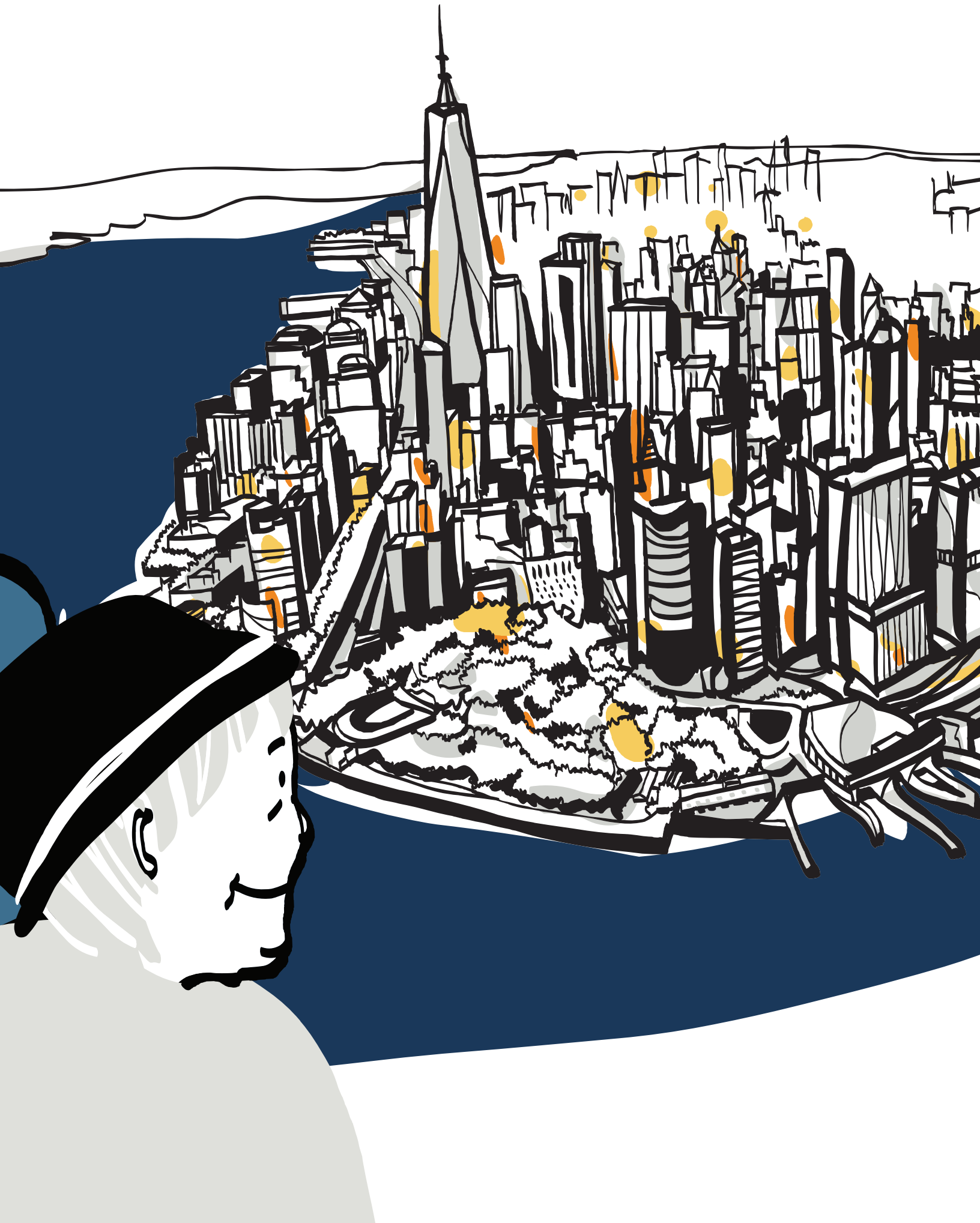


あいうえ
Onoma
CaTioN

Japanese onomatopoeia visualization

YUKI COLLINS





Background

I started planning my thesis in November 2019, when I had no idea what would be happening in the coming year. After New York was shut down because of the COVID-19 pandemic, I really struggled with working on my project since one of my main themes is depicting the lively people and vigorous power of NYC. I asked myself the meaning of illustrating dancing people on the subway and crazy energy in Times Square while news kept telling me the enormous numbers of deaths and showing photos of empty cities every day. Now, it's been almost a month after the lockdown started, and nobody really knows yet how long this crisis will last and what will come after this. However, I could say, New York will not be the same as before and after this event. Although I have not found answers for anything so far, I am determined to move on and I would like to share with viewers an optimistic touch of New York City, which I always love, through my creations.

