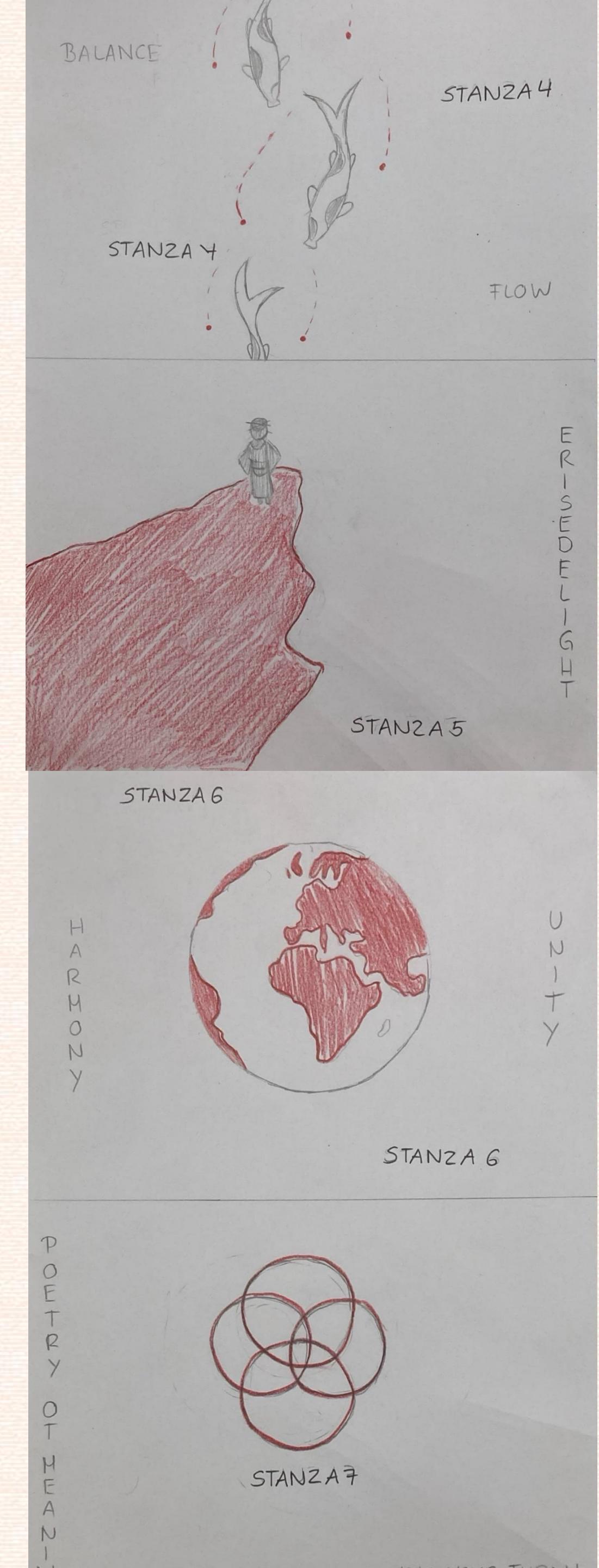
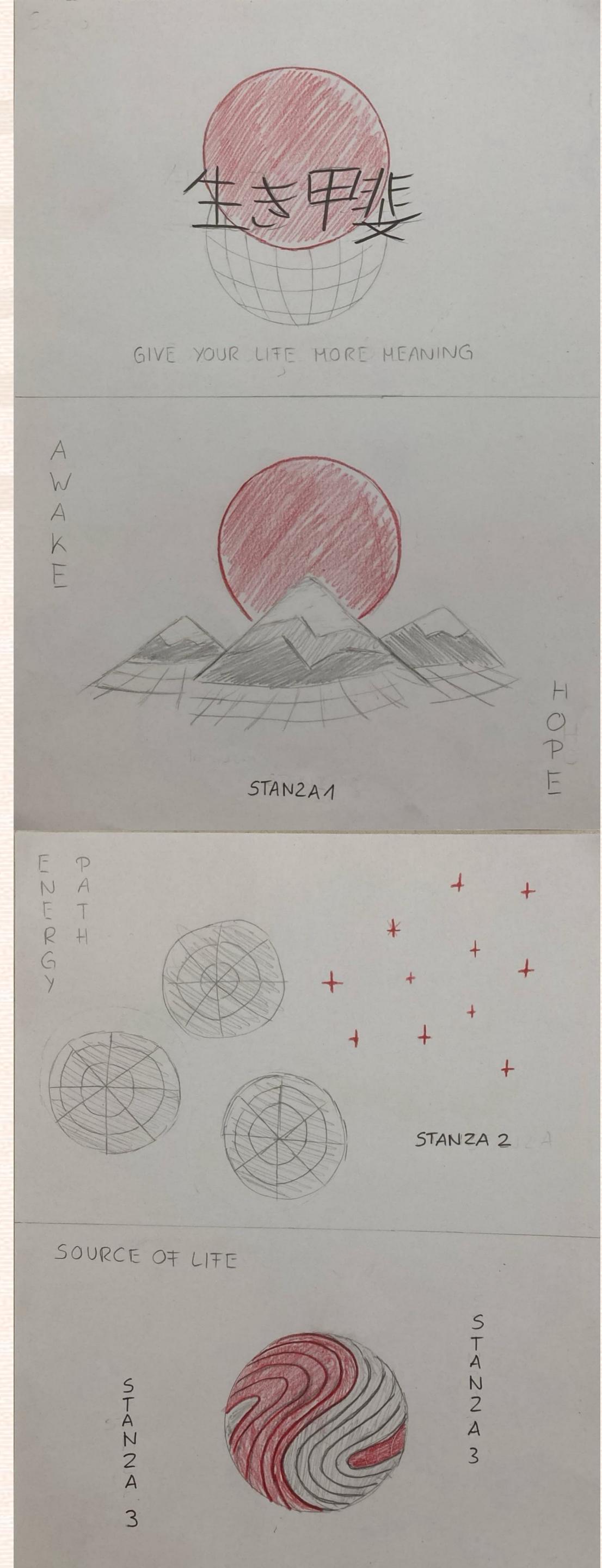


Fig 5

DESIGN PROCESS

Hand-drawn Sketches

I initially created my sketches by hand to focus on the graphic elements. I wanted to create appropriate graphics that visually support the lines of the poetry and emphasize its meaning. This approach allowed me to develop the shapes and elements intuitively and align them with the message of the poetry.



