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Experience Design Intelligence
User-Interface Development
Information Visualization

LoCoS Website Design

14 May 2007. This document is proprietary to AM+A.

Experience Intelligent Design
User Interfaces
Information Visualization

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Section 1: Introduction

LoCoS ™ is a universal visible language invented by Yukio Ota of Japan in 1964. By presenting information about LoCoS, AM+A presents itself as a supporter/promoter of global communication and visible language excellence.

This report presents initial designs for the LoCoS Website location that presents the LoCoS ™ visible language. This work was originally completed in 2002.

The goals for this document are the following:

• To explain the aims of the Website.

• To present the structure, content and layout of the Website.

• Suggestions for future development of the site.

The AM+A LoCoS extranet is located at the following URL. The Username and Password indicated enable visitors to view the pages described in this document:

URL: http://www.amanda.com/extranet/extranet_f.html
Username: locos
Password: yuki00ta   (note that those are zeros, not o's)

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Section 2: Intentions of the Website

LoCoS is a pictographic/ideographic language developed by Yukio Ota. Mr. Ota is a graphic designer, Chief Director of the Sign Center in Tokyo, Japan, and a professor at Tama Art University in Tokyo. The AM+A Website is designed to provide visitors with information about LoCoS, primarily from an education and entertainment perspective.

The content is intended to introduce this universal, easily learned language to a larger audience and to emphasize the importance of communication among all people of all countries of the world.

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Section 3: Summary of Web Site Structure

This LoCoS site consists of seven main pages, plus a selection of pop-up windows for the LoCoS e-mail page:

Web Page 1: Home Page
This page serves as an entrance to the LoCoS Website and is designed to attract the user's attention and interest. Text will be limited to a succinct indication of what LoCoS is and why it is interesting.

Web Page 2: Description of fundamental aspects of LoCoS
A step-by-step introduction to the LoCoS language:

- What is LoCoS and why was it invented?
- Creating symbols in LoCoS.
- Combining symbols to form expressions.
- A guide to pronunciation.

Web Page 3: A Gallery of LoCoS symbols and expressions
A selection of common words and expressions to illustrate the use of LoCoS.

Web Page 4: LoCoS e-mail greetings
Eight messages written in LoCoS symbols that can be e-mailed by users to friends and relatives.

Web Page 5: Public Feedback on LoCoS
A selection of eight testimonials reflecting feedback from a variety of different people.

Web Page 6 : Information about Yukio Ota
Brief biographical information about the inventor of LoCoS.

Web Page 7: Contact LoCoS
A means for viewers to provide feedback on the LoCoS language and Website.

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Section 4: Description of Web Page Content

Web Page 1: Home Page

Overview

This page forms an entrance to the LoCoS Website and is designed to attract the user's attention and interest.

This page includes a prominent title and LoCoS symbol imagery. Text, which may be rendered graphically, will be limited to a succinct description of LoCoS.

Page Content

Title
Welcome to LoCoS

Hyperlinks
- All About LoCoS
- LoCoS Gallery
- LoCoS e-mail
- Reactions to LoCoS
- LoCoS Inventor
- Contact LoCoS

Text
Welcome to LoCoS, the universal, easy-to-learn graphical language for everyone.

We have a complete introduction to this revolutionary communication system. Learn all about LoCoS and its inventor. You can even send LoCoS e-mails to your friends and family! Just click on the links below to find out more.

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Web Page 2: A Fundamental Description of LoCoS

Overview

This page includes a step-by-step introduction to LoCoS, including the basic construction of symbols, their combination into expressions, and the rules for pronunciation, i.e., the means by which one can speak aloud the signs.

The explanation of LoCoS included in this page is designed to be as systematic and simple as possible. The text will pose a series of questions about LoCoS, and the answers will include written and illustrated examples of how the language works.

