



ABCs of Emotion

TEAM INSIDE OUT

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TOPIC

Child's emotion



GOALS

Teach children to

UNDERSTAND

EXPRESS

RESPOND TO

emotions.

TARGET AUDIENCE

Elementary School Students

Children between age of 5 and 12

MEDIUM OF DELIVERY

Print: flash cards

Digital: tablet

CARDS FORMAT

Vertical orientation

5x7 Cards - / 127mm x 178mm

36px Bleed on each edge based
on 300 DPI settings

FONTS

Lilita One

Title: 90pt drop cap
33pt for rest of word

Freight Macro Pro Book
Body copy: 24pt

Topics

- historical figures
- endangered species
- climate change

- sustainability → awareness → prevention

- emotion → feelings → depth
 → love → expression
 → inside out → how to deal
 → color - spectrum

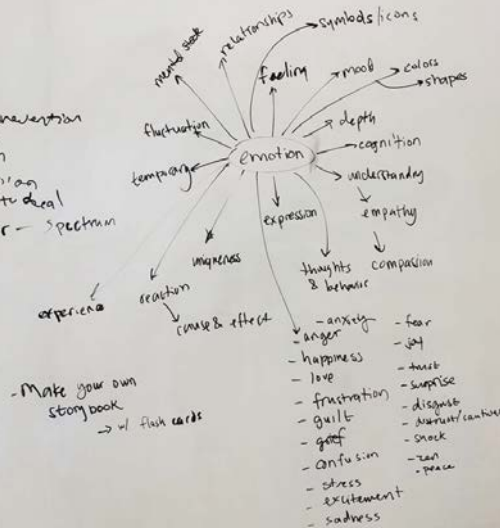
- culture → countries
 → beliefs
 → religion
 → holidays

- ethics →

- technology → positive / negative

- creativity → expression
 → self -

- food / diet / health



Emotions

A - alone
 anger, anxiety, annoyance
 affection, aggressive

B - blissful, blue, bitter, bored

C - cheerful, craze, cruel, calm, confused, crazy

D - disappointed, disgust, delighted, depressed

E - excited, exhausted, exasperated, energetic, ebullient

F - fearful, ferocious, frustrated

G - guilt, grief, grumpy, generous, grudging

H - hurt, hopeful, humiliated, hostile, hateful, happy

I - ill, insecure, irritated, interested, isolation

J - joy, jealousy, jittery

express
 write what you feel
 kind of

Kind, keen, OKAY, klutzy

L - lonely, lazy, lust, love

M - mad, miserable, mortified, mellow

N - nice, neat, naughty, nervous, numb

O - obsessed, optimistic, outgoing, open, overwhelmed

P - pensive, panicked, proud, playful, peaceful, petty

Q - quixotic, quiet, quizzical, quirky, questionable, quaint

R - rampanant, rejected, rational, reckless, relieved

S - sad, salty, sorry, sorrow, salty, smug, scared, stressed, snobbish, sunny, shy, sexy

T - thankful, tense, trustful, tired, threatened, torn, thrilled, touched, tickled

Upset, uncomfortable, upbeat

V - vexed, valued, vain, vulnerable, vigilant

W - wonder, worried, wishful, weak, worthless, wrong, work

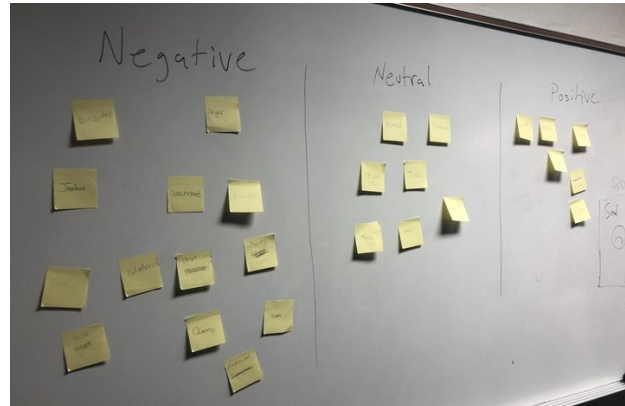
X - excited, anxious, exhausted, excited, weird, ~~EXPERIENCE~~ / X

