Interactive 4 Project

The ABC’s of Empowerment.

Duration
12 Weeks

Role
Visual Designer

Concept

Create a physical and digital book that teaches kids their ABC’s which makes them feel empowered.

Requirements

Each student gets 2~3 letters and pairs them with a word that is related to empowerment. After pairing a word with a letter, we have to illustrate that word in a children’s book.

My Letters

L

is for leadership

U

is for unique.

U is for Unique

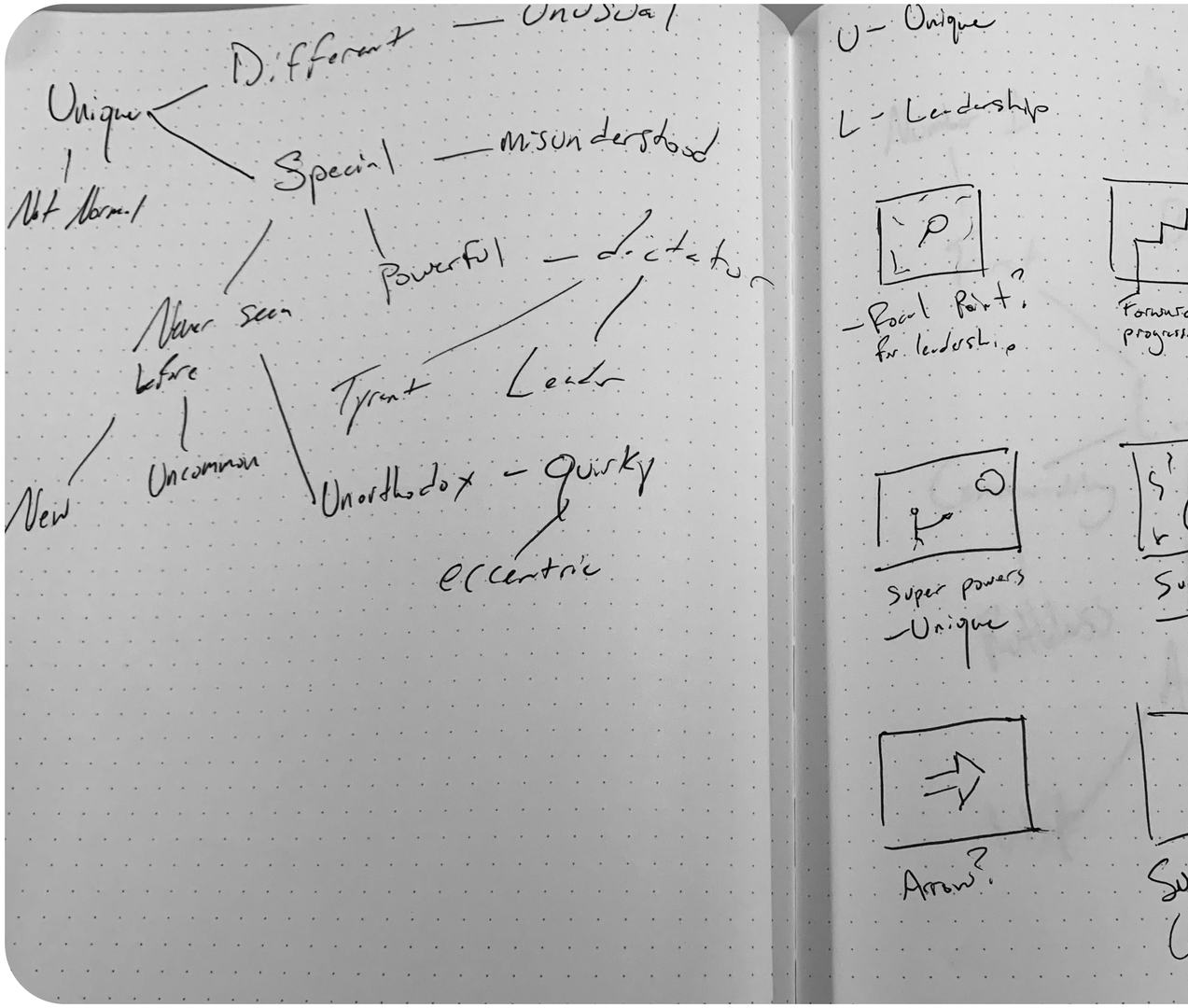
I decided to pair the letter “U” with unique to **help embrace their differences.** At this age, it might be hard for kids to embrace their differences among each other.