Yuki Collins

April 19, 2020

あいうえ Onomatopoeia visualization Onomatopoeia

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About the Project

Project

Onomatopoeic expressions (the formation of a word from a sound associated with what is named) are widespread in Japan; however, in some cultures, such as the US, the use of these expressions is often perceived as immature. My project is visualizing Japanese onomatopoeic words as a narrative tool by using illustration and typography and introducing different cultural perspectives on interpretation and the language of sounds and feelings by using Japanese onomatopoeia.

Story

The protagonist in my animation is my mother, who is in her 70s and living in a small town in the countryside of Japan. Although my mother has never come to New York, I have often been imagining how she would react if she saw people and things in NYC that she has never encountered in her life. So, this is my imagination of my mother's adventure from JFK to Harlem, where I live. Since she doesn't speak English, she feels and expresses sounds and things using Japanese onomatopoeia, which I think could be a universal narrative communication tool.

Japanese Onomatopoeia

People in Japan from children to adults often use onomatopoeia words in our everyday lives intuitively. The big difference about onomatopoeia between English and Japanese is that while onomatopoeia in English reflects the "sounds" of things, onomatopoeia in Japanese conveys ambiguous phenomena such as feeling and atmosphere.

Giongo represents actual sound and noise.

Gitaigo do not resemble sounds but refers to feeling, action, motion, state, or form.

