

Welcome to LoCoS! - Before taking part in the test, here is a short manual for you. You will learn in only a few steps how to read and write words and expressions in LoCoS. You can read the instructions on the screen or print them out if you have a printer.

## Step 1: What is LoCoS?

LoCoS is a universal, visual language - a set of pictograms and ideograms, or „pictures“ and „idea-symbols“ invented by Yukio Ota. Its name comes from the phrase „Lover’s Communication System“, a title inspired by the hope that people from around the world could use LoCoS to communicate in the effortless manner of lovers.

LoCoS is extremely easy to learn, and it is an ideal way to communicate with people who speak a different language. In the future it may even allow human beings and computers to interact more easily!

## Step 2: How do I write words in LoCoS?

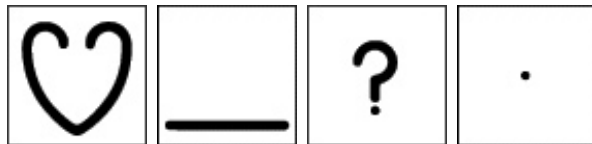


sun  
day

man

thing

thought



heart  
feeling

land  
place

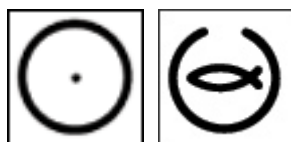
question

point  
existence



fish

eye



today

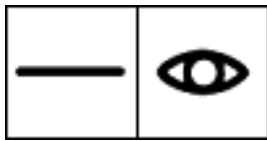
fisherman

Each word in LoCoS is represented by a symbol formed from simple shapes. LoCoS has several fundamental symbols. For example, „sun“ or „day“ is represented by the outline of a circle, and the concept of „feeling“ is shown by a heart shape. The idea of existence at a particular point in time or space (the „point existence“) is shown by a single dot. It was inspired by the use of dots to indicate locations on a map.

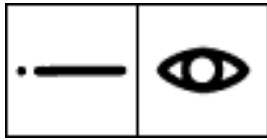
Simple nouns, such as „eye“ or „fish“ also have self explanatory symbols. .

All other concepts and nouns can be created by combining basic symbols. For example, a circle („day“) with a dot inside it („point existence“) means „today“, and the symbol for „man“ containing the symbol for „fish“ means „fisherman“

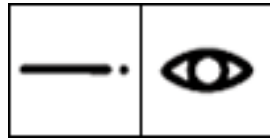
### Step 3: How do I write an expression in LoCoS?



see



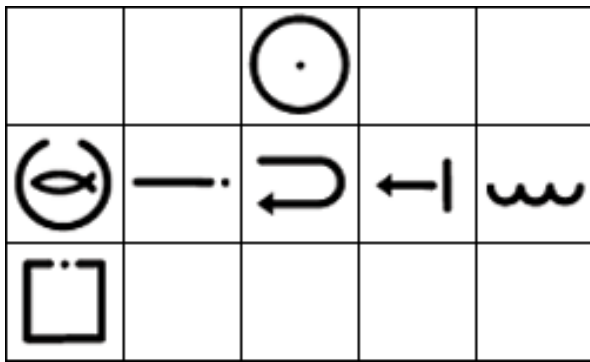
saw



probably will see

To write an useful expression, we need to use verbs. A horizontal bar has the verb form of „do“. All nouns become verbs when they are placed to the right of the bar.

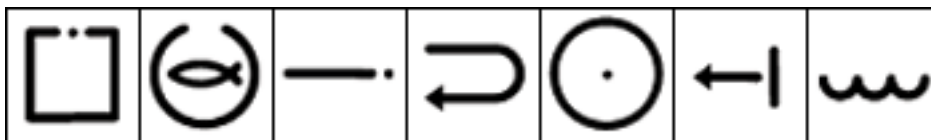
Past and future tenses of the verb are indicated by using a dot („point existence“) with the bar - a dot on the left end means past, a dot on the right end means future. For example, different combinations of a bar and a dot to the left of the symbol for „eye“ create the various tenses of the verb „to see“.



