

The ABC's of ———

Empowerment

I. Introduction

Prompt, Topic Selection, Solution Statement, Constraints

I. — Project Prompt

Interactive and contributive ABC's

Create an multimedia experience centered around teaching complex topics to children in a simple way through illustration and interaction within the “ABC's of...” format. In groups of 9 designers, each designer is responsible to contribute their 2-3 letters of the alphabet.

Deliverables

Print specified output for each letter

Interactive prototype output for each letter

AR demonstrative prototype (WIP)

I. — Topic Selection

Empowerment

The state of being empowered to do something : the power, right, or authority to do something.

Truly being yourself is never easy. This is especially true for children who are discovering their identity in a stressful middle school environment filled with countless distractions, influences, and expectations. In order to empower young students, our group set out to reframe words and imagery that have led to problematic notions of “normality”.

I. — Solution Statement

An ABC children's book that aims to empower children age 9-12 by subverting imagery and language that have led to problematic notions of “normality” through metaphor and abstraction. Enhanced by interactive digital and AR experiences.

I. — Constraints

Media & Group Constraints

Print

7in square book

2 page spread per letter

18px body type

Rhyming

Digital Interactions

iPad Air

Interaction fits within group

Principle navigation shell

II. Research

Brainstorming, Letters, Research Takeaways

II. — Brainstorming Words

Once we established our topic we focused in on brainstorming words of empowerment. We found that some words were too similar to each other so we switched them up. We also tried to be sure we had a nice balance of sub-topics across the book. These are our final selected words!

A - Access

B - Body

C - Convorsation

D - Dream

E - Expression

F - Friendship

G - Gender

H - Health

I - Identity

J - Journey

K - Knowledge

L - Leadership

M - Movement

N - Neurodiversity

O - Open-minded

P - Planet

Q - Queer

R - Race

S - Self care

T - Truth

U - Unique

V - Voice

W - World

X - Mx

Y - You

Z - Zzz

II. — My Letters

S

is for self care

Self-care is any activity that we do deliberately in order to take care of our mental, emotional, and physical health.

K

is for knowledge

Knowledge is the fact or condition of knowing something with familiarity gained through experience or association.

Key Insights

Throughout this project I returned to my initial research from my visit to The Strong Museum of Play as well as my research online and at the library where I got hands on experience with childrens books. I've identified some of my key insights.

1. Power of metaphors

Metaphors are great ways to aid children in understanding complex topics. While metaphors can be creative, they can also be realistic and relatable to a child's life.

2. Simple is better

While it could be tempting to flex interaction skills, after going to the museum as well as researching online, the ideal tablet interaction for kids would be with minimal simple gestures (swipe, tab, drag, etc..) that provide quick entertainment and are attention grabbing.

3. Meaningful Play

If children aren't having fun with educational content it's pretty much rendered useless. Information is much more likely to be retained when its enjoyable.

/// Self Care

Self-care is any activity that we do deliberately in order to take care of our mental, emotional, and physical health.

Key Concepts

Show actionable ways to participate in self care

Use realistic, relateable characters within a familiar natural setting

Express that self care isn't selfish

III.— Mind Mapping



III.— Brainstorming

Ways to practice self care

Go outside

Enjoy silence

Clean up

Stay hydrated

Exercise

Sleep

Garden

Journaling

Meditation

Yoga

Cuddle a pet

Listen to music

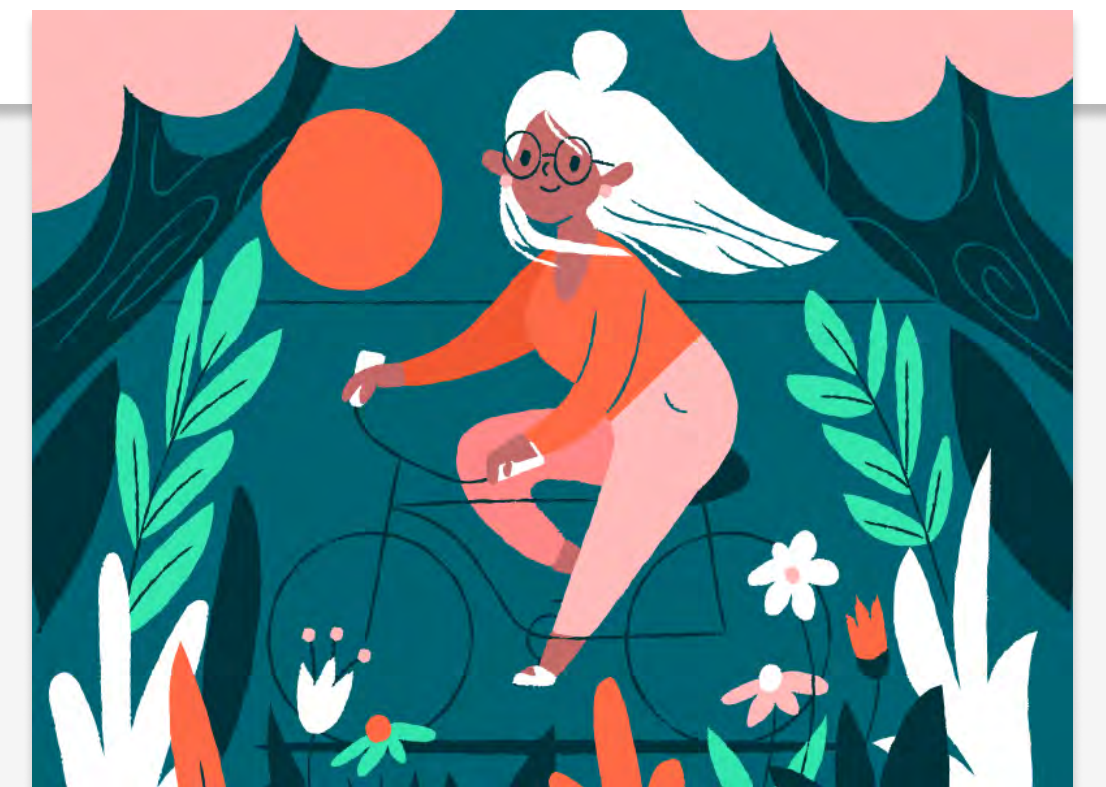
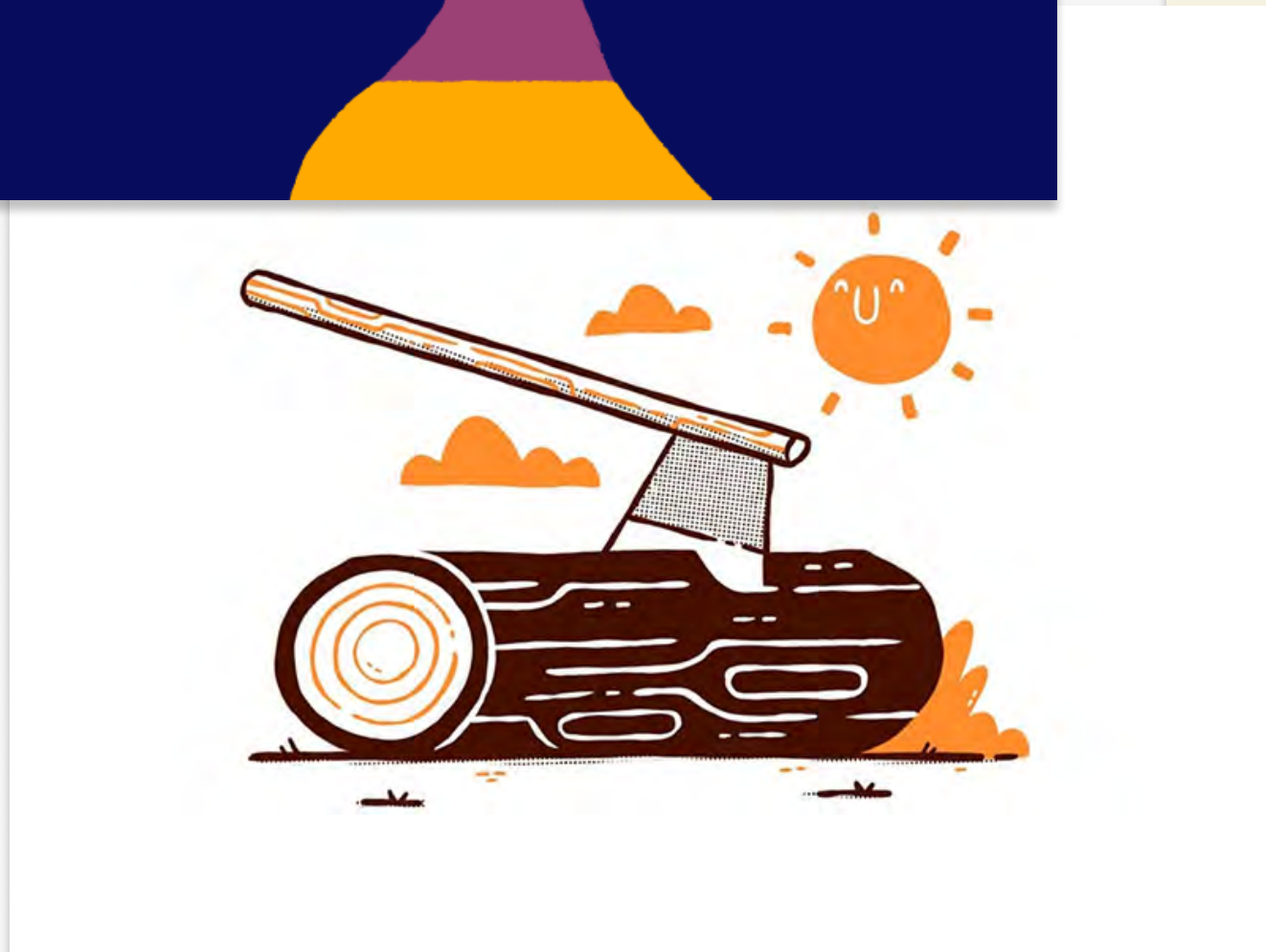
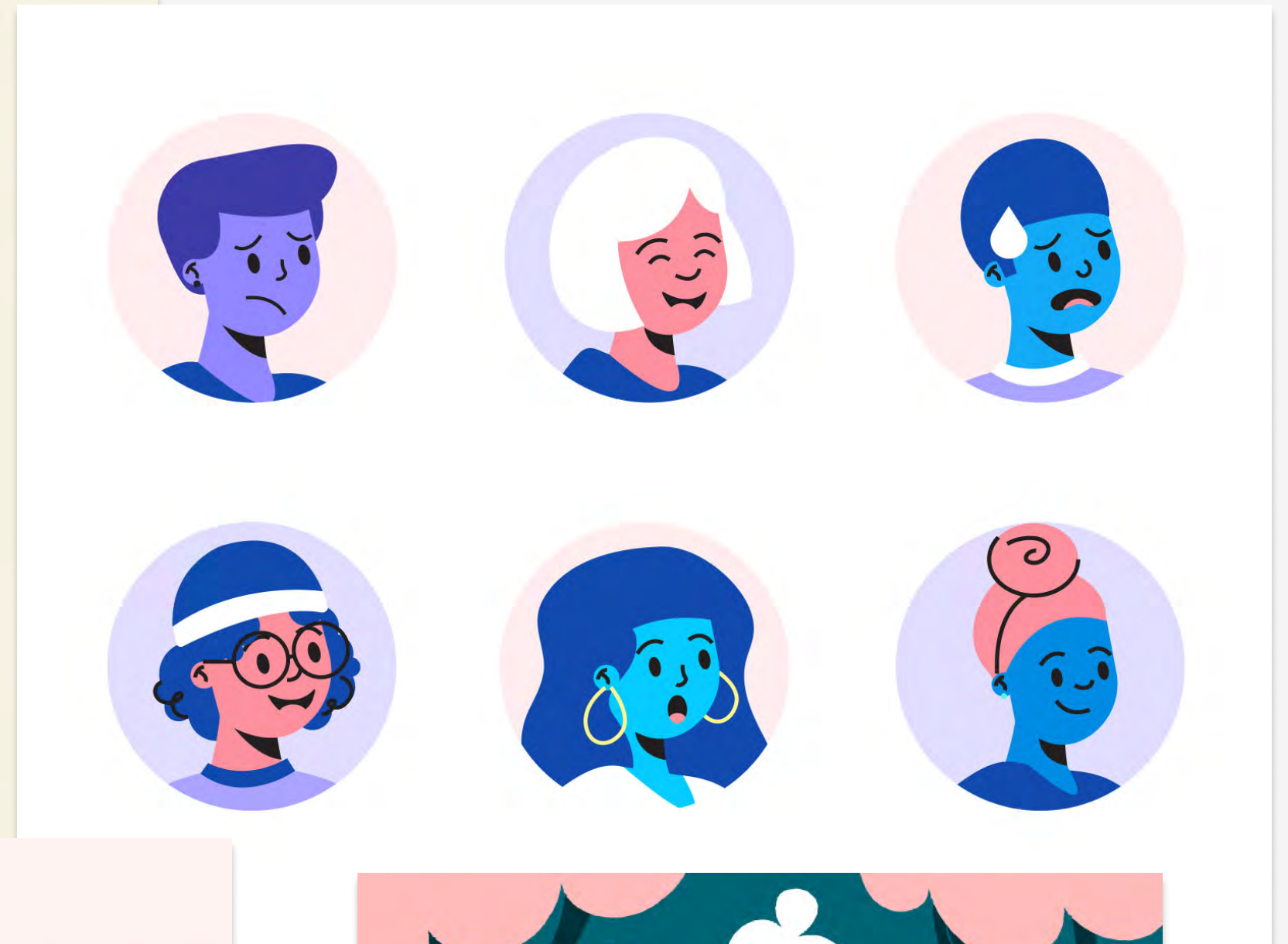
Eat healthy