キーン

キーン

キーン

Sound of an airplane

Giongo: sound of objects

DOKI Ki

DOKI Ki

ド

ド
#

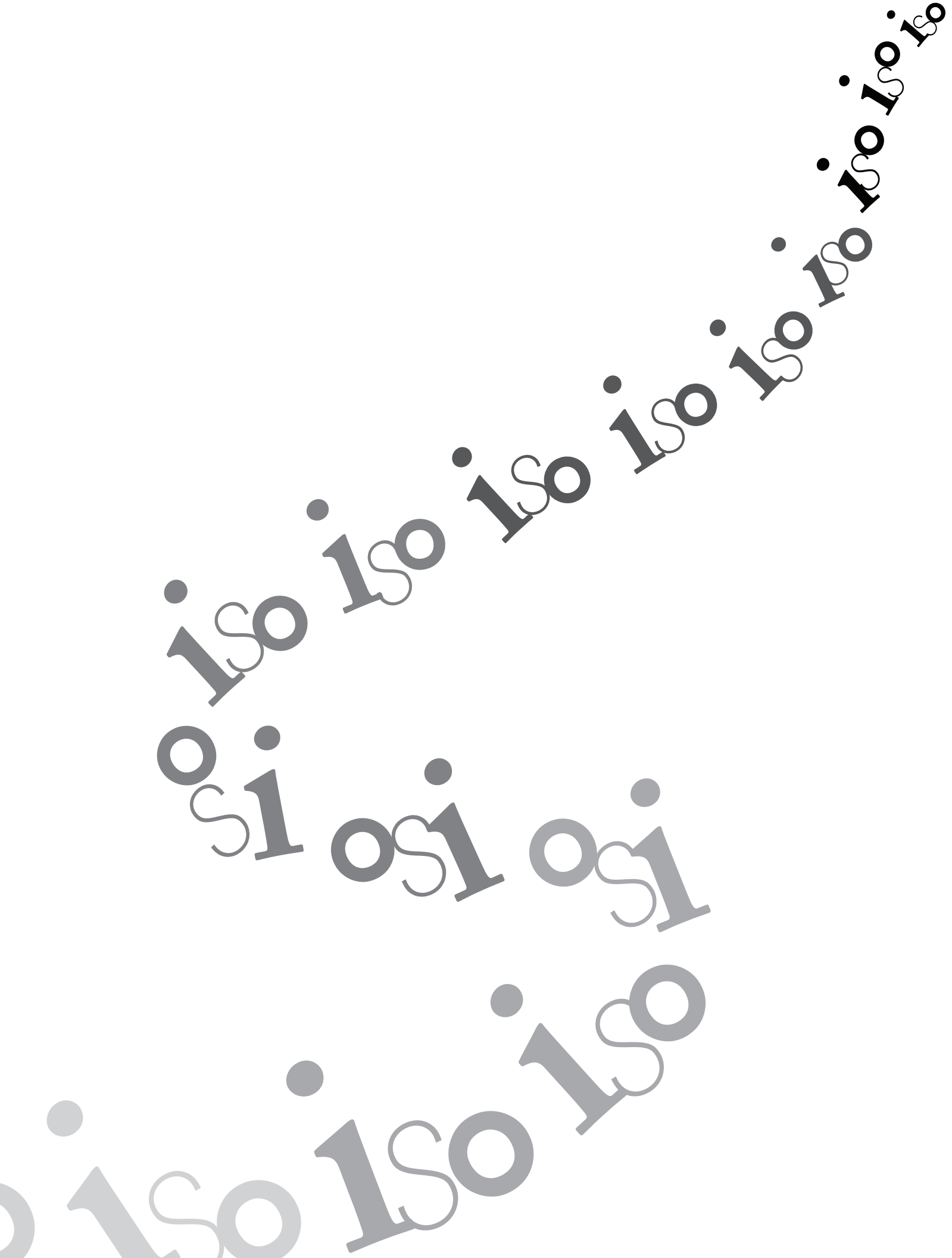
2 Doki Doki
Excited

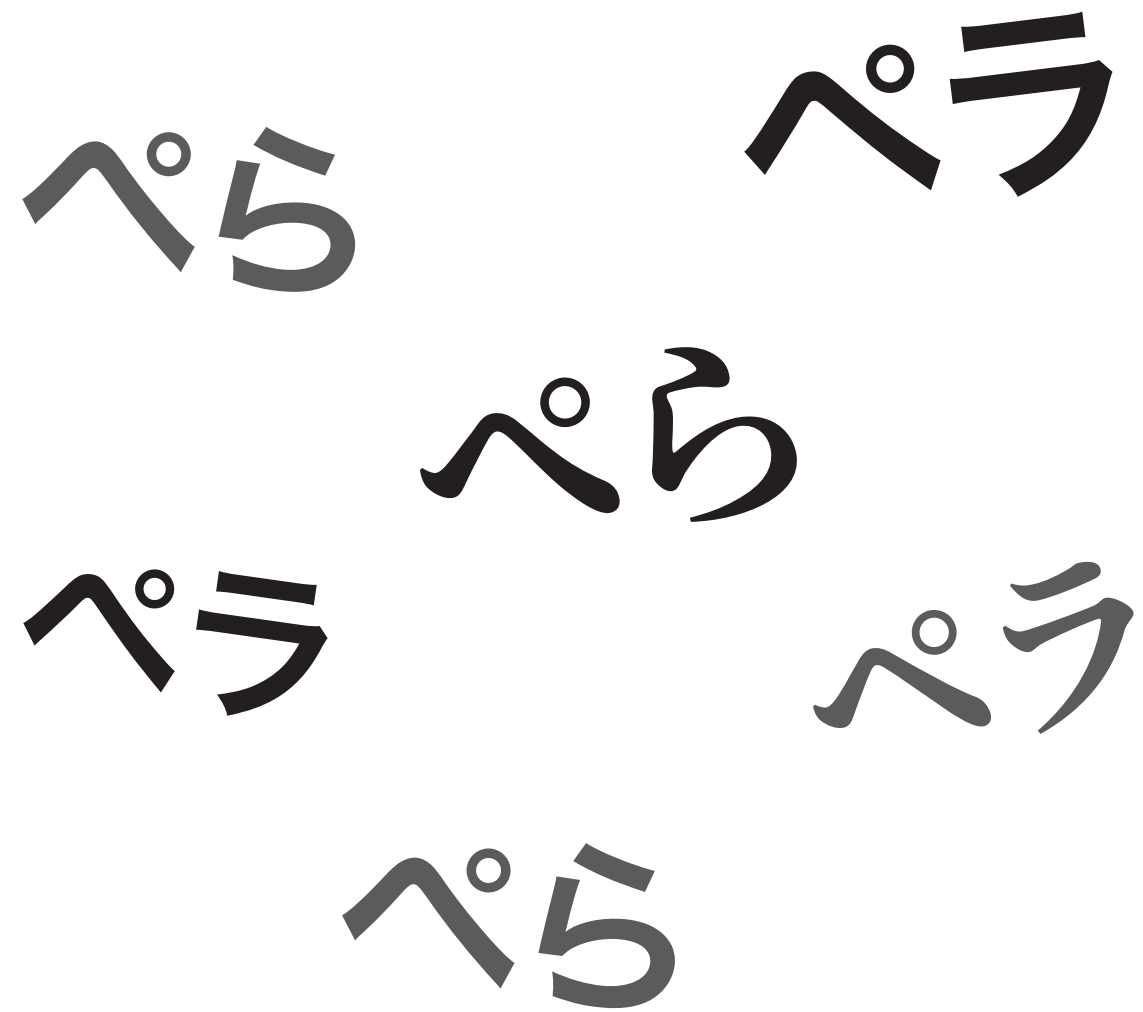
Gitaigo: feeling

いそいそ

3 Iso Iso
Happy and lighthearted

Gitaigo: action





4 **Pera Pera**
Fluently speaking a foreign language

Giongo: human sounds

5 **Gooo**
Gust of wind

Giongo: nature sounds



○ SO ru
○ SO ru

おそる
おそる

6 **Osoru Osoru**
Fearfully

Gitaigo: feeling

Tsuun

ツーン

7 Tsuun
Unfriendly

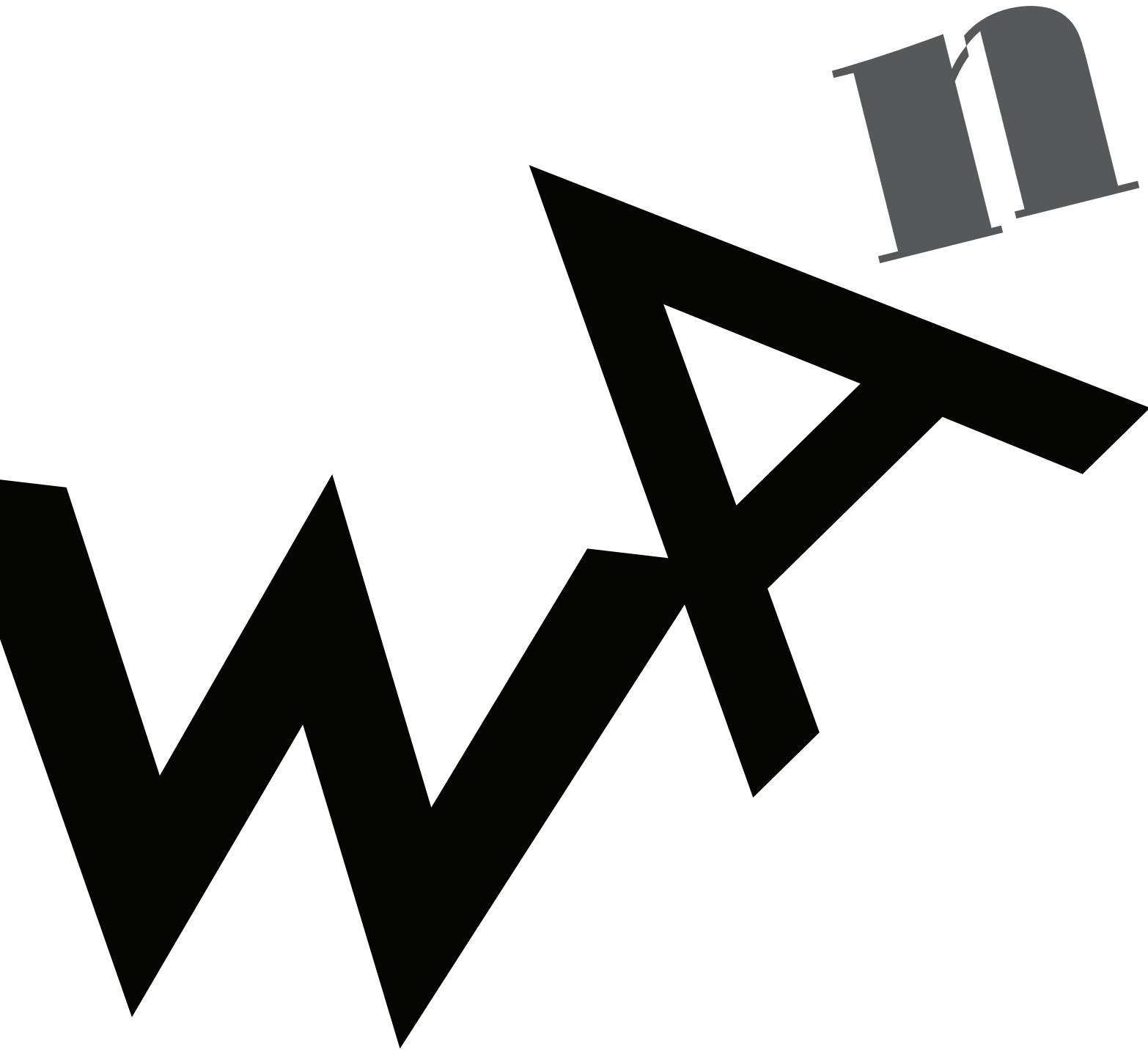
Gitaigo: state

NUU UU
NUU UU
NUU UU
