

## Purikura Webquest:

**Summary:** This webquest explores the phenomenon called Purikura or Print Club in Japan. They are photo stickers which are commonly exchanged among middle and highschool students, some adults for the purpose of social interaction, building relationships, remembering special events in their lives, and just having fun. There are several types of these Purikura and their machines and they are found almost anywhere. Students upon exploring this topic, will complete a final project in which they will use online software, a webcam, special paper, and a printer to make both their own purikura, and purikura journal.

### **Goals:**

Learn about the background and origins of Purikura.

Learn about the reasons behind its popularity and why they are significant to the culture of Japanese youth.

Learn about the different types and costs of Purikura.

Be able to analyze, contrast, and compare similar items in their country, if similar items exist.

Be able to discuss how purikura would be exchanged and used in their country.

### **Focus:**

Culture

### **Language-Level:**

Basic, English.

### **Duration:**

1 and half hours + printing time. (With packet and 1<sup>st</sup> project only)

4-5 Hours + Presentations (With packet, 1<sup>st</sup> project, and optional project)

### **Assessment:**

- 1) Discussion
- 2) Very Informal, final project: Creativity, Authenticity, Effort
- 3) Optional Project with Formal Rubrics (See Page 4)

### **Final Project**

1. Design their own Purikura and Purikura journal.

### **Optional Project:**

1. Design and Promote Your Own Purikura Machine (See page 4)
2. (Flex-Up) Have them present and write in Japanese; add additional rubric for language usage.

### **Technology Needed:**

- 1) One computer w/webcam
- 2) Online software: <http://www.cameroid.com>
- 3) Basic Photo editor for shrink and drawing on photos.
- 4) Color Printer
- 5) Scrapbook/Sticker Paper: Full sheets are best, no need to by pre-cut or pre-sized paper, enough to give each student ½ or 1 full sheet.

# プリクラ

What are Purikura????!!!! Please look at these websites and find out what Purikura actually are and why they are important to Japanese society, especially for people of your age.

## **Before you Begin:**

Please take a few minutes, in your small groups and discuss these points; please write your opinions.

1. Among students your age, is it common to exchange photos? If so, in what occasions do you exchange pictures? If not, why? Also, if you do not exchange photos, do you exchange anything else?
2. When you get a school yearbook, is it important to you to receive signatures from other students? If so, why? If not, why?
3. If you are doing a special activity or event with friends, do you typically keep souvenirs or things to commemorate the event? How about people in your family? If you do, what kinds of these do you collect?
4. Do you write a diary or a journal?

## **1<sup>st</sup> Time around:**

Please view the videos below and answer these few easy questions. Please view the websites and videos in order.

1. What are Purikura?
2. Who tends to use and make Purikura the most?
3. Are they big? Small? Describe their basic appearance.

[http://en.wikipedia.org/wiki/Photo\\_booth](http://en.wikipedia.org/wiki/Photo_booth)

<http://www.japanvisitor.com/index.php?cID=359&pID=1446&cName=Japanese%20Culture&pName=purikura>

## **2<sup>nd</sup> Time around:**

Please view the sites above and the videos below and answer these questions; be as specific and as detailed as possible. Please view the websites and videos in order and in their entirety.

[http://youtube.com/watch?v=PTXcb\\_nysRI](http://youtube.com/watch?v=PTXcb_nysRI)

<http://youtube.com/watch?v=aZyCtScWDoo>

<http://youtube.com/watch?v=qTUFayZxaZU>

<http://youtube.com/watch?v=1VAZFhKXfXk>

## **Please Answer These Questions:**

1. What are Purikura? What does the word mean? What is it short for?
2. How do we make Purikura?
3. Why do you think Purikura are popular? What is/are SMAP?
4. How much do they cost?
5. Do we have them in the U.S.? In Japan, where are they found usually?
6. When you are making Purikura, what are some cool things you can do with the machine?
7. What do we do with Purikura after we make them?
8. In your opinion, do you believe Purikura are important to Japanese society, especially with Japanese youth?



# フリクラをつくりましょう!!!

This is how you make Purikura on your home/school computer (You need a webcam!):

## Step 1: Making the Purikura Journal

1. Please grab three sheets of paper, or cardstock
2. Fold each: once in half (lengthwise), and once again lengthwise
3. Stack the folded sheets on each other
4. Staple them (three times) in the middle to fasten them together to make a book.
5. Decorate the front cover and write your name on the back.

## Step 2: Taking the Picture

1. Make sure your webcam is connected and turned on
2. Visit: <http://www.cameroid.com> and click START NOW
3. On the right side you have frames and other ways of editing your picture. Put as many filters, frames and stamps as you want!!!
4. When you think you have a good photo, click on the camera or the camera with 3S on it (timer)
5. You'll take the photo, and click Save to JPG.