生き甲斐

自分の人生にもっと意味を持たせよう

覚醒
AWAKE



活用計画の最初の方の中で
一日も明るく充実める時

希望
HOPE

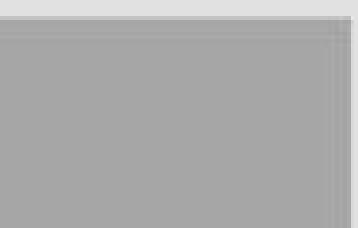
エネルギー
ENERGY
PATH



私たちに運びをもたらす秘密がある。
周囲の中を運んでくれる人。

生命の源

目に見えない力



それは夢以上のもの。自然

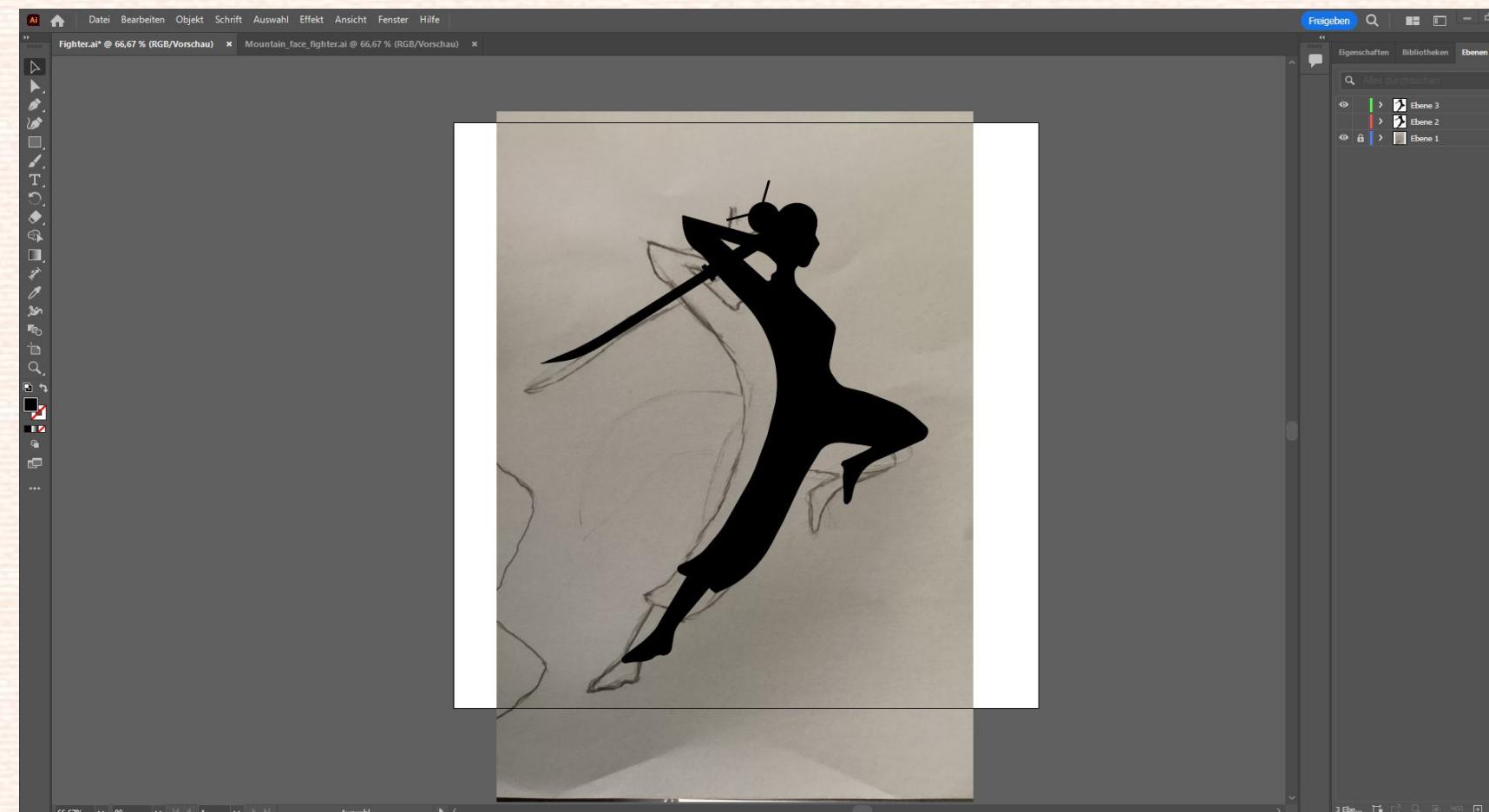
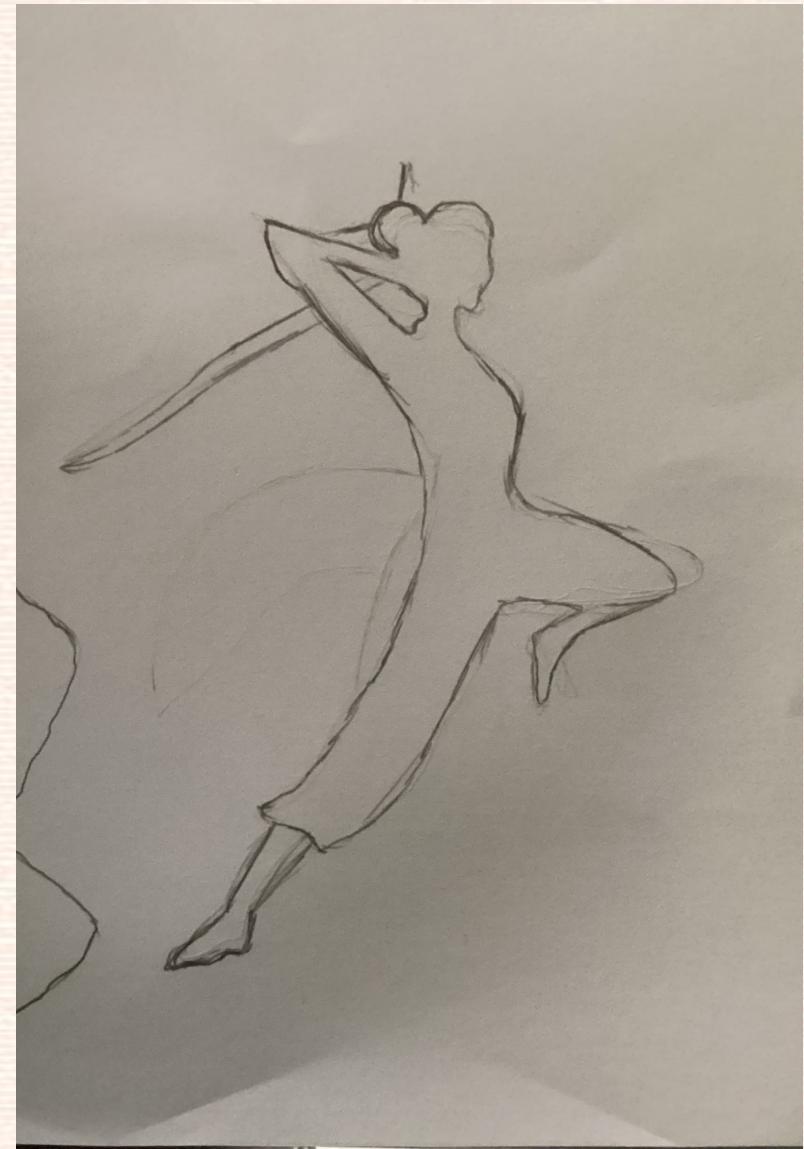
DESIGN PROCESS