Reading

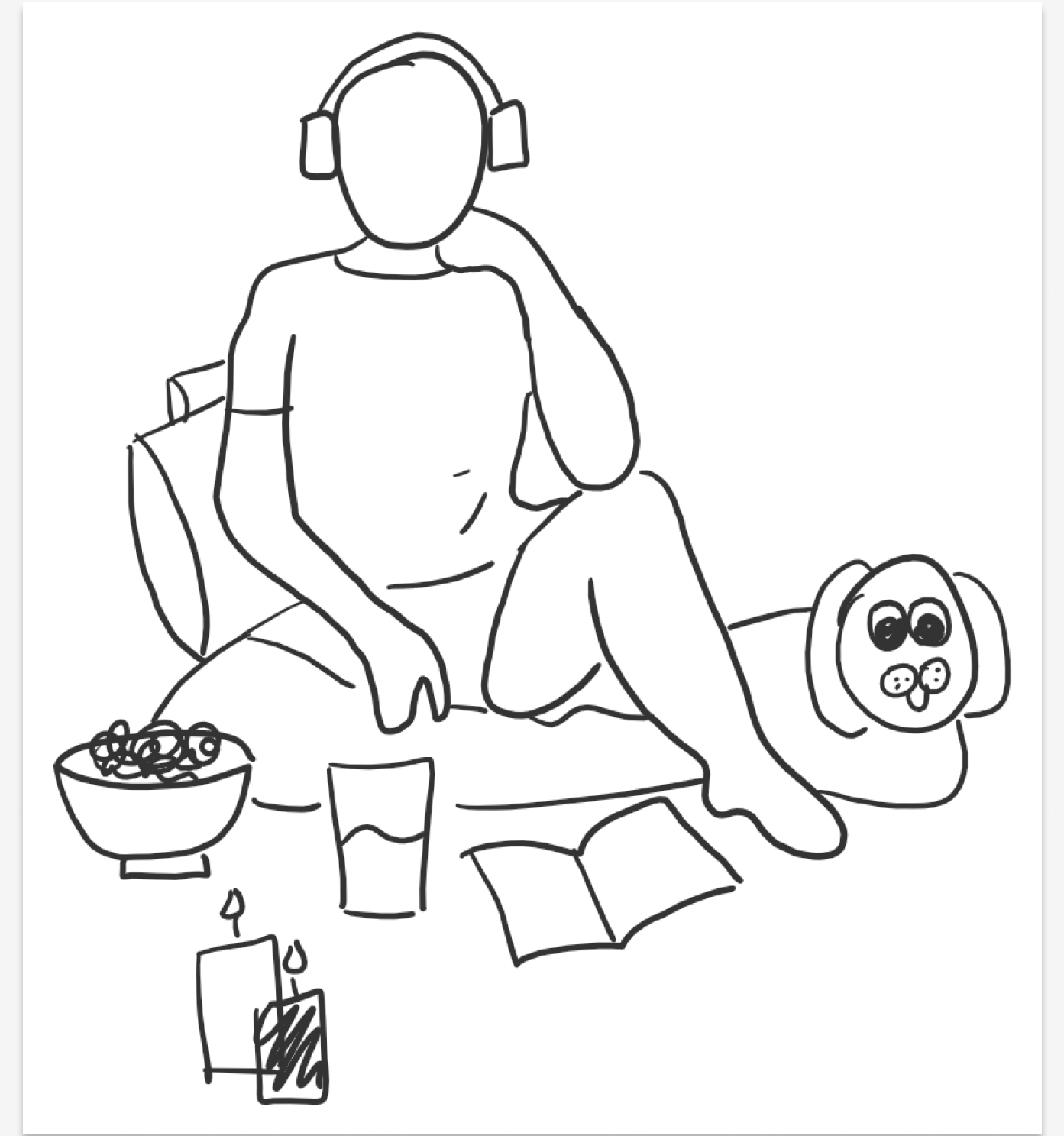
Hanging with friends

III.— Mood Board

Inspiration / Style



III.— Exploration Print Sketches

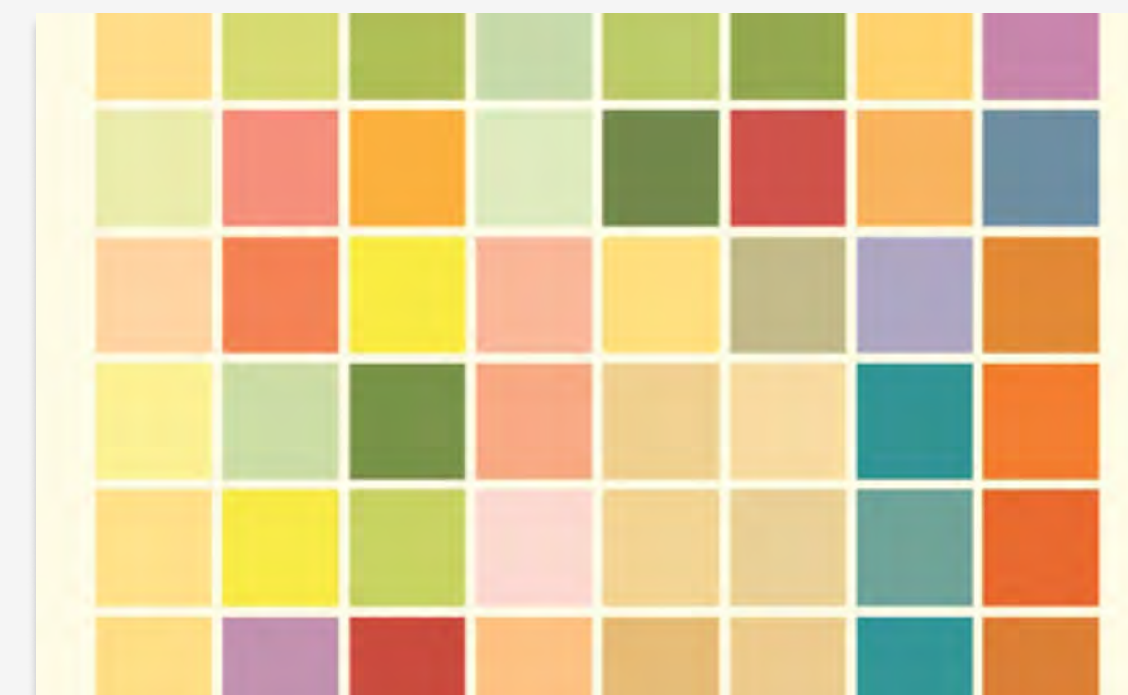
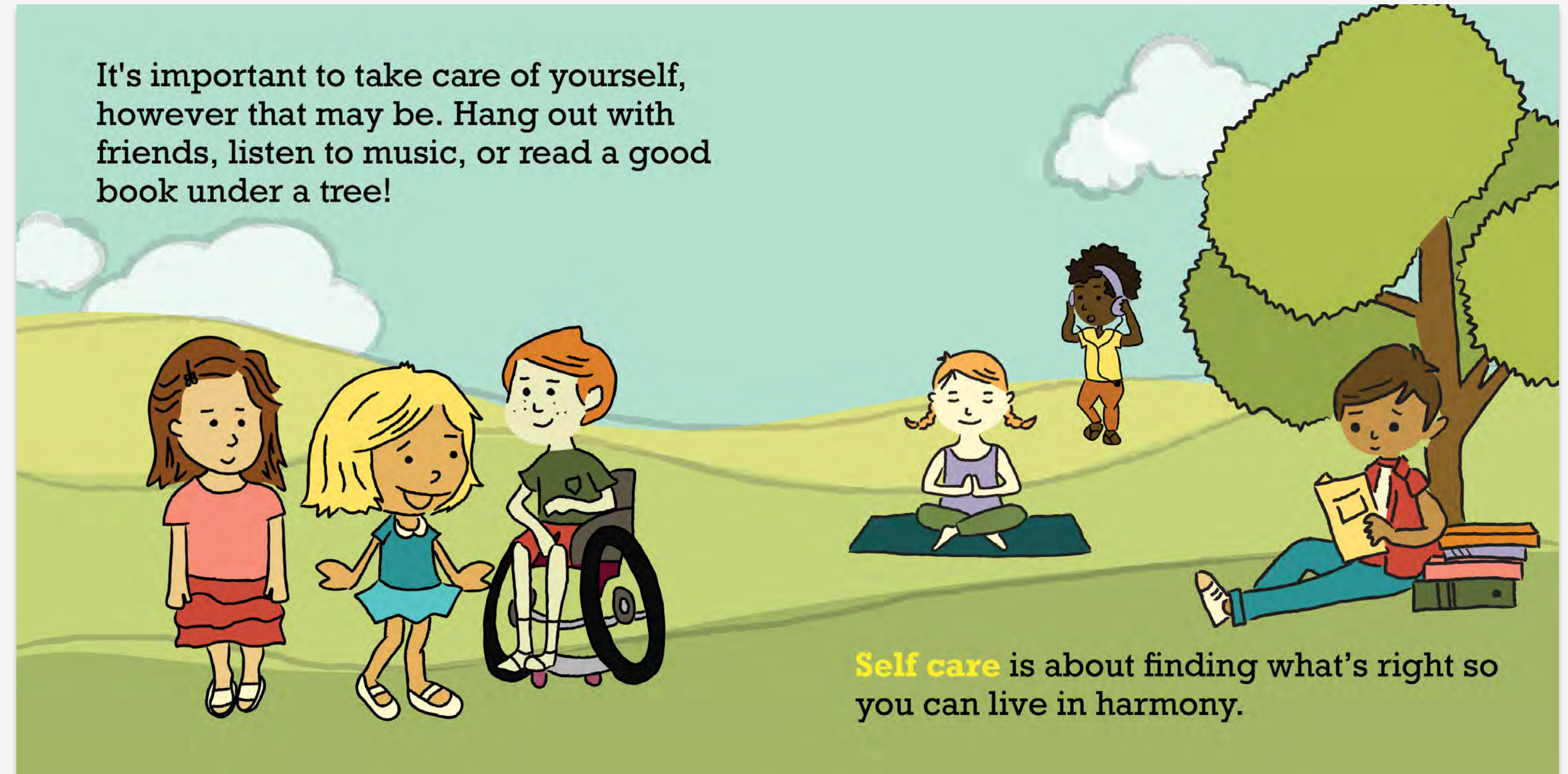


III.— Iteration 1

Initial Progress

For this one concept sprint I stuck to my initial similar idea of showing tangible, actionable ways children could participate in self-care.

