

Total Design Strategy of Sakurajima-Kinkowan Geopark

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The Geopark is thought of as a place where, across a long period of time, the local peoples' thoughts on community planning and improvement can be expressed as a single goal.

With that idea in mind, the Sakurajima-Kinkowan Geopark's information sharing and role as a geopark are based on a Total Design strategy.

The Total Design strategy, logo, character design, etc. are products of a team of local designers and illustrators who work both in and outside of Kagoshima.

The results of these design specialists' work are a friendly character and design, which draw interest from a wide age group, and allow them to enjoy the Geopark and its activities at their own pace.

The current poster uses this Total Design to introduce Sakurajima-Kinkowan Geopark.

Keywords: Total Design