Page Content

Title
All About LoCoS

Hyperlinks
- Welcome to LoCoS (link is LoCoS logo in top left corner of page)
- All About LoCoS
- LoCoS Gallery (navigation link and hyperlink in text)
- LoCoS e-mail
- Reactions to LoCoS
- LoCoS Inventor
- Contact LoCoS

Text and Graphics
Do you want to learn how to read and write LoCoS? Follow our simple guide and you'll be using LoCoS in no time.

What is LoCoS?
LoCoS is a set of pictograms and ideograms, or "pictures" and "idea-symbols". Its name comes from the phrase "Lover's Communication System," a title inspired by the hope that people from around the world could use LoCoS to communicate in the effortless manner of lovers.
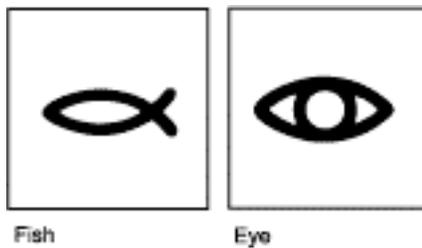
LoCoS is extremely easy to learn, and it is an ideal way to communicate with people who speak a different language. In the future it may even allow human beings and computers to interact more easily!
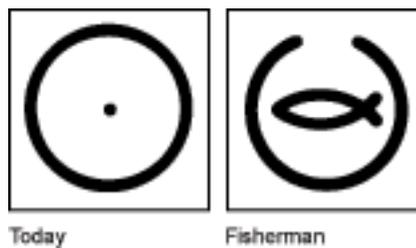
How do I write words in LoCoS.?
Each word in LoCoS is represented by a symbol formed from simple shapes. LoCoS has several fundamental symbols. For example, "Sun" or "day" is represented by the outline of a circle, and the concept of "feeling" is shown by a heart shape. The idea of existence at a particular point in time or space (the "existence point") is shown by a single dot. This symbol was inspired by the use of dots to indicate locations on a map.

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Sun Day	Man	Thing	Thought

Heart Feeling	Land Place	Question	Point Existence
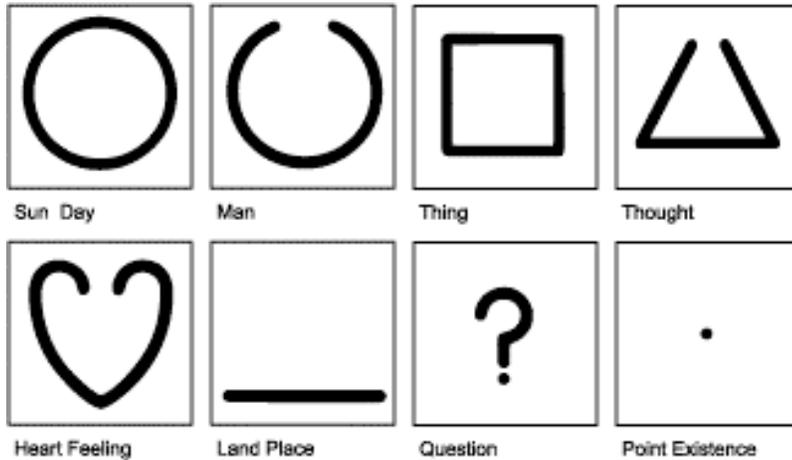
Simple nouns, such as "eye" or "fish" also have self explanatory symbols.

Fish   Eye

All other concepts and nouns can be created by combining basic symbols. For example, a circle ("day") with a dot inside it ("point existence") means "today", and the symbol for "man" containing the symbol for "fish" means "fisherman". It's as easy as that!

Today   Fisherman

How do I write an expression in LoCoS?

To write a useful expression, we need to use verbs. A horizontal bar has the verb form of "do". All nouns become verbs when they are placed to the right of the bar. Past and future tenses of the verb are indicated by using a dot ("point existence") with the bar. A dot on the left end means past; a dot on the right end means future. For example, different combinations of a bar and a dot to the left of the symbol for "eye" creates the tenses of the verb "to see".