Y - youthful, yearning, yucky, yolk

Z - Zen, zealous, zealous

experience

- Make your own storybook → w/



BRAINSTORM RESULTS

T: thankful, tense, trustful, tired, threatened, torn, thrilled, timid

W: wonder, worried, wishful, worthless, wrong, woke, weary

X: excited, express, exhausted, extroverted, xenophobic

T

Tired

W

Worried

X

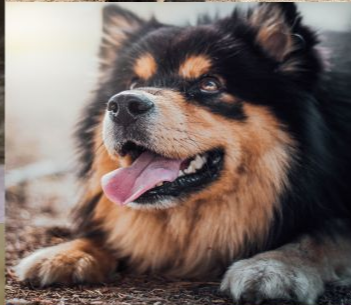
eXcited

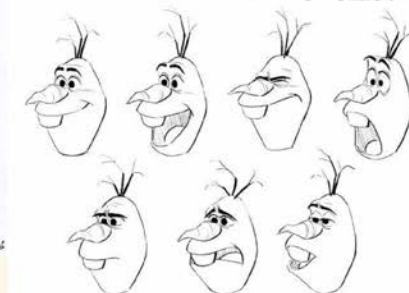
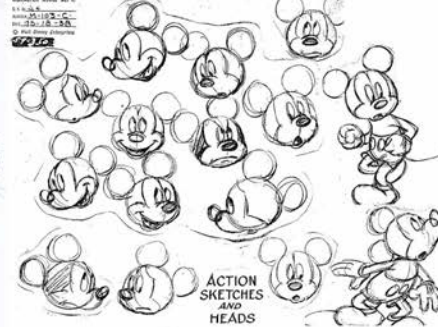
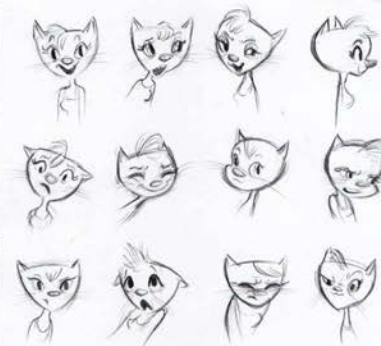
EXPRESSION STUDIES

For the next 7 slides, I studied expressions of human, animals, animations, emoji, vector graphics, and cartoon characters to help me outline the faces of my characters







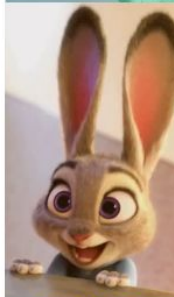
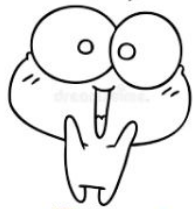




NOPE.







CONCEPT SKETCHES 1.0

Early sketches that explore and iterate on the possibilities of card design, expressions, and tablet interactions.

(tentative)

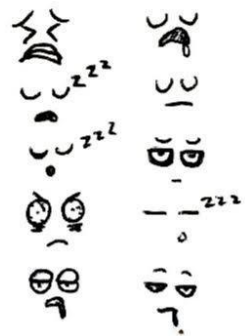
Worried



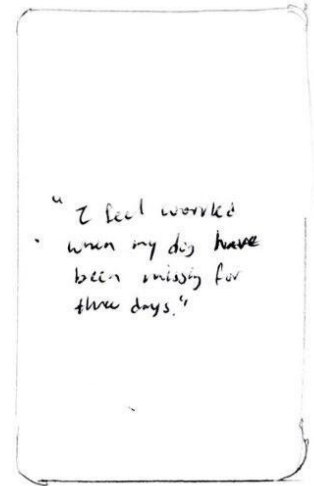
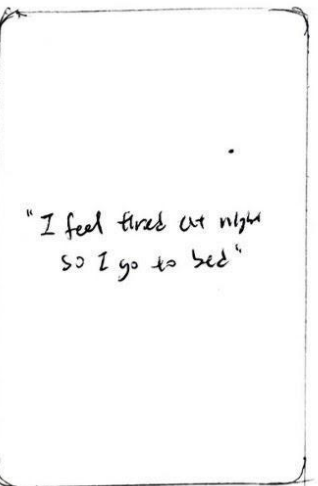
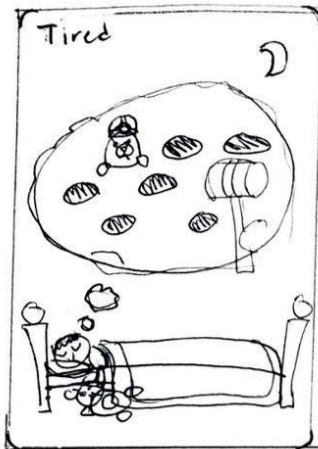
excited



Tired



Cards 5x7

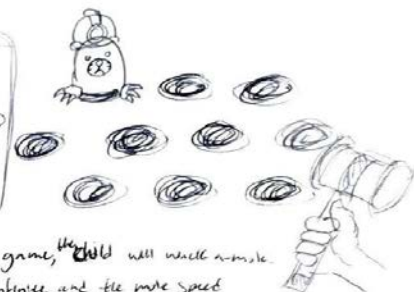
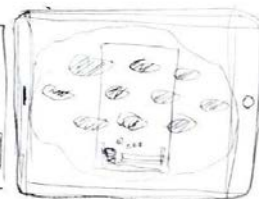


Storyboard

Tired

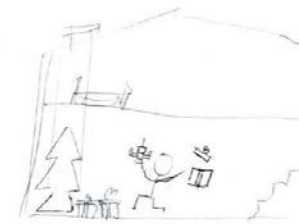
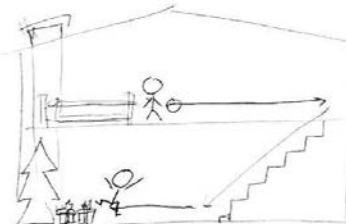


sleep
wake a mole



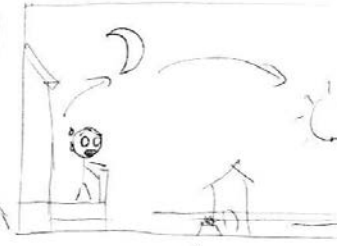
For this game, the child will make a mole.
Time is infinite and the mole speed
increases. Stop when the child feels his/her
arm and wrist is tired.

excited



child move the chimney near the Christmas tree
and Melsu with pencil was excited

Worried



Child rotate (make circles) on the middle of the screen
to turn day to night and again and again. The dog left
on day one and the owner began to become worried
as day's pass by.