Unique Brainstorm

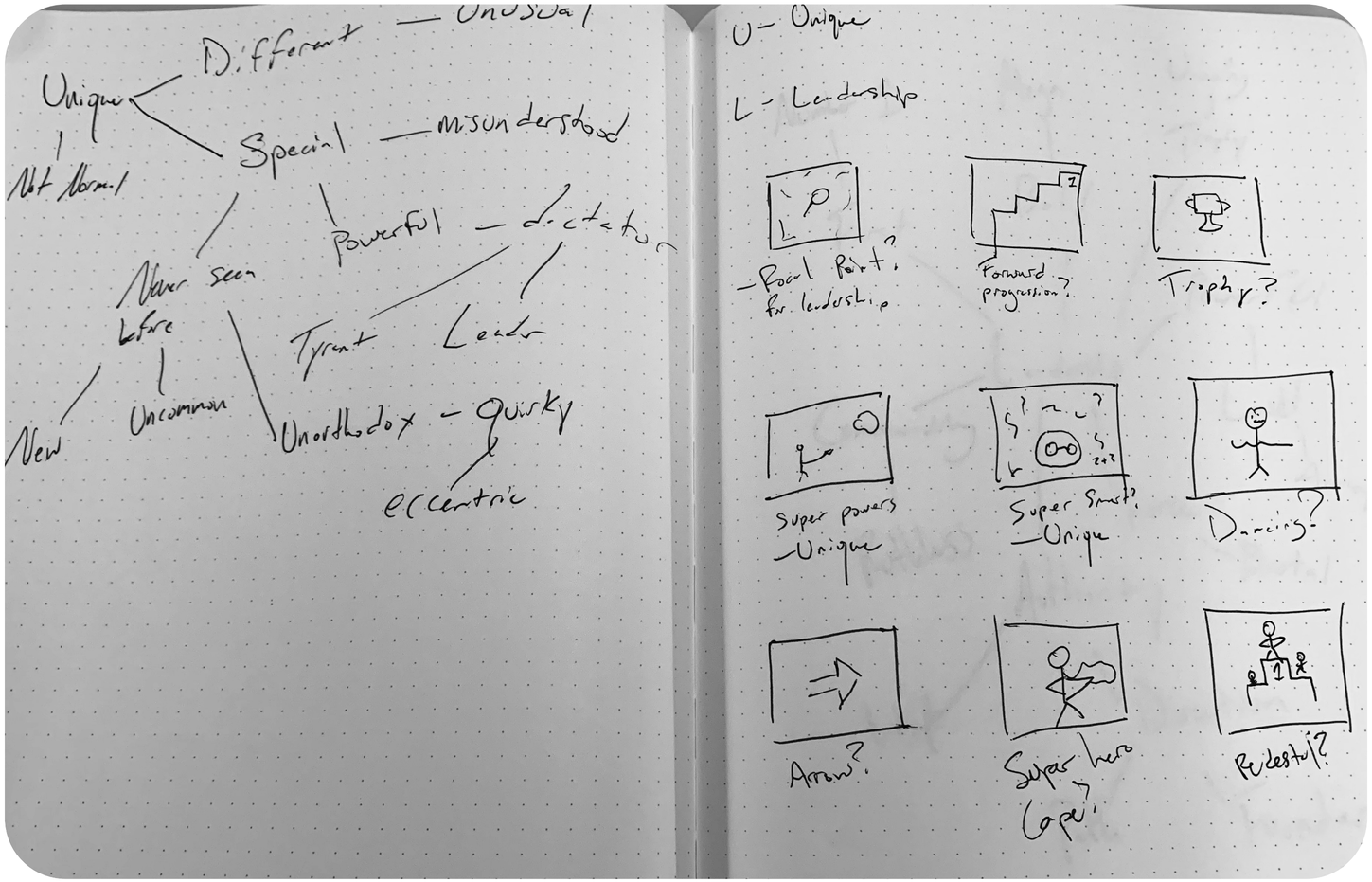
Making a mind map of unique helped wrap my head around where I could take this idea. I also sketched out a lot of ideas that directly mapped to the words.

Keywords

Special | Different | Uncommon



Unique Brainstorm



Mood Board

Unique Mood board

I really was trying to get inside a child’s mindset, so that led me to start looking at a lot of children toys. Something that stuck out were the bright red, yellow, and blue colors of building blocks.

Keywords

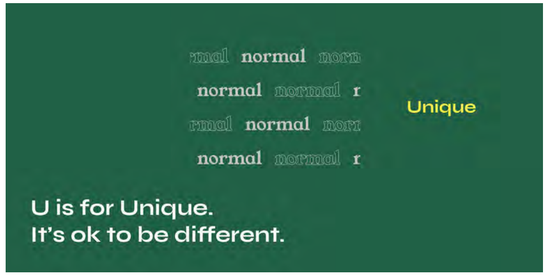
Shapes | Simple Colors | Direction | Help

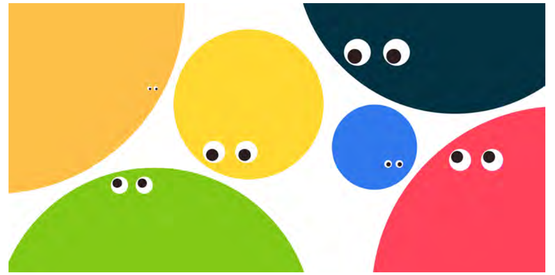
Unique Mood board

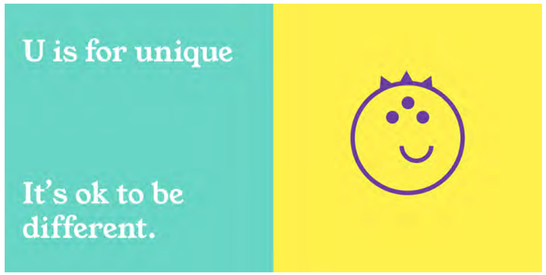
Book Explorations

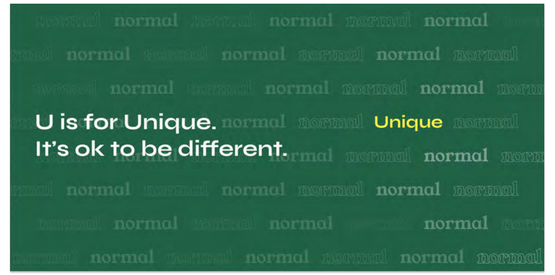
Book Explorations

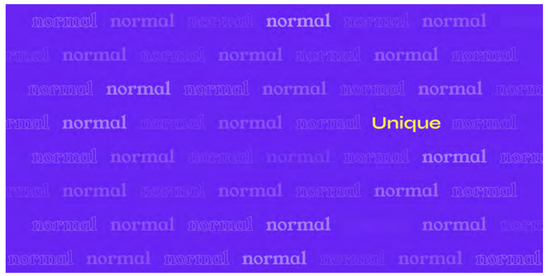
Here are some early explorations that eventually lead me to the finished book spread. Originally I was exploring brutalist typography because of its expressive nature, but I quickly learned that children might not gravitate towards that kind of visual.