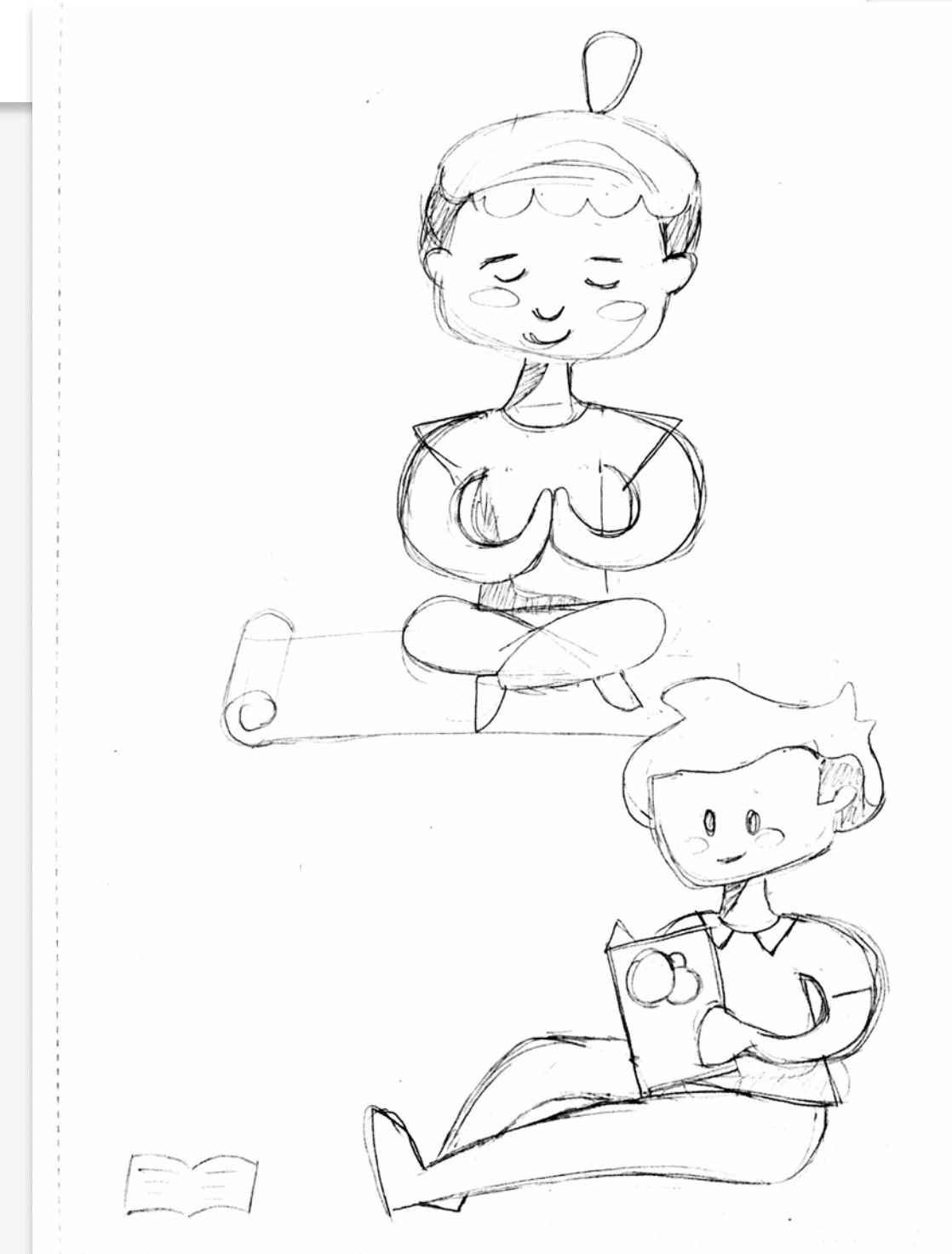
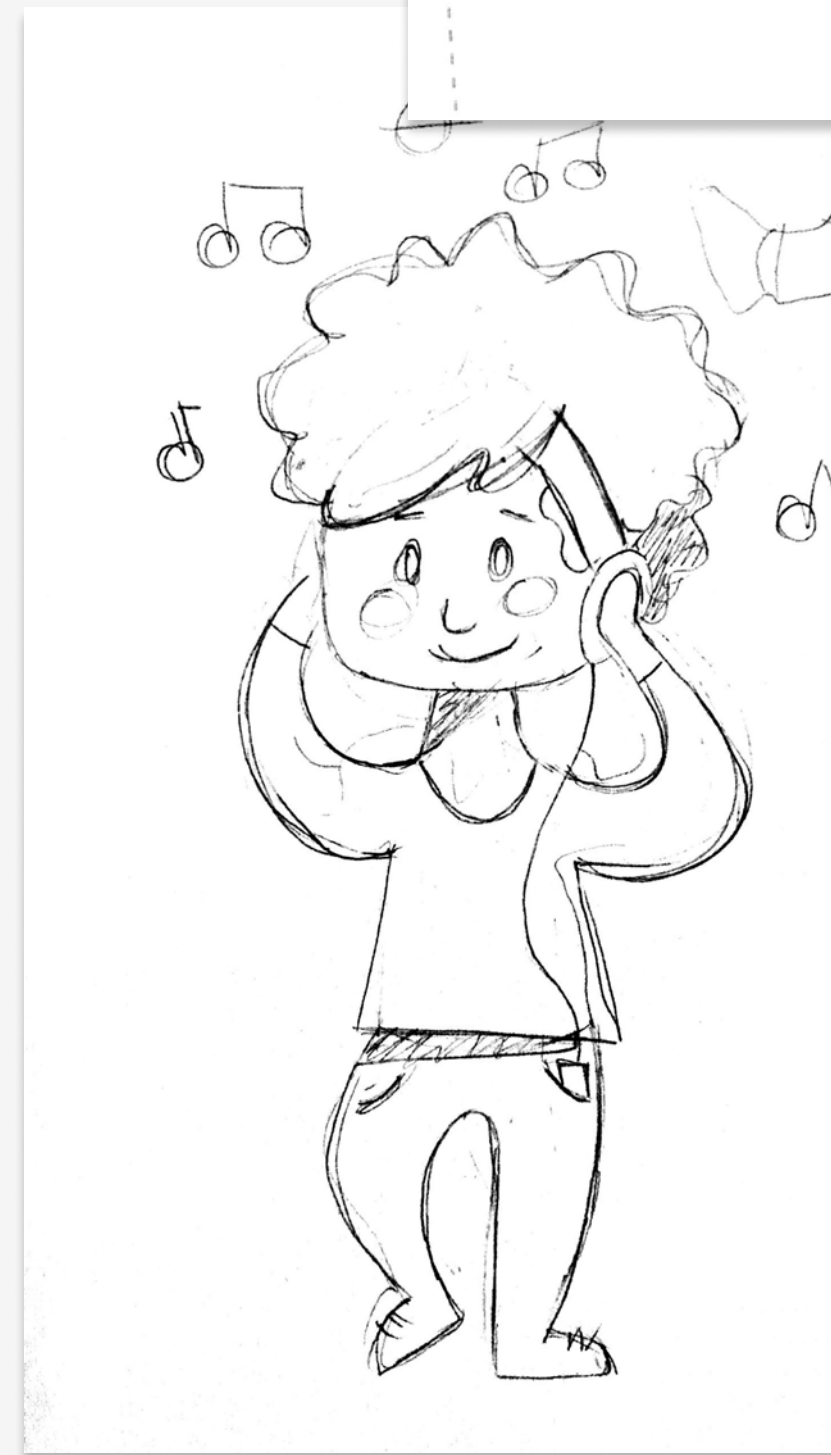
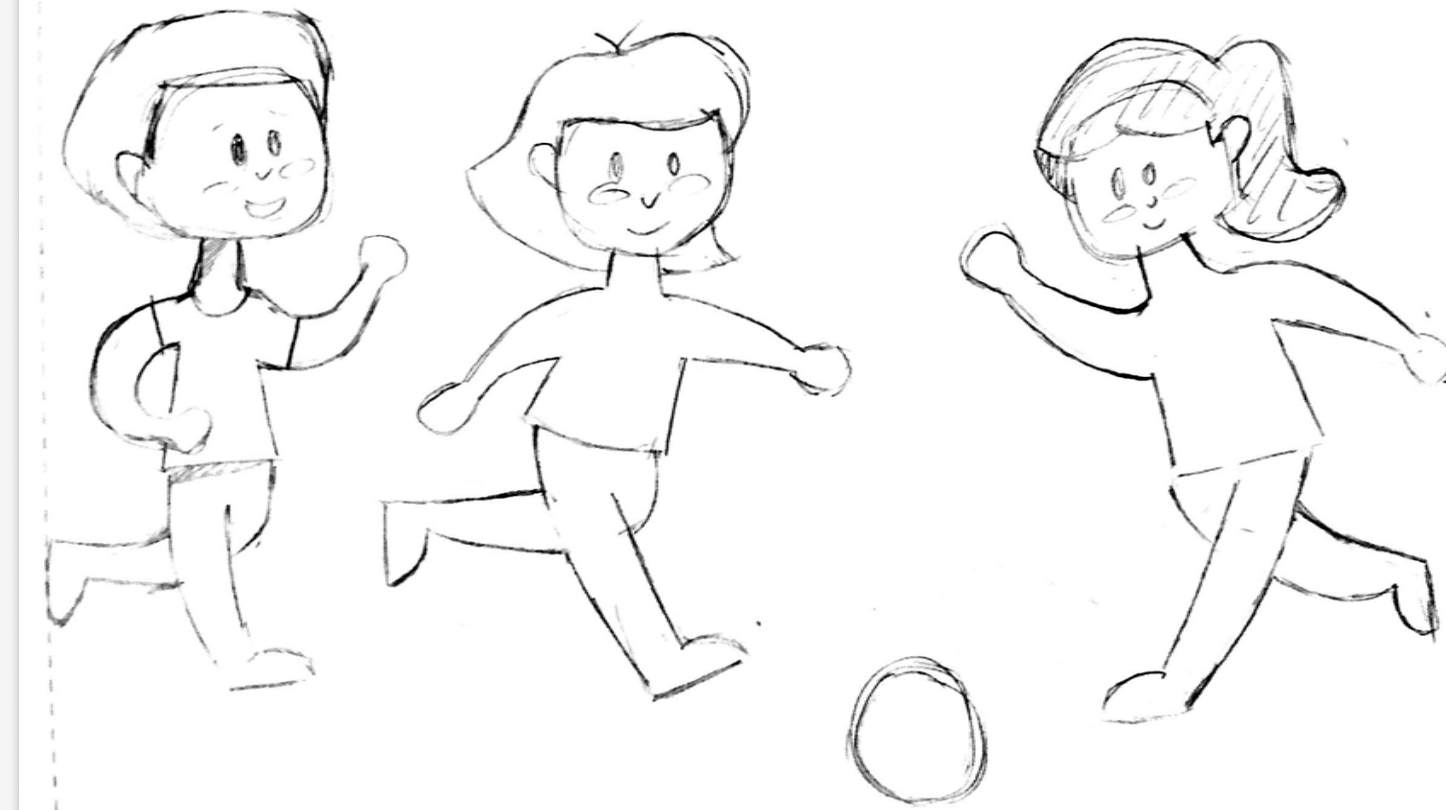
I stuck with my organic line focused style and due to technical considerations choose to use a brush with a textural marker/pencil line then filled the characters in with vector pencil. I kept the background muted with accents of organic line, keeping the focus on the characters and actions they portray. I came across a color palette I found I liked, as I needed a solid color scheme with just enough constraint yet flexibility to apply a cohesive style across many elements.



III.— Sketches for Iteration 2

(Slight) Style Pivot

I explored the application of a different style on the characters I created previously, focusing on long smooth shape and exploring rough texture applied to the vector along with brushes in the environment. I changed up some compositions, adding more supporting elements and dynamic movement.



S is for Self care

It's important to take care of yourself, however that may be. Hang out with friends, listen to music, or read a good book under a tree!



S is for Self care

It's important to take care of yourself, however that may be. Play with friends, listen to music, or read a good book under a tree!



S is for Self care

It's important to take care of yourself, however that may be. Play with friends, listen to music, or read a good book under a tree!