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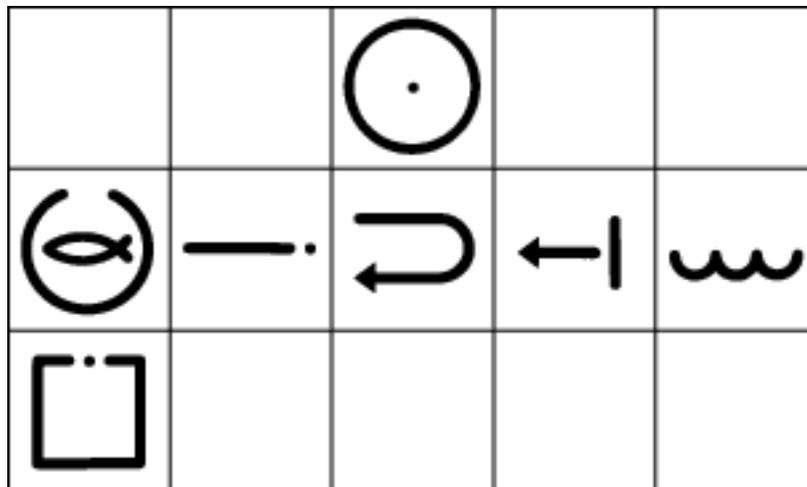This document is proprietary
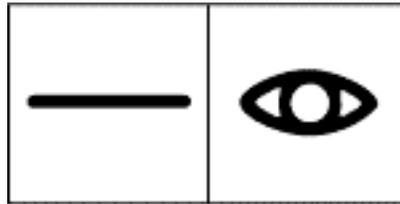
See
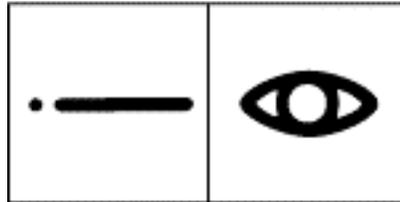
Saw
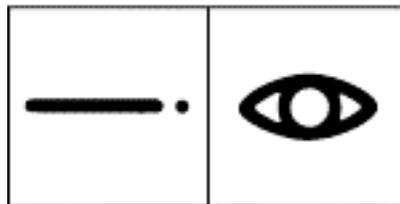
Probably will see

Complete LoCoS expressions, which are equivalent to sentences, are formed by three rows of squares. They are always read from left to right. The main contents are placed in the center row. Symbols in the top and bottom rows act as adverbs and adjectives respectively.


That fisherman will come back from the sea today

Can I speak LoCoS? How do I write my name in LoCoS?
To speak LoCoS, or to write the names of people and places, we must learn the simple rules for the pronunciation of LoCoS symbols. These rules can be used to identify a unique sound for each LoCoS symbol. They can also be used to

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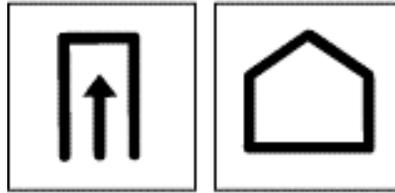URL www.AMandA.com
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compose LoCoS versions of proper nouns – we simply create a set of symbols that reproduce the correct sequence of sounds.