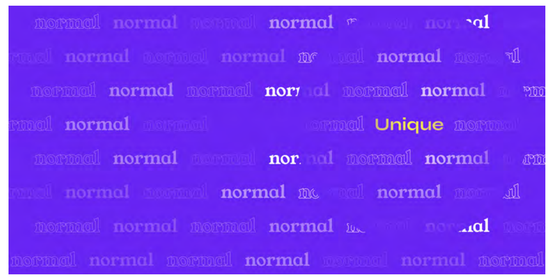




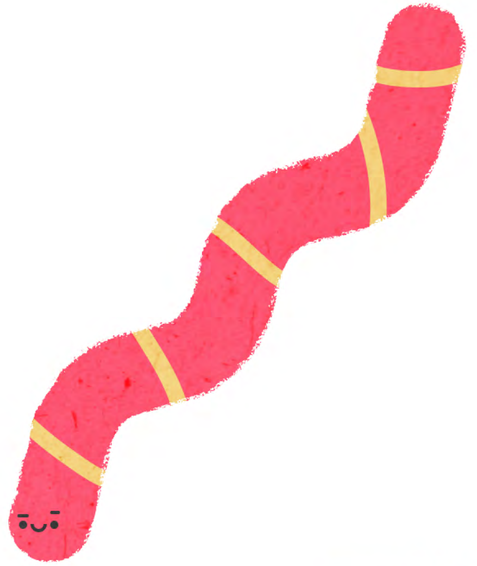


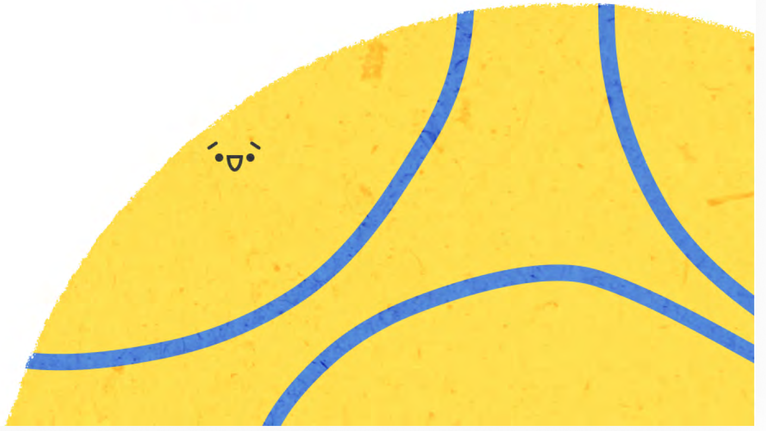






Final Design





U is for unique

Don’t be afraid to let your differences speak.

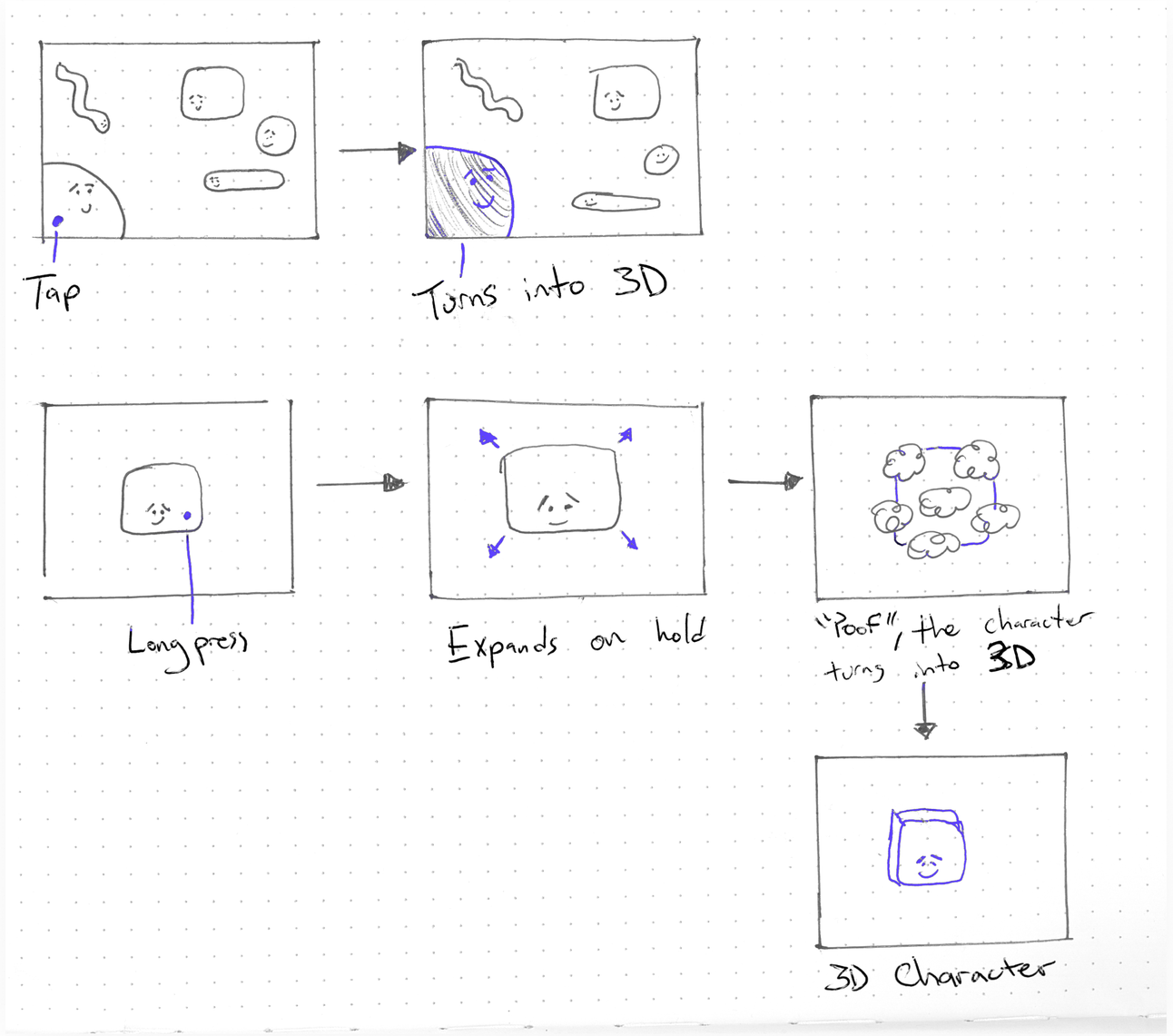
Everyone has different physique.