S

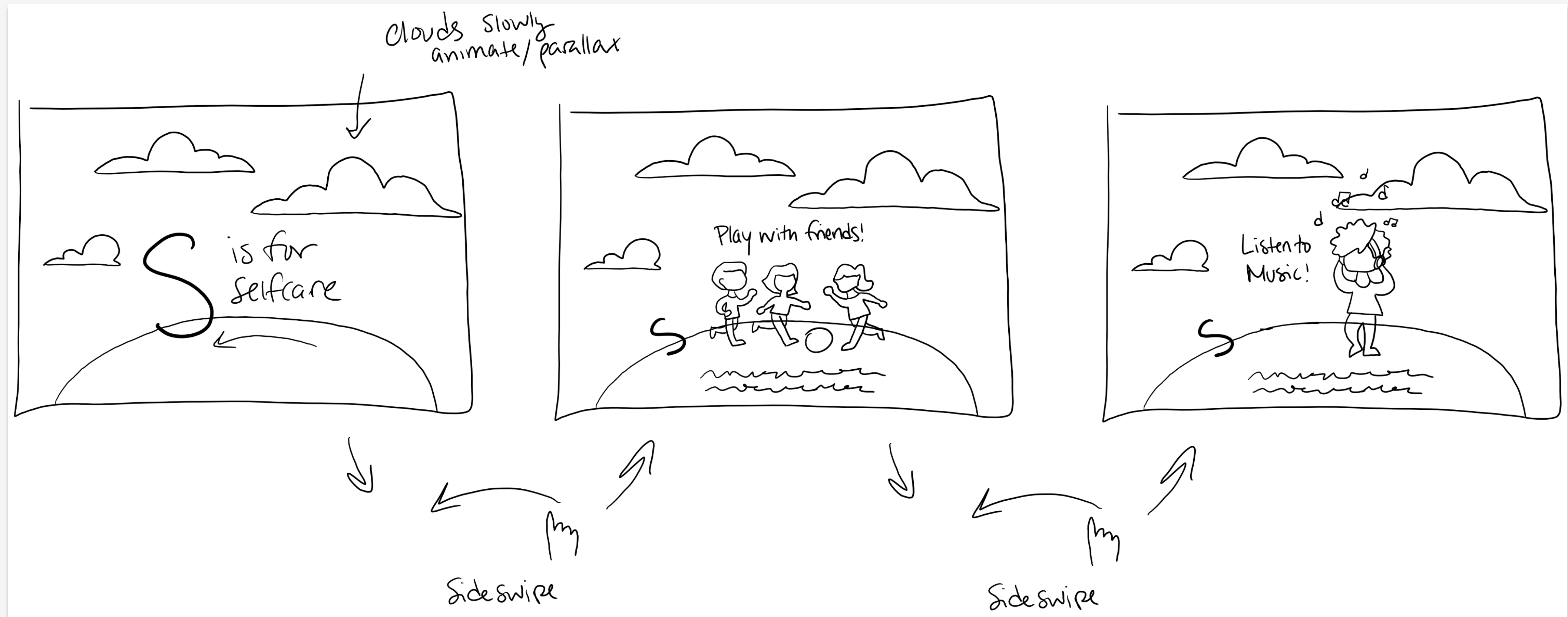
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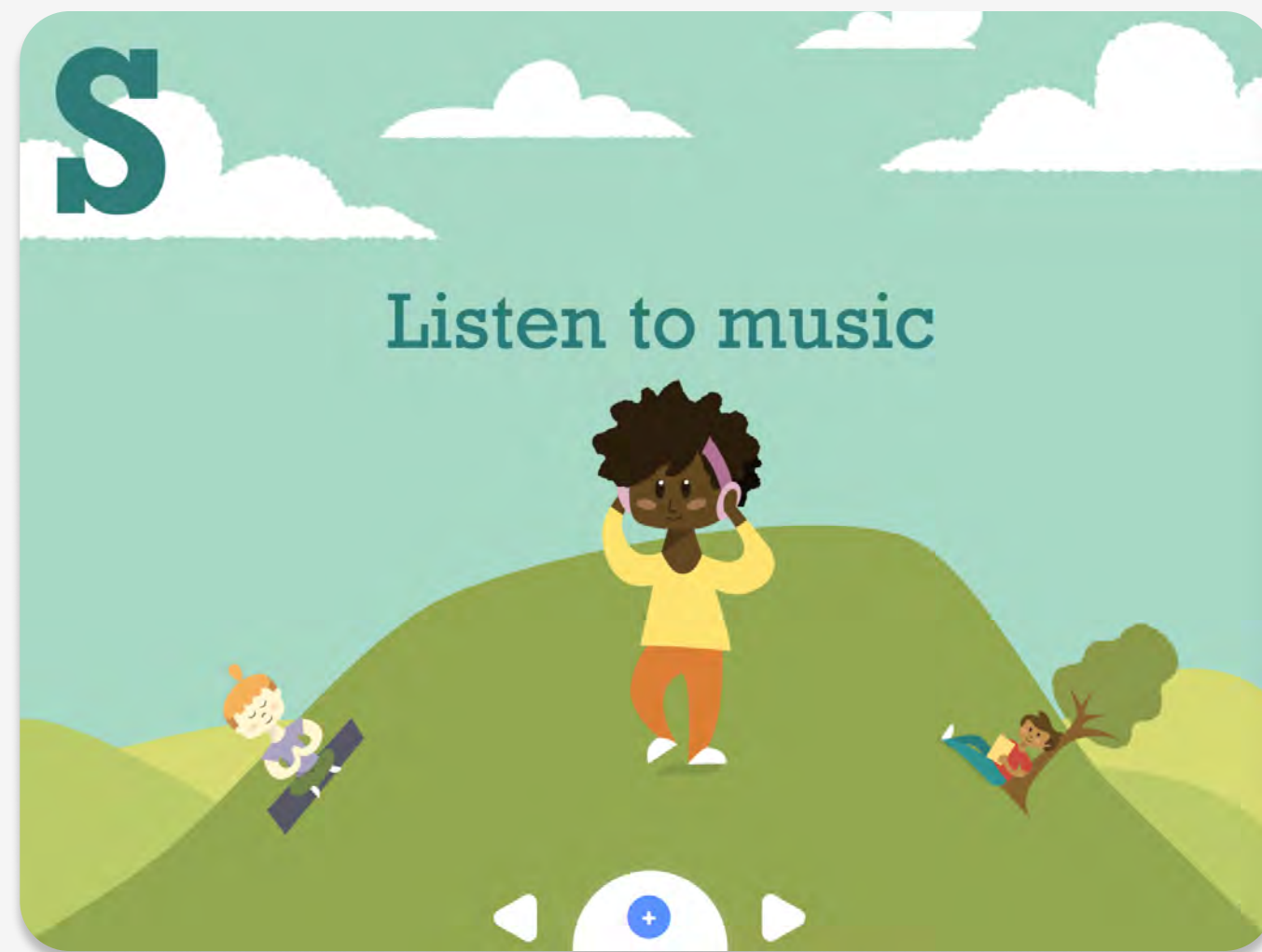
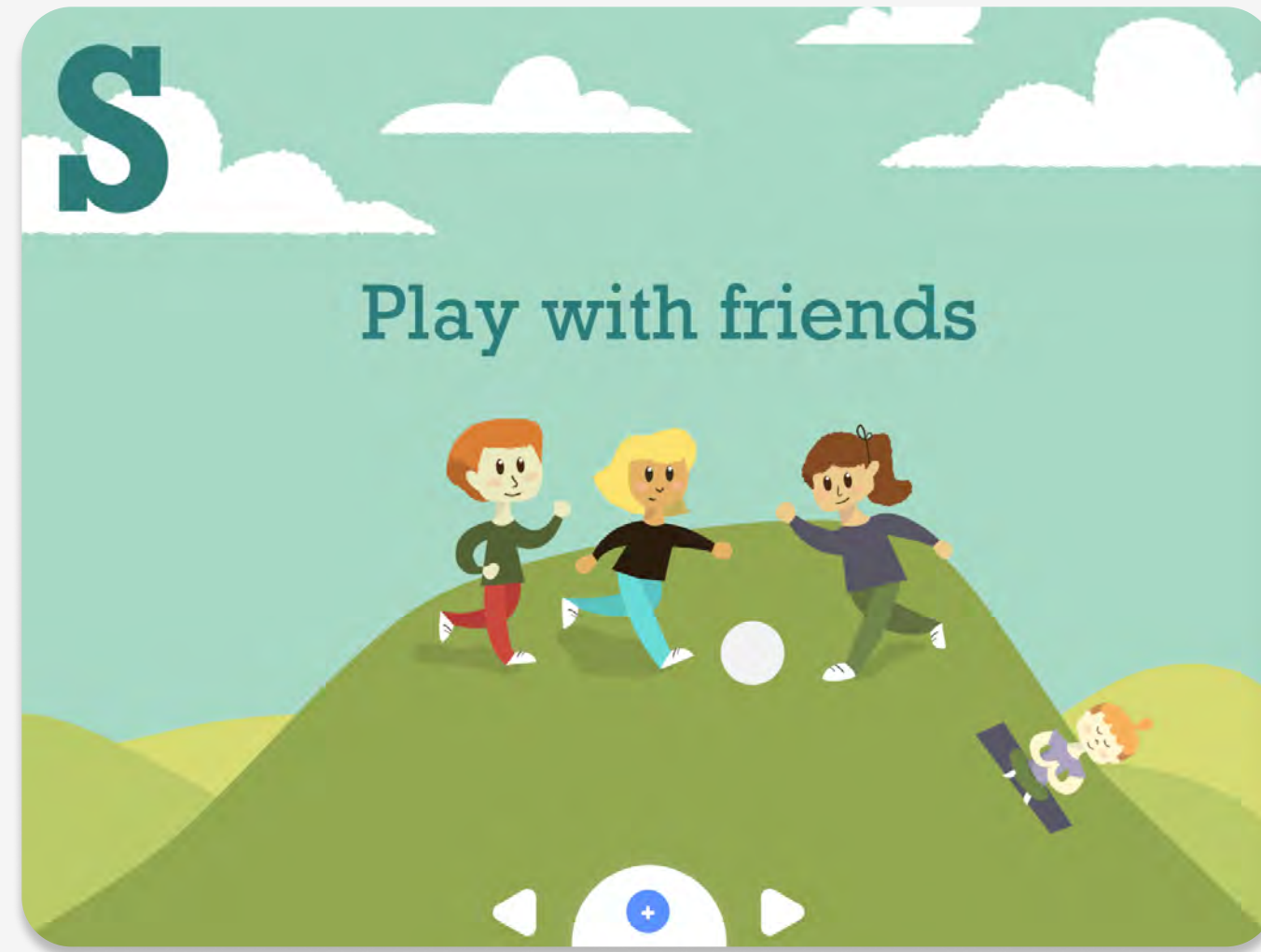
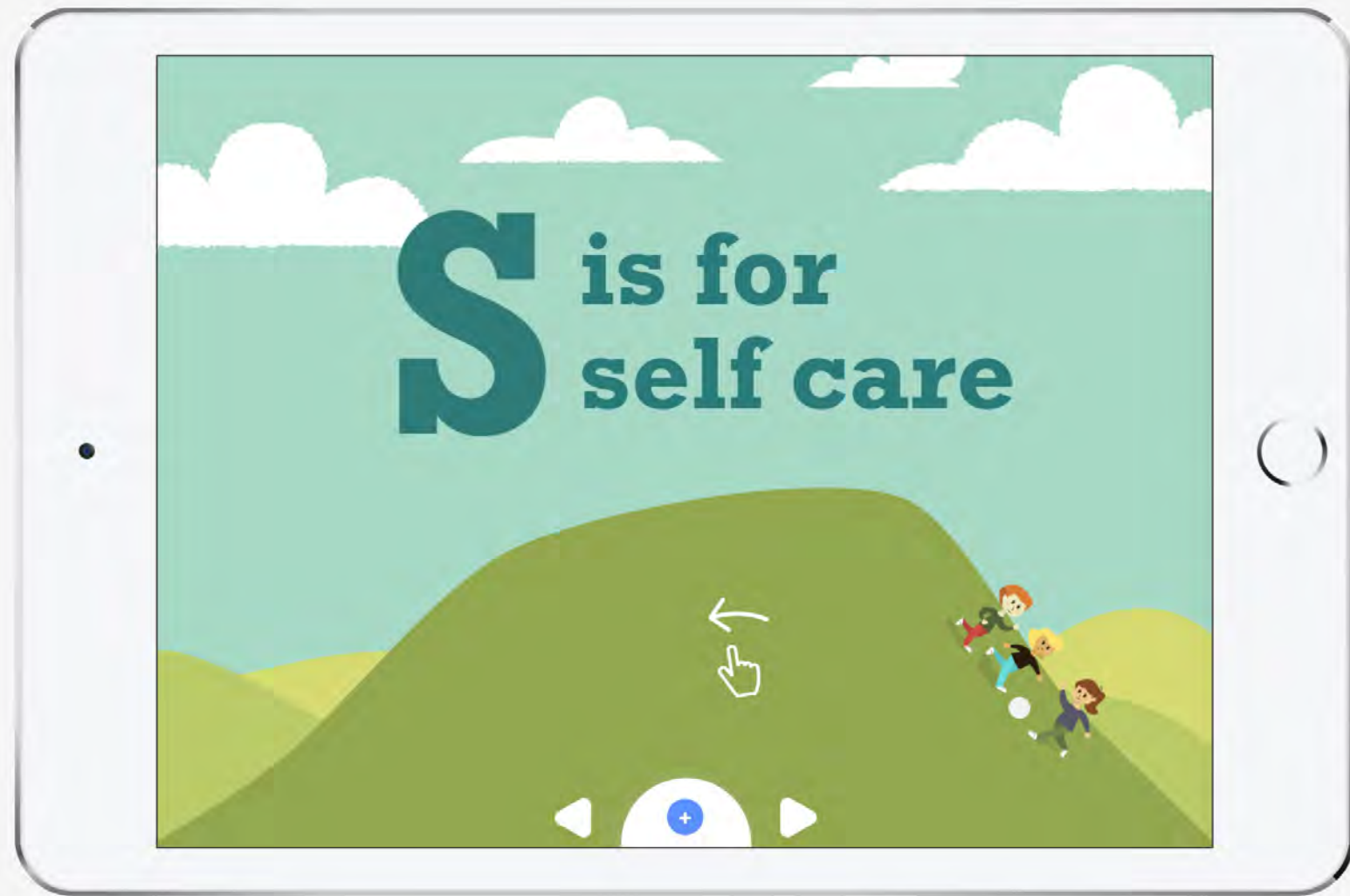


Self Care Swipe

Users are able to use a simple swipe gesture to swipe between the different self care activities.