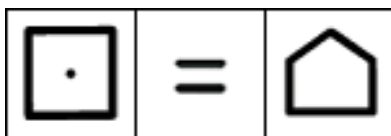
Usually, three rows: That fisherman (subject) will come back (verb) from the sea (object) today.

Complete LoCoS expressions, which are equivalent to sentences, are **usually** formed by **three rows** of symbols. They are always read from left to right. The main contents are placed in the center row. Symbols in the top and bottom rows act as adverbs and adjectives respectively.

**Within the test** this rule is simplified as demonstrated below: **only one row** is used. Describing words (f.e. adverbs and adjectives) should be added right in front or after the word to which they belong to. The word order remains the same: subject + verb + object.

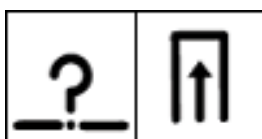


Within the test, only one row: That fisherman (subject) will come back (verb) from the sea (object) today.

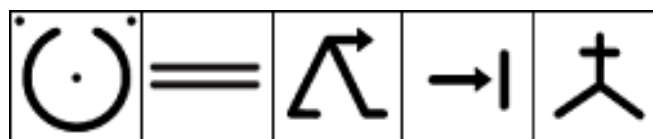


This is a house.

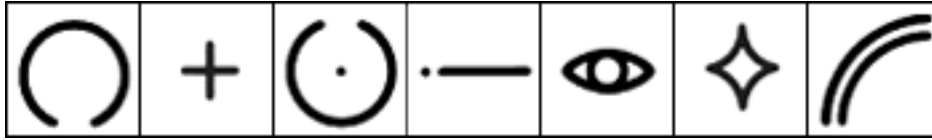
To the left and below you find some more sample expressions. The English meaning is listed below each expression.



Where is the entrance?



We must go to the church.



You and I saw a beautiful rainbow.



This morning the postman brought an enjoyable letter from my hometown.

## FAQ: Can I speak LoCoS? How do I write my name in LoCoS?

It is also possible to speak LoCoS or write individual names and proper nouns in LoCoS. Yet, since you will not be asked to do so during the test you will not have to learn how to speak and spell individual names in LoCoS.

## FAQ: Who is Yukio Ota?

Yukio Ota is a distinguished graphic designer and currently professor in the Design Department at Tama Art University in Japan. Born in 1939, he graduated from Tama Art University and subsequently studied at the Venice National Art Institute.

He first proposed the LoCoS language while studying in Italy in 1964, and has spent over thirty years developing the system. Professor Ota has also designed many public signs and symbols, the most famous being an emergency exit sign. Japanese industry has accepted Professor Ota's exit sign as a national standard, and international organizations are currently considering its use.

Professor Ota has received several design awards, and authored more than a dozen books and numerous articles on pictogram design and symbolic language. He is President of the Japan Society for Science of Signs, Chief Director of the Sign Center of Japan, and serves as a member of the International Organization for Standardization (ISO) committee on graphic symbols.

## LoCoS Mini-Library

Would you like to learn some more LoCoS symbols? Below you'll find a mini-library of common symbols and simple expressions which you can make use of and will be at your disposal during the test.



