

The ABCs of Emotions

DISGUST - MOODY - VALUED

GOAL

Design cards that could be used to teach children about complex emotions in a memorable way by using colorful illustrations and relatable stories.

Prompt

Develop a deck of cards and an accompanying app interface aimed at children to teach them about a complex topic in a visually exciting and informative format

Constraints

- Consistently minimal body text on the back of the cards
- Unified typeface across all the body copy of our cards
- Cohesive Interface layout and navigation

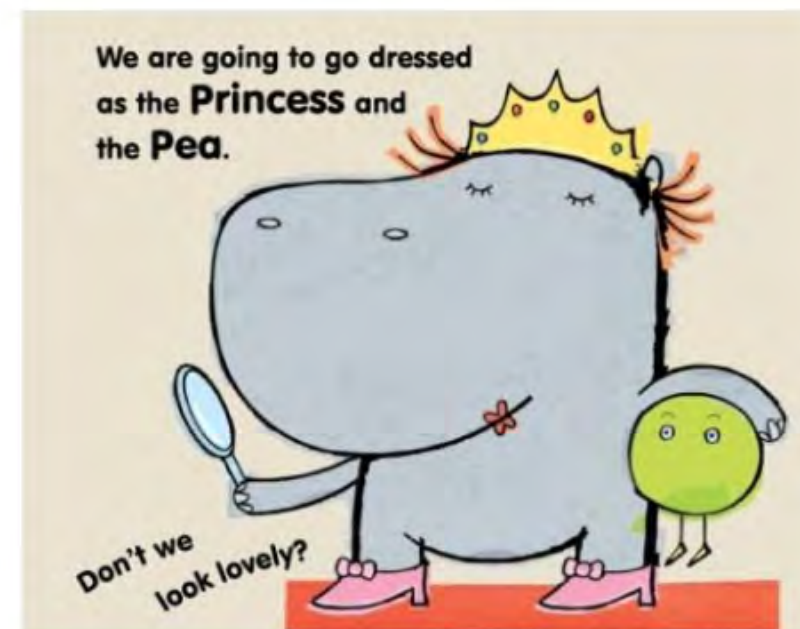
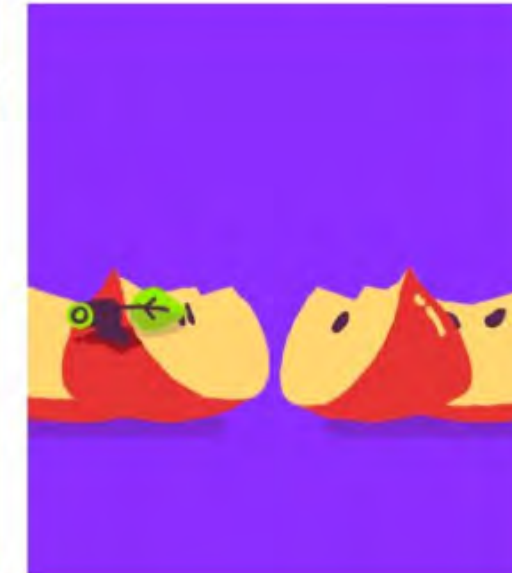
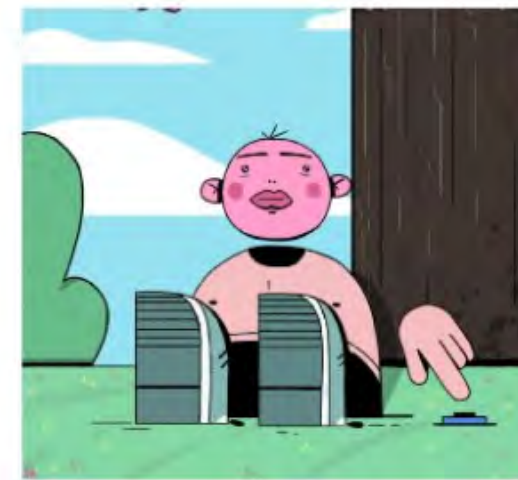
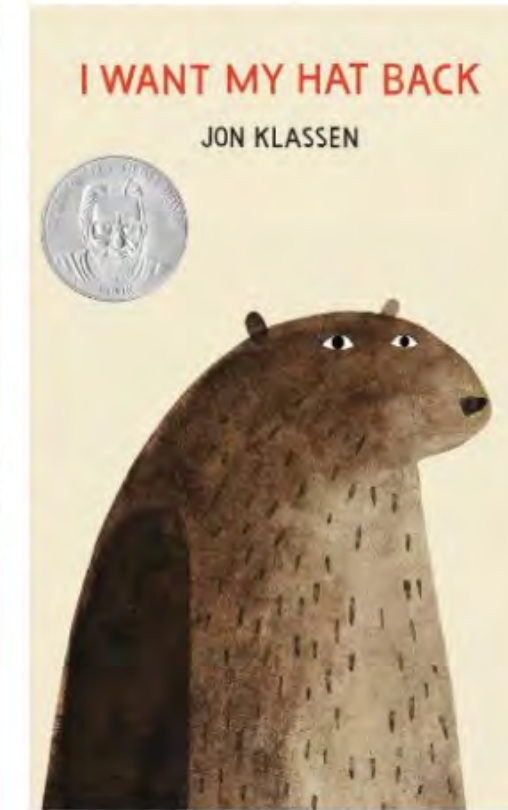
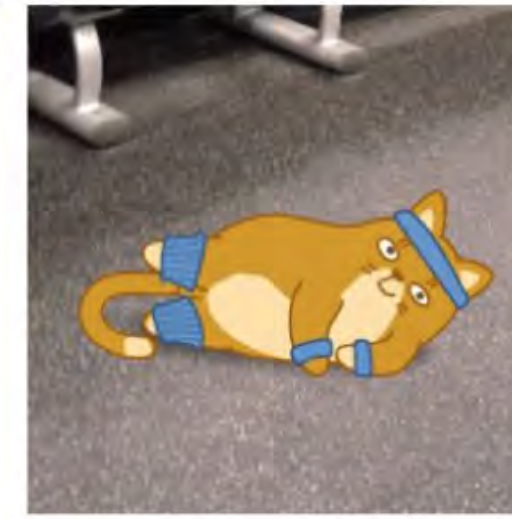
D is for Disgust

Disgust

I wanted to go a very simple and abstract cartoon character direction for Disgust to allow the distinct facial expression of the emotion to stand out and be remembered. I also wanted to focus on objects that disgusted the character being identifiable and recognizable to a child.

Mood

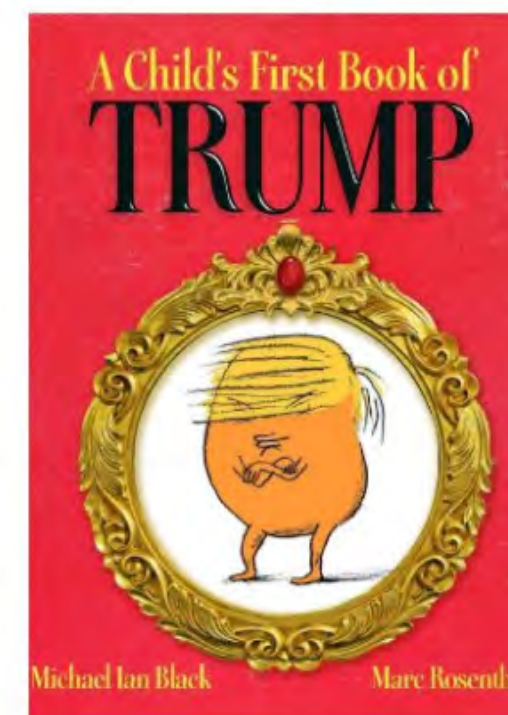
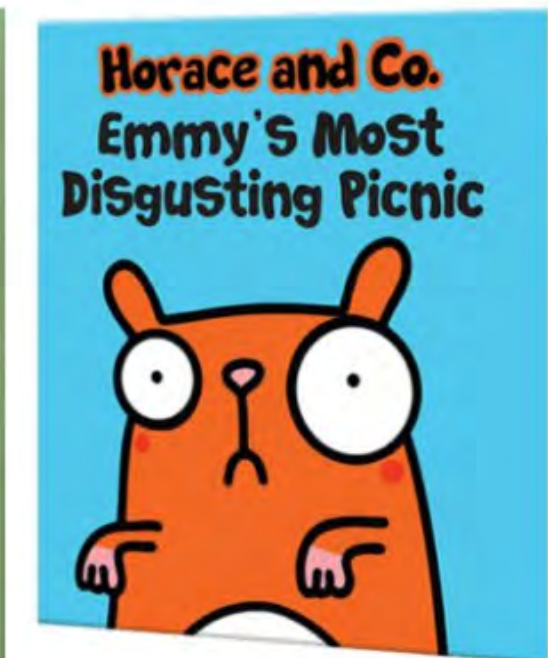
- Cartoony
- Goofy
- Fun
- Animated



