oita design and film research institute

CONSTRUCTION

Mirai-kun

Making recruitment and safety messages approachable.

01 THE CHALLENGE

Project records alone may not convey the people behind the work or their commitment to safety. Create approachable touchpoints for job seekers and local residents.

02 THE CHARACTER'S ROLE

A guide for job seekers, site workers and neighbors, explaining the work and safety practices. A helmet and workwear identify the industry; a friendly smile invites conversation.

03 WHERE IT COMES TO LIFE

Introduce jobs on the recruitment website and share safety messages and community events on social media. Extend the identity to posters, business cards and site supplies.

THE CHARACTER



APPLICATION IDEAS

Recruitment website

Meet the people building our town.

Safety messages

A reminder to work safely, every day.

Community events

An invitation to meet your local builder.

Self-initiated concept for a fictional business. Planning hypotheses and proposed applications, not a commissioned project, research findings or proven results.