

ABC's of

Inclusivity

DURATION

15 weeks

ROLE

Designer

TYPE

Print, Interaction

Prompt

INTERACTIVE ABC BOOK

Create an experience centered around **teaching complex topics in a simple way** through illustration and interaction. In groups of 9, we each were responsible for 3 letters of the alphabet.

DELIVERABLES

- 1 Print component
- 1 Interactive experience
- 3 Letters each

Initial Concept

GOAL

Educate those coming into the workforce on inclusivity in an effort to **create a more accepting, safe, and collaborative environment.**

AUDIENCE

Young adults (22-28)

Research

EXPERT ADVICE

In addition to individual researching, we met with the **Center for Diversity and Inclusion** to go over the words that we chose, and get any additional input. They had some suggestions for topics, but the first words we came up with were as follows:

A - accessibility

B - bias

C - culture

D - diversity

E - equality vs. equity

F - feminism

G - geographic location

H - harrassment

I - intersectionality

J - judgement

K - kindness

L - language

M - micro-aggression

N - non-binary

O - oppression

P - privilege

Q - queer

R - race

S - separation vs. segregation

T - trigger

U - under-represented

V - victim blaming

W - who's responsible?

X - x chromosome

Y - you

Z - zinger

○ **LETTERS**

The words I was initially focusing on were non-binary, oppression, and victim blaming.

Pivot

NEW AUDIENCE

After an in-class critique, we realized we might be shooting so broad that we would risk missing our mark. We **decided to recenter ourselves, and target children between 4th - 6th grade.** This is a very pivotal time in childhood development, and we wanted to introduce these topics while they're still learning.

Field Trip

STRONG MUSUEM OF PLAY

To learn more about designing educational and fun experiences for kids, our group took a field trip to the Strong National Museum of Play. Here, we engaged with **exhibits teaching us about everything from being environmentally conscious to how to work together.**

“Play is our brain’s favorite way of learning.”

-Diane Ackerman

Contemporary American Author



Key Take-away

PURPOSEFUL PLAY

The key to making educational content for kids is to **make sure they are having fun while using it.** If they are just focused on playing, the information is much more likely to be retained because it's enjoyable. It's about those delightful moments.

Print

Constraints

PRINT SIZE + FONT

To unify our deliverables, we decided to align on a few key things:

1. We would be printing in a 7" book, but all letters would take a full spread
2. The font would be Roboto Slab 24px
3. Our interactions would be through a tablet that is used to control a separate, main projection

1. Non-binary

KEY CONCEPTS

1. Not fitting within the gender binary
2. Freedom and flexibility of self-expression
3. Broad spectrum of identity.

NB is for non-binary.

Non-binary means people don't ^{always} express themselves as one type (gender) or another.

-we come in a variety of shapes, colors, and identities



variety of colors

white bg, black lines, mass of color

book = 7x7
or 7"7" x 14"

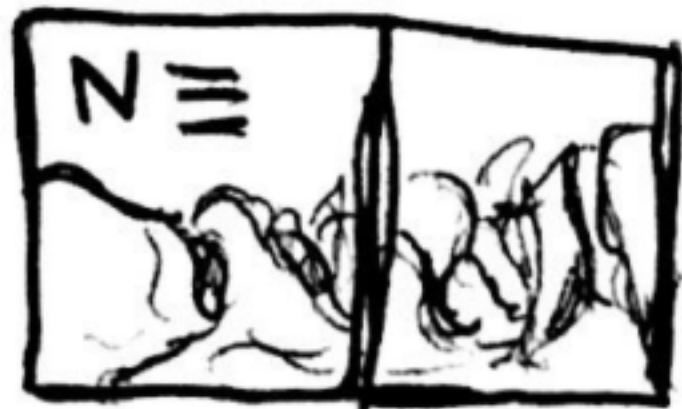
maybe combine two ideas? :



faces, features, abstracted play fish



↑ accordion fold
idea w black + white blocks on either end. Colors in middle = varying sizes / textures