NUU UU

8 Nuu
Looming

Gitaigo: motion

ぬるる



9 **Wan**
Dog barking

Giogo: animal sounds



Uro
Uro
Uro
Choro
Choro
Choro
Choro
Choro

ウロチョロ
うるちよる

10 Uro Choro
Wanders around

Gitaigo: action

ㄱㄱ Eeen Eeen
Cry

Giongo: human sounds

e e e e n
e e e e n

え〜ん
え〜ん

gata_n
gato_n
gata_n
gato_n
gata_n
gato_n

ガタ
ゴト

12 Gatan Goton
Sound of train

Giongo: sound of objects



13 Mecha Kucha

Mess

Gitaigo: state



14 Taji Taji
Confused

Gitaigo: feeling

t a j i t a j i

タ ジ タ ジ

YUKKURI

ゆ
っ

く

15 Yukkuri
Slow down

Gitaigo: motion

り

Yattoko Dokkoi

TTT O
k O
kkkoi

16 Yattoko Dokkoi

Barely

Gitaigo: feeling

Yattoko Dokkoi



17 **Moku Moku**
Volume of smoke

Gitaigo: form of objects

Zaaa

ざあ

18 Zaaa
Breeze

Giongo: nature sound

19 **Ran Ran**
Twinkling

Gitaigo: state

RAW
RAW

らんらん

20 Guu
Growl

Giongo: human sounds



memori

21 **Nettori**
Sticky

Gitaigo: state

ねっとり

H

O

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a

H

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カ

a

22 Hoka Hoka Steaming and looks tasty

Gitaigo: state

mugu mugu
mugu mugu

23 Mugu Mugu

Chewing

Gitaigo: action

むぐむぐ

Fu fu fu ...