Wireframe

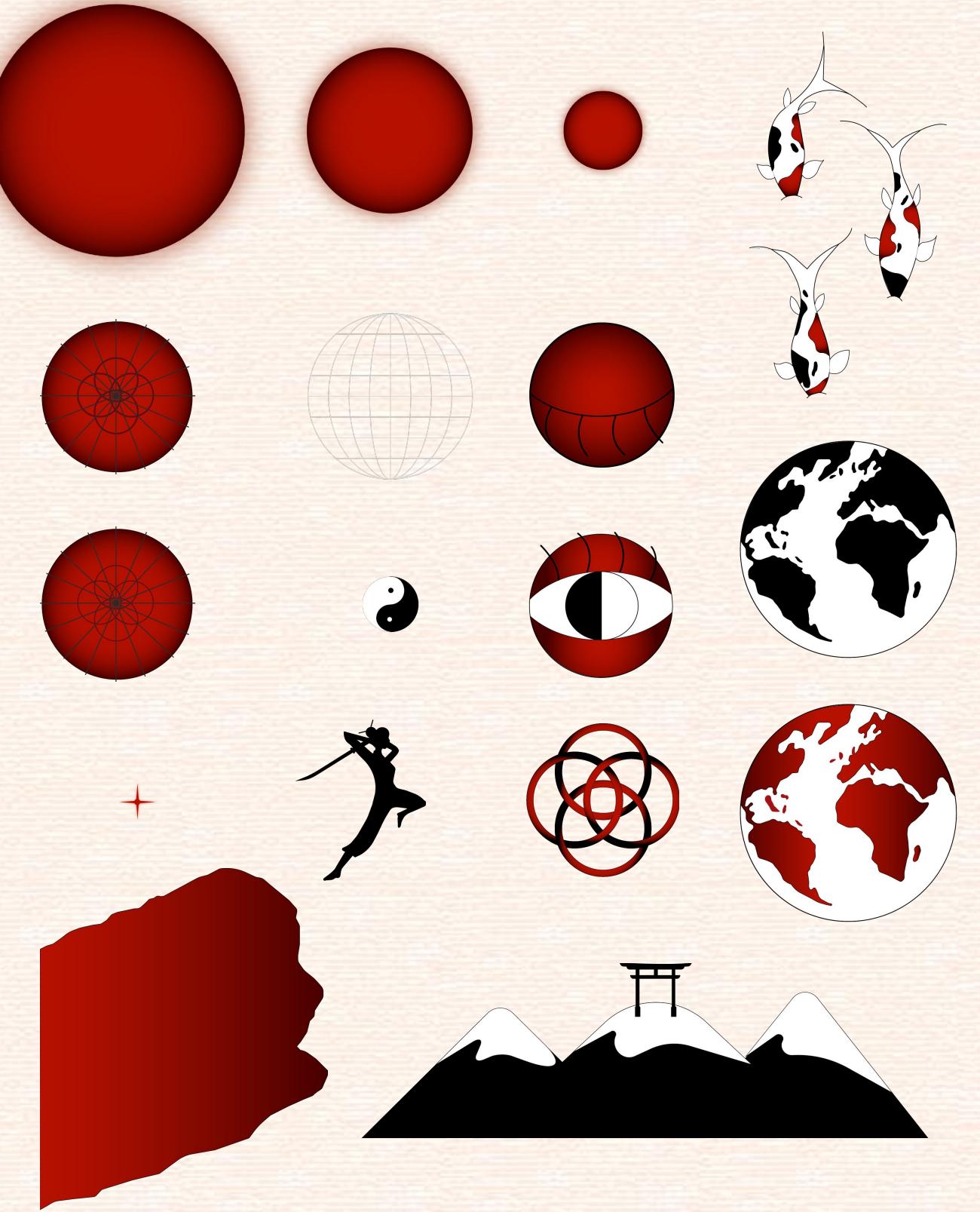
For creating the wireframe, I developed a simple structure to visualize the basic layout elements and the arrangement of content before moving on to the detailed design.



DESIGN PROCESS



Some of my graphics were initially hand-drawn so that I could later simplify them in Adobe Illustrator. I aimed to keep the graphics abstract in order to convey the message clearly and simply, without using too many details.