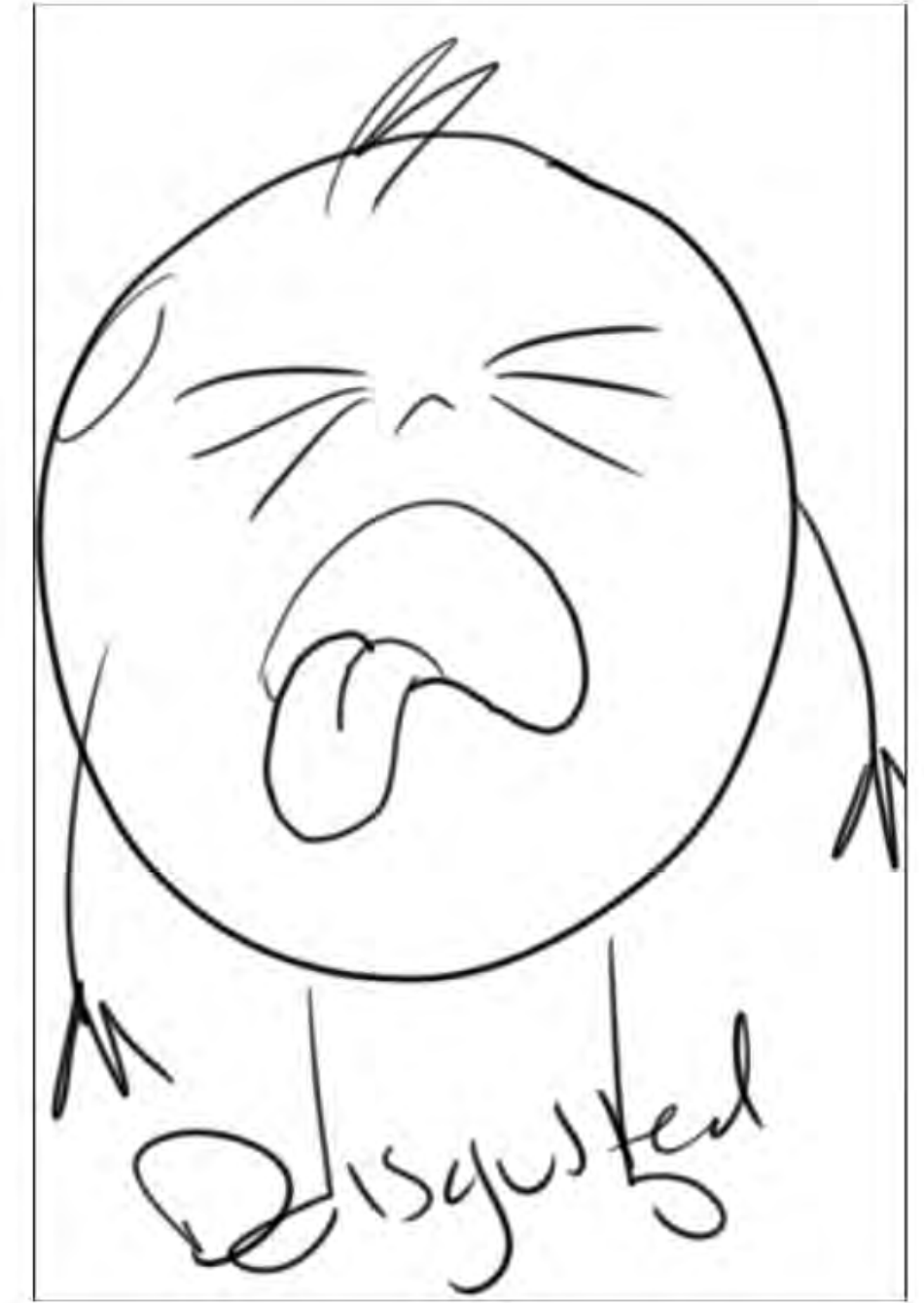
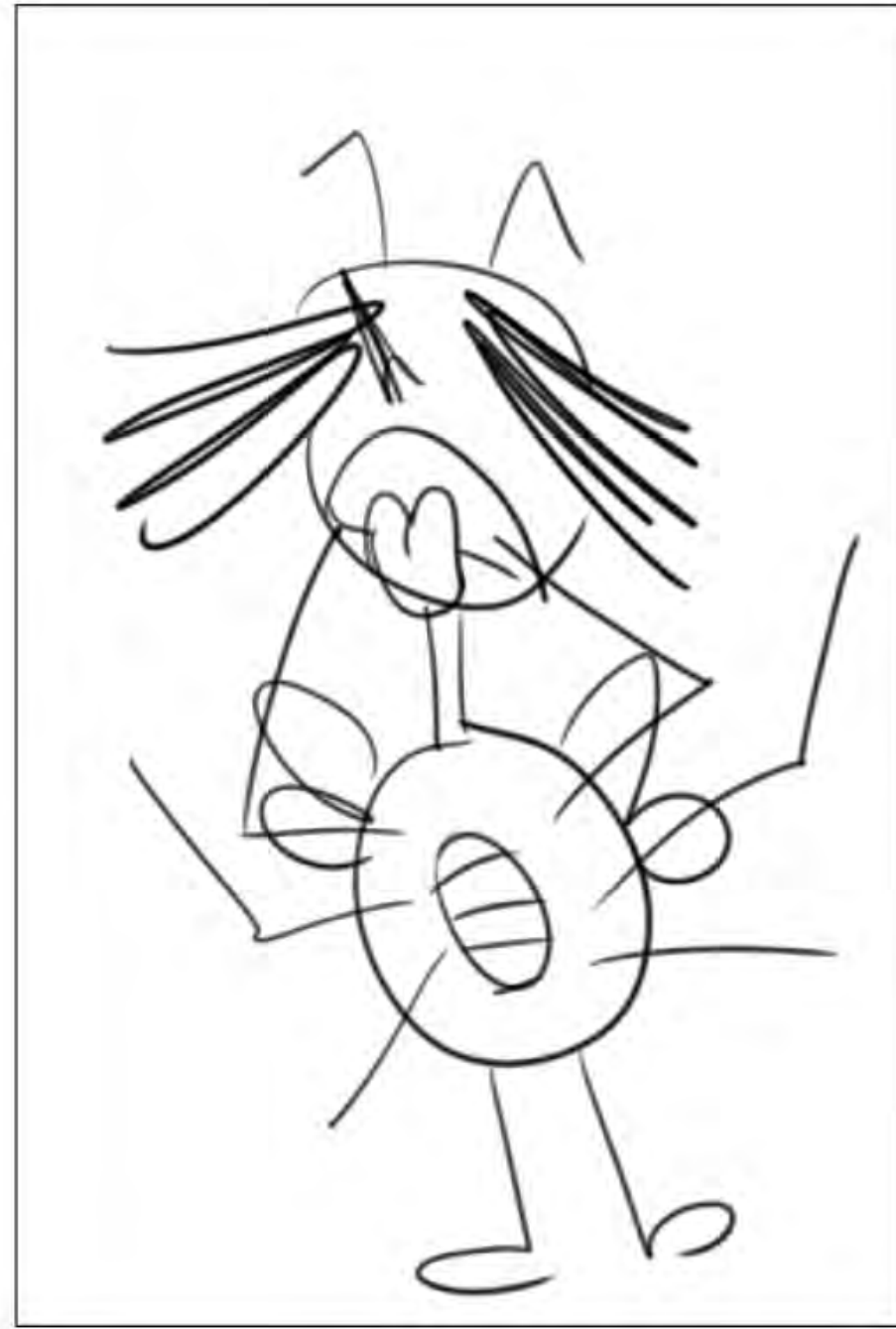
But I don't
want
to
be a
pea.