TIRED

Character dreaming, tired of the mind.

A game of whack-a-mole, tired of the muscle.

EXCITED

Character get excited after finding gifts under the Christmas tree.

Interaction on moving character downstairs.

WORRIED

Character worried when pet dog went missing for days.

Interaction on day night cycles.

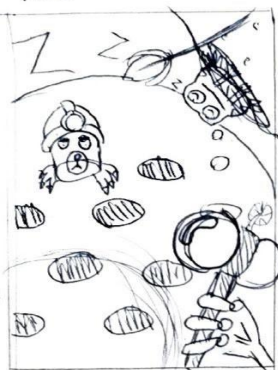
CONCEPT SKETCHES 2.0

Explore the possibilities of
character outside human realm.
New iterations on interactive
storytelling.

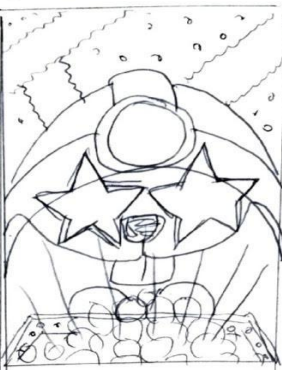
Tired

Excited

Worried



A Dream of
Endless Wack-a-
Mole.



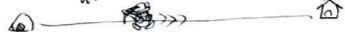
"I found the gold!"
"I found the gold!"



"Where have my"
frog been?"

Wack a mole (speed increase over time)
Child finger tired upon tapping

Find froggo before ~~the~~ mole
come home



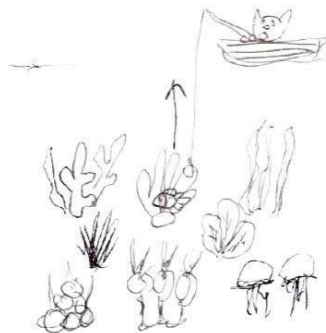
Swipe to
get chest to
card



[more complex
than that]
[background
extends
beyond screen]



Catching Zs
game



Can fish up an object to see
if goldfish is behind it

TIRED

Frog dreaming.

A game of catching Zs.

EXCITED

Mole found a chest of gold.

Catching load and loads of gold chests into mine cart.

WORRIED

Cat's goldfish went missing.

Finding goldfish in the pond, covered with lily pads.

CARD DESIGN 1.0

Preliminary designs to be fully developed later on.

(e)Xcitement

Having strong feeling of enthusiasm and interest; feel stimulated and energetic

"I feel excited when I found presents under the Christmas tree."

Excitement is important because it's short burst of joy that give life its meaning. It makes you happy and make you forget any negative thoughts at the moment.

How to deal with excitement? Just forget everything and enjoy it!

examples?

(e)Xcitement

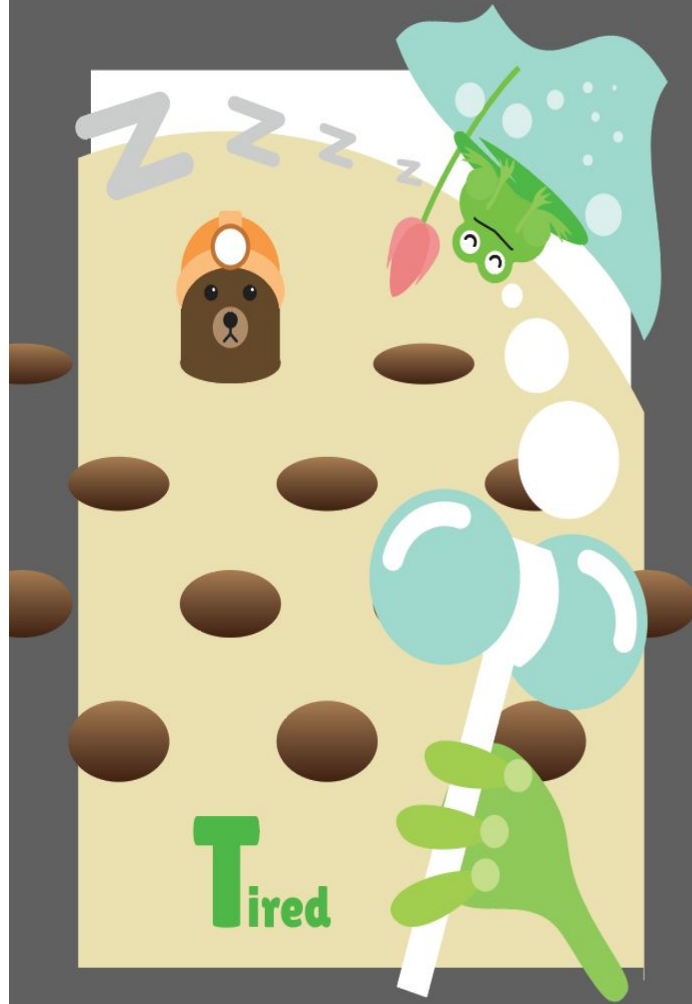


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"I feel excited when I found presents under the Christmas tree."