Graphics

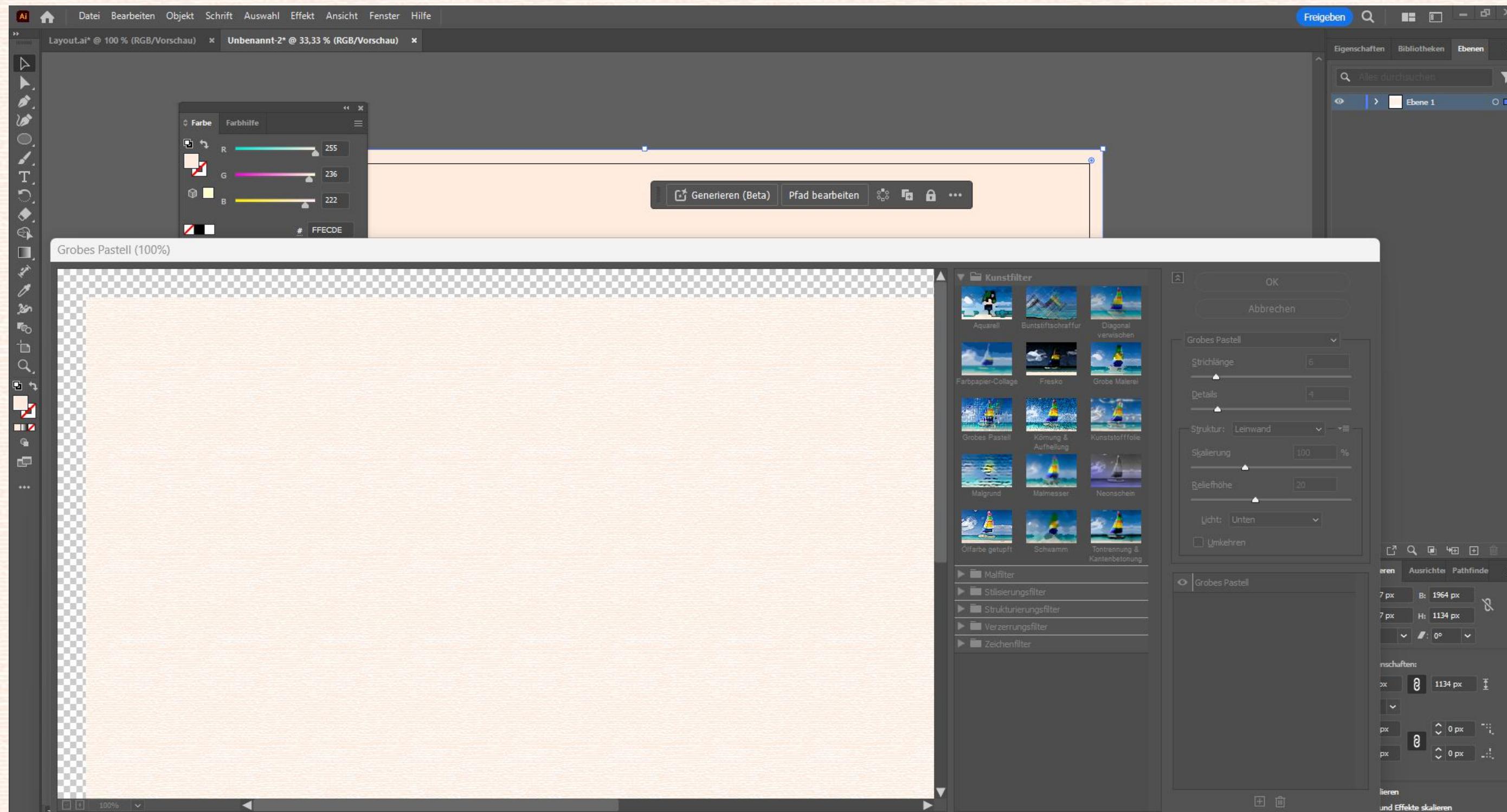
DESIGN PROCESS

Digital Designs

In my digital designs, I positioned all elements in their desired locations to ultimately create a cohesive overall image of the concept. I focused particularly on the positioning of the typographic elements, which consist of keywords that correspond to each stanza. Additionally, my design evolved throughout the process as I continually tried new ideas and adjusted existing elements to improve the visual impact. Ultimately, I wanted to create a harmonious interaction of colors, typography, and animation that reflects the essence of the poetry and the concept of IKIGAI. These iterations and adjustments helped me develop a better and more effective design.



DESIGN PROCESS



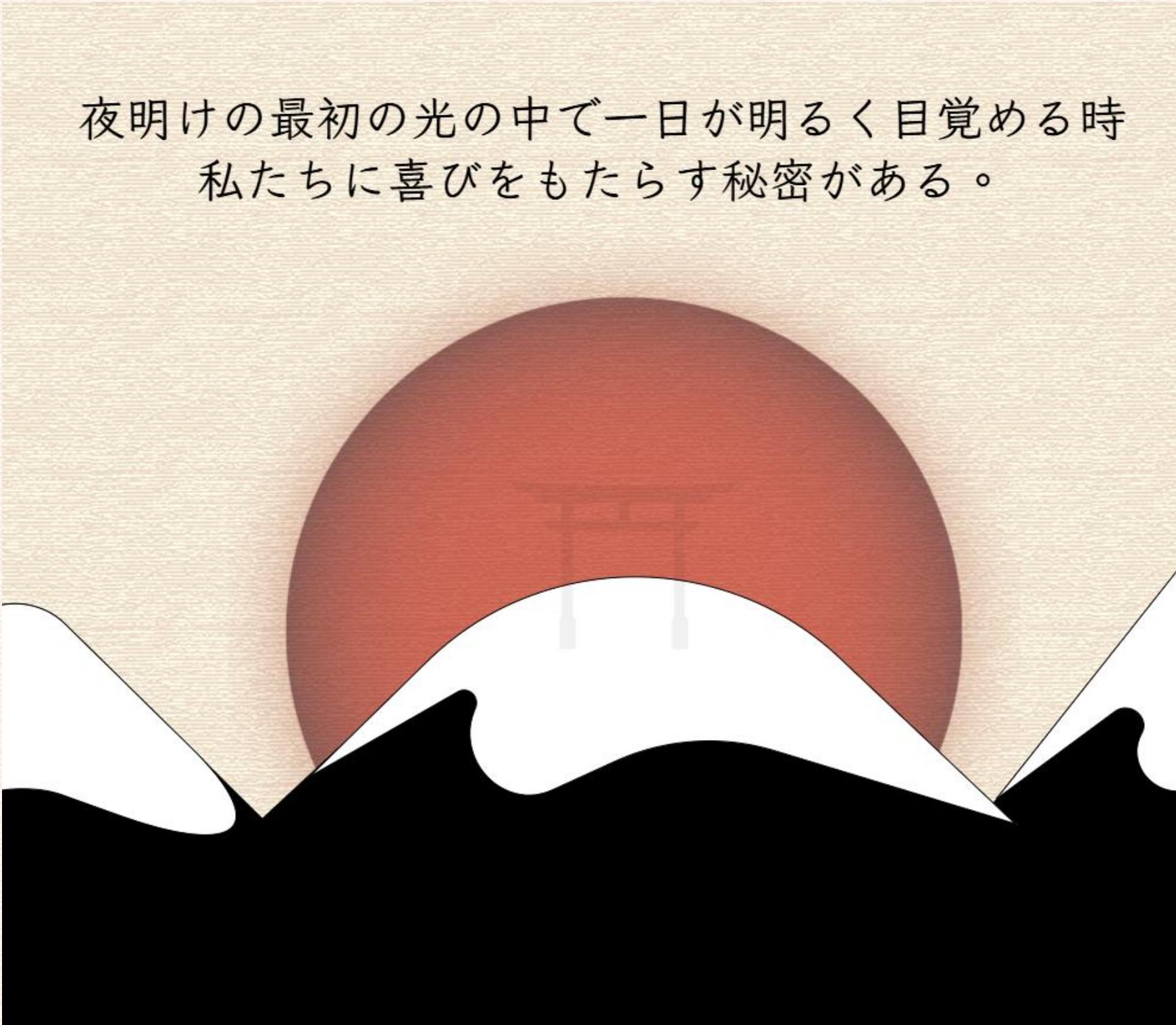
Background

I created the background using Adobe Illustrator, as the program offers various pattern options that can be customized. I wanted to create a look that resembles a scroll, because scrolls are a traditional element of Japanese culture and can serve as a symbolic connection to the aesthetics and philosophy of IKIGAI.