## Step 3: Editing and Turning the Photos into Purikura

1. Use a photo-program and write on it with the paintbrush and write a message.
2. If you're done with editing, put it into Microsoft Word or a Photo editing program and change the size to 1.5in(W) x 1in (H).
3. COPY and PASTE as many copies as you want on the page, and print. For a half sheet, you may do 5 across and 5 down. Please ask your teacher for help with this.
4. When you print, use Scrapbook paper or STICKY PHOTO PAPER.

***NOW EXCHANGE THEM AND PLACE THEM IN YOUR BOOKS!!!!***



## Purikura Machine Designer:

You work for a Japanese company who design Purikura machines and are always looking for new ways to make your machines cooler and appeal to a wider audience, while maintaining their “Japaneseness.” You are placed in charge of designing a new machine and “selling it” to businesses in the US including movie theaters, restaurants, and arcades among others. You design the machine, write the sales pitch and demo how to use it.

### Here are your tasks:

#### *Design your machine:*

1. Decide the name (of your machine and company), cost, appearance of the machine, etc.
2. Design your machine to use all of the features found in Japanese machines and add as many more cool features as you can. Remember, these are stickers.
3. Decide on additional options for size of the Purikura, but include the traditional one as your main option.
4. What are the prices of your purikura?

#### *Your advertising campaign: (Please answer these questions in your presentation)*

1. How are you going to promote this?
2. What is your target audience?
3. Which type of media (poster, video, etc.) will you use?
4. Which features will you focus on?
5. Why should a business host your machine?

#### *Advertise*

Please make either a promotional video on I-Movie/Movie-Maker or give a poster presentation on all of the information you have come up with in the last two tasks. Your audience, a board of trustees for a business whom you would like to host your machine, is very busy and quite demanding. You will have 5 minutes to “sell your product” and have an additional 2 or 3 minutes to answer questions.

#### **Grade Stuff:**

You will be assessed on three four aspects of your project: **authenticity**, **preparation/completeness** (for presentation, including drawings, videos, etc.), **feasibility** (Could this actually work? Could it sell?), and finally **reflection** (please take a few paragraphs to reflect on this project and culture unit: What did you learn? What challenged you? Do you believe these would be popular in the US? What changes, if any, could you suggest to better adapt these to American society and promote them>)



**Assessment**

Name: \_\_\_\_\_

**Webquest Packet and Discussion:**

	<b>Completeness</b>	<b>Accuracy</b>	<b>Discussion /Participation</b>
<b>3</b>	All questions were answered thoroughly and completely.	Answers on paper and discussion were nearly 100% accurate based on the websites, discussions and research provided.	You actively participated in both the discussion and making of purikura, by asking questions, volunteering, and showing leadership to your fellow students.
<b>2</b>	Most questions were answered completely and thoughtfully, except for 1 or two.	One or two answers were completely inaccurate or many questions had very small inaccuracies.	You had a little trouble volunteering and participating in the discussion, but you did all of the required work.
<b>1</b>	Several questions were not answered or were not answered completely, with enough detail.	Several answers were almost entirely correct and do not reflect adequate research.	You did most of your work, but did the bare minimum. You listened to the discussion, but did not volunteer information, opinions, or questions.
<b>0</b>	Almost all questions were not answered or were not answered completely, with enough detail.	No answers were completely correct; no evidence of good research skills found.	You rarely, if at any participated in the discussion or the making of the purikura. You put very little effort into this project.

<b>Final Score</b>	
Packet:	/9
Project:	/12
Feedback from Other Groups	/4
<b>Total:</b>	<b>/25</b>

**Purikura Machine Designer Project:**

	<b>Authenticity</b>	<b>Preparation/Completeness</b>	<b>Feasibility</b>	<b>Reflection</b>
<b>4</b>	Even though you added a few features and design specs to your machine, it maintained all of its Japaneseness and reflected all of the features, prices, sizes, and functions a Japanese machine would have. Your machine reflects a great mastery of the research.	You completed every task that was required of you and took them a step beyond. You put extra effort and creativity in not only coming up with and refining a concept but "selling" and defending it to your audience. Outstanding job!!!	The features you described, price, materials, and means of bringing these machines to a businesses in our culture are completely feasible and realistic.	In your reflection you addressed all of the issues that were presented in a very thoughtful, insightful, and organized way. You demonstrate a high level of involvement in this project.
<b>3</b>	↓	↓	↓	↓
<b>2</b>	↓	↓	↓	↓
<b>1</b>	↓	↓	↓	↓
<b>0</b>	Your machine does not reflect what a true Japanese purikura is in terms of function, features, prices, and sizes. Your machine reflects a very minimalist approach to analyzing the research.	You did not complete or try to complete most of the tasks described in either the design, advertisement, or reflection activities. Your sales pitch was not prepared well, and your were not prepared to answer questions.	Based on the features, costs, etc., and scope of your presentation and machine, there is absolutely no way to actually implement it in our society.	You did not adequately reflect and forgot to address most of the issues that were presented. Any reflection was a bare minimum and was purely a summary of events.

**General Comments (On Back)**