Excitement is important because it's short burst of joy that give life its meaning. It makes you happy and make you forget any negative thoughts at the moment.

How to deal with excitement? Just forget everything and enjoy it!





**I am tired,
therefore
I dream.**

CARD DESIGN 2.0

At this stage, ideas are finalized and content are fully established. Waiting for team constraints.



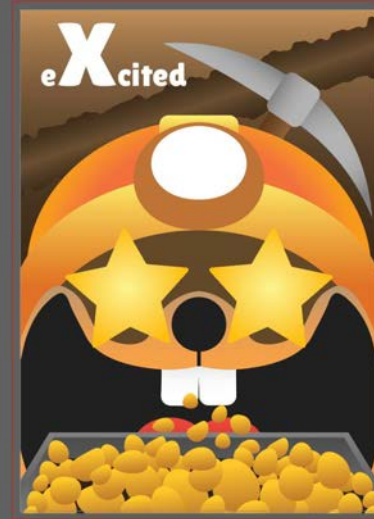
**Frog is tired,
therefore
it dreams.**

When you are tired, you feel
in need of rest, nap or sleep.



**My pet fish is
gone! Did it run
away? Did it get
stolen? Did I eat
it?!**

When you are worried you feel
in trouble. Your mind cannot stop
thinking about something. You
are anxious about problems
coming along the way.



**I found the
gold!
I found the
gold!**

When you are excited, your
heart gets pumping, and you
feel energetic, enthusiastic
& extremely happy.



CARD DESIGN 3.0 (FINAL)

Team constraint added: centered titles and bolded emotion words.
Print ready.



Tired

Frog is **tired**,
therefore
it dreams.
Zzzzz...

When you are **tired**,
you feel in need of
rest, nap or sleep.



Worried

My pet fish is gone!
Did it run away?
Did it get stolen?
Did I eat it?!

When you are **worried**,
you feel in trouble.
You cannot stop thinking
about something. You
are anxious about
problems coming along
the way.

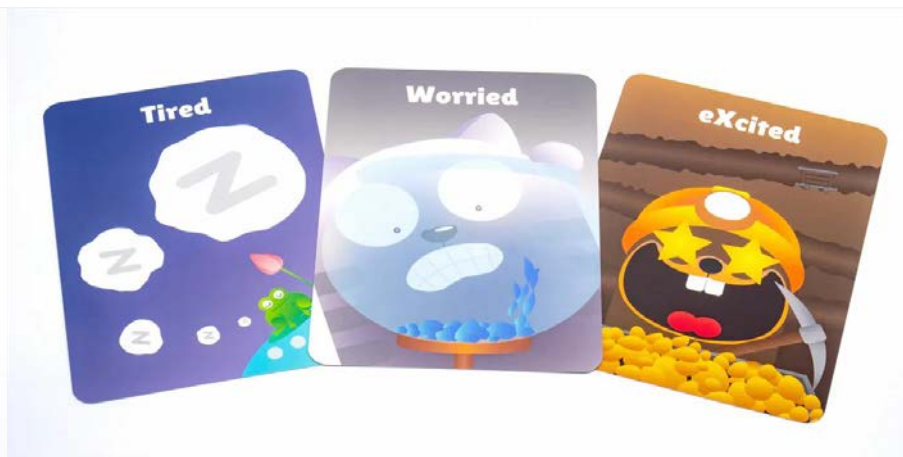
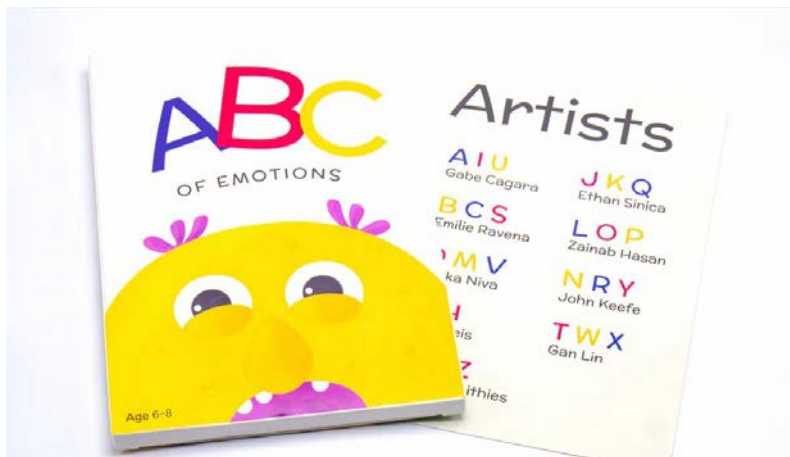


eXcited

I found the gold!
I found the gold!
So much that I
can't wait to hold!

When you are
excited, your heart gets
pumping, and you feel
energetic, enthusiastic
& extremely happy.





INTERACTIVE PRODUCTION

This stage begin with creation of assets needed for animation. Then composited into sample scenes before polishing. We kept our main menu simple and scroll based.