ANIMATION

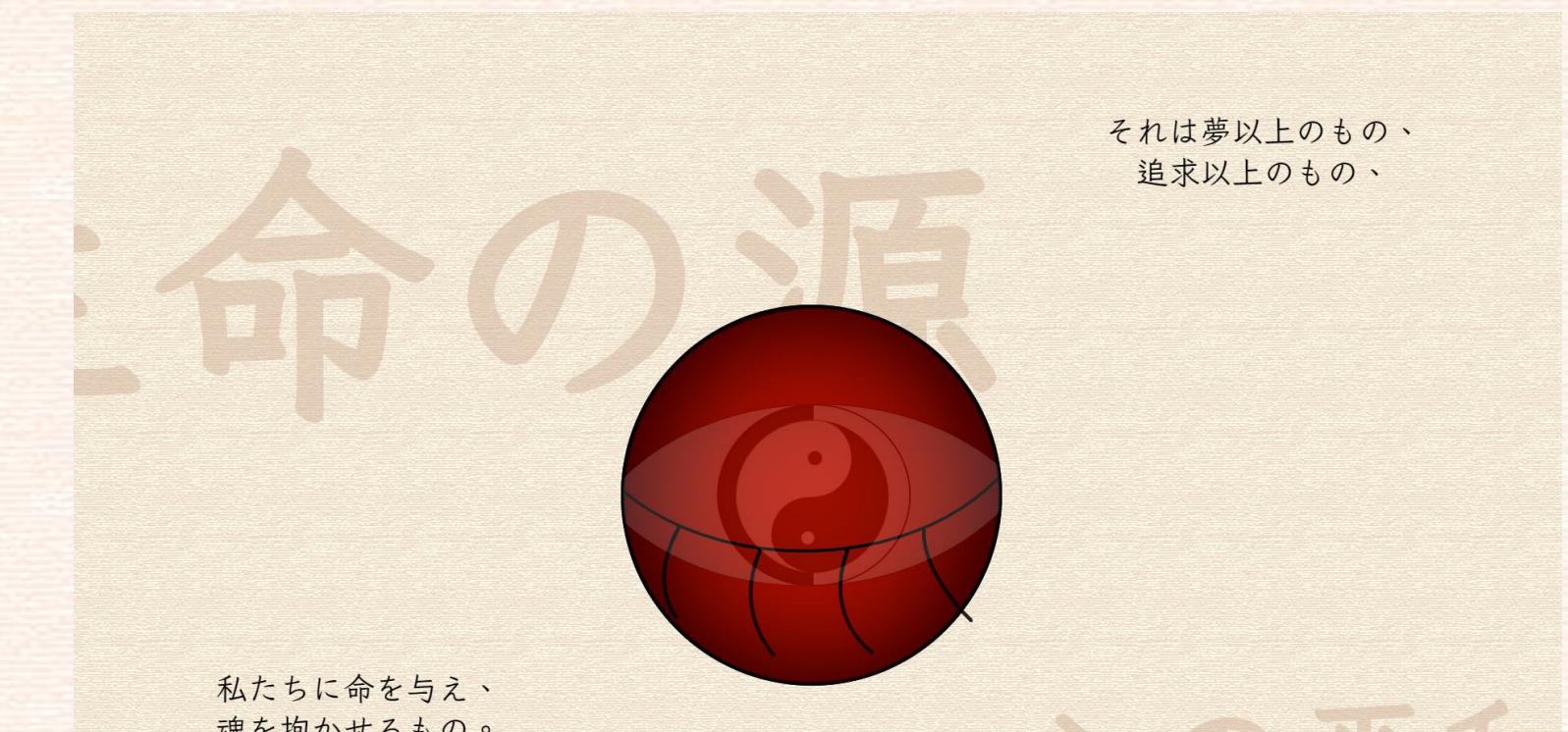
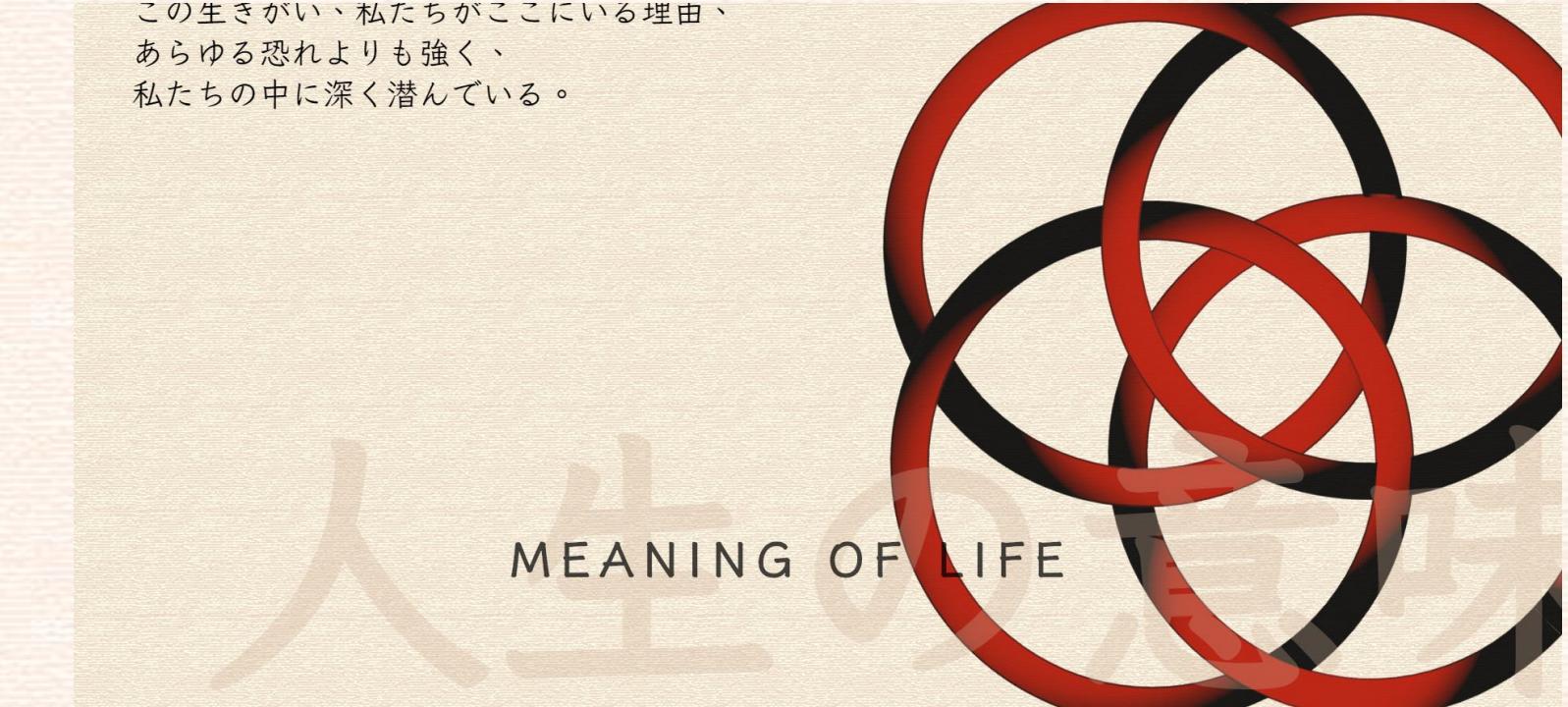
Animation