heart, love, feeling

happiness enjoyment

big grin

wink

grin

anger

forbearance

suffering trouble



hope

sadness sorrow grief

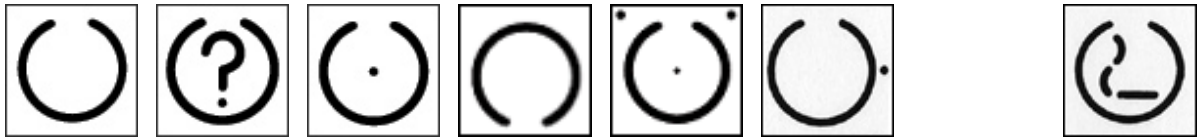
discouragement

sympathy compassion

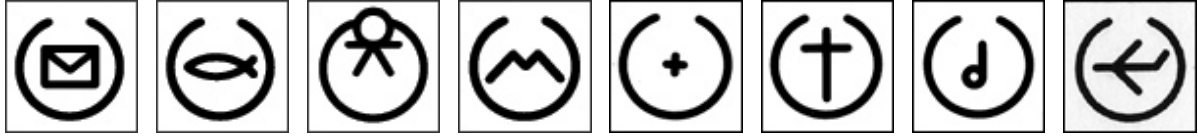
feeling good

feeling bad

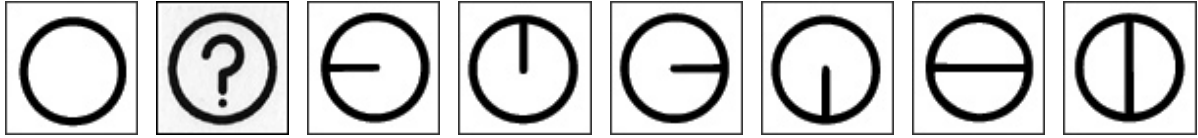
LoCoS



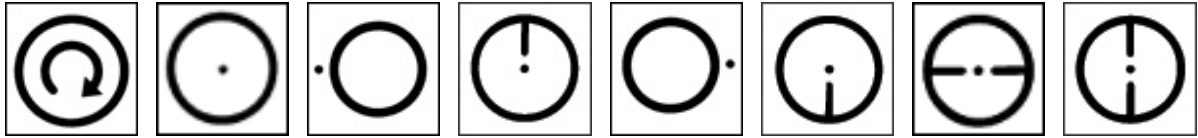
man      who?      I myself      you      we      somebody someone      smoker



postman      fisherman      pregnant woman      climber      doctor      priest      musician      pilot



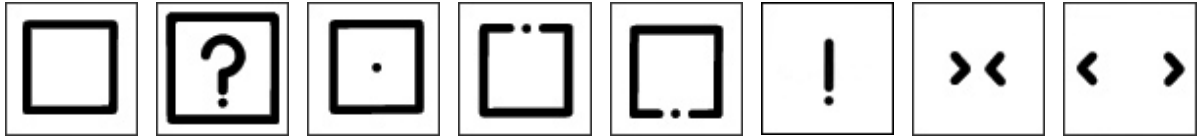
sun day      when      a.m.      noon      p.m.      evening      morning      night



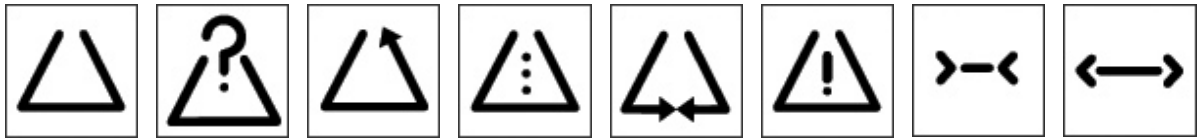
whole day long      today      yesterday      noon today      tomorrow      this evening      this morning      tonight



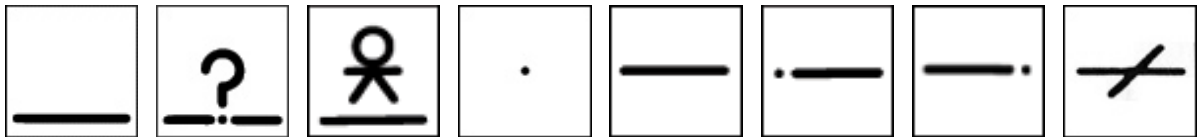
year      this year      if in case



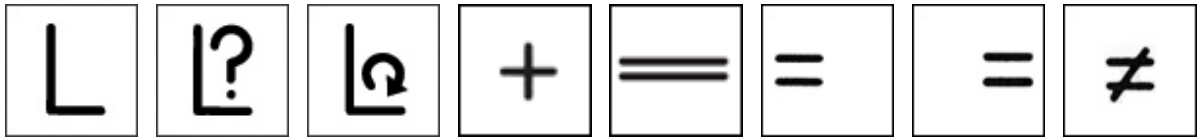
thing      what?      this      that      that it      exclamation mark      extent small      extent big