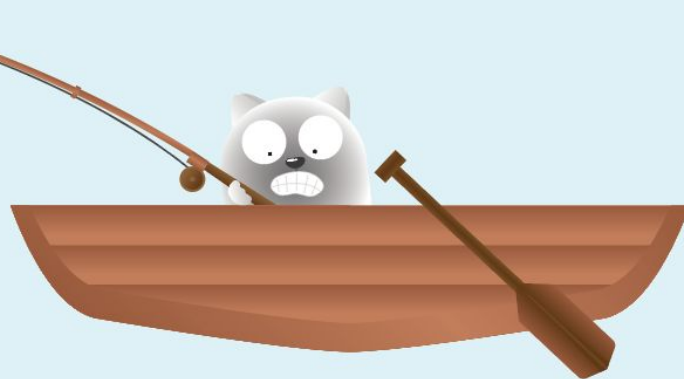
SOFTWARE APPLICATIONS

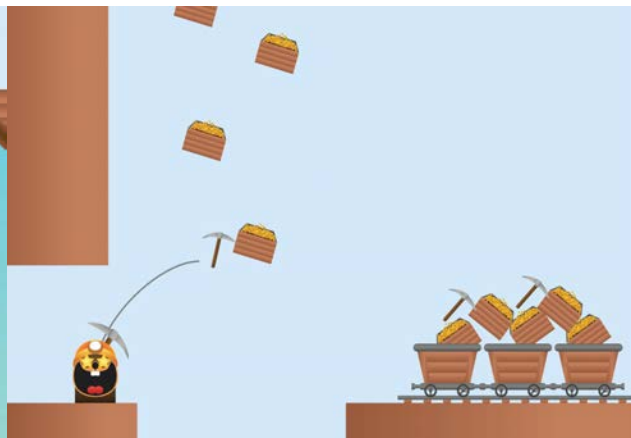
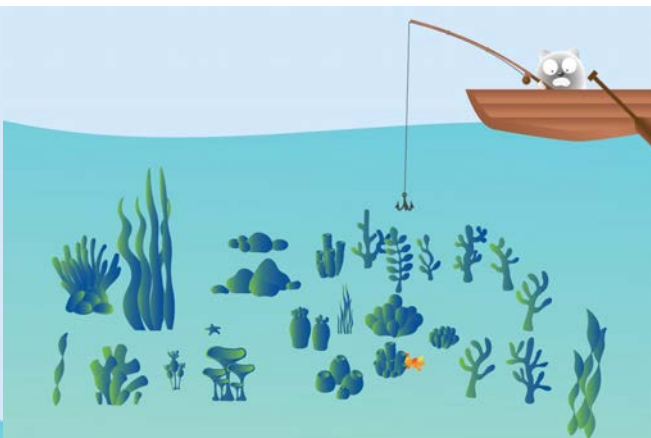
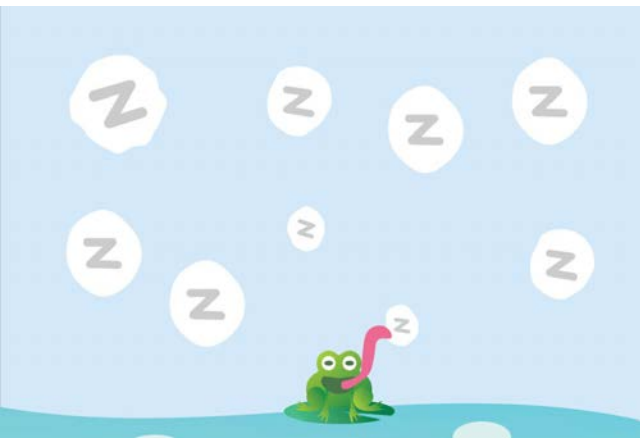
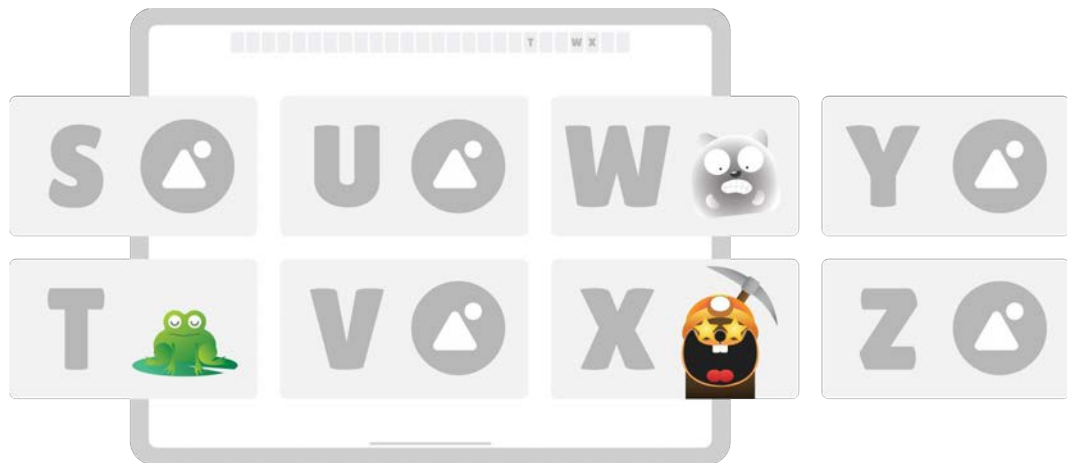
Figma with animation

