

# ESP for Creative Fields

## *Responding to Growing Needs in Japan*

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- ESP is valuable for various fields such as science, law and business, but ESP research and practice are insufficient in **creative fields: visual arts, traditional crafts, handicrafts**

- Today's professional environment in Japan
  - Rapid globalization and digitalization
  - Shrinking domestic market
  - Limited career opportunities
    - especially for creative people and women
- Growing needs of the creative community
  - Be able to communicate across borders and boundaries
  - Participate in global creative communities
  - Seek clients around the world



Nambu Ironware for an export market



Handicrafts boom:  
*Tezukuri-ichi* market  
in Kyoto

## Our Proposal

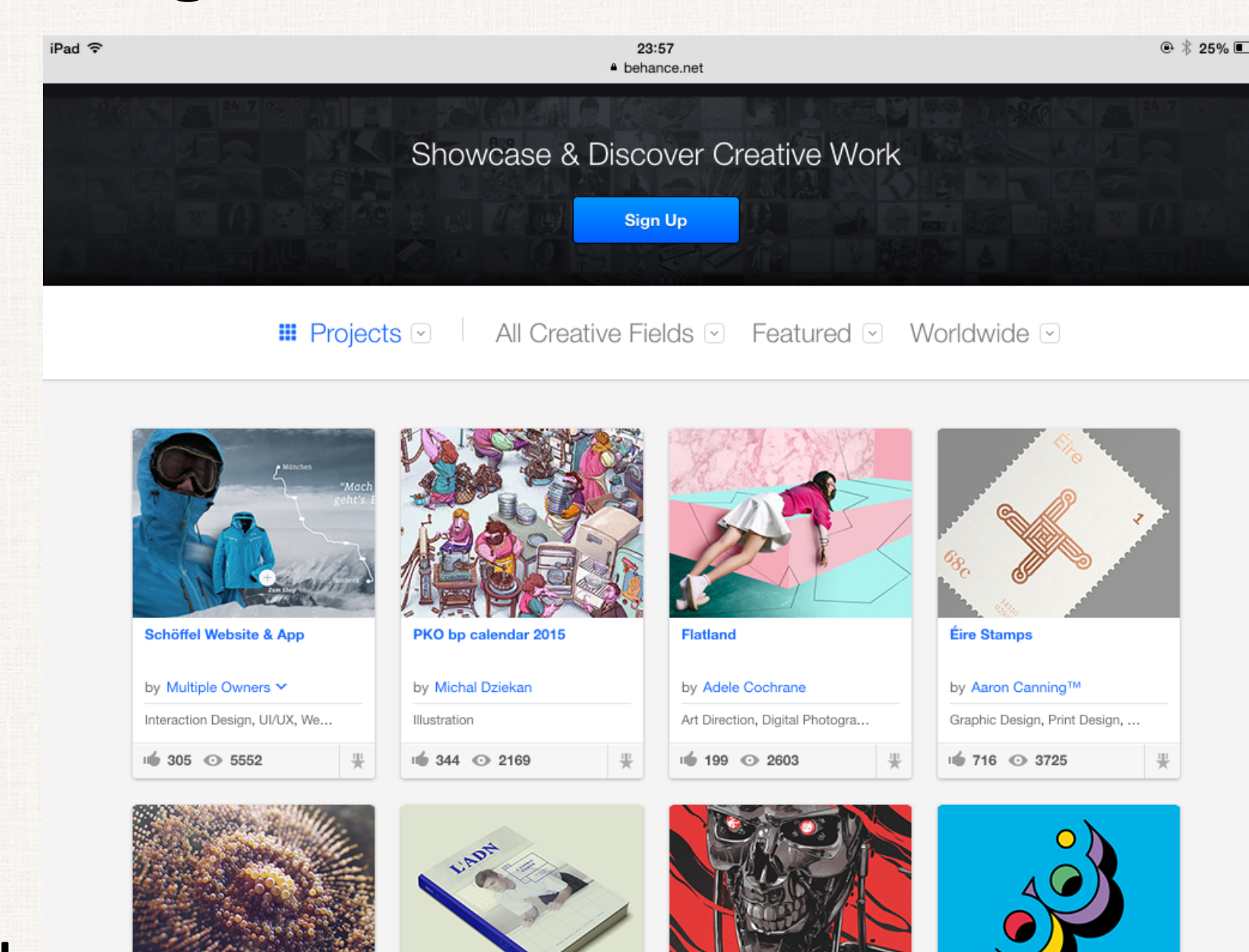
### *Handbook of Essential Genres for the Creative Arts Community*

Essential genres focusing on three aspects:

1. Understanding English-language information in creative arts genres
2. Communicating own arts through various media
3. Doing business with overseas clients

Handbook to familiarize the user with essential genres through project-based scenarios:

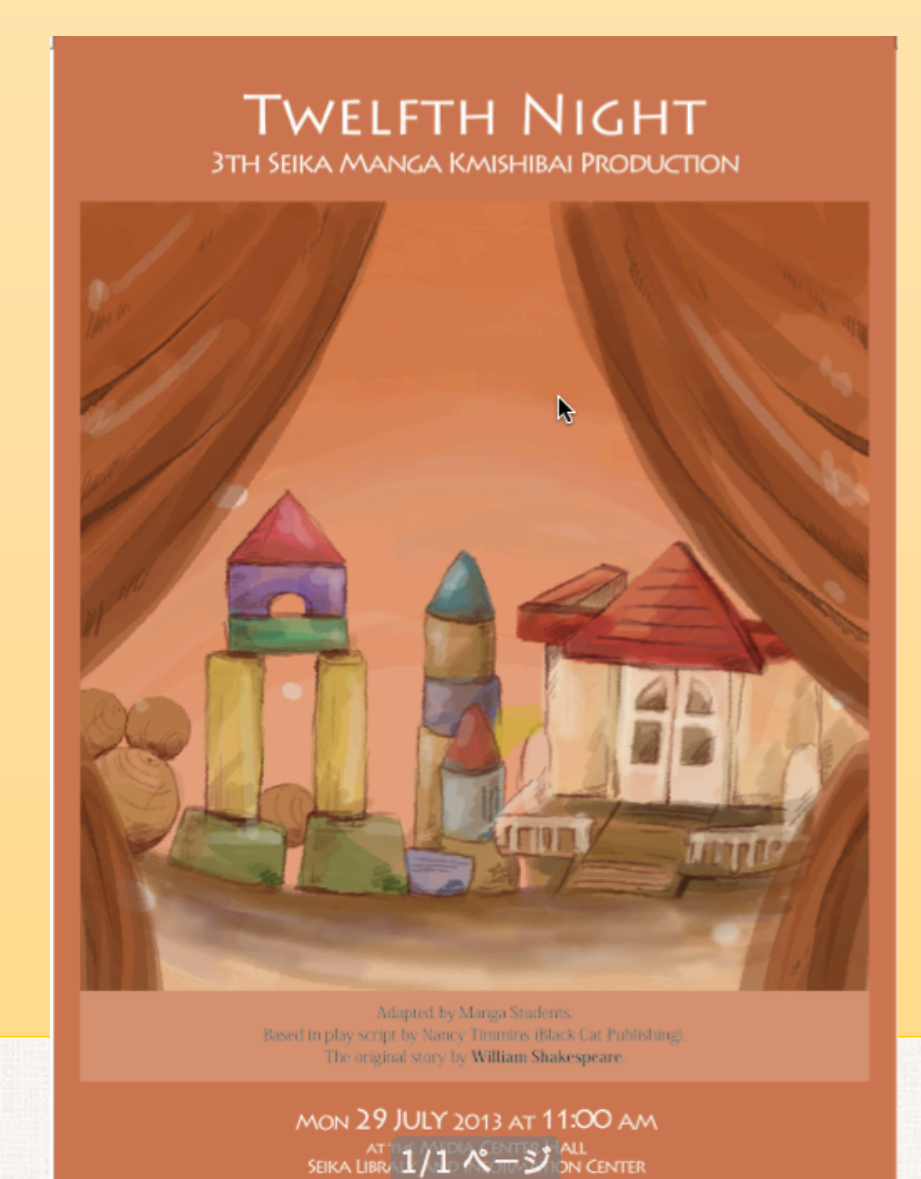
- Chapter 1: Introducing yourself via e-mail
- Chapter 2: Preparing your profile
- Chapter 3: Registering at portfolio site
- Chapter 4: Describing your work
- Chapter 5: Entering a design competition
- Chapter 6: Applying for a grant
- Chapter 7: Making a contract for a project



English Portfolio Site: Behance.net

## Other proposals

- Provide **one-to-one or group instruction** on specific needs: workshop on exhibition pamphlet production or effective presentation of artwork
- Offer **translation services** for artists and designers: a website for translation
- Offer a **course in English for Creative Purposes** at college and university



Pamphlet for Manga Kamishibai Show (2013)

Manga Kamishibai Production by manga majors at Kyoto Seika University

Left: *Romeo and Juliet* (2011)

Center: *Twelfth Night* (2013)

Right: *Hamlet* (2014)