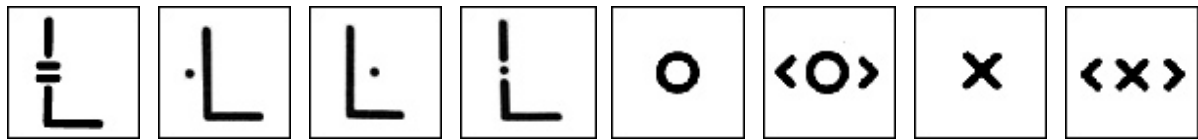
thought      why?      explanation      anguish      feud      notice understanding      short      long



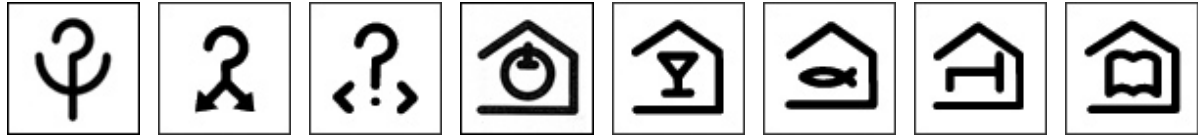
land place      where?      hometown      point existence      do      did past tense      will do future tense      not to do negation



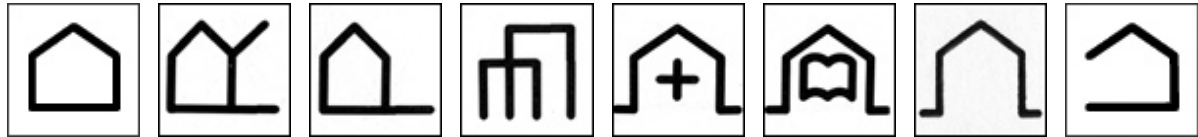
time      when      always      and      be must      was, were past tense      will be future tense      not to be negation



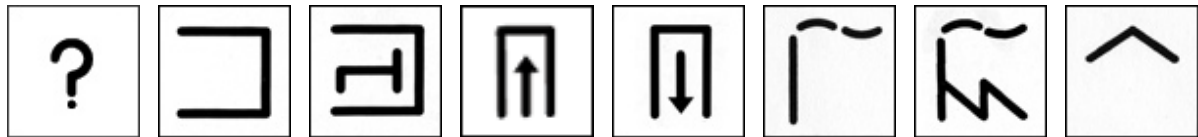
at the same time    before    afterwards later    now    good positive    very good    bad negative    very bad



how    which    how much?    foodmarket    restaurant    fishmarket    hotel    bookstore



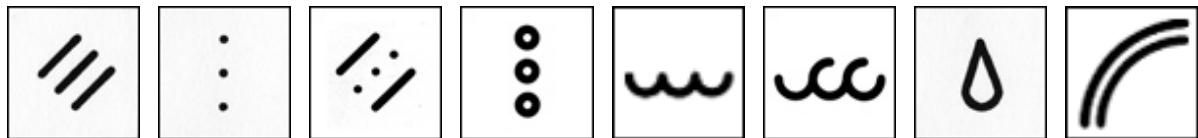
house    semi-detached house    detached house    skyscraper    hospital    library    public building    shop



question    room    bedroom    entrance    exit    chimney    factory    roof



beautiful    waterbed    bed    chair    table    door    stairs    lamp



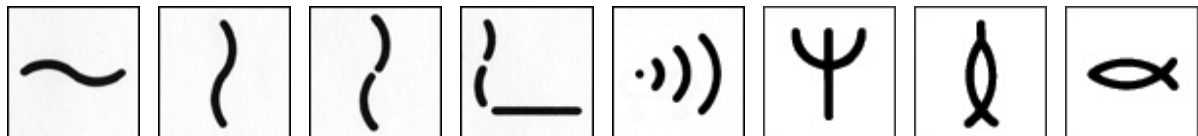
wind    rain    wind and rain    snow    sea    waves    water drop    rainbow



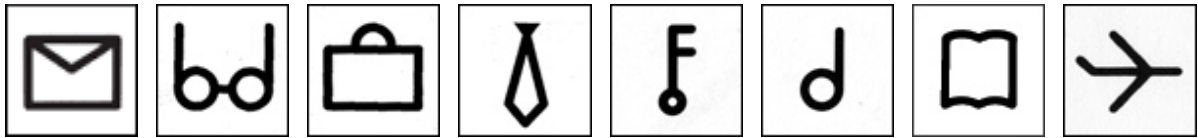
tree    tree    conifer    palm tree    wood    plant    fountain    whale