It is too green
and small.

Instead I will be a ...



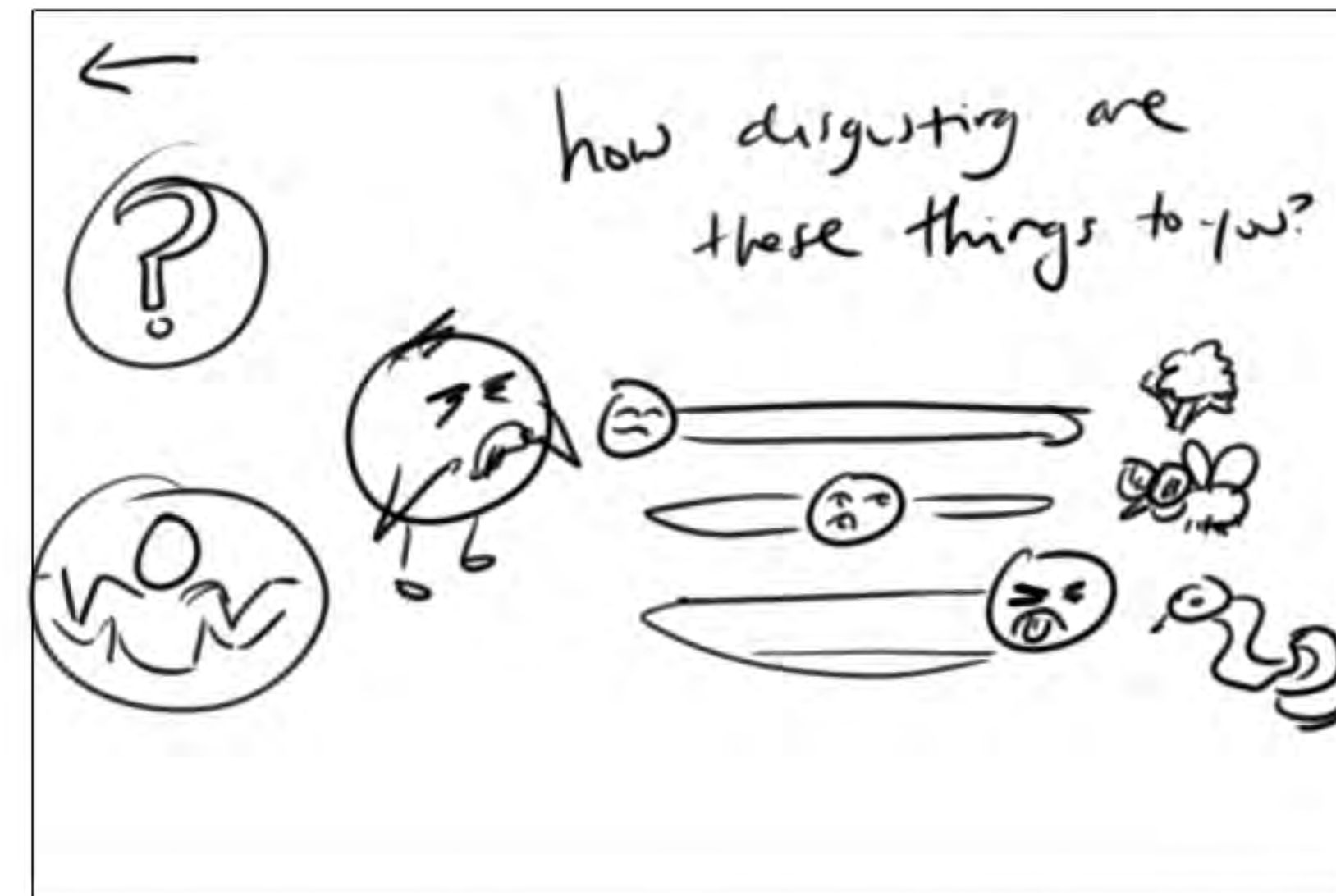
Card Sketches



Interaction Sketches



Interaction would allow children to drag things into his mouth- He will react depending on if it's disgusting or not



Interaction would allow children to rate how disgusted they are by different things

Initial Draft

I decided to go with a very simple character that would allow the distinct facial expression of disgust to be as prominent as possible

Disgusted



Sometimes I see, smell, or touch something ugly or slimy or sticky or smoky or stinky or smooshy and I do NOT like it.

That feeling happens when I think the thing is Disgusting.



Final Cards

I added the bowtie as a distinguishing characteristic and reworked the back of the card to better clarify the disgusting items

Disgust



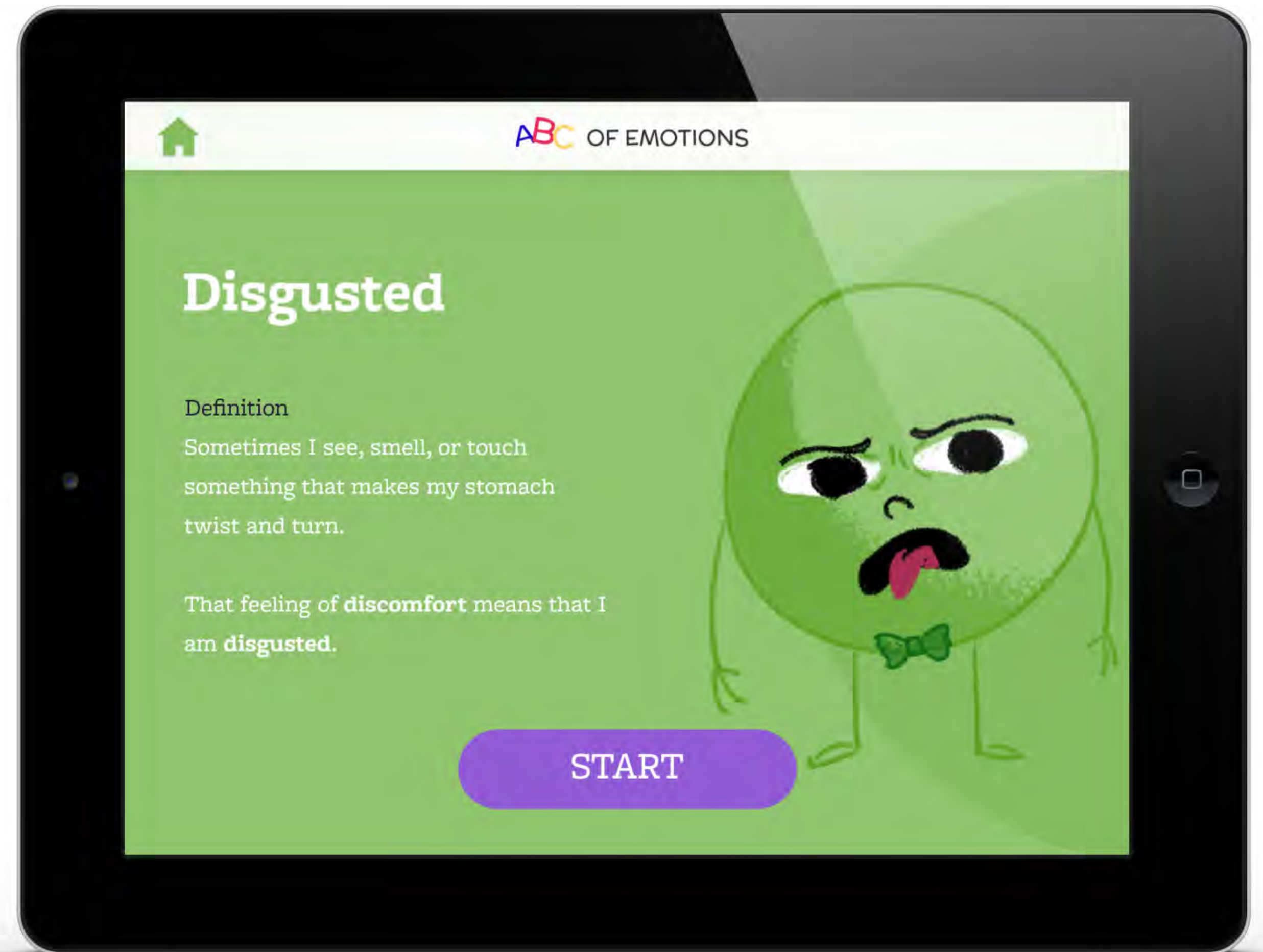
Sometimes I see, smell, or touch something that makes my stomach twist and turn.

