oita design and film research institute

MANUFACTURING

Seiki-kun

Making hidden technology and manufacturing work relatable.

01 THE CHALLENGE

Equipment photos and technical terminology may not explain the social role of a technology or the appeal of the work. Offer an entry point for non-specialists.

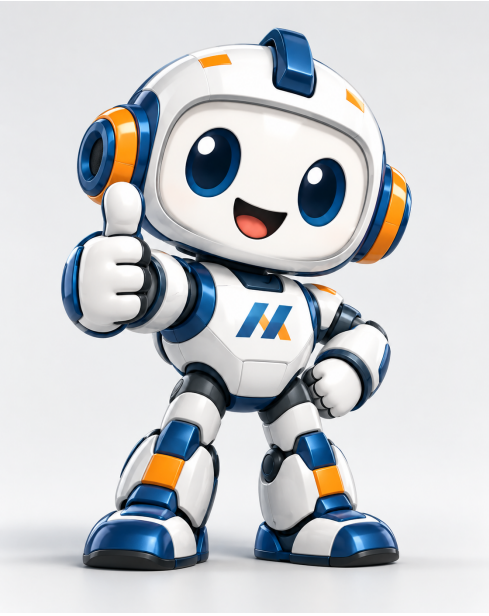
02 THE CHARACTER'S ROLE

A guide explaining technology and jobs to students, job seekers and factory visitors. A robot evokes precision and engineering, softened by rounded forms and expressive features.

03 WHERE IT COMES TO LIFE

Use the character in website explanations, social posts about work, recruitment posters and factory tours. Extend it to catalogs, sample boxes and merchandise as a recognizable company marker.

THE CHARACTER



APPLICATION IDEAS

Technology stories

See how our work supports everyday life.

Recruitment

Discover the people and jobs behind the technology.

Factory tours

A guide to the process, one step at a time.

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