III.— Self Care Swipe Interaction



IV. Knowledge

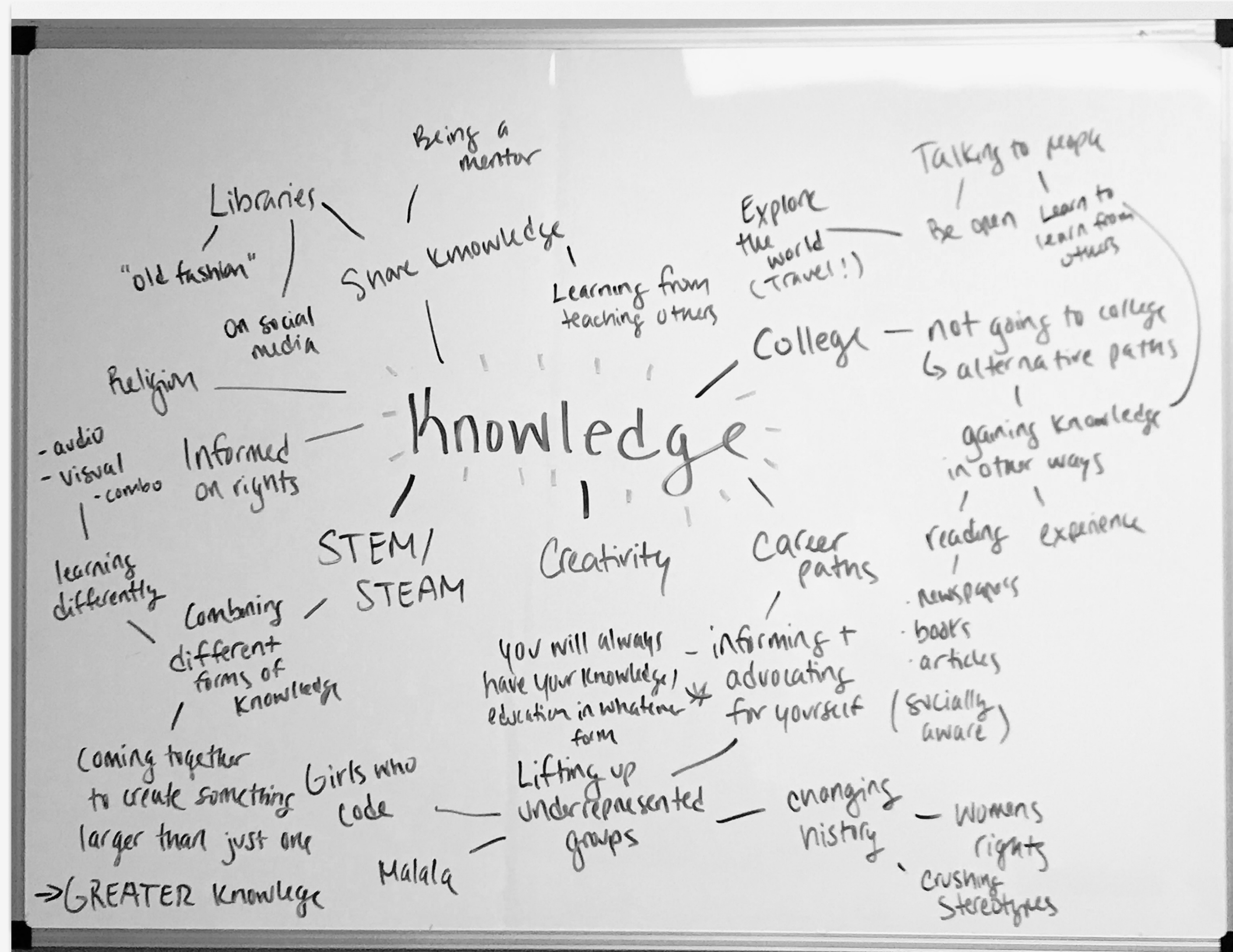
Knowledge is the fact or condition of knowing something with familiarity gained through experience or association.

Key Concepts

Show that there are many ways to gain and show knowledge

Use an empowering superhero metaphor

IV.— Mind Mapping



IV.— Brainstorming

Ways to gain and show knowledge

Practice

Teach

Listen

Step out of your comfort zone

Ask

Read

Observe

Talk to Experts

Write

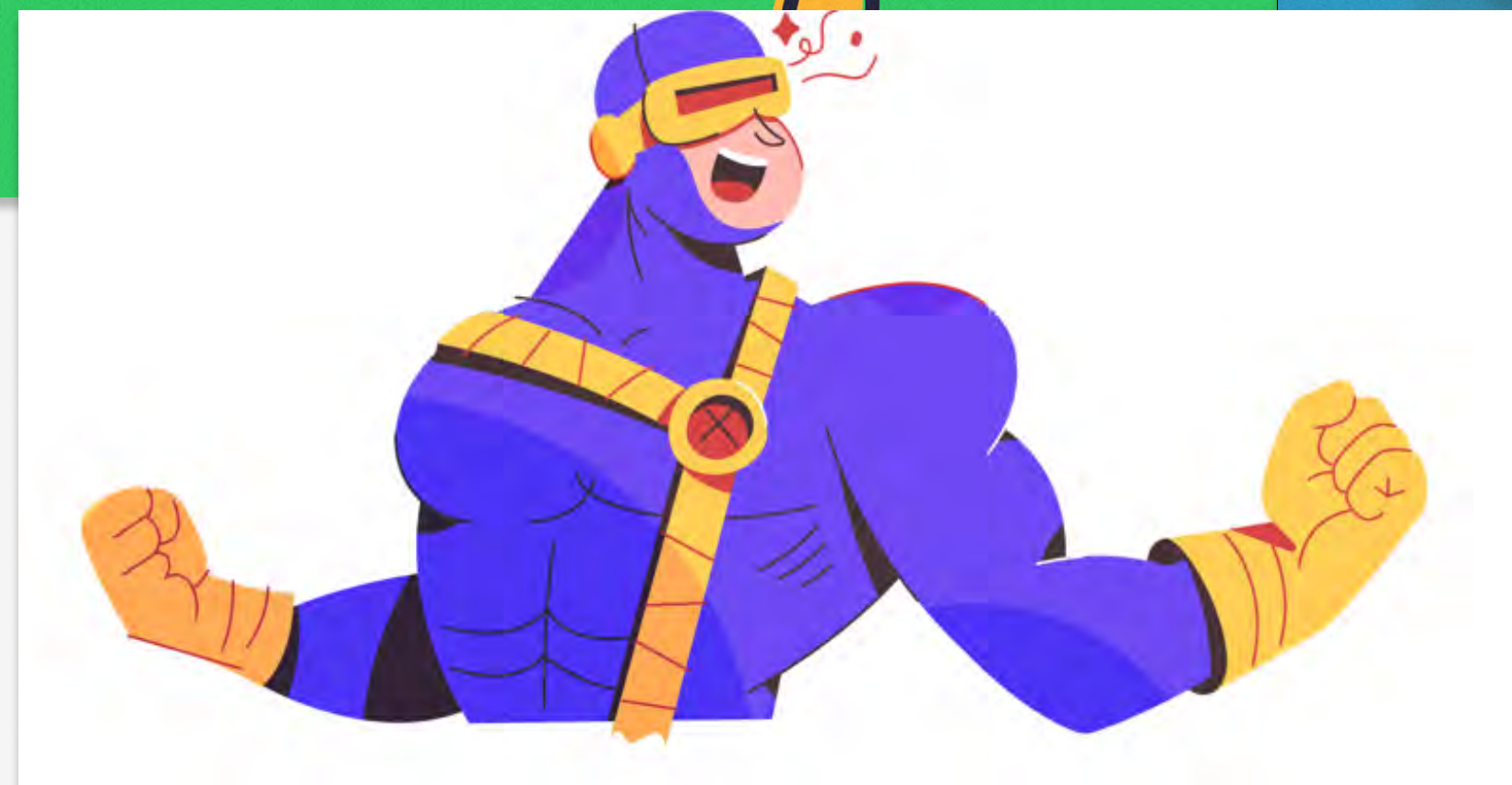
Experiment

Keep an open mind

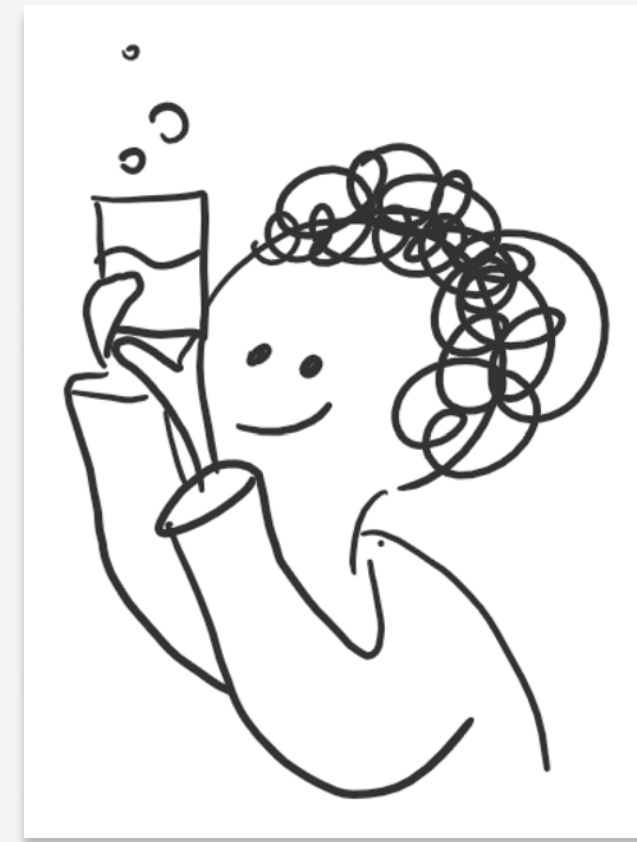
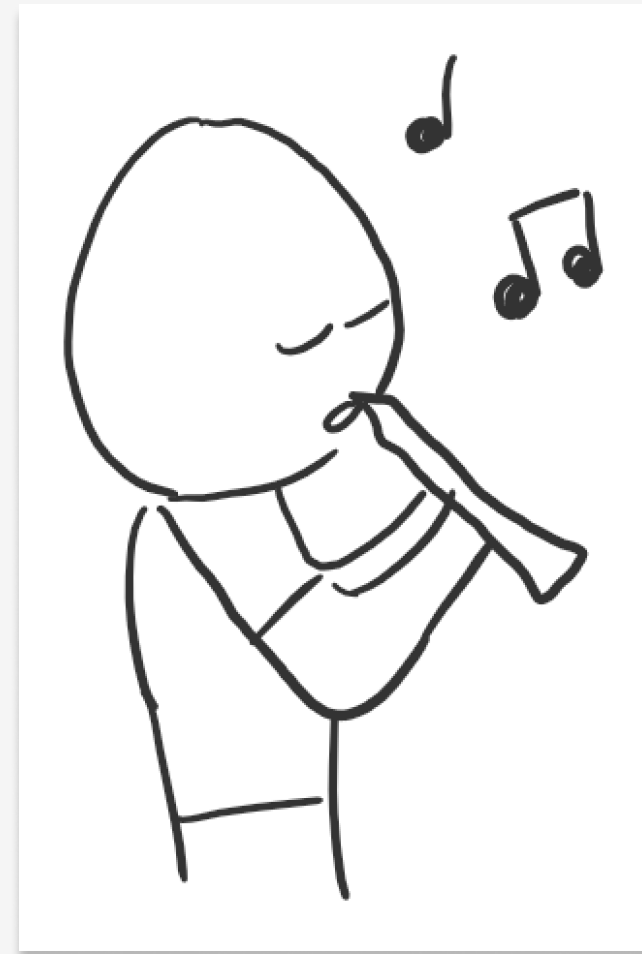
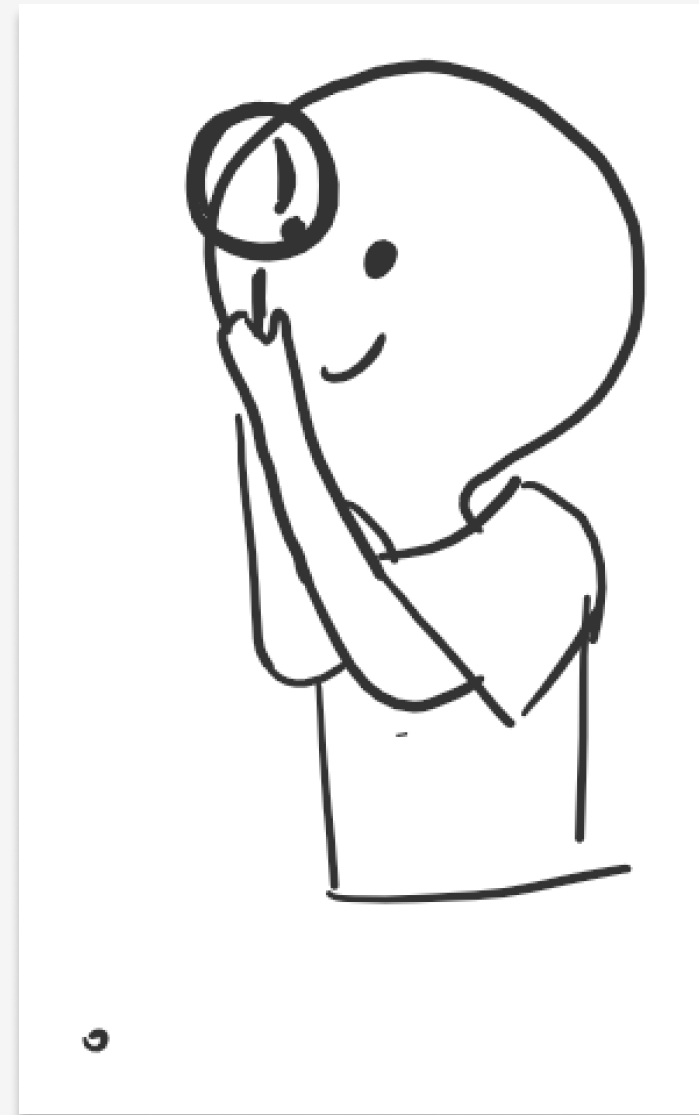
Don't be afraid to fail