For the animation, I used fade-in and fade-out effects to make the translations from Japanese to English clear and easy for the user, so that the transition between the languages feels smooth and intuitive. I added hover effects and click functions to the graphic elements to create small interactions for the user.



夜明けの最初の光の中で一日が明るく目覚める時
私たちに喜びをもたらす秘密がある。

この生きがい、私たちがここにいる理由、
あらゆる恐れよりも強く、
私たちの中に深く潜んでいる。



私たちに命を与える、
魂を抱かせるもの。

それは夢以上のもの、
追求以上のもの、

C O D I N G

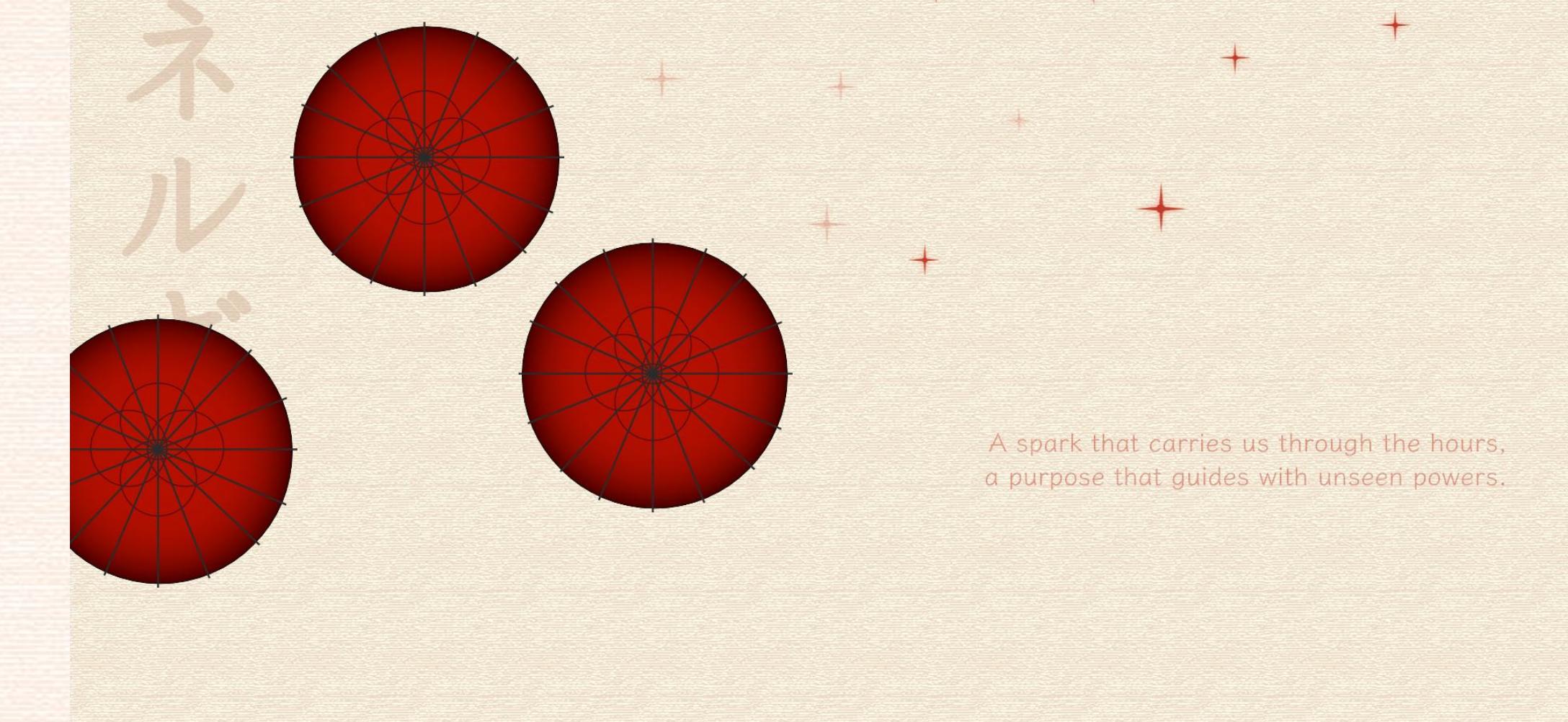
After completing the concept and design phase, I began coding the website. To ensure a chronological arrangement and a clear overview of the code, I divided the stanzas of the poem into `<section>` tags. This allowed me to better organize the structure and clearly separate the different sections.

```
index.html # style.css
index.html > html > body > section.section1 > audio
2 <html lang="en">
12 <body>
13
14 <section class="section1">
15 <audio autoplay loop> You, 5 hours ago • Update 29.11.1999
16 | <source src="Audio/japanese-style-calm-piano-251225.mp3" type="audio/mpeg">
17 </audio>
18 <h1 class="japanesee">生きがい</h1>
19 <h1 class="englisch">IKIGAI</h1>
20 
21 
22 <p id="introduction_japanesee">自分の人生にもっと意味を持たせよう</p>
23 <p id="introduction_englisch">Give more meaning to your life.</p>
24 </section>
25
26 <section class="section2">
27 | <p class="stanza" id="stanza1">夜明けの最初の光の中で一日が明るく目覚める時 <br> 私たちに喜びをもたらす秘密がある。<br>
28 | <p class="stanza" id="stanza1_translate">In dawn's first light, when day awakens bright, <br> lies a secret
29 | <div class="keyword_size1" id="keyword1">覚醒</div>
30 | <div class="keyword_size1" id="keyword1_translate">AWAKE</div>
31 | <div class="keyword_size1" id="keyword2">希望</div>
32 | <div class="keyword_size1" id="keyword2_translate">HOPE</div>
33 | 
34 | 
35 | 
36 </section>
37
38 <section class="section3">
39 | <div class="keyword_size3" id="keyword3">進む道</div>
40 | <div class="keyword_size3" id="keyword3_translate">PATH</div>
41 | <div class="keyword_size2" id="keyword4">エネルギー</div>
42 | <div class="keyword_size2" id="keyword4_translate">ENERGY</div>
43 | 
44 | 
45 | 
46 | 
47 | 
```

```
# style.css ...
# keyword_size3{
41 |   font-size: 2.5em;
42 |   font-weight: bold;
43 |   opacity: 80%;
44 |   position: absolute;
45 |   transform: translate(-50%, -50%);
46 }
47 .stanza{
48 |   position: absolute;
49 |   transform: translate(-50%, -50%);
50 }
51
52 /*
53 -----section 1-----
54 .section1{
55   flex-direction: column;
56   text-align: center;
57 }
58 .section1 img {
59   width: 35%;
60 }
61 #sun_distorted {
62   position: absolute;
63   top: 45%;
64   left: 32.5%;
65   transform: translate(0%, -80%);
66   z-index: -3;
67 }
68 #sun_glowing {
69   position: absolute;
70   top: 20%;
71   left: 50%;
72   transform: translate(-50%, -50%);
73   z-index: -1;
74   animation: moveDown 1.5s ease-in-out forwards;
75   transition: 2s;
76 }
```