The rules are quite simple. 18 of the basic shapes that form all LoCoS symbols are assigned a consonant. In addition, the square space containing each symbol is divided into a 3-by-3 grid. Each of the nine positions in this grid corresponds to a vowel sound.
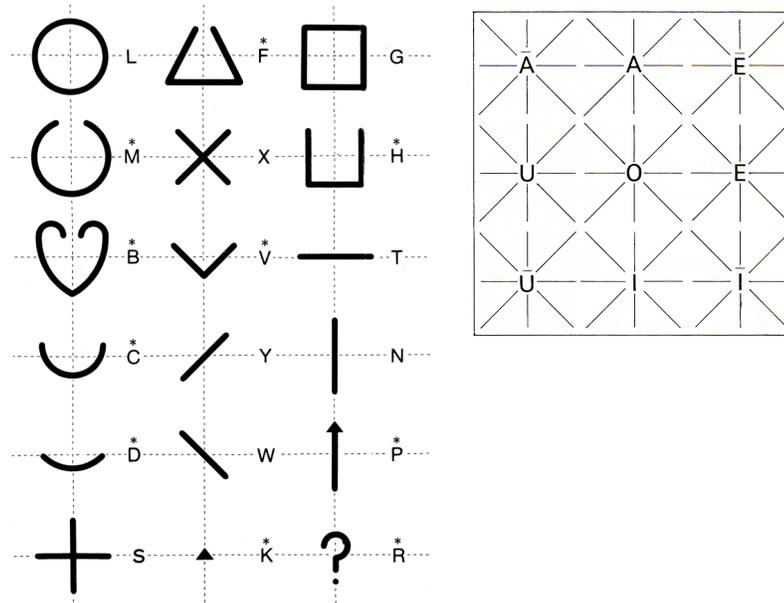
The sound for each visual element is a combination of its consonant sound and the vowel associated with its position within the square. Some visual elements (those marked by an *) can have different orientations at each position. In those cases, we also add the vowel sound towards which the element is pointed. The sound for the complete symbol is simply a combination of the sounds for the separate visual elements.

For example, the LoCoS pronunciation of the symbols for "entrance" and "house" are "Hoipo" and "Vaiho" respectively. Similarly, we can construct the name Ota (the surname of the inventor of LoCoS) using just two symbols!

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HOIIPO

VAIHO
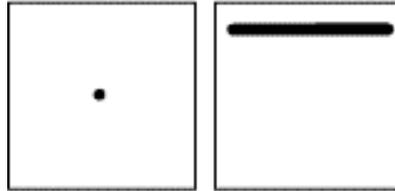
OTA

Where can I see more LoCoS examples?
There are many more examples of LoCoS symbols and expressions in our gallery
page.

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Web Page 3: A Gallery of LoCoS Symbols and Expressions

Overview

This page includes a mini-library of LoCoS symbols and simple expressions. These examples will supplement the description of LoCoS, further illustrating the language and how it works.

Page Content

Title
All About LoCoS

Hyperlinks
· Welcome to LoCoS (link is LoCoS logo in top left corner of page)
· All About LoCoS
· LoCoS Gallery
· LoCoS e-mail
· Reactions to LoCoS
· LoCoS Inventor
· Contact LoCoS

Text and Graphics
Would you like to learn some more LoCoS symbols? This page contains a mini-library of common symbols and simple expressions.

Symbols: The sample LoCoS symbols to be displayed on the LoCoS Gallery page are shown on page12 of this document.

Expressions: The sample LoCoS expressions to be displayed on the LoCoS Gallery page are shown on page13 of this document.