Digital Book

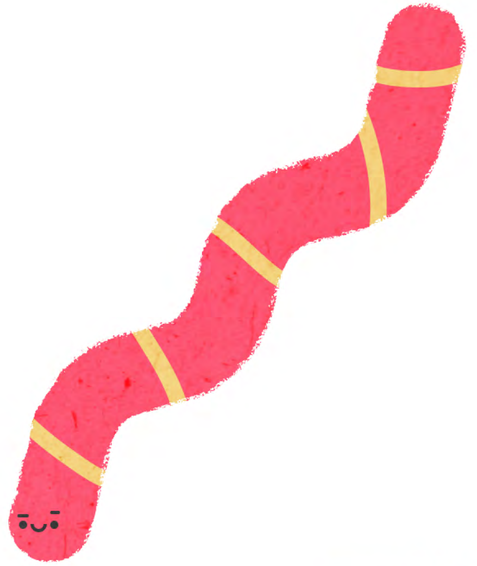
Tap to turn 3D

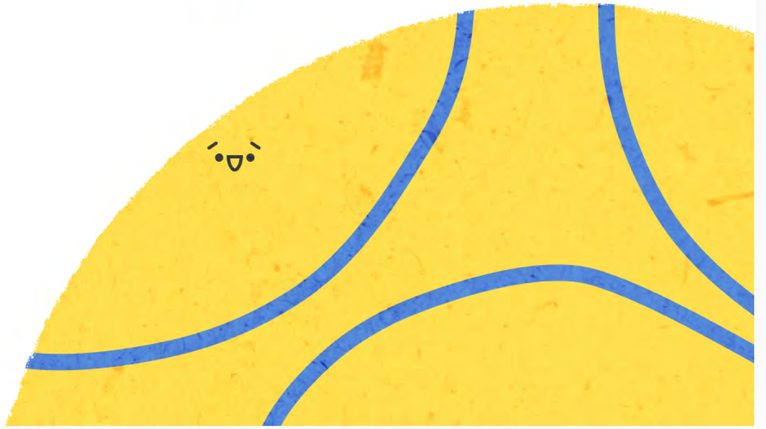
Tap any character to turn them into 3D. They stay 3D until you tap to turn them back.

The purpose of this interaction was to push the narrative of being unique by adding another dimension to the page.



Tap





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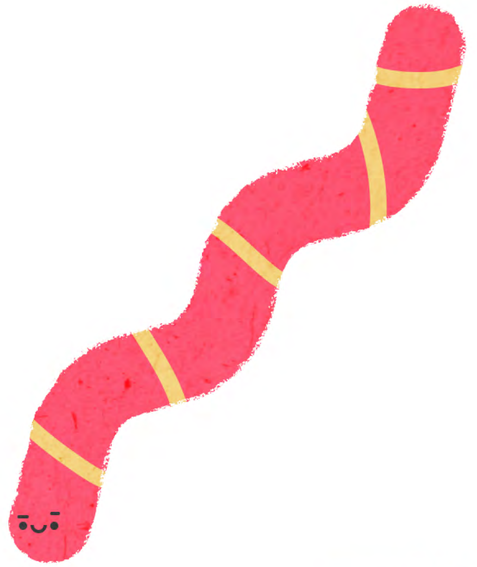