This feeling of **discomfort** means that I am **disgusted**.



Final Interaction

My Interaction for Disgusted ended being a simple touch interaction where children could interact with something that makes them feel disgust and get some insight on why they might feel that way



Final Interaction

 **ABC** OF EMOTIONS

What Makes You Feel Disgusted?



Littering



Slimy Worms



Bad Smells



Chewed Gum

 **ABC** OF EMOTIONS

What Makes You Feel Disgusted?



Littering



Slimy Worms



Bad Smells



Chewed Gum

I feel so disgusted when I smell something terrible like dirty socks. I think it's my body's way of telling me that there might be germs nearby.

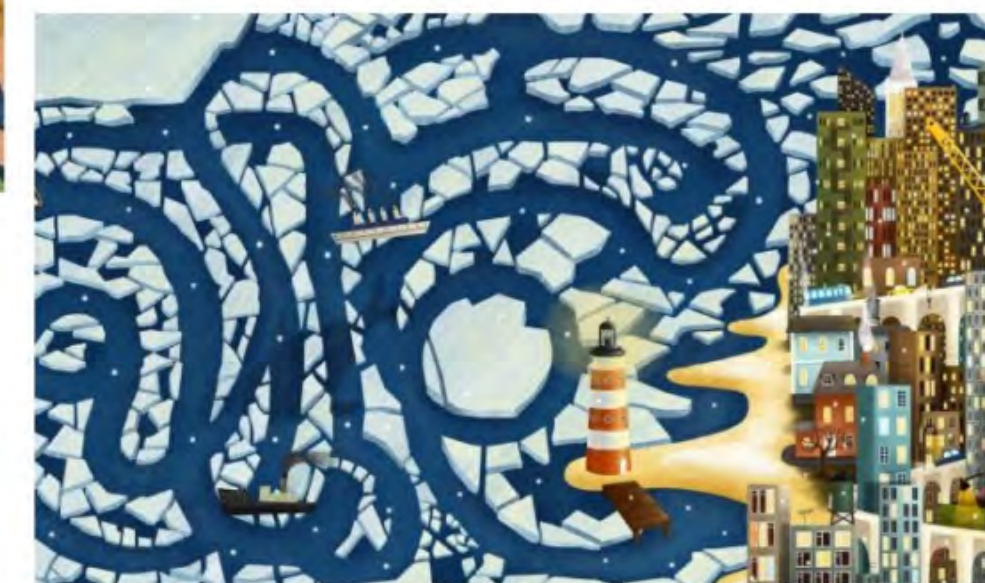
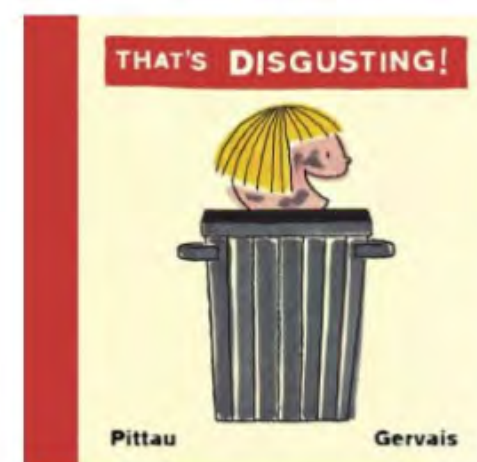
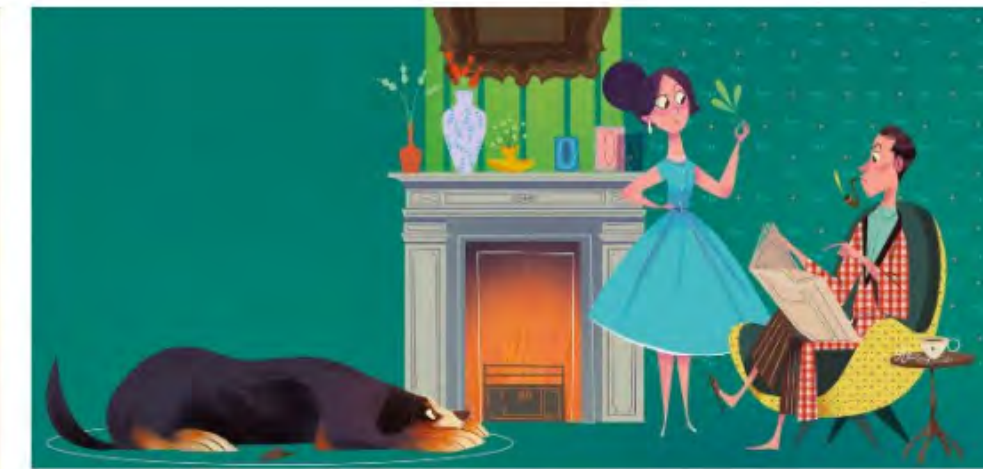
M is for Moody

Moody

For the word Moody, I wanted to stylistically step outside my comfort zone and develop an art style that would be fun and cartoony to appeal to kids. I was inspired by many children's books, especially some of the artsy and abstract styles from the 1970s used in children's illustrations.