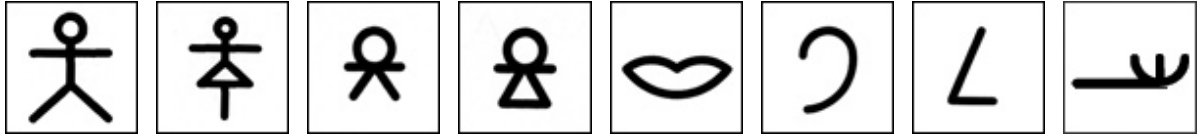
mountain    valley    vulcano    gas    flame    match    ignition    candle



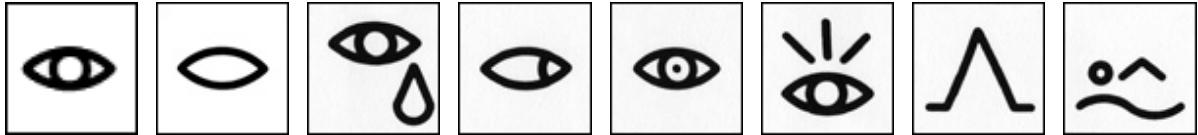
water    river    smoke    tobacco    sound    technology production make    fishing    fish



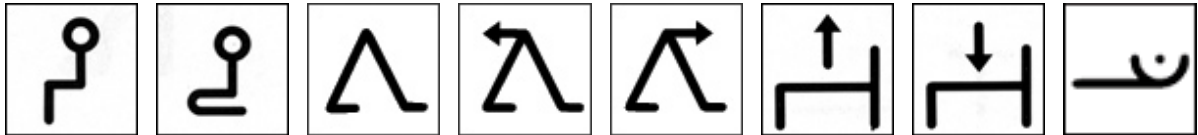
letter glasses suitcase tie key music book airplane



man woman boy girl lips ear nose arm



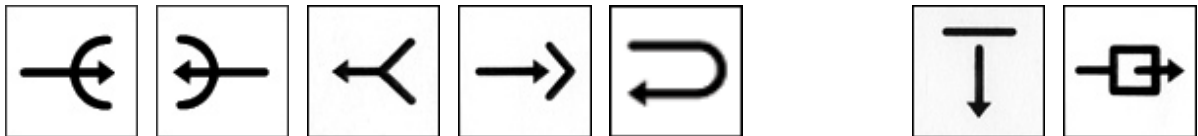
eye closed eye cry side glance search for stare stare at surprise foot swimming



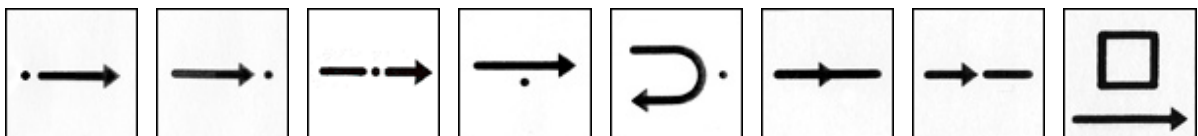
sit knee walk come go get up go to bed bring hold



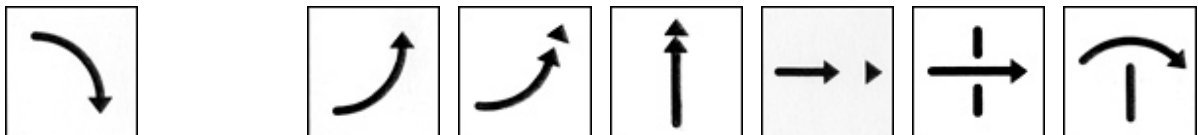
light holy cross church graveyard bible to fly