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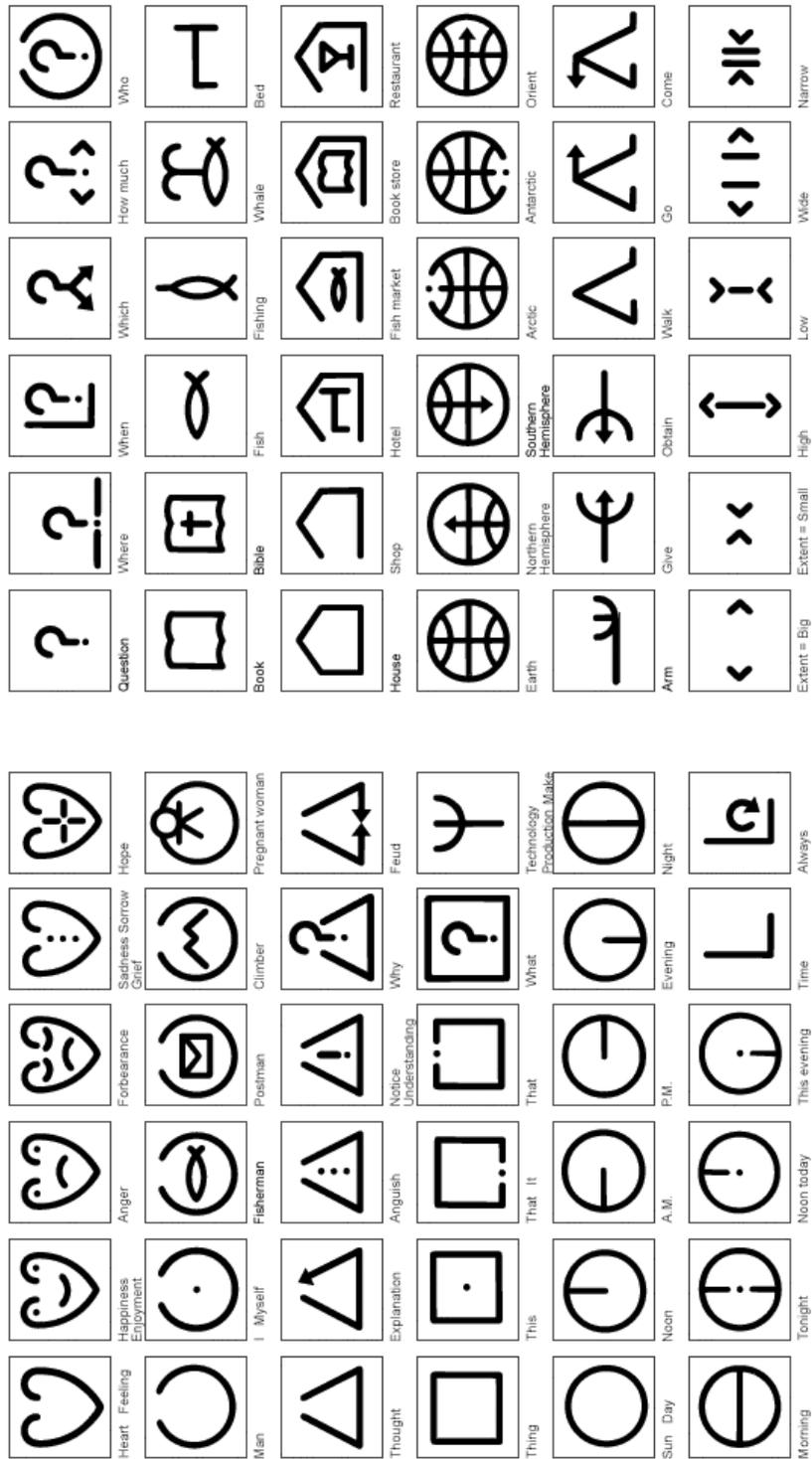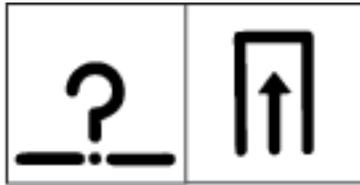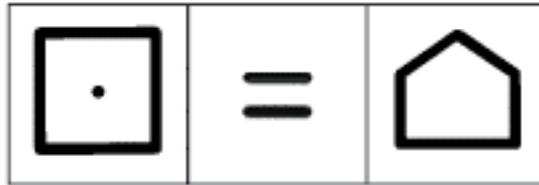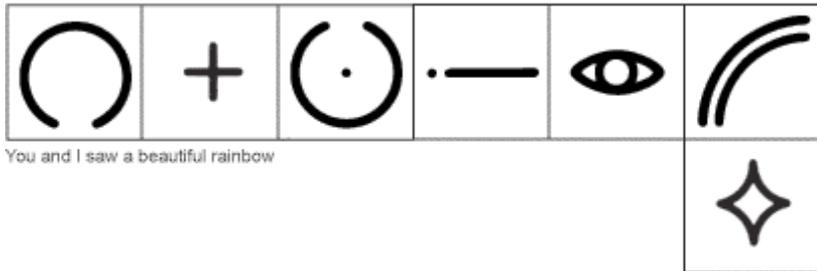URL www.AMandA.com
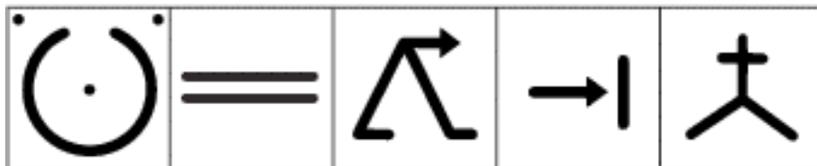This document is proprietary