Mood

- Vintage
- 60s/70s
- Textures
- Simple



Card Sketches

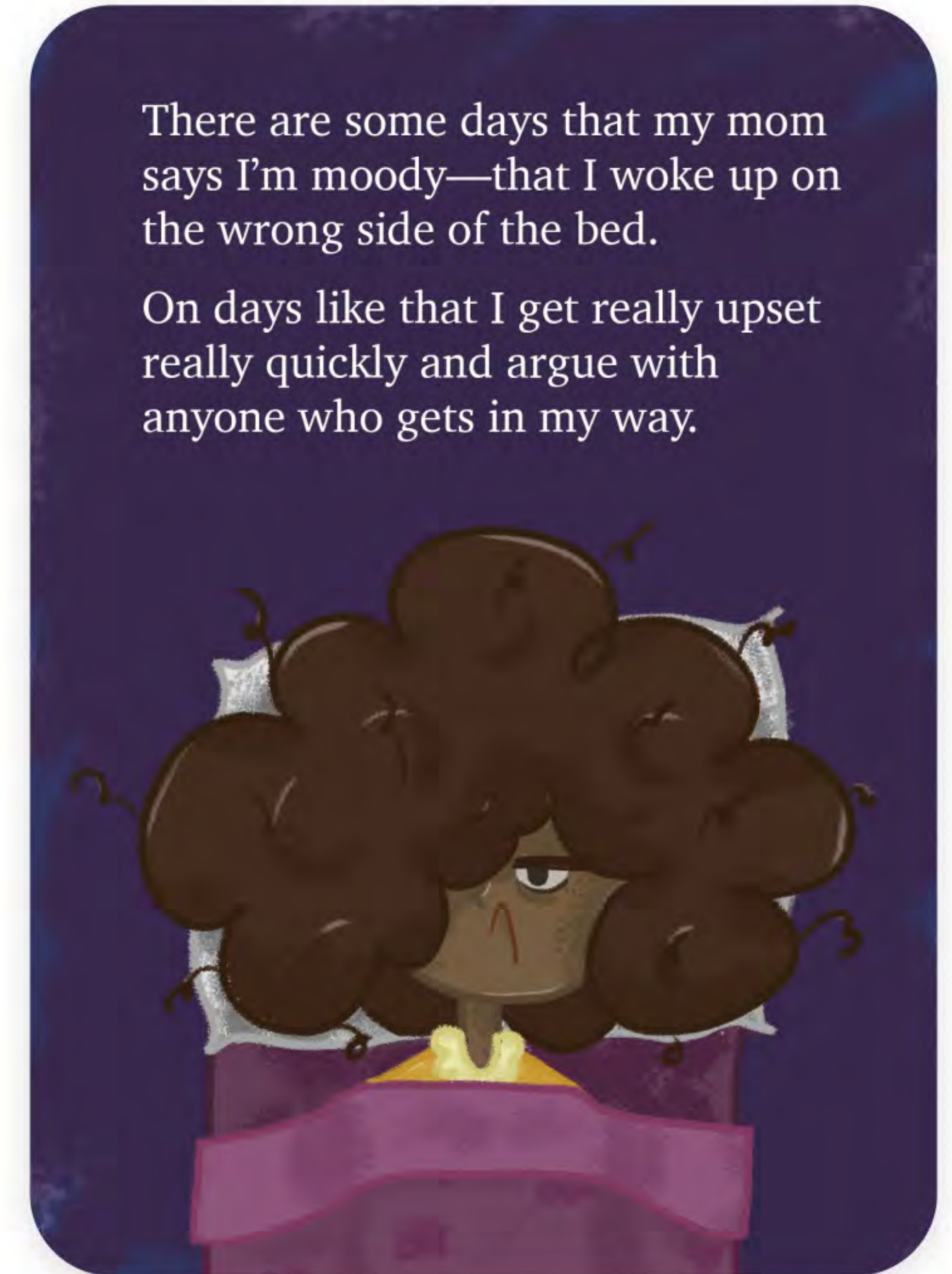
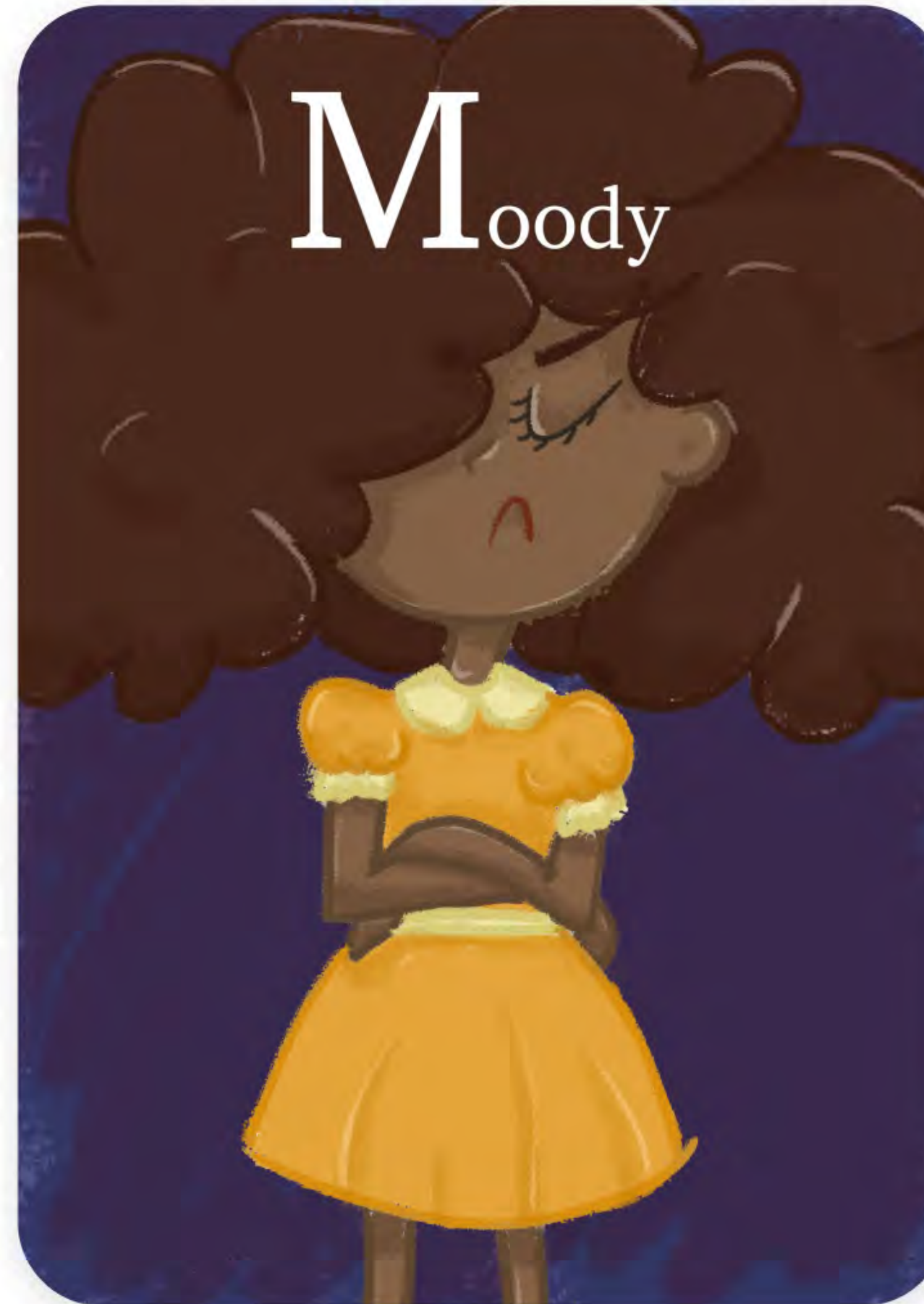