IV.— Mood Board

Inspiration / Style



IV.— Exploration Print Sketches







K is for Knowledge

*With so many ways to learn, it's up to you to
unleash your knowledge superpower from inside you!*



is for knowledge

With so many ways to learn, it's up to you to unleash your superpower of knowledge too!

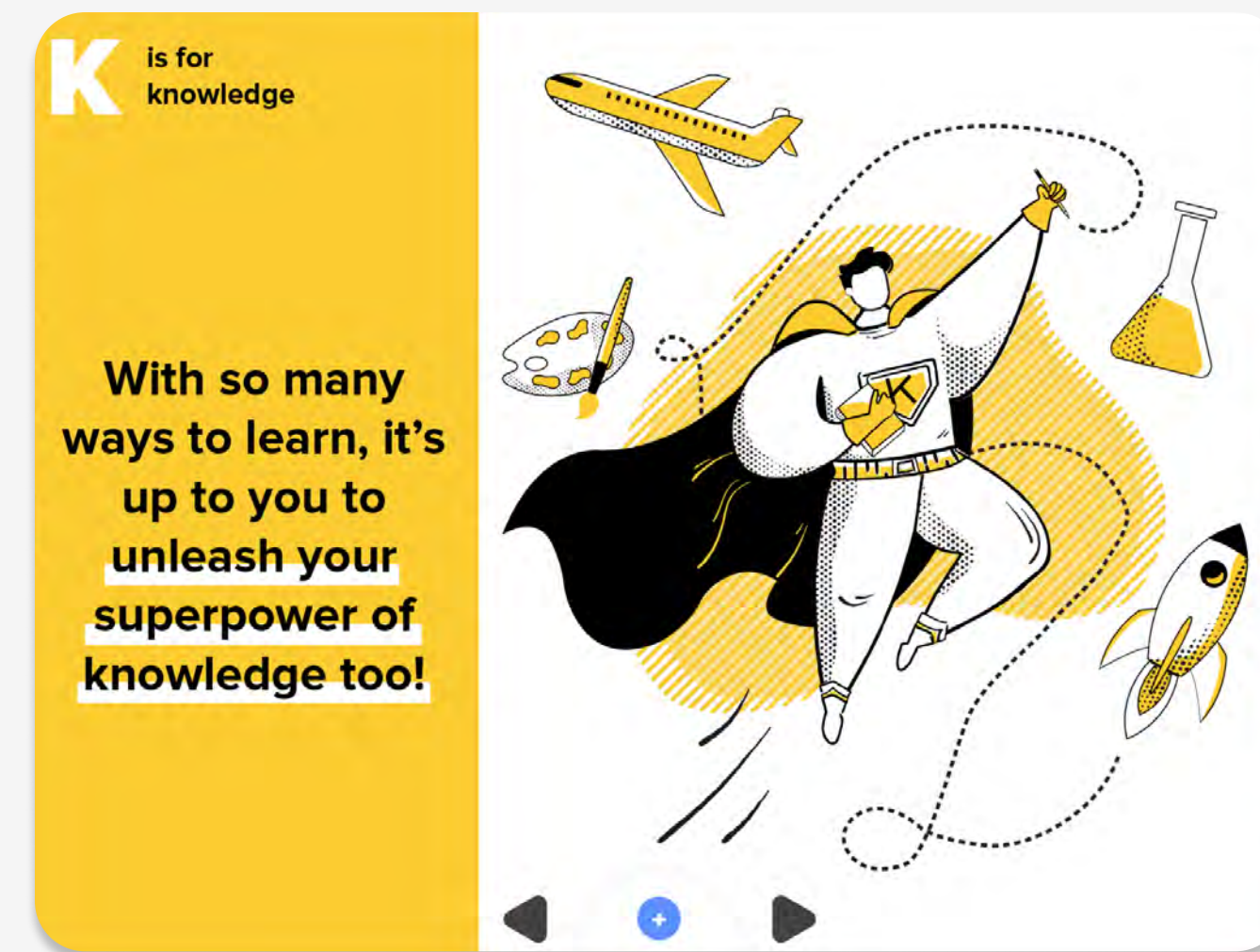
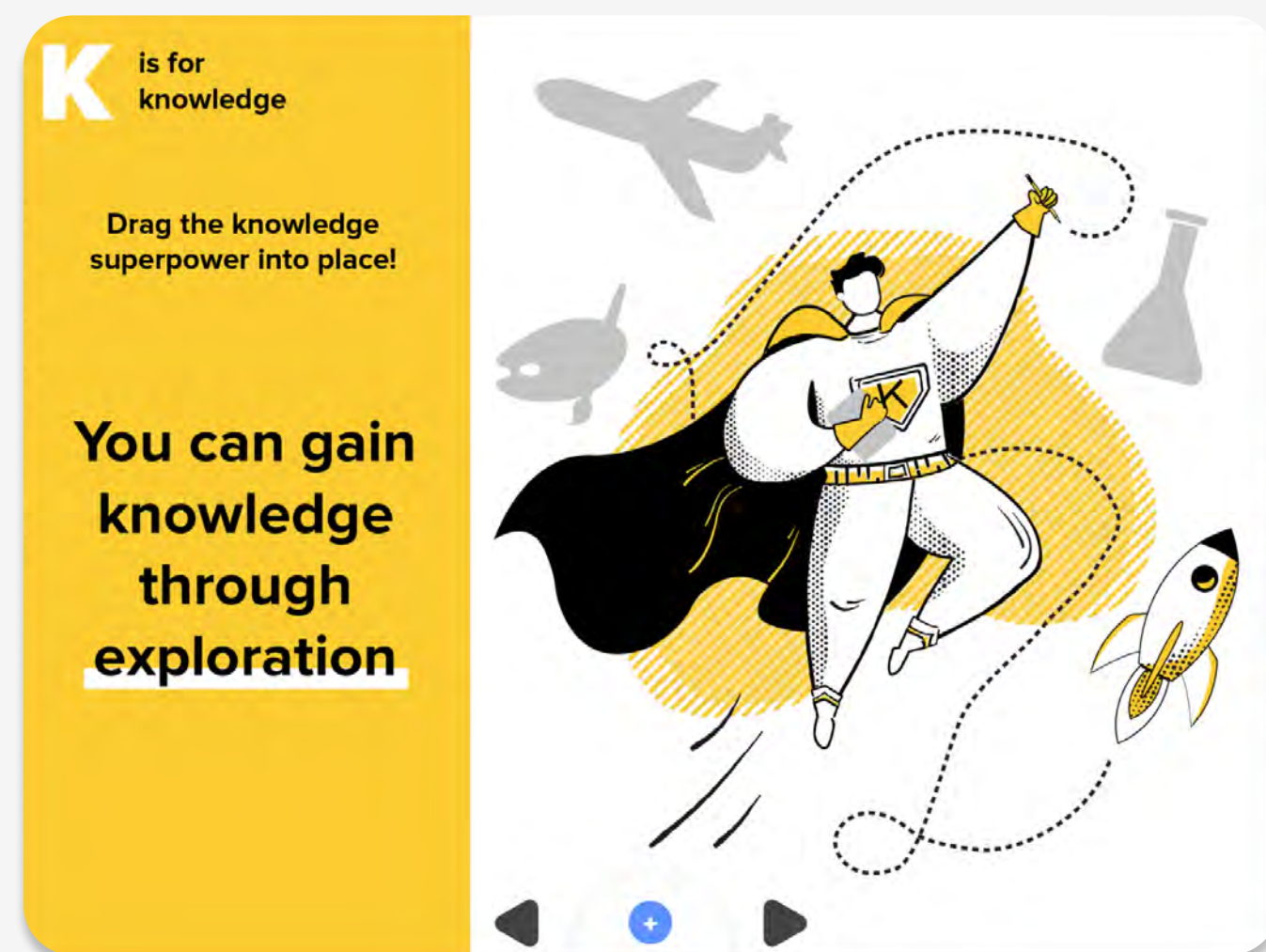
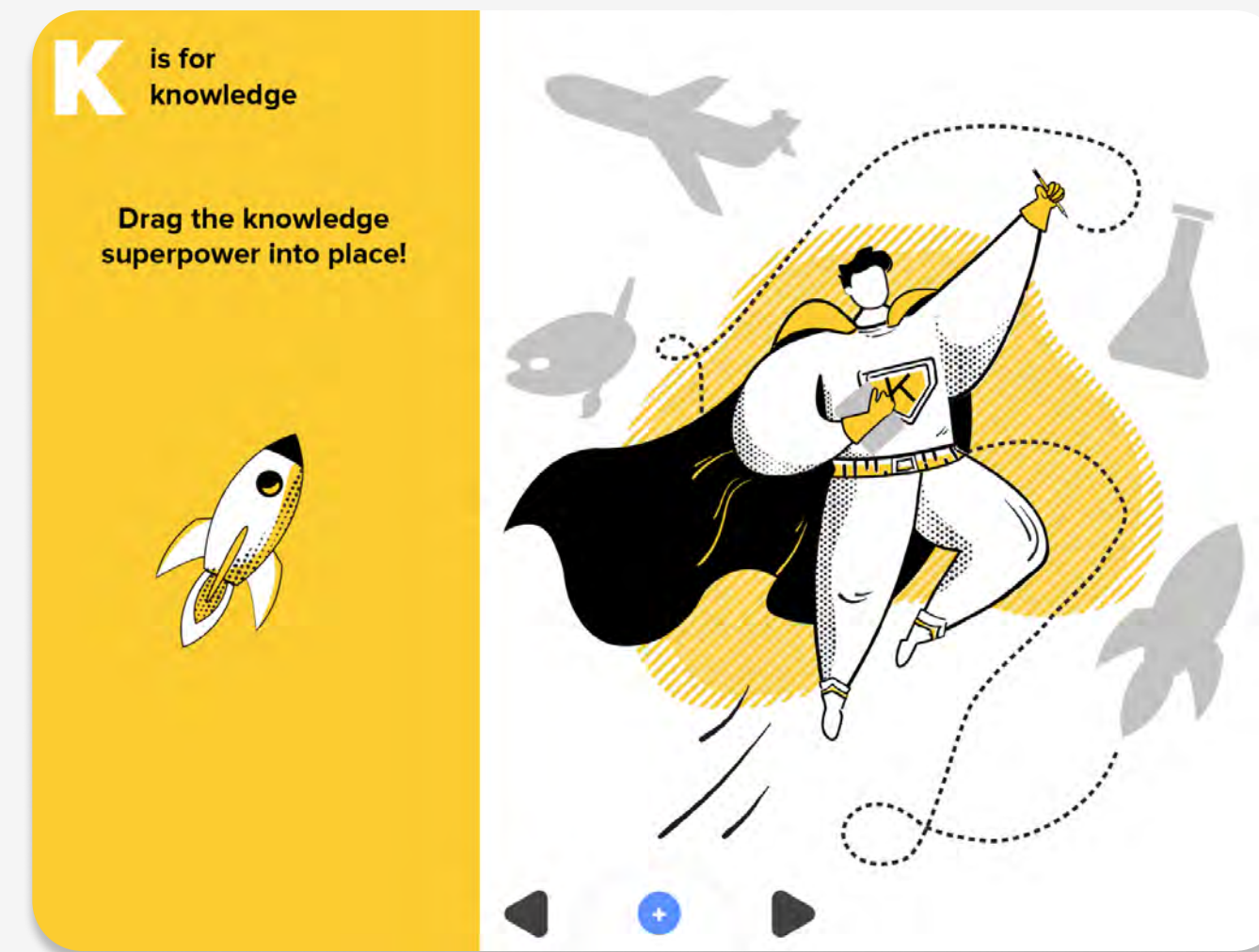
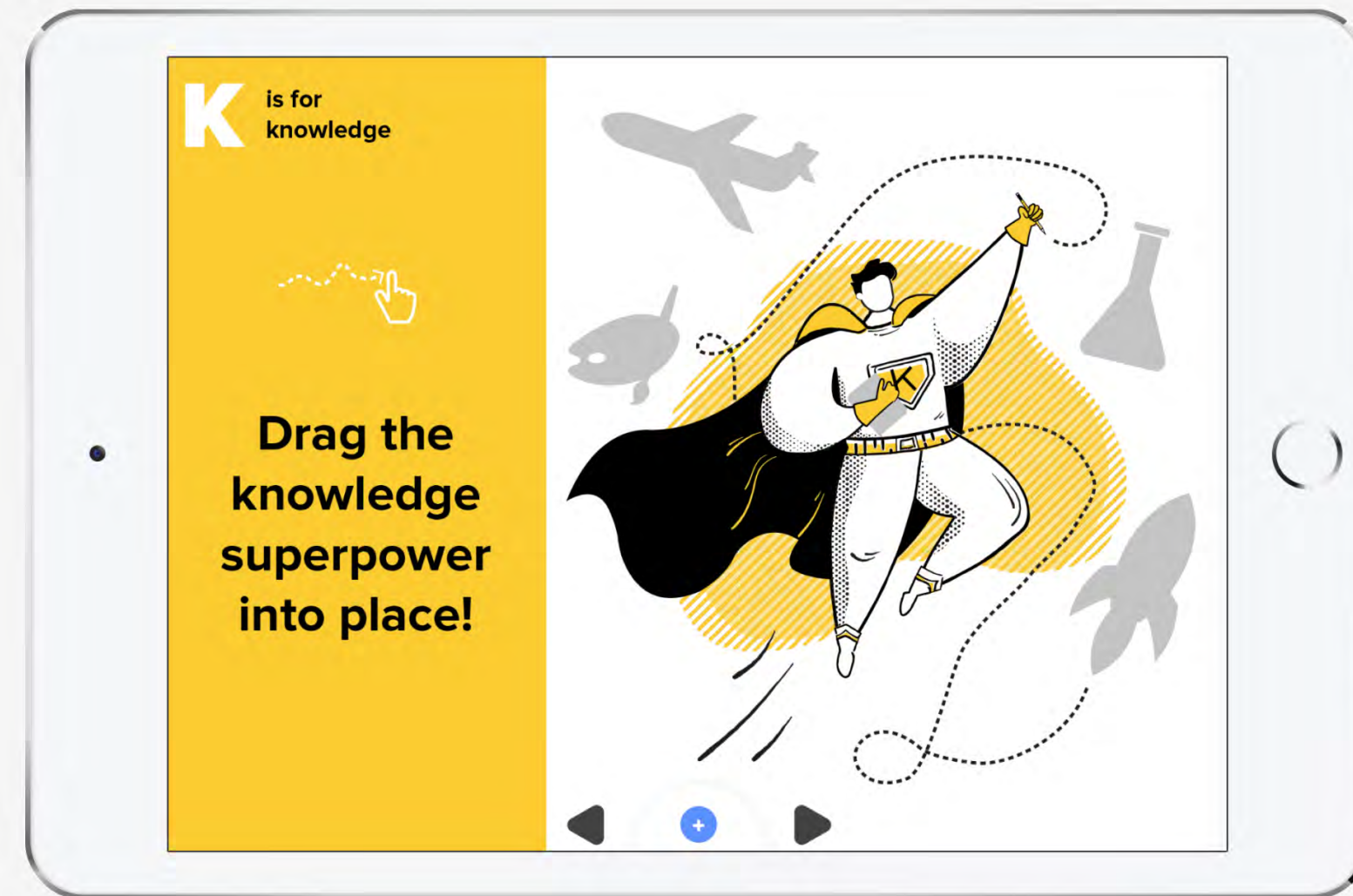


