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第二弾の広告。今案件では電子ジャーナルサイト「J-STAGE」と、紙媒体の冊子をスキャン/OCRで電子化したアーカイブサイト「journal@rchive」の双方を、並列で訴求する雑誌広告。ともに科学者の強い想いが積み重なって構築されたものだが、発端が「パソコン」と「紙」で提供されたものという違いがある。そこで「J-STAGE」にはキーボードを、「journal@rchive」には積み重ねられた書籍をイメージビジュアルに設定し、象徴的な色味で訴求した。

The second advertisement. This advertisement to solicit both sides of archive site "journal@rchive" which computerized the booklet of e-journal site "J-STAGE" and the paper in scan / OCR by the item now in parallel. It is the thing which strong thought piles up, and was built of the scientist together, but there is difference between the thing which the beginning was offered to with "a PC" and "paper". Therefore I set a book piled up a keyboard in "journal@rchive" in "J-STAGE" for an image visual and solicited it for symbolic color taste.