Interactive Sketches



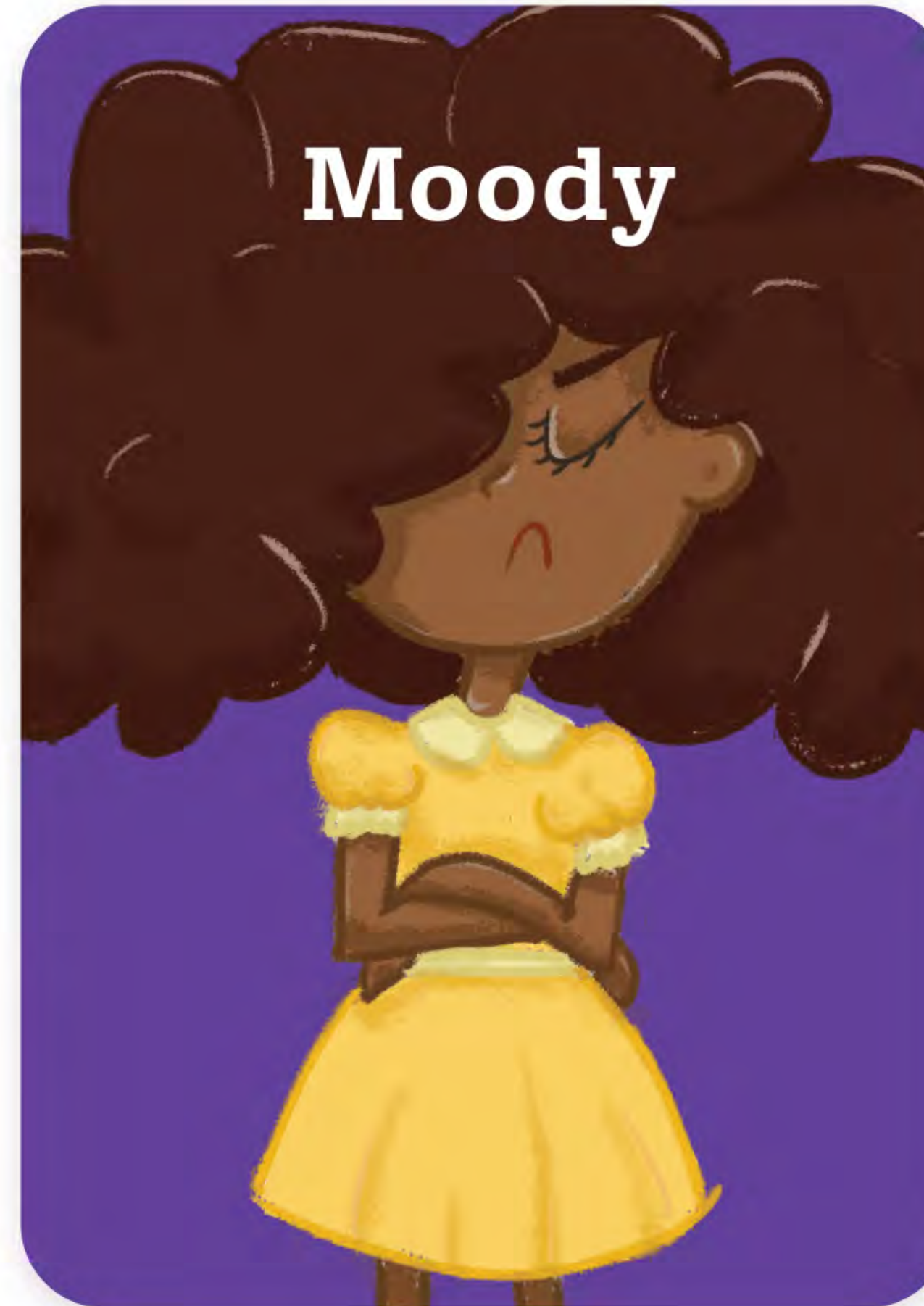
Initial Draft

I wanted my moody girl to be as expressive as possible in her distaste for the situation at hand. The story on the back was intended to be relatable and understandable to kids



Final Cards

I brightened up the colors quite a bit to allow them to be more visually dynamic to kids and avoid the drabness that came, especially when attempting to print



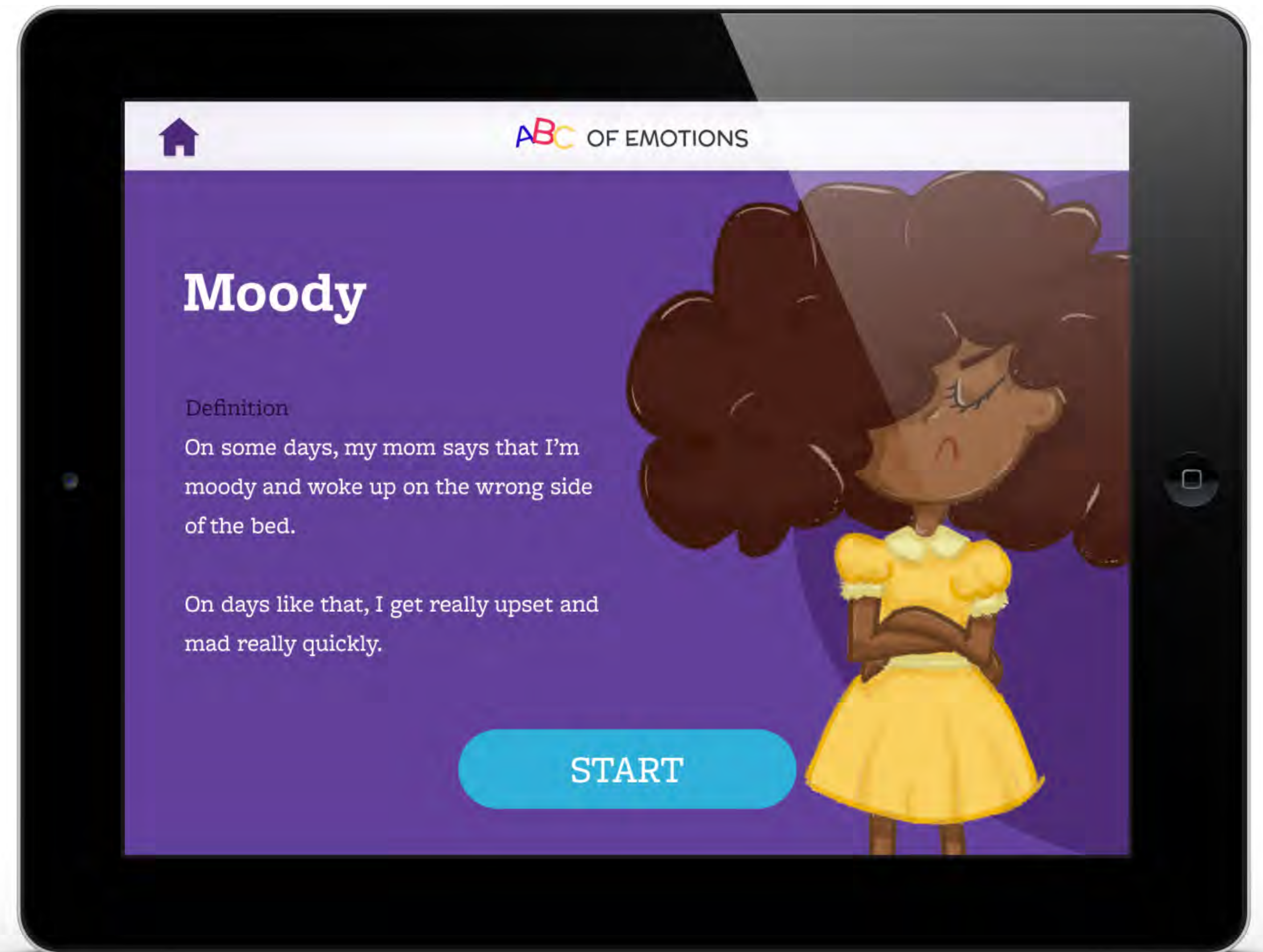
On some days, my mom says I'm **moody** and woke up on the wrong side of the bed.

On days like that, I get really **upset** and **mad** really quickly.