After Effects

Illustrator

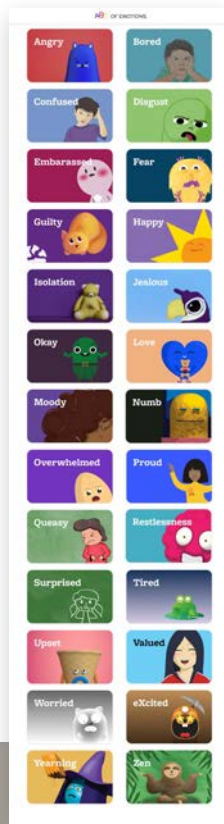
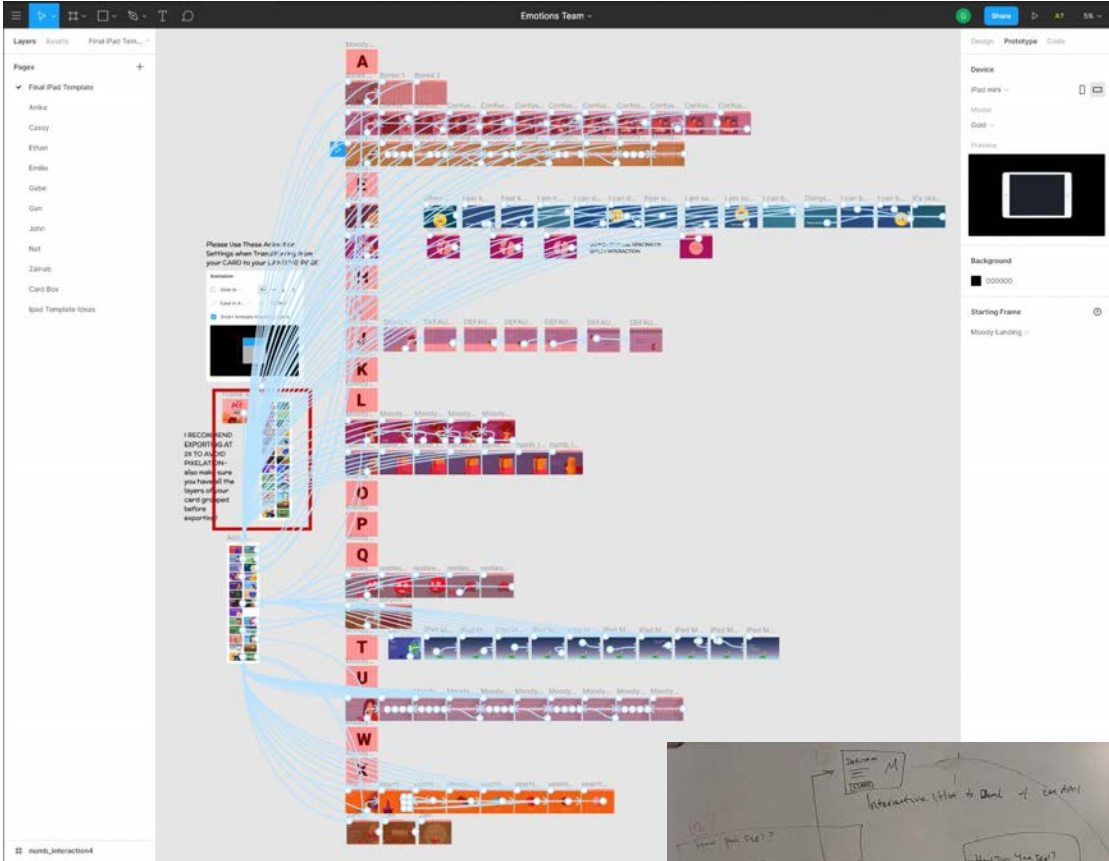
Photoshop for .GIF conversion





PROTOTYPE

Each designer get to work on their own Figma interactive pieces for each of the 3 letters. We then compile them into one single large prototype in the end.



TABLET FORMAT (IDEAL)

Horizontal orientation

iPad Pro 12.9”

2732-by-2048-pixel

TABLET FORMAT (ALTERNATIVE)

Horizontal orientation

iPad mini

768-by-1024-pixel

Tired



Frog is **tired**,
therefore
it dreams.
Zzzzz...

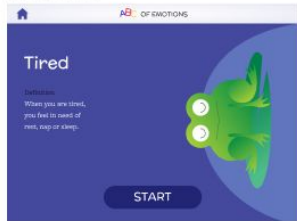
When you are **tired**,
you feel in need of
rest, nap or sleep.



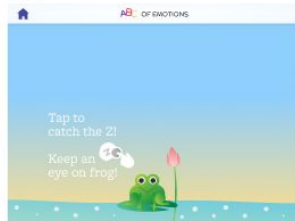
T IS FOR TIRED

My first card tells a story of a little green **frog** sitting on a lily pad settling into his **dream** on a lazy evening. The back of the card will reveal the narration as well as the definition for its word: Tired. For interaction, I want the child to **"catch" the Zs** to let the frog slowly falling asleep. A hidden definition is implemented, whereas the child's finger get tired through constant tapping; the tiring of muscle in addition to the consciousness.