Knowledge Drag and Drop

Users are walked through the many ways to gain and show knowledge, dragging the symbols into place as they continue.



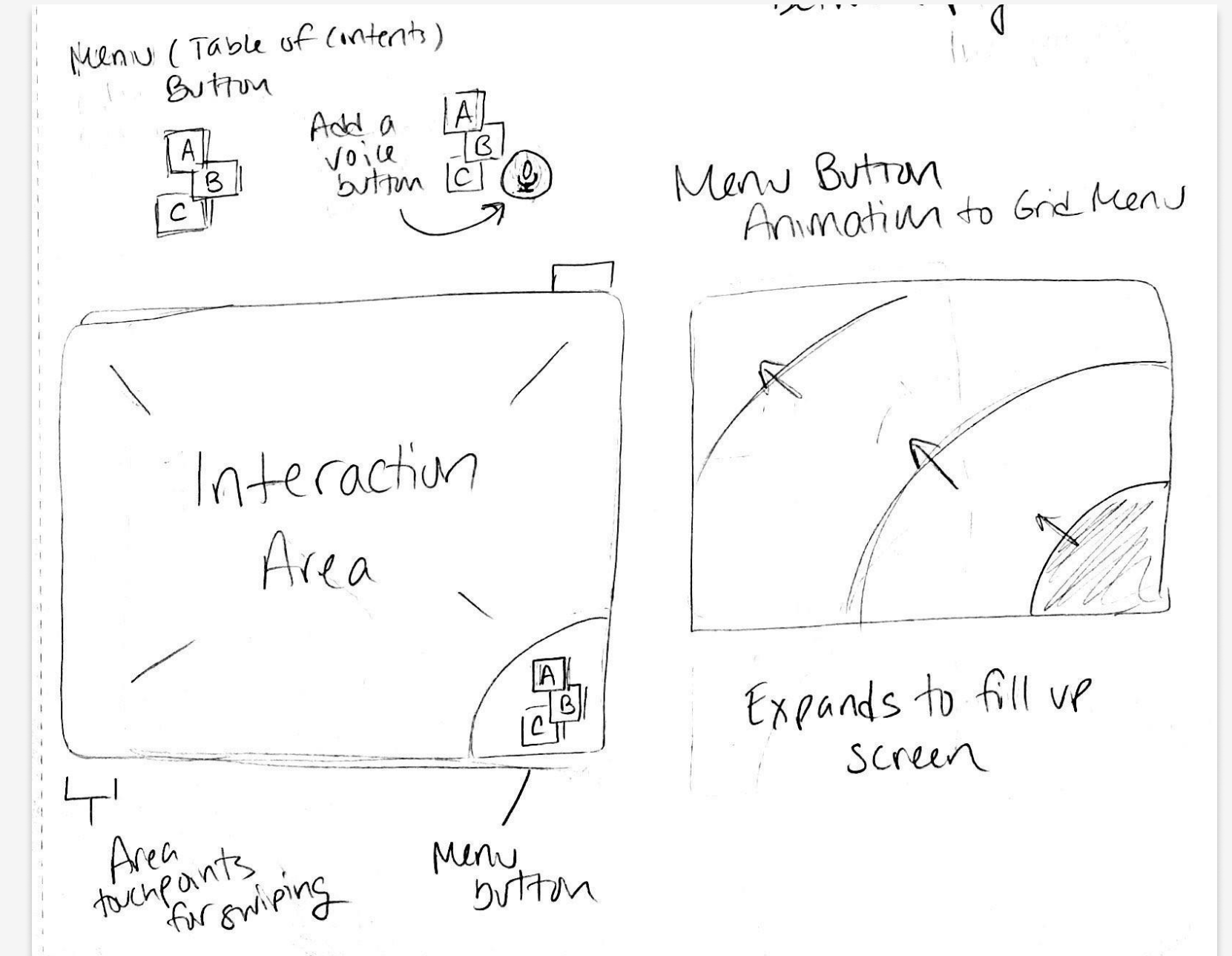
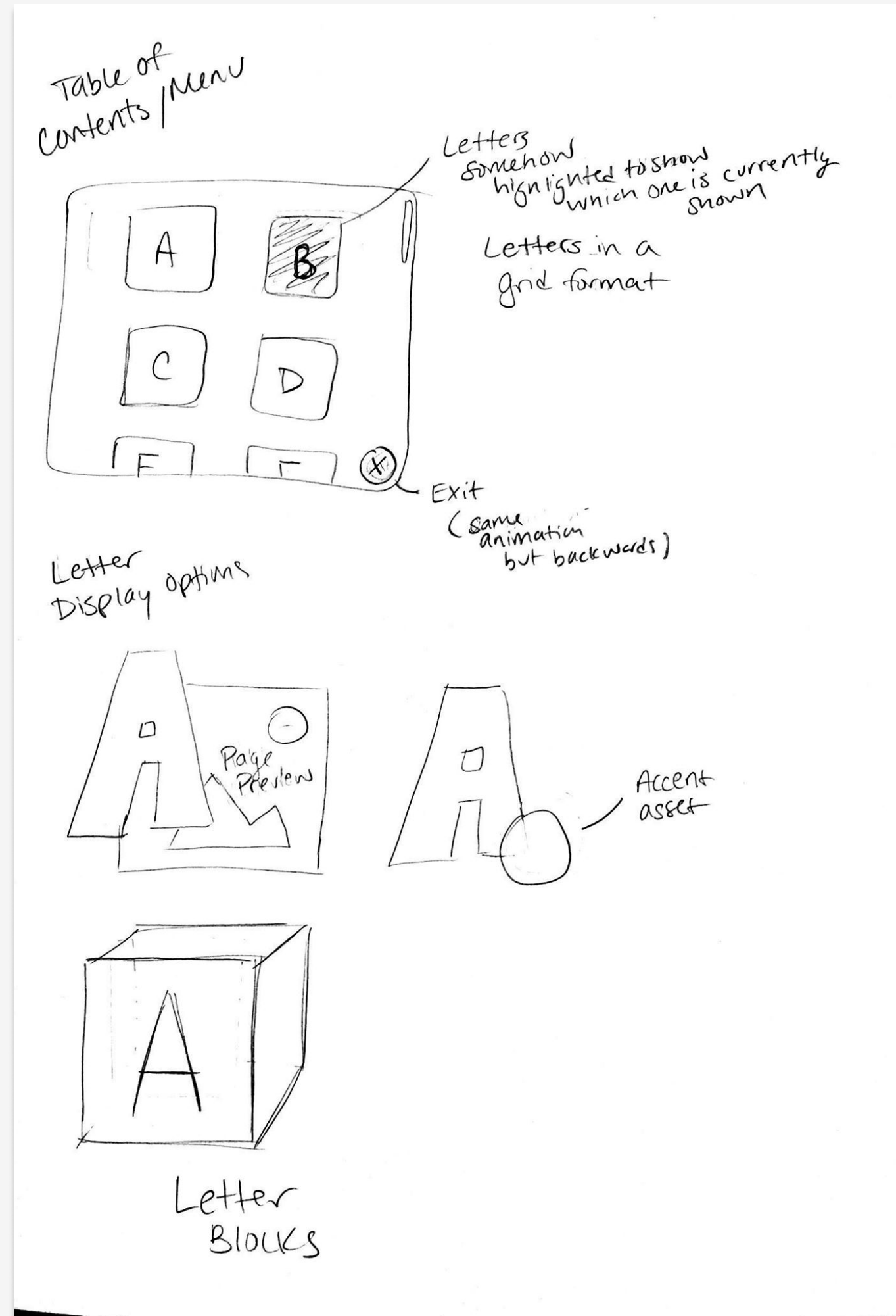
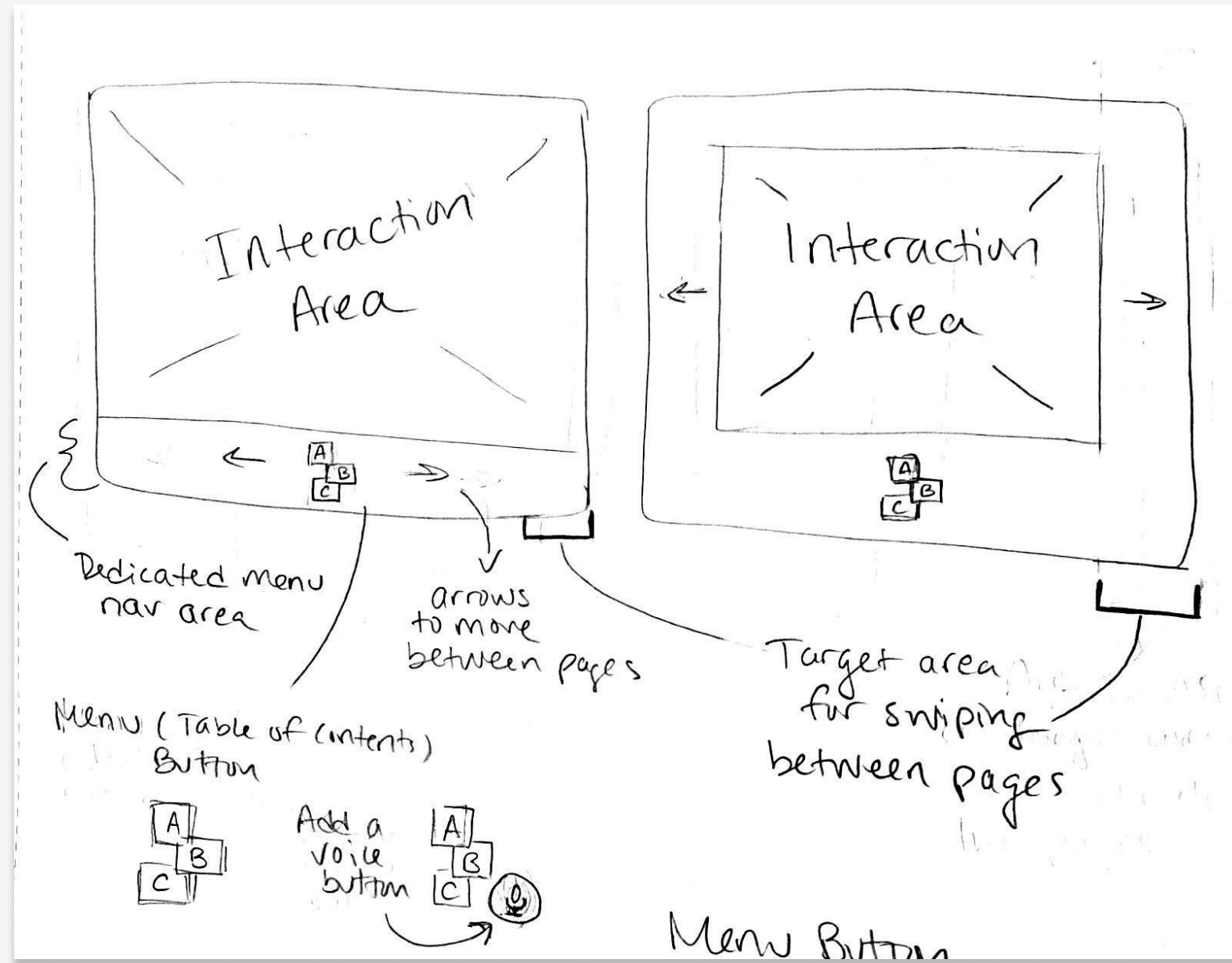
IV.— Knowledge Drag and Drop Interaction