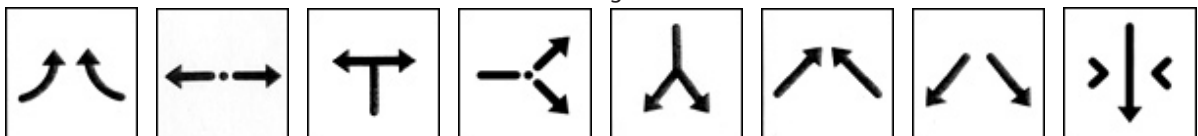
give obtain pull push come back fall penetration



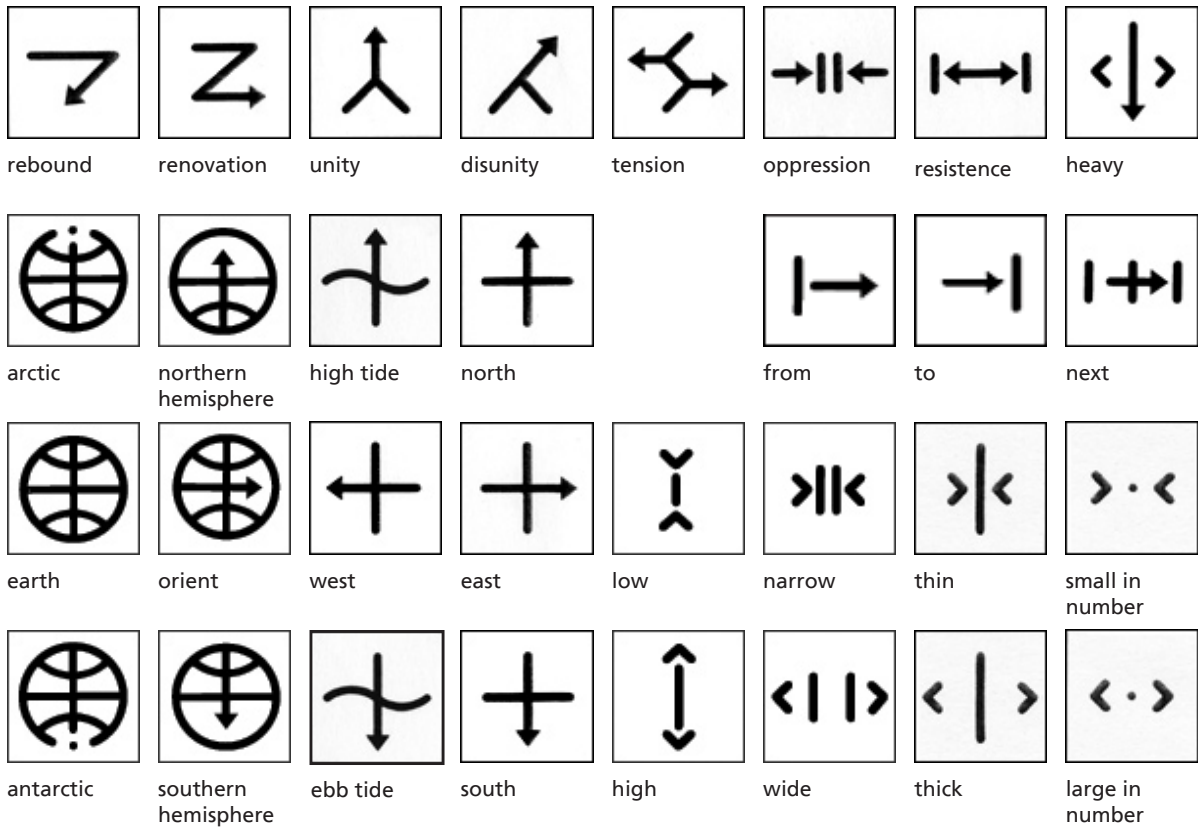
begin end pass with stopping pass without stopping flee partway continuation forward



drop to drop rise to rise increase development expansion growth chase after passage pass through surpass



approach alienation difference junction choice gathering dispersal light



## References

Ota, Yukio (1973): LoCoS-Experimente mit der Bildersprache. In: Bild der Wissenschaft, Februar/1973, pp. 152-159.  
 Ota, Yukio (1993): Pictogram Design, Kashiwashobo Publishing, Tokyo.

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