C O D I N G

```
index.html # style.css X
# style.css > ...
159 #stanza1_translate {
160   font-size: 0.8em;
161   color: #B61100;
162   opacity: 0;
163   transition: 0.5s;
164 }
165 #stanza1:hover + #stanza1_translate{
166   opacity: 1;
167 }
168 #stanza1:hover{
169   opacity:0;
170 }
171 #keyword1 {
172   top: 5%;
173   left: 1%;
174   text-align: left;
175   z-index: 1;
176 }
177 #keyword1_translate {
178   top: 5%;
179   left: 12%;
180   text-align: left;
181   z-index: 1;
182   font-size: 1.5em;
183   letter-spacing: 0.2em;
184   color: black;
185   opacity: 0;
186   transition: 0.5s;
187 }
188 #keyword1:hover + #keyword1_translate {
189   opacity: 1;
190 }
191 #keyword1:hover{
192   opacity: 30%;
193 }
194 #keyword2 {
195   top: 15%;
196   left: 12%;
```



A spark that carries us through the hours,
a purpose that guides with unseen powers.

Translation Animation

To display the Japanese translation into English on the website, I embedded the stanzas and keywords in both languages into my HTML using the `<tag elements>`. For the CSS, I followed my style guide to ensure a consistent design. Additionally, I used the `<transition>` attribute and hover effects for the animation to enhance the interactivity of the page and provide users with a dynamic experience.

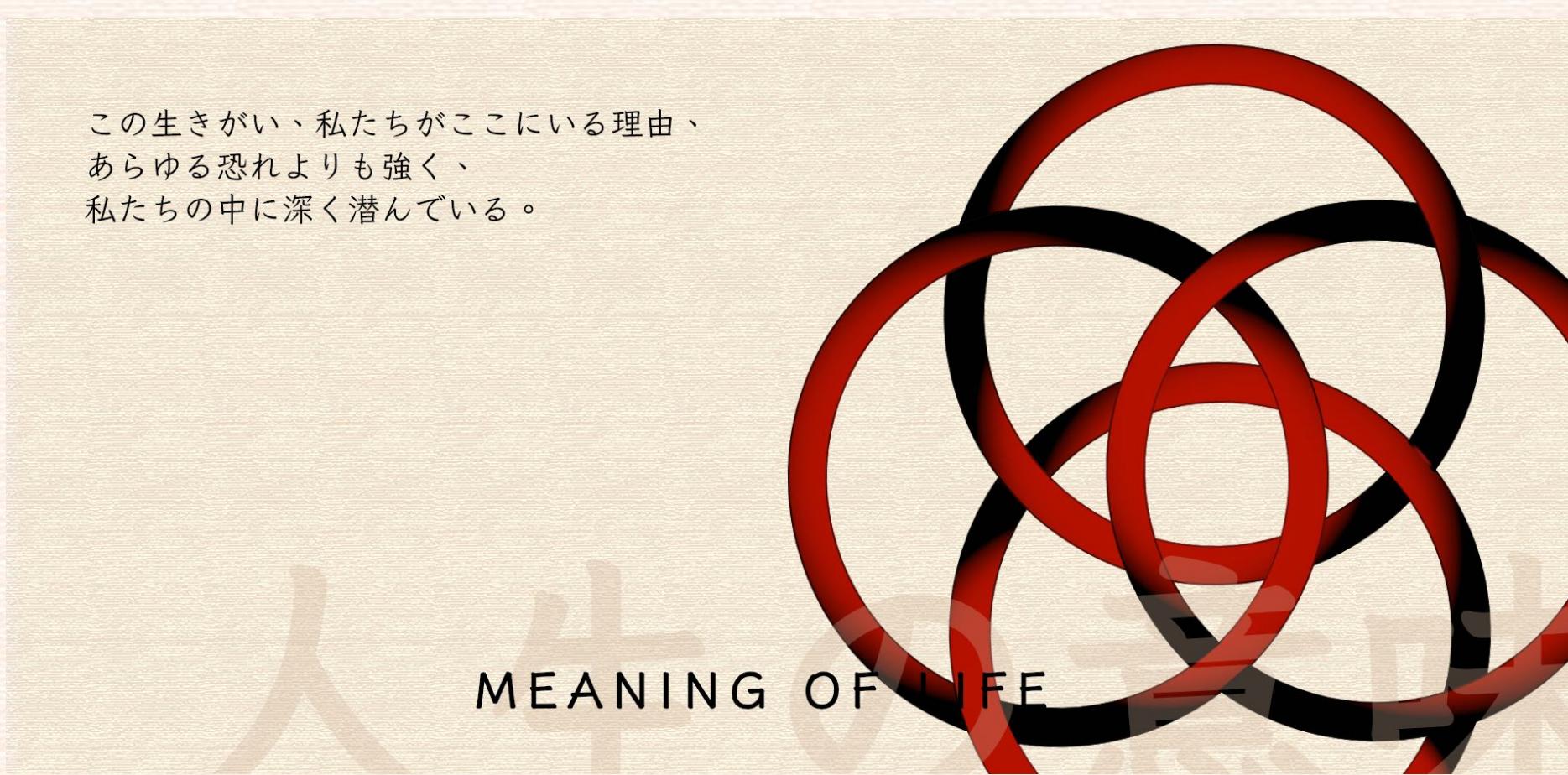
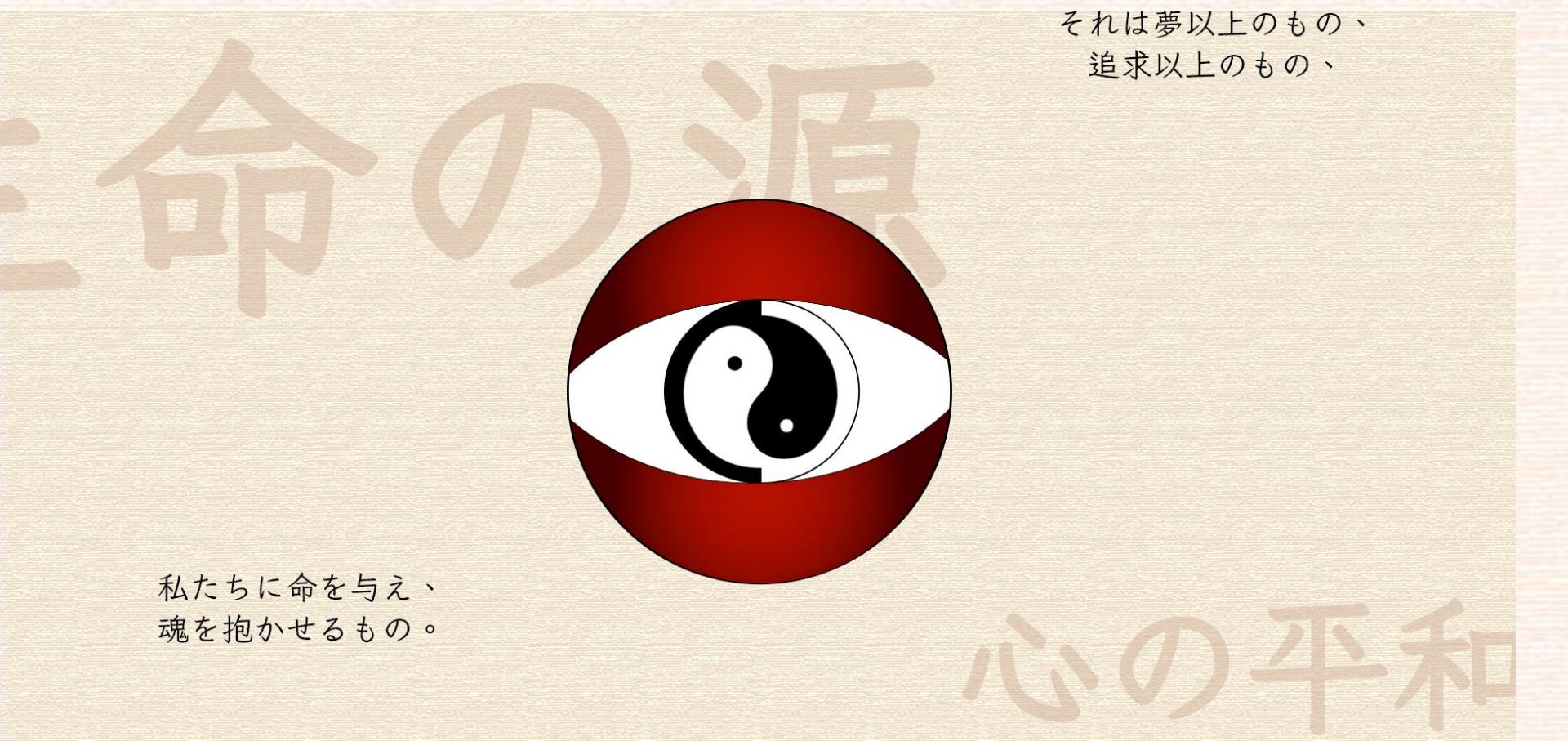
C O D I N G