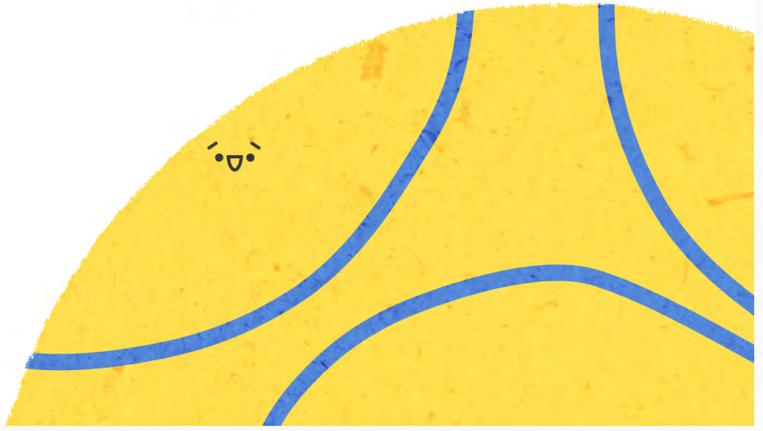

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L is for Leadership

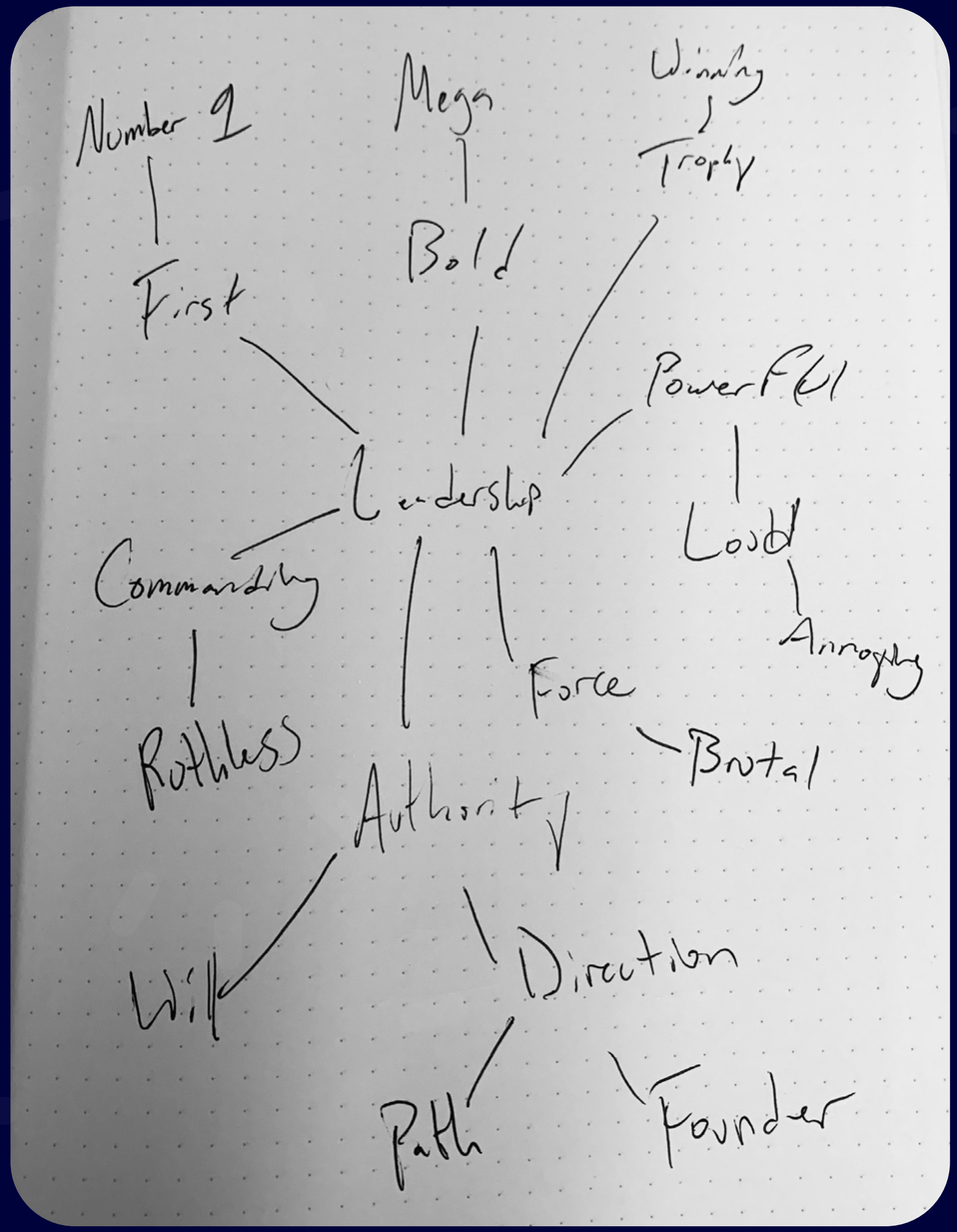
The reason I chose to assign Leadership to “L” was to focus on the children that are introverted and shy. I wanted to empower them to speak up and gain the confidence to lead.

Leadership Brainstorming

Here are the initial thoughts I had when thinking about how to illustrate leadership. This helped me ideate on how to communicate this effectively.