Figure 1. Symbols to be shown on the LoCoS gallery page

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Where is the entrance?

This is a house

You and I saw a beautiful rainbow

We must go to the church
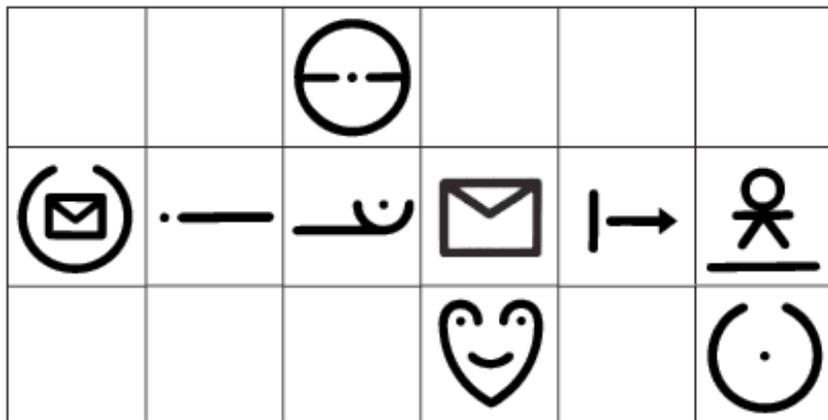
This morning a postman brought an enjoyable letter from my hometown

Figure 2. Expressions to be shown on the LoCoS gallery page

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Web Page 4: LoCoS e-mail Greetings

Overview

This page allows a user to e-mail LoCoS messages to friends and relatives. As a result, this page will provide more interactivity for the user and help attract more traffic because the e-mail recipient will visit the site.

The user will be able to choose between a series of LoCoS expressions, divided into three main groups:

- Greeting card style messages.
- Messages relevant to LoCoS.
- Messages about LoCoS.

Clicking on any message will open a pop-up window. The pop-up will contain a graphical image of the chosen LoCoS message, an input field for the recipient's e-mail address, an input field for a personal message to be included with the LoCoS message, an HTML button to e-mail the message, and an HTML button to clear the input fields.

Page Content

Title
LoCoS e-mail

Hyperlinks
- Welcome to LoCoS (link is LoCoS logo in top left corner of page)
- All About LoCoS
- LoCoS Gallery
- LoCoS e-mail
- Reactions to LoCoS
- LoCoS Inventor
- Contact LoCoS