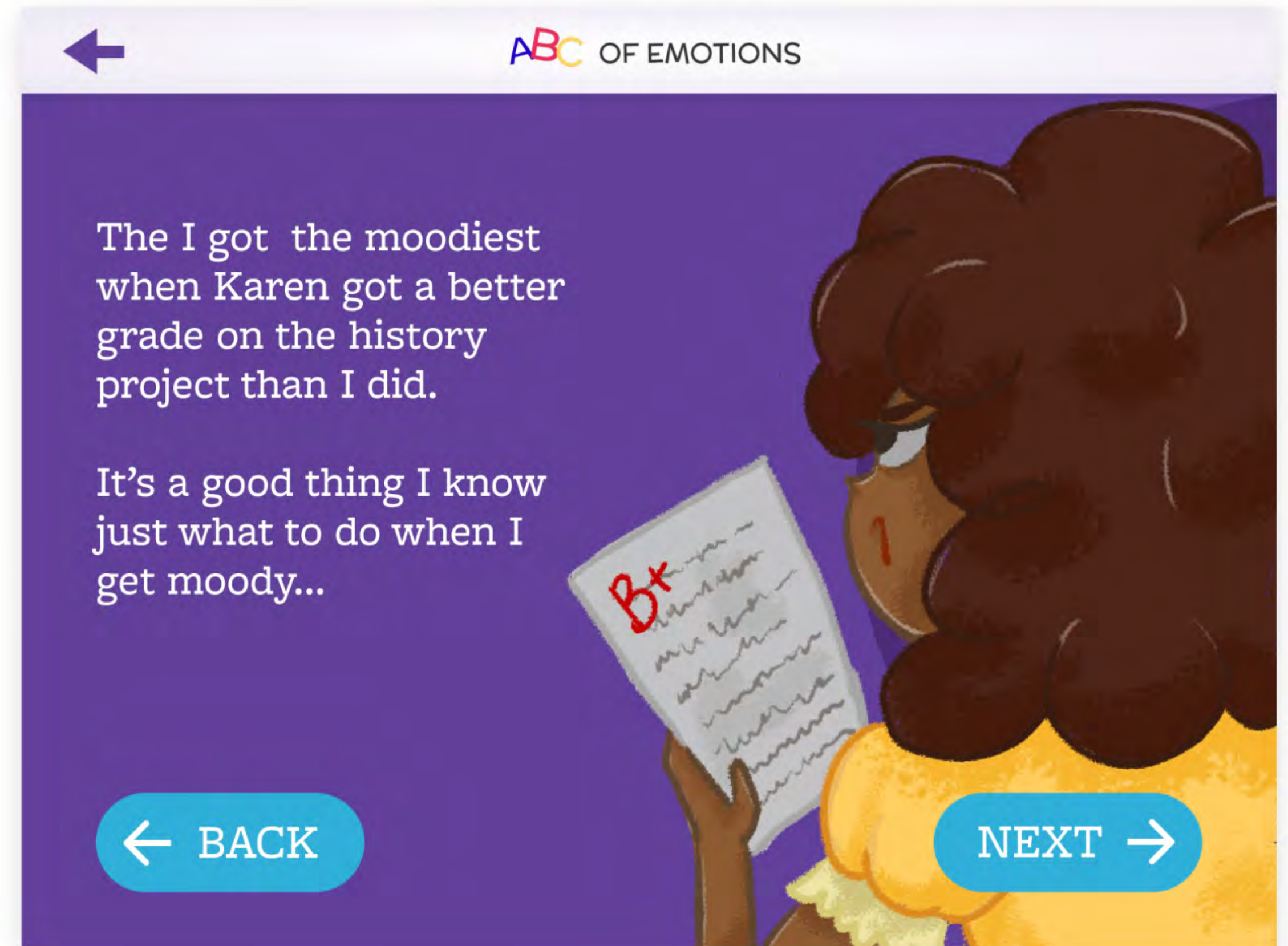
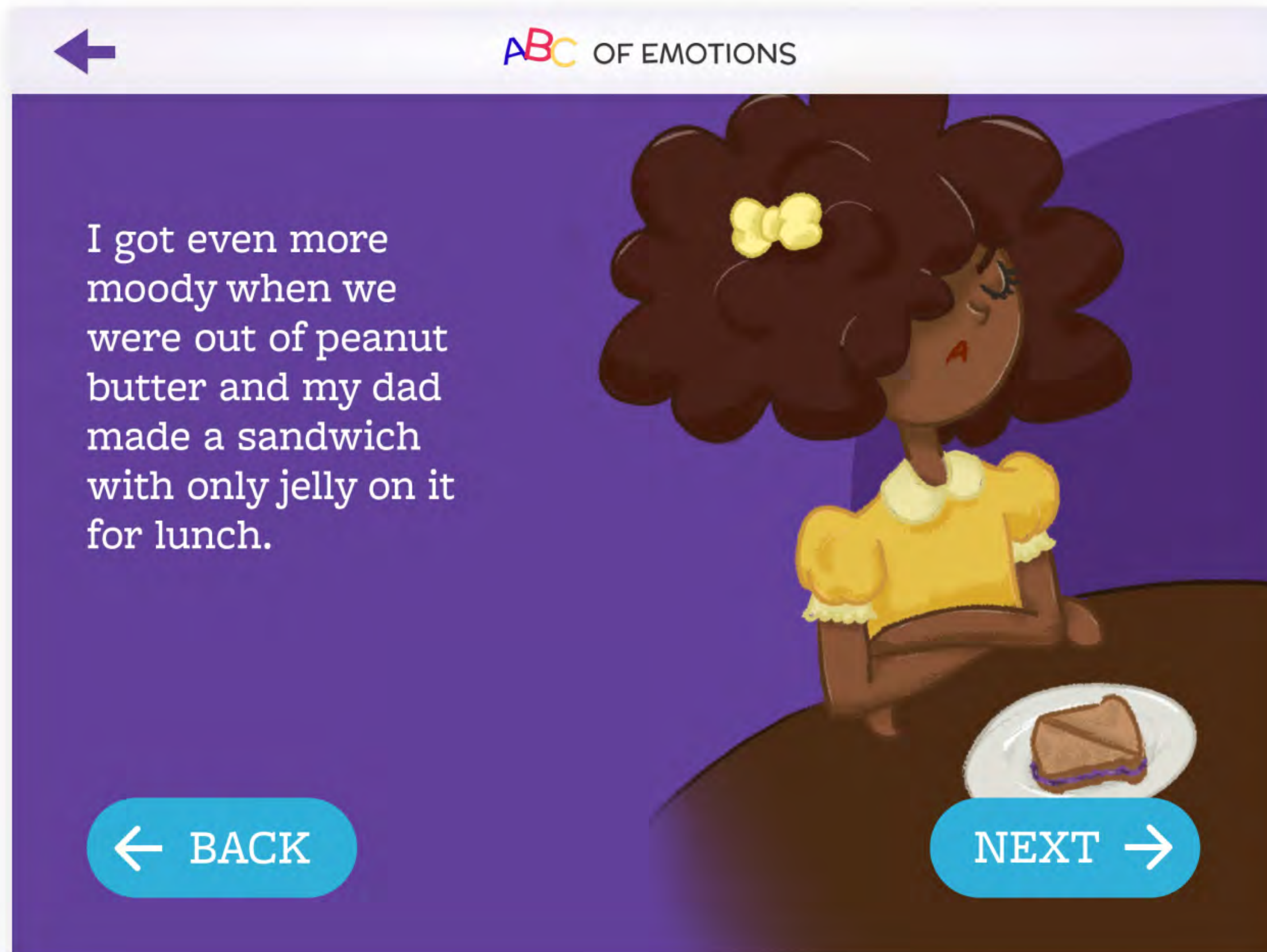


Final Interaction

My interaction depicted the story that explained what the word "Moody" meant. I went at it from a first person perspective and attempted to use language that a child in our target age range might use to make it feel personalized.