Definition Tired



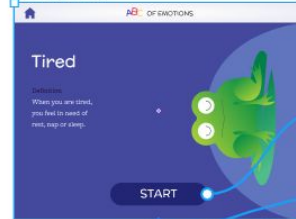
tired 1



tired 2



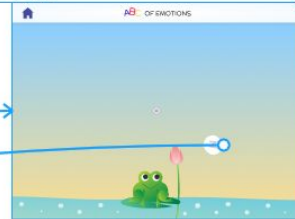
Definition Tired



tired 1



tired 2



tired 3



tired 4



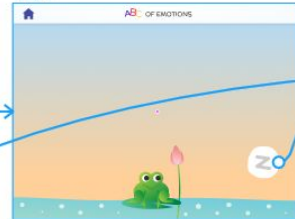
tired 5



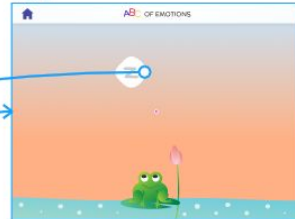
tired 3



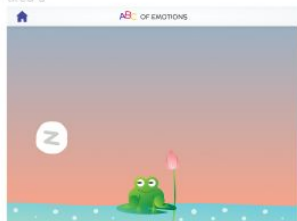
tired 4



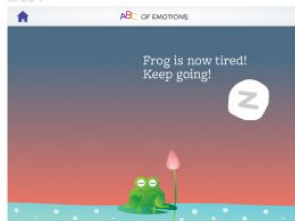
tired 5



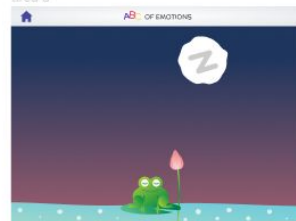
tired 6



tired 7



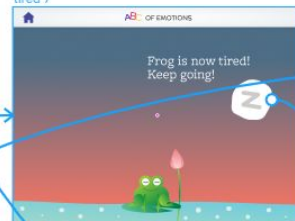
tired 8



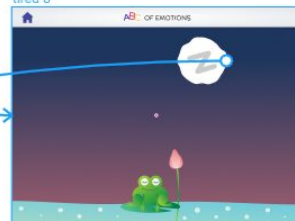
tired 6



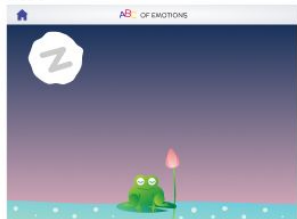
tired 7



tired 8



tired 9



tired 10



tired 9



tired 10



Worried



My pet fish is gone!
Did it run away?
Did it get stolen?
Did I eat it?!

When you are **worried**,
you feel in trouble.
You cannot stop thinking
about something. You
are anxious about
problems coming along
the way.



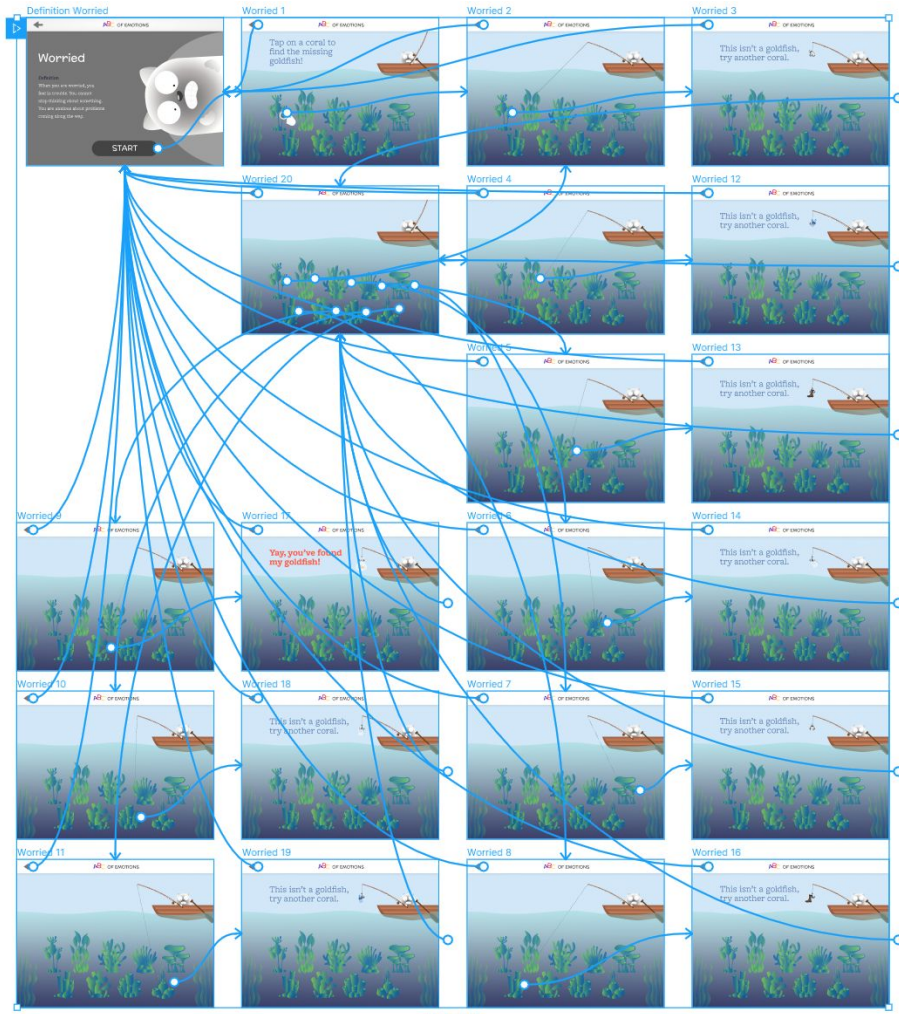
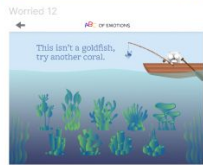
W IS FOR WORRIED

My second card tells a story of a little purple striped **cat distressed** with disappearance of his pet fish.