Text and Graphics
Would you like to e-mail LoCoS messages to your friends and relatives? Choose from our list of ready-made greetings. Just click on one of the messages below:
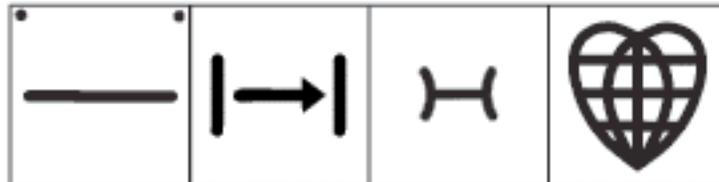- Happy new year.
- Happy birthday.
- Let's communicate with LoCoS.
- With LoCoS you can find new friends.
- LoCoS opens doors to a happy new world.
- LoCoS unites the world.
- LoCoS increases your happiness.
- LoCoS gives us a lot of pleasure.
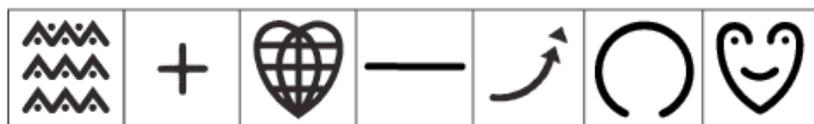
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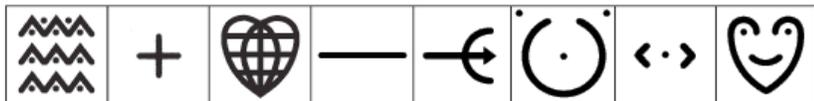
Figure 3. LoCoS e-mail greetings

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Web Page 5: Public Reactions to LoCoS

Overview

Yukio Ota, the inventor of LoCoS, has received feedback from many different people. This page includes a selection of such testimonials, with the intention of reinforcing the benefits of learning and using LoCoS.

Page Content

Title
Reactions to LoCoS

Hyperlinks
- Welcome to LoCoS (link is LoCoS logo in top left corner of page)
- All About LoCoS
- LoCoS Gallery
- LoCoS e-mail
- Reactions to LoCoS
- LoCoS Inventor
- Contact LoCoS

Text
Since LoCoS was developed over thirty years ago, many people have learned how to use it. If you think that LoCoS is both easy and helpful, you're not alone! Here are some comments about LoCoS from people across the world:

- "I feel that LoCoS can be utilized well in an English language classroom and in teaching my children. I feel that all children can truly appreciate what "language" is about."

- "I am a first-year college student. When I learned LoCoS, I immediately wanted to write a love letter."

- "I really admire the international idea of "picture words." I finally learned this "picture languages" for myself, and the more I use LoCoS, the more I feel it is absolutely splendid."

- "If [LoCoS] were introduced worldwide, we no longer would struggle through language barriers, and we would be able to make new friends all over the world."

- "Although my co-worker had been drinking, he was able to figure out the meaning of the LoCoS sentence "the airplane flew over my house" within a minute."

- "I am a 33 year-old housewife with two-year-old and four-year-old daughters. I thought [that LoCoS] only represented simple words; but when I decided to teach them to my daughters, I was very surprised at how the words and shapes are universal yet simple to learn. Even today, I am teaching my daughters

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[LoCoS] a little at a time, and by the summer break, I hope they will have learned enough to keep a daily journal."

• "We work as experts in the field of computer science. We believe that this type of visible sign system will be ideal for use with mobile devices."

• "Professor Ota's presentation gave new hope for the field of hearing-impaired education."

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Web Page 6: Information about Yukio Ota

Overview

This page includes biographical data about Yukio Ota, the inventor of LoCoS.

Page Content

Title
The Inventor of LoCoS

Hyperlinks
- Welcome to LoCoS (link is LoCoS logo in top left corner of page)
- All About LoCoS
- LoCoS Gallery
- LoCoS e-mail
- Reactions to LoCoS
- LoCoS Inventor
- Contact LoCoS

Text and Graphics
Yukio Ota is a distinguished graphic designer and currently professor in the Design Department at Tama Art University in Japan. Born in 1939, he graduated from Tama Art University and subsequently studied at the Venice National Art Institute.

He first designed the LoCoS language while studying in Italy in 1964, and he has spent over thirty years developing the system. Professor Ota has also designed many public signs and symbols, the most famous being an emergency exit sign. Japanese industry has accepted Professor Ota's exit sign as a national standard, and international organizations are currently considering its use.