ふっ
ふっ
ふ

24 **Fu fu fu**
Chuckle

Giongo: human sounds



25 Run run
Happy mood

Gitaigo: feeling

るん
るん



26 Renmen
Continuous

Gitaigo: state





27 **Hihin**
Horse sound

Giongo: animal sounds

あ
a

か
ka

さ
sa

た
ta

な
na

は
ha

ま
ma

や
ya

ら
ra

わ
wa

し

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し

ん

28 Shin shin
Snow falling

Gitaigo: motion



m a t t a r i
m a t t a r i
m a t t a r i

ま た っ た り

29 **Mattari**
Relaxed

Gitaigo: feeling

n i k o o
ni k o o

ニコニコ

30 **Niko niko**
Smile

Gitaigo: action

SERa
GeRa

ゲラ
ゲラ

31 **Gera gera**
Laugh loudly

Giongo: human sounds

Tere Tere
Tsuku Tsuku
Tere Tere
Tsuku Tsuku

て
た
く

32 Tere Tsuku
Instrumental music

Giongo: sound of objects



33 **Rou rou**
Beautiful melodious sound

Giongo: human sounds

P a P P
P a C C C
P a h h h
P a c h i i i

パチパチ
パチパチ
パチ

34 **Pachi Pachi**
Clapping

Giogo: human sounds



35 **Soo**
Gently/quietly

Gitaigo: motion

そ

お

っ

ろろ
ろろ

ワ
ワ

36 **Yore**
Wrinkled

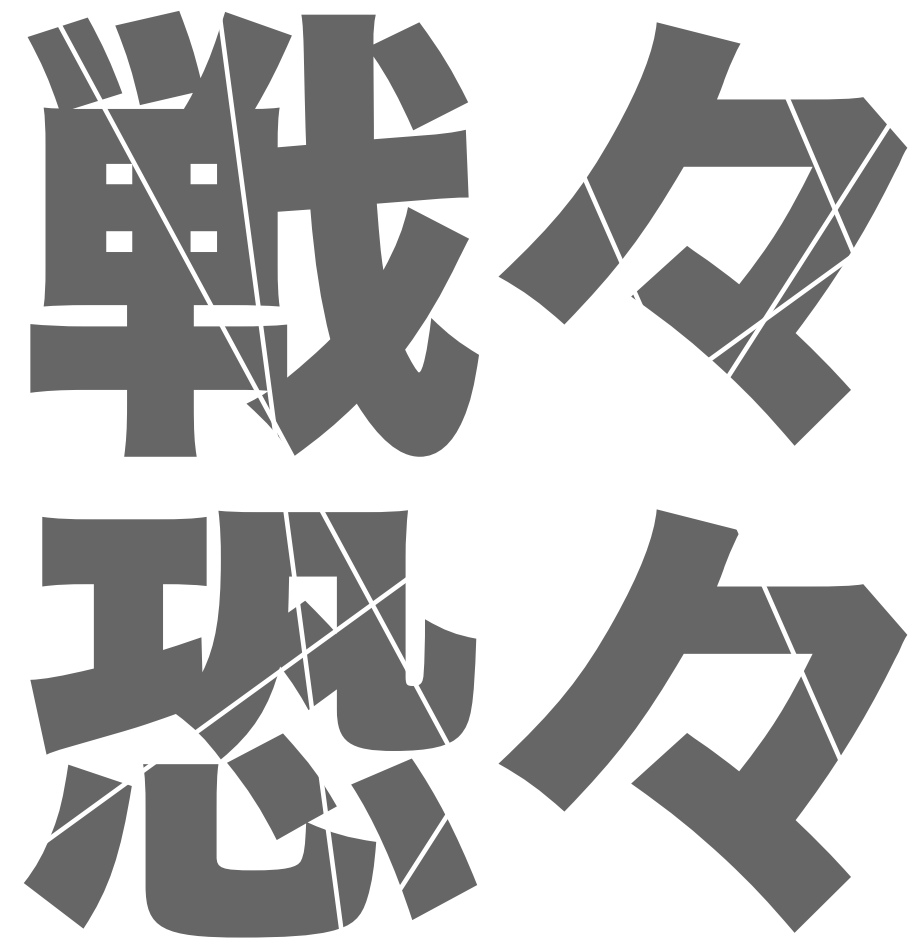