Again, the back of the card will reveal the narration as well as the definition for its word: Worried. For

interaction, the cat is on his boat trying to **fish out** his **missing pet** hidden behind corals on the ocean floor.

A thief probably stole his fish but dropped it into the water by accident.



eXcited



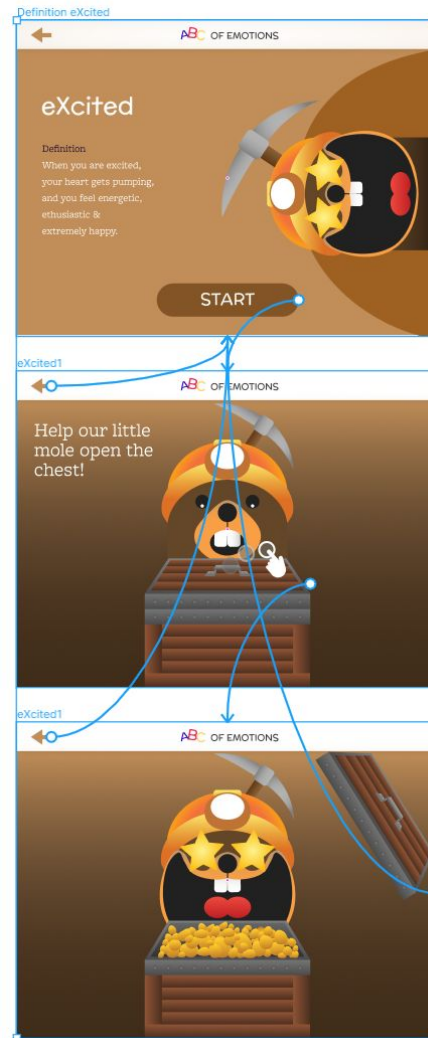
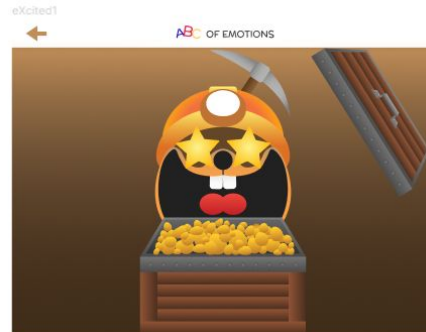
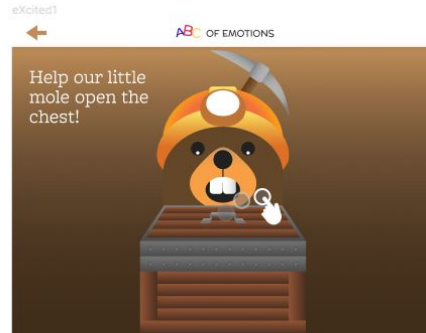
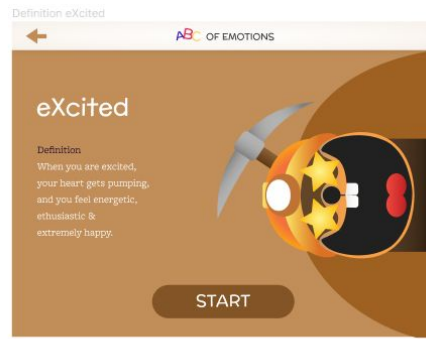
I found the gold!
I found the gold!
So much that I
can't wait to hold!

When you are
excited, your heart gets
pumping, and you feel
energetic, enthusiastic
& extremely happy.



X IS FOR EXCITED

My third card tells a story of a little **mole** fully equipped with safety helmet and pickaxe **discovering** a **gold** chest under the ground and tunnels which he dug through. The wide mouth and star eyes emphasize his excitement. It was difficult to find proper word start with X so I decided to brainstorm through words that include X within itself, thus eXcited is chosen. For interaction, I decided to keep it simple by letting the little mole **glow up upon lifting** the lid of the chest.



CONCLUSION

There's so much I learned from this project where I flex both my **graphic** design and **interactive** design muscles. It's the first time I have worked in a team of nine amazing designers; from that, I have learned to **embrace our different styles** to achieve a greater whole through **shared design constraints**. It was tough to work in a medium that I haven't worked often in and at the same time learning & exploring new software features. Ultimately, I have acquired new skills in **expression studies** and mini-game design with **storytelling elements**.

TAKEAWAYS

Even a trusted program in your pipeline can betray you in critical time.

My team encountered suuuuppper lagging animations when running Figma iPad prototype in real time, therefore we had to migrate our entire project to Principle before deadline with the aid of our professor Miguel Cardona.

THANK YOU FOR READING...

Now go play with the prototypes!