Professor Ota has received several design awards, and authored more than a dozen books and numerous articles on pictogram design and symbolic language. He is President of the Japan Society for Science of Signs, Chief Director of the Sign Center of Japan, and serves as a member of the International Organization for Standardization (ISO) committee on graphic symbols

Web Page 7: Contact LoCoS

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Overview

This page allows users to provide new feedback on both the LoCoS language and the LoCoS Website. This will benefit AM+A and Yukio Ota by providing a way to:

- Measure the success of the LoCoS Website.
- Obtain new ideas for the LoCoS Website and the LoCoS language.
- Receive submissions of LoCoS writing from the public.
- Receive commendations from users.

This page will contain an e-mail hyperlink (such as locos@amanda.com), which will allow users to send feedback via their normal e-mail client. This feedback will be handled by AM+A, which will forward the most interesting and pertinent messages to Mr. Ota.

Page Content

Title
Contact LoCoS.

Hyperlinks
- Welcome to LoCoS (link is LoCoS logo in top left corner of page)
- All About LoCoS
- LoCoS Gallery
- LoCoS e-mail
- Reactions to LoCoS
- LoCoS Inventor
- Contact LoCoS
- AMarcus@AMandA.com (e-mail address for user contact)

Text
Do you have suggestions or comments? Would you like to send us messages you have written in LoCoS? Please feel free to contact us at the following e-mail address:

LoCoS@AMandA.com

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Section 5: HTML Prototype

HTML Web Pages

AM+A has developed an HTML extranet of the LoCoS Website. The extranet has a schematic style and is intended to demonstrate the basics of LoCoS.

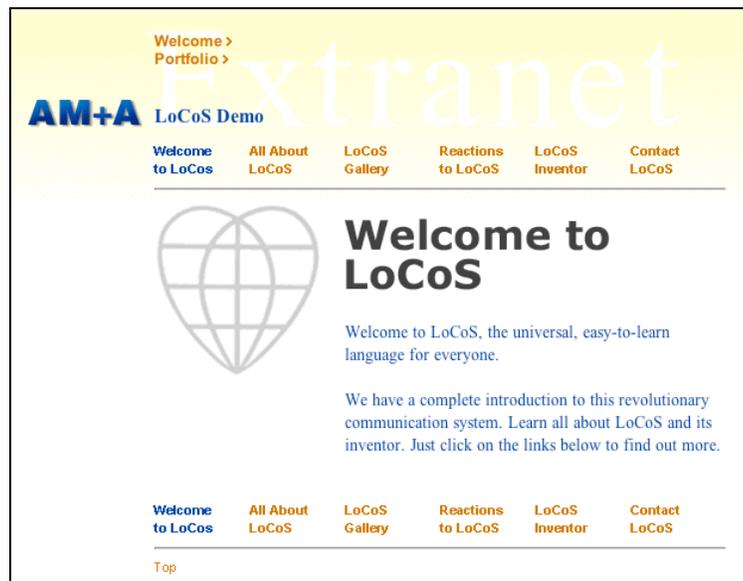The pages are set up within the design scheme of typical AM+A Web pages prior to 2006 to illustrate the visual layout.

Current Screens

Figure 4. Welcome to LoCoS

Figure 5. LoCoS e-mail contact page

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Figure 6. The Inventor of LoCoS

Section 6: Suggestions for Future Development

User Feedback

The LoCoS language is an ongoing project. Professor Yukio Ota is eager to receive user feedback as he continues to develop this unique system of communication. A selection of comments and suggestions collected through the LoCoS Website could be included alongside the existing public reactions (see page 15 of this document). Any suggestions that help in the development of LoCoS would be of particular interest.

Multimedia

Future versions of LoCoS may extend beyond static, monochromatic symbols. The language may be enhanced through the use of color, video and audio elements. This may create an opportunity for multimedia presentations on the LoCoS Website.