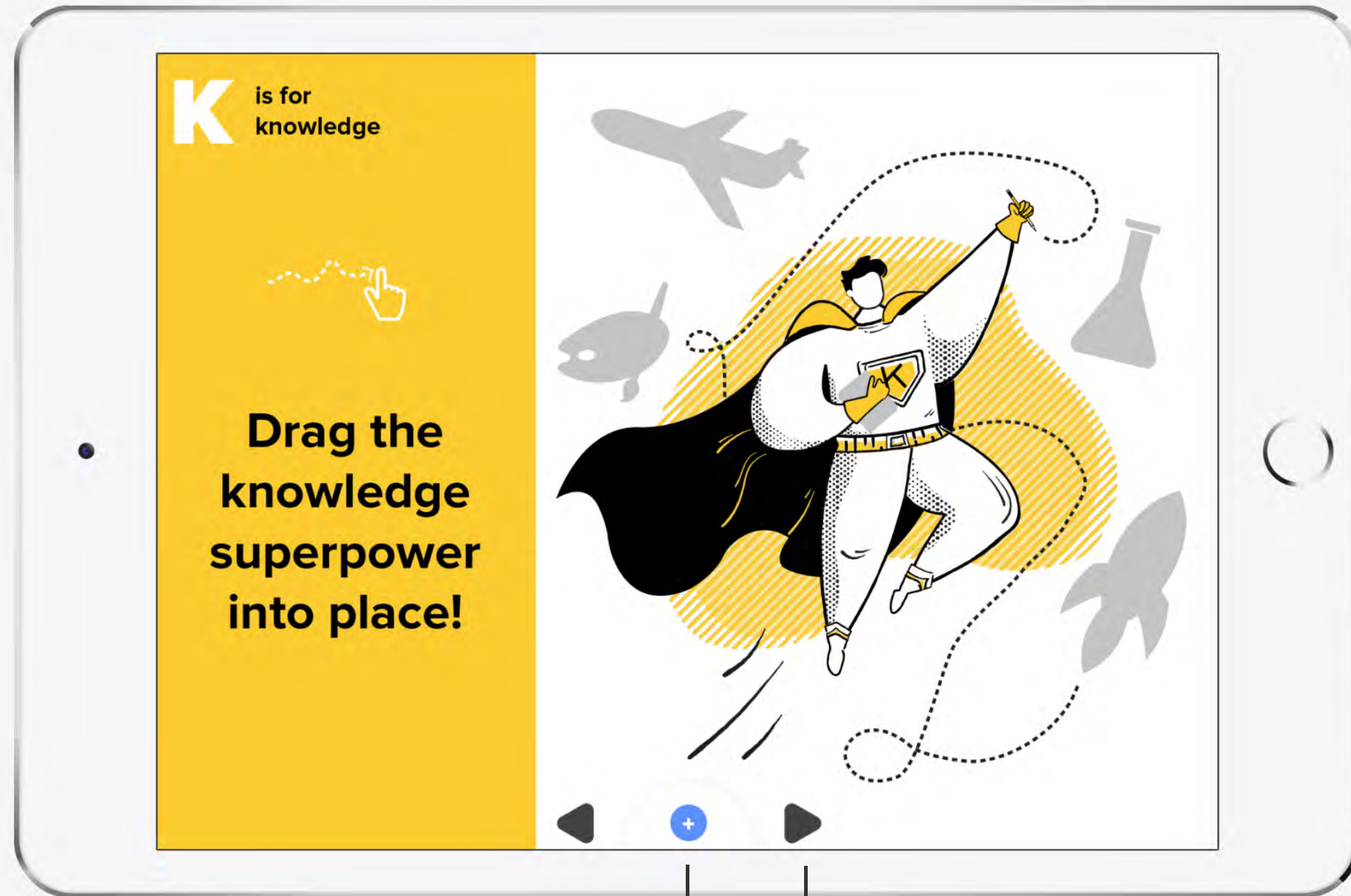
V. **Interactive Global Navigation**

I volunteered to help create the Principle shell which our teams interactives prototypes were to be placed into. After some group brainstorming we established the global navigation constraints for the team.

V.— Navigation Sketches



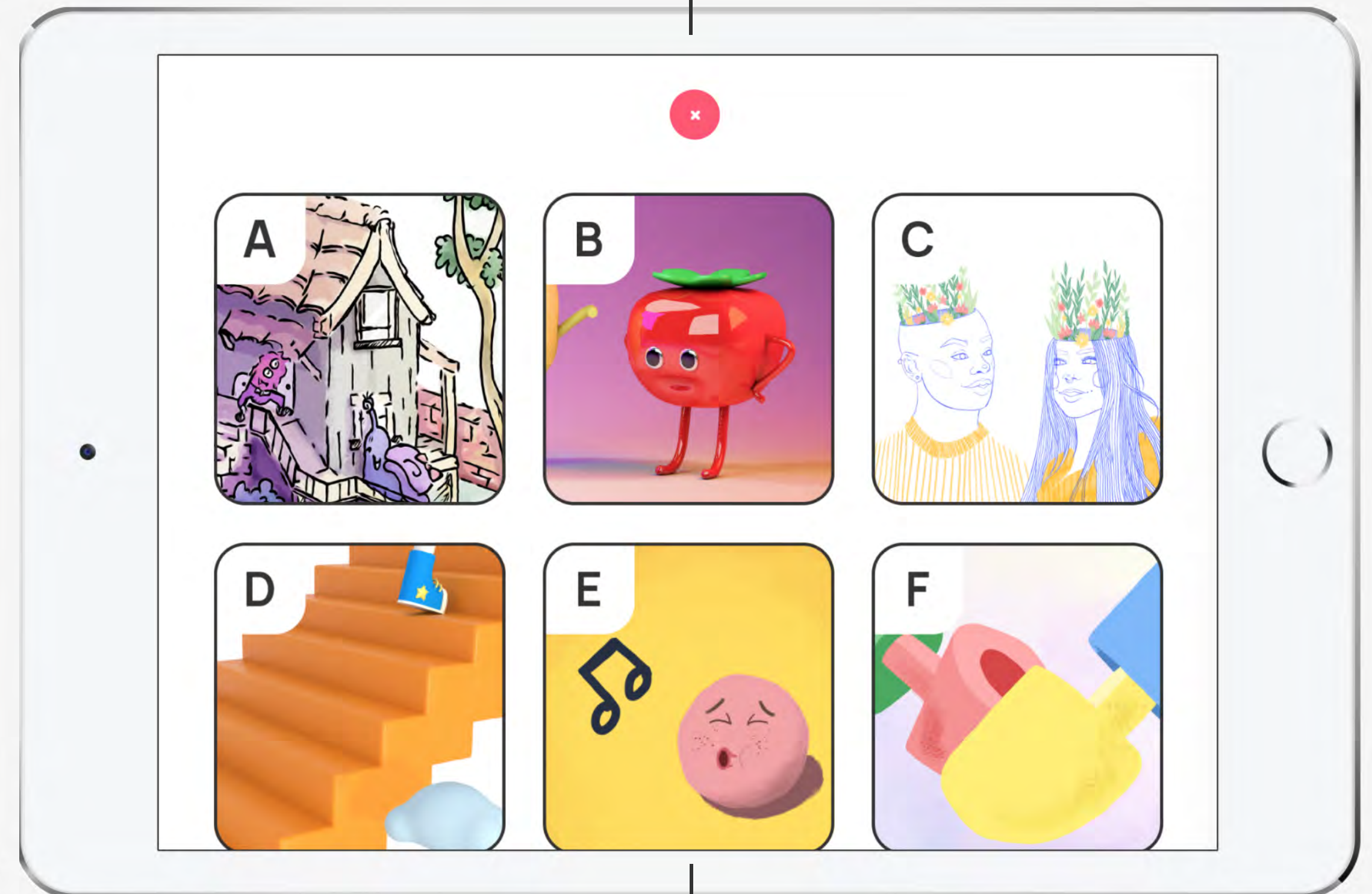
V.— Navigation Sketches



Menu

Arrows to move left and right between pages

Close (back to page)



Clickable letter cards

VI.— Conclusion

Through this project, I learned the value and difficulty of breaking down a complex topic into a concise paragraph and visual format. Working in a large group of designers on this contributive project brought forward the importance of accountability and establishing clear constraints and communication. Getting to work on a project with so many formats and considerations helped me to grow as a designer thinking across many mediums.

VII.— Citations

<https://dribbble.com/shots/6141613-Hairy>

<https://dribbble.com/shots/3950929-Ben-10>

<https://dribbble.com/shots/6585546-Workload-Character-Avatars>

<https://dribbble.com/shots/6854896-Cycling>

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