Keyframes

For the graphics, I worked extensively with keyframes to create animations such as rotation, scaling, and movement. These motions add dynamism to the graphics and enhance the visual impact of the design by directing the focus to specific elements and increasing interactivity.

```
# style.css > ...
1151 #IKIGAI_sign{
1152   left: 0px,
1153   transform: translate(-50%, -50%);
1154   width: 55%;
1155   transition: 0.2s;
1156   transform: rotate(-12deg);
1157   transition: 0.5s;
1158   animation-name: rotate-sign;
1159   animation-delay: 0s;
1160   animation-duration: 5s;
1161   animation-iteration-count: infinite;
1162   animation-direction: alternate;
1163 }
1164 @keyframes rotate-sign {
1165   0% {
1166     transform: rotate(0deg);
1167     left: 65%;
1168     opacity: 20%;
1169   }
1170   100%{
1171     transform: rotate(360deg);
1172     left: 50%;
1173     opacity: 100%;
1174   }
1175 }
1176 }
1177 }
1178 #IKIGAI_sign:hover {
1179   opacity: 80%;
1180   animation-play-state: paused;
1181 }
1182 #motivation:active{
1183   transition: rotate(180deg);
1184 }
1185 #keyword19 {
1186   top: 53%;
1187   left: 10%;
1188   text-wrap: nowrap;
1189   writing-mode: horizontal-tb;
1190   text-orientation: upright;
```

PROTOTYPE



The project gave me the opportunity to enhance my skills with tools like Adobe Illustrator and CSS while deeply engaging with the philosophy of IKIGAI. I discovered how much the concept of life purpose and balance resonates with me and found ways to express these ideas through my design. It was an inspiring experience that enriched me both technically and personally.

SUMMARY

Fig 1: The Mix KYOTO Exhibition (n.d.), Poster, accessed, 29. November 2024. [image],
pinterest: <https://de.pinterest.com/pin/58124651436361329/>

Fig 2: No Name (n.d.), accessed, 29. November 2024. [image], pinterest: <https://de.pinterest.com/pin/58124651436361329/>

Fig 3: No Name (n.d.), accessed, 29. November 2024. [image], pinterest: <https://de.pinterest.com/pin/58124651436361320/>

Fig 4: KYOTO Design Lab OPEN MEETING 2018 (n.d.), Designing Humanity accessed, 29. November 2024. [image], <https://www.d-lab.kit.ac.jp/events/2018/designing-humanity/>

Fig 5: LXGW (n.d.), Google Font - LXGW WenKai TC, accessed 29. November 2024.
[font] <https://fonts.google.com/specimen/LXGW+WenKai+TC?query=Japanese>

RESOURCES

REFERENCES

R1: Mogi, K. (2020). *Ikigai: The Japanese art of living* (Japanese wisdom, Vol. 1). DUMONT Verlag.

R1: Staff Writer. (2023, June 9). *Ikigai (A Japanese concept to lead a happy life)*. Japan Up Close. accessed 29.11.2024 https://japanupclose.web-japan.org/techculture/c20230609_1.html