Gitaigo: form of objects



37 Riin rin

Phone call

Giongo: sound of objects



38 **Sensen Kyokyo**
Intense fear/worry

Gitaigo: feeling

no
ho

39 Nohohoon
Easy-going

Gitaigo: state

o o n

のほ
ほーん

ズキズキ
ズキ

ズキ
ズキ

40 Zuki zuki
Pain caused by stress

Gitaigo: feeling

haddo
nadede

なでなで

47 **Nade nade**
Gently petting

Gitaigo: action

42 Myaa
Cat meowing

Giongo: animal sounds



ha Ha

43 A ha ha
Big laugh

Giogo: human sounds

アッハッハ

CHAn CHAn

44 Chan chan
Sound of "the end" in a comical way

Gitaigo: condition

チャン
チャン

Finish: Harlem

Central Park
Times Square
Midtown

Start: JFK Airport

JFK Airport



Midtown



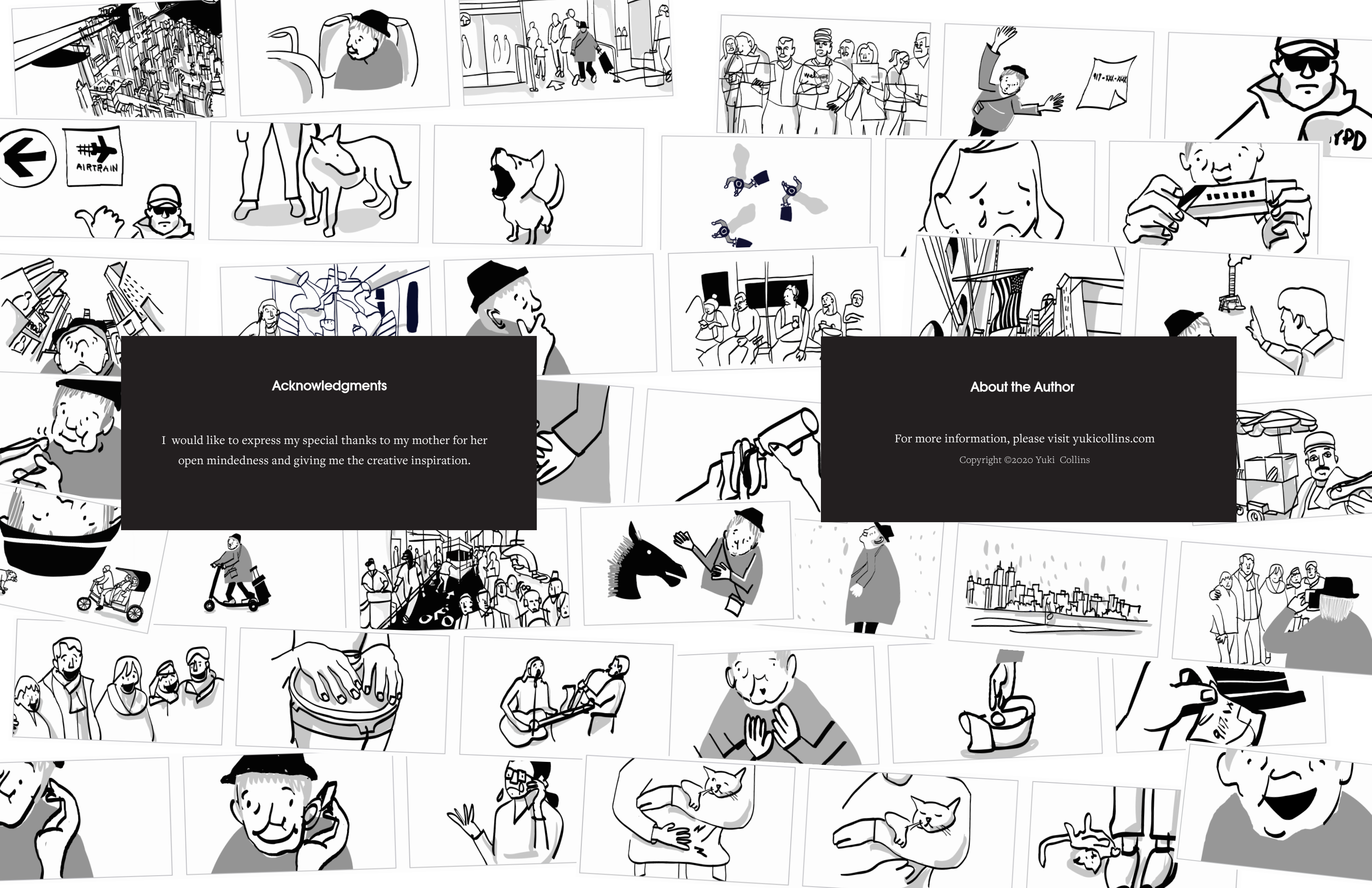
Times Square



Central Park

Harlem





Acknowledgments

I would like to express my special thanks to my mother for her open mindedness and giving me the creative inspiration.

About the Author

For more information, please visit yukicollins.com

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