Keywords

Path | Follow | Direction | Help



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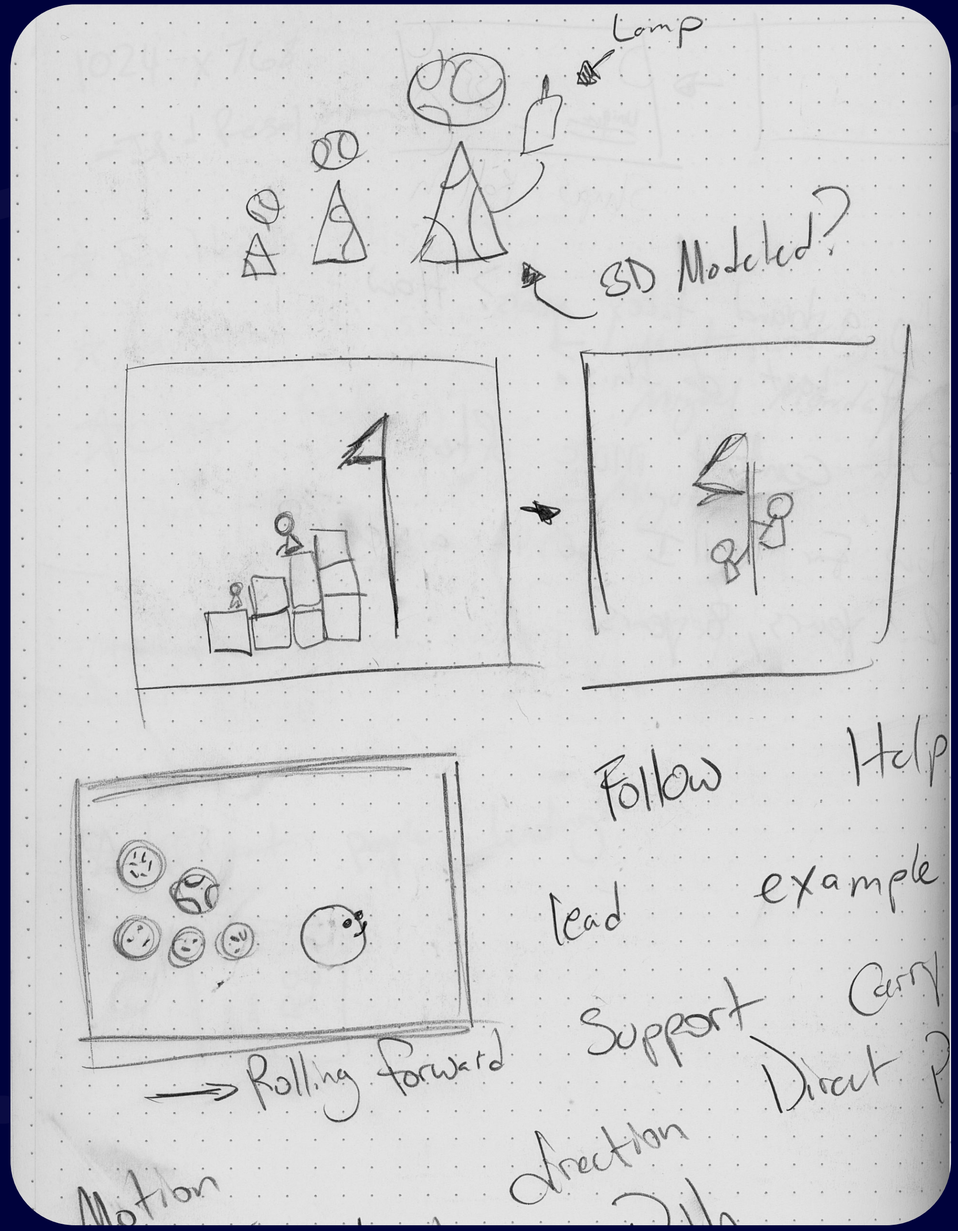
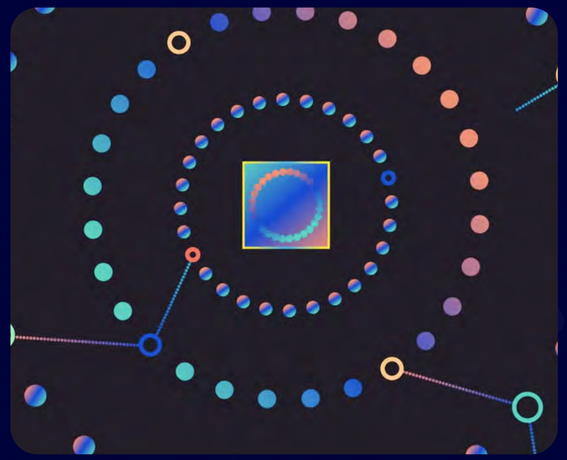


Mood board

Leadership Mood board

After brainstorming and sketching out a lot of ideas, I started to look at children books. I came to the conclusion that the message might be more effective if I this spread feel almost as if it was a bed time story.



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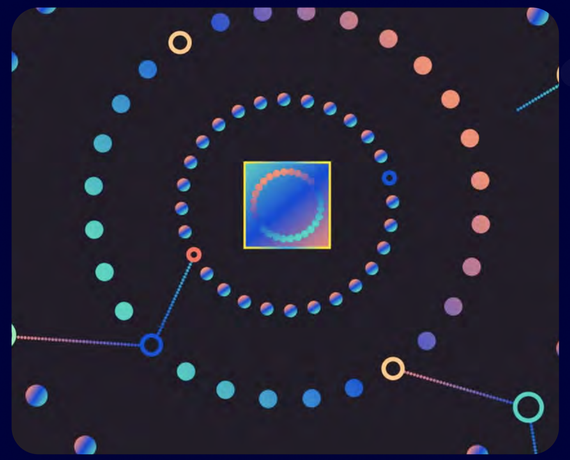
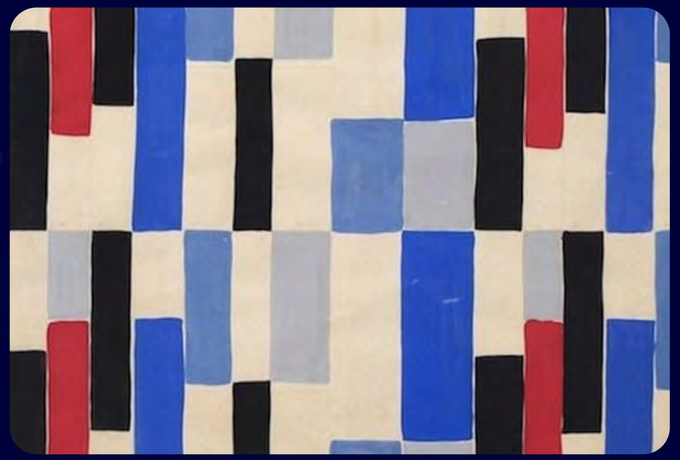
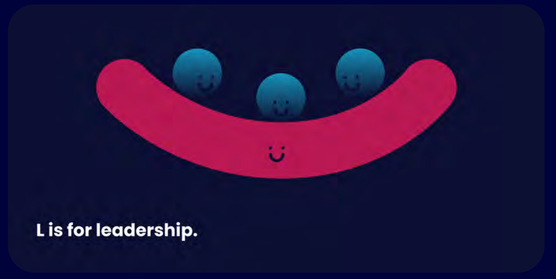




Book Explorations

Book Explorations

I really had to dig deep to find a solution for this one. I explored a lot of different directions that all had some element of leading/direction to them. I was trying to deviate from the typical leadership image of a human leading people to something. This is why the characters are cartoons instead of real people.



Final Design

L is for leadership.