Final Interaction



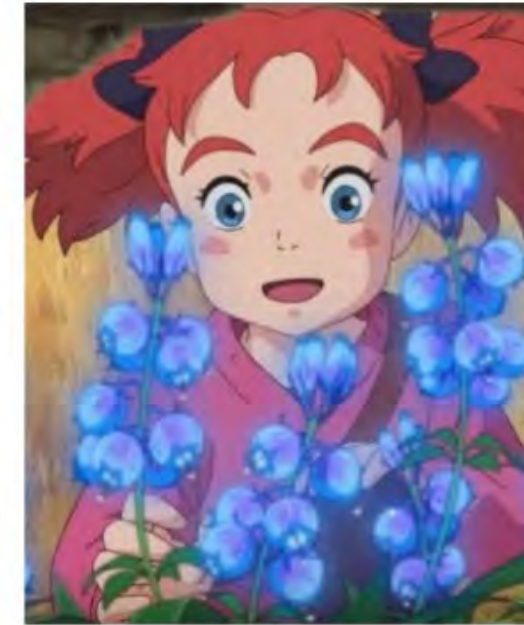
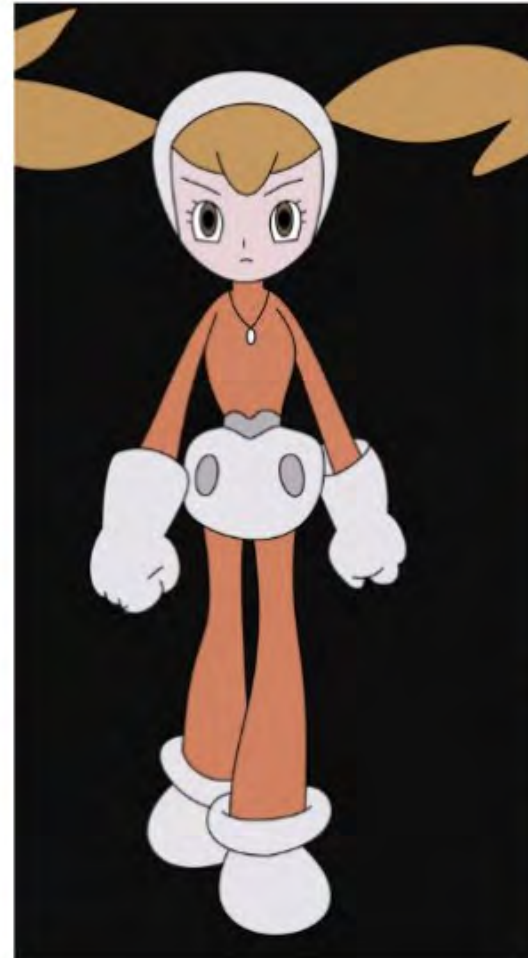
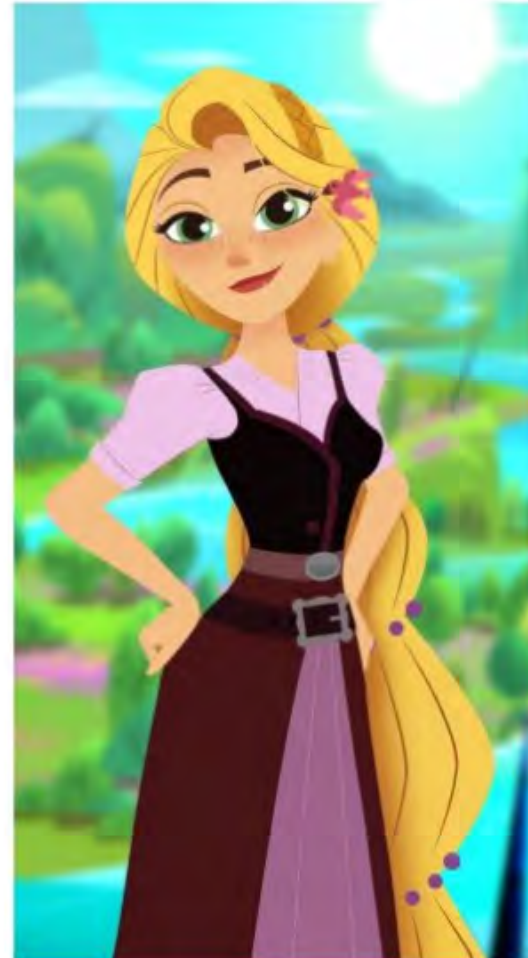
V is for Valued

Valued

The valued art style is the closest to my personal art style, but I attempted to draw a lot of inspiration from classic Studio Ghibli films like *My Neighbor Totoro* to bring a more lighthearted and joyous feeling to the art, which I find Hayao Miyazaki's work to encapsulate in a beautiful and tangible way.

Mood

- Classic
- Nostalgic
- Graphic
- Film Cel



Card Sketches



Interaction Sketches



Initial Draft

I drew my character in a style close to my own, but tried to have her exude that joy that's so representative of Ghibli characters.



Final Cards

I opted for a simplified background to allow the character to be the center of attention and reduce the unnecessary clutter. I also brightened up all the colors

Valued



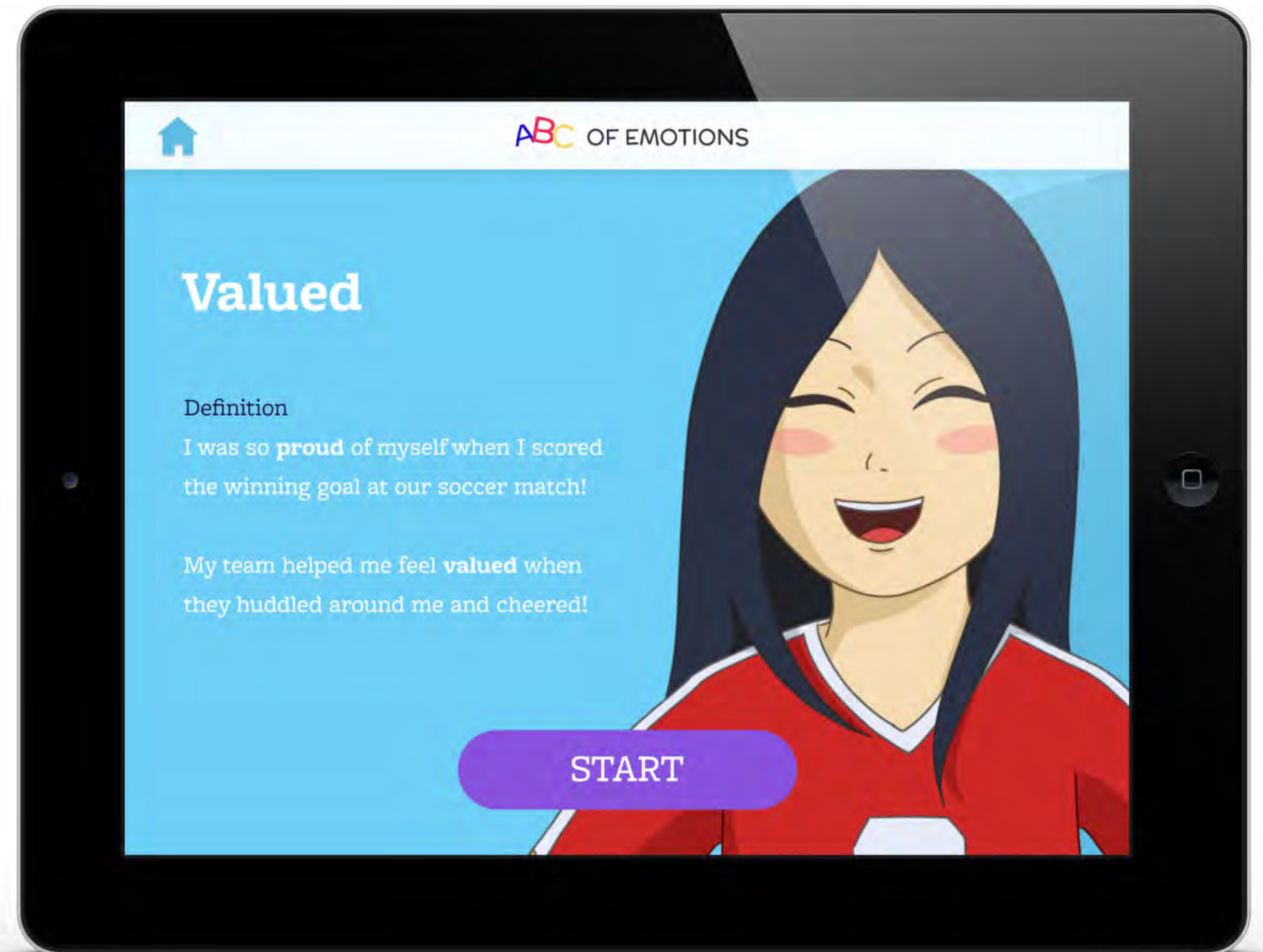
I was so **proud** of myself when I scored the winning goal at our soccer match!



My team helped me feel **valued** when they huddled around me and cheered!

Final Interaction

My Interaction for Valued ended being a simple touch interaction where children could learn about some of the “Love Languages” and how showing love makes them and others feel valued



Final Interaction

 **ABC** OF EMOTIONS

What Makes You Feel Valued?


Words


Gifts


Help


Time

 **ABC** OF EMOTIONS

What Makes You Feel Valued?


Words


Gifts


Help


Time

I feel valued when people use their words to tell me that they appreciate me for the things that I do and the person I am!

TAKEAWAYS

Pacing ourselves as a group was a skill that really developed as we worked on this project, in addition to finding a cohesive balance between all the member's work and skill areas. We also learned a lot about aiming the content for a specific audience.

Thank You