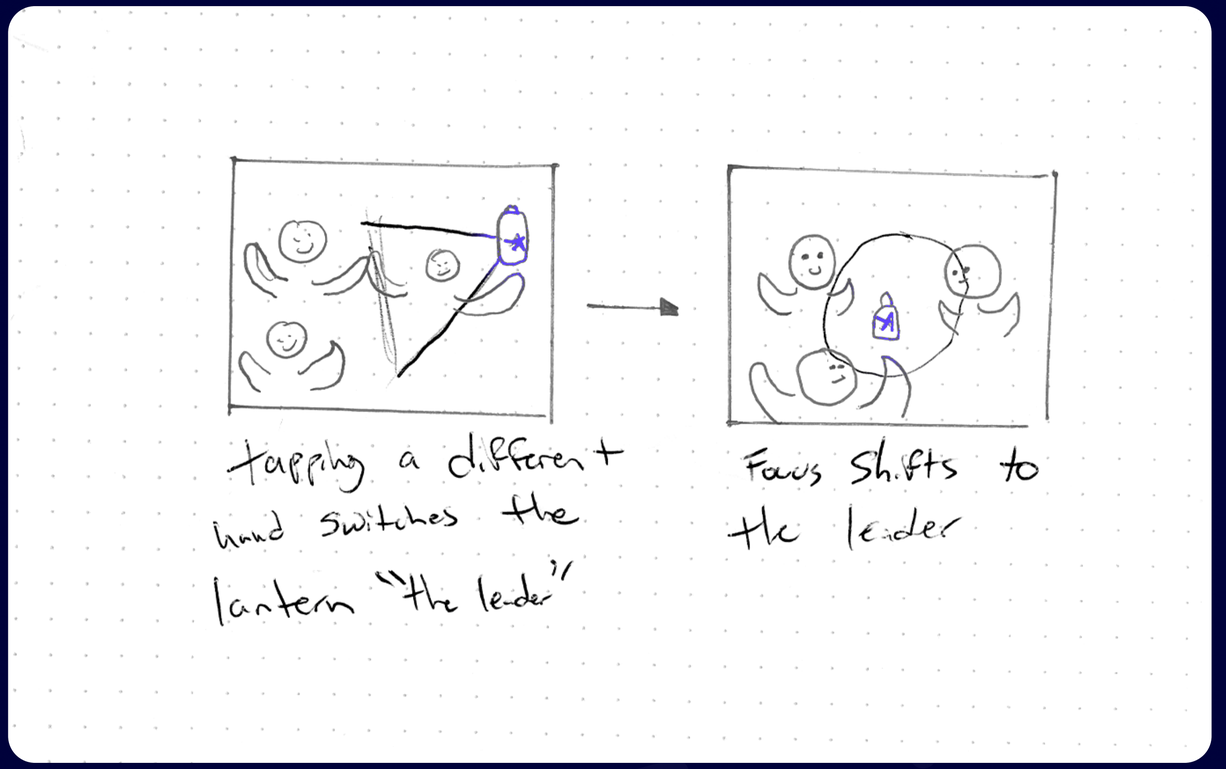
The path may not be clear everyday
step up and be the one to lead the way.

Digital Book

Tap to switch the leader.

Tapping the 3 different characters switches who is holding the lantern. The lantern holder is the leader.

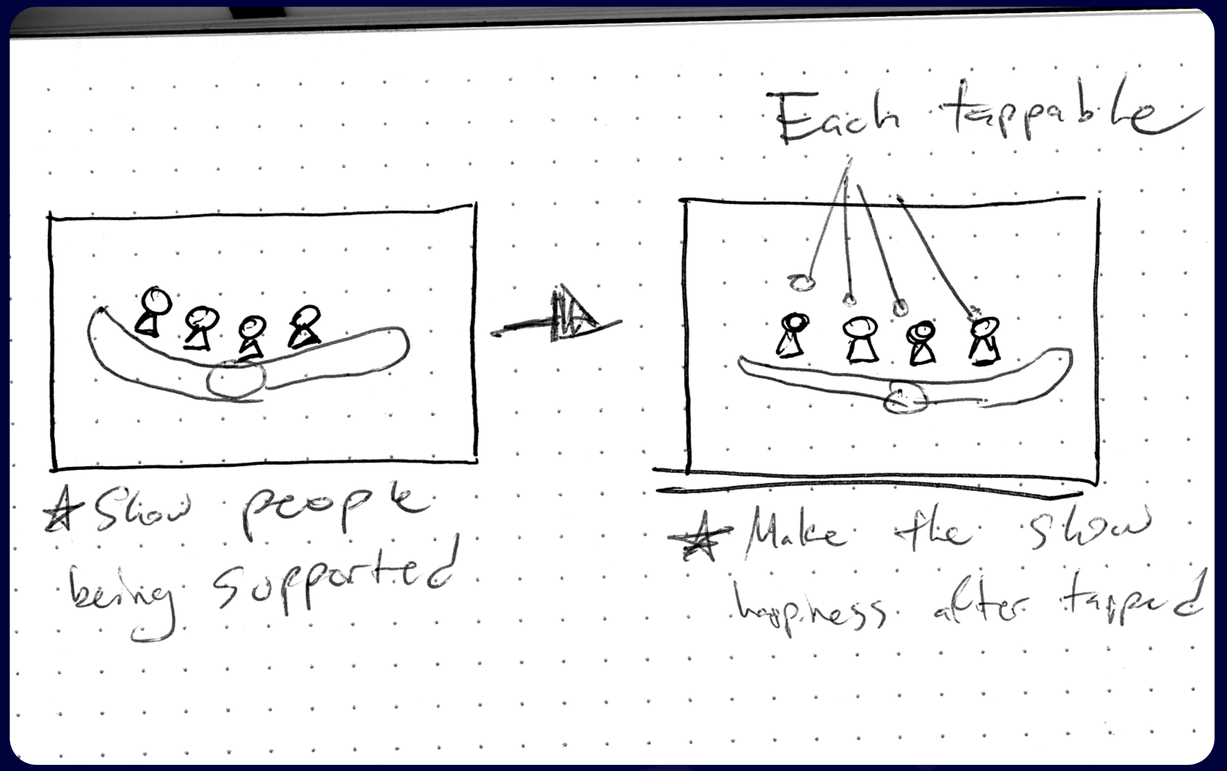
The aim for this interaction to show that any person can be a leader.

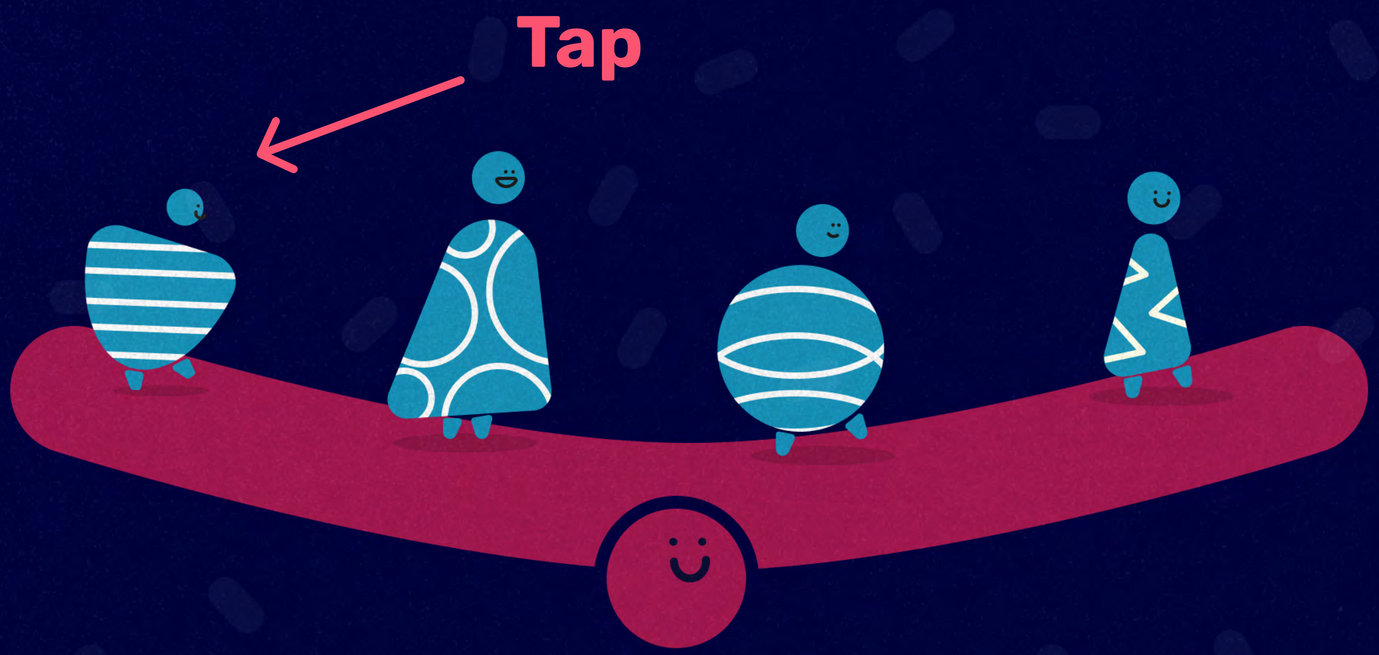


Support Your Friends

The child can toggle to another example of leadership which allows them to interact with the characters on the leader.

I wanted to show that a great leader doesn't just lead, they also support their teammates.





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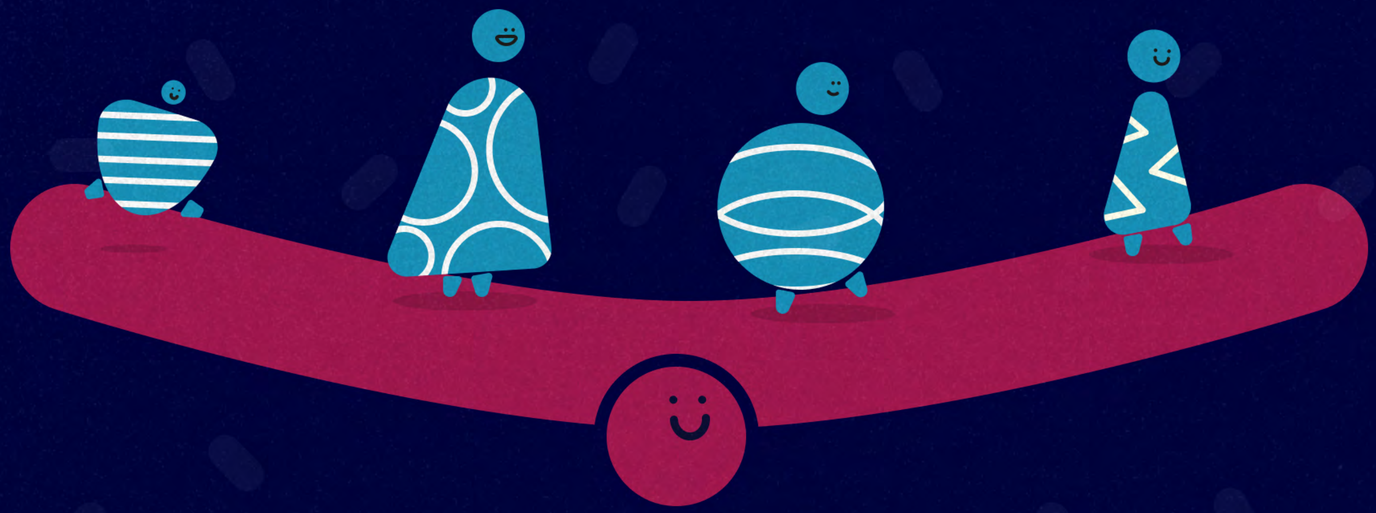

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The End