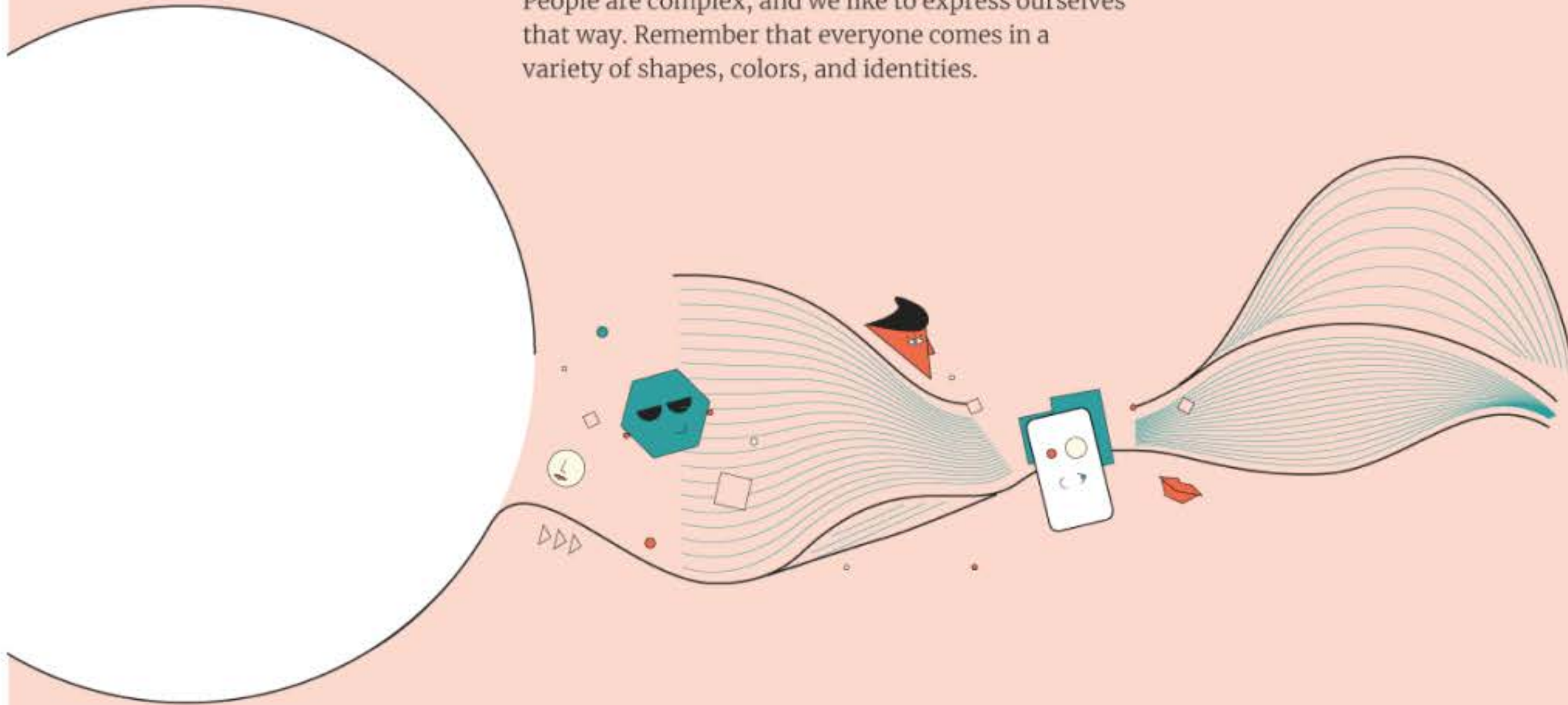
- more organic shapes - sort of Dr. Drees etc.

Self-expression isn't always black and white. We are complex individuals made of many colors

N is for

Nonbinary

People are complex, and we like to express ourselves that way. Remember that everyone comes in a variety of shapes, colors, and identities.



Version 01

The large shapes on either end are representative of the gender binaries, and the figures floating in between have features that are associated with both male and female gender expectations. Mixing them up shows the wide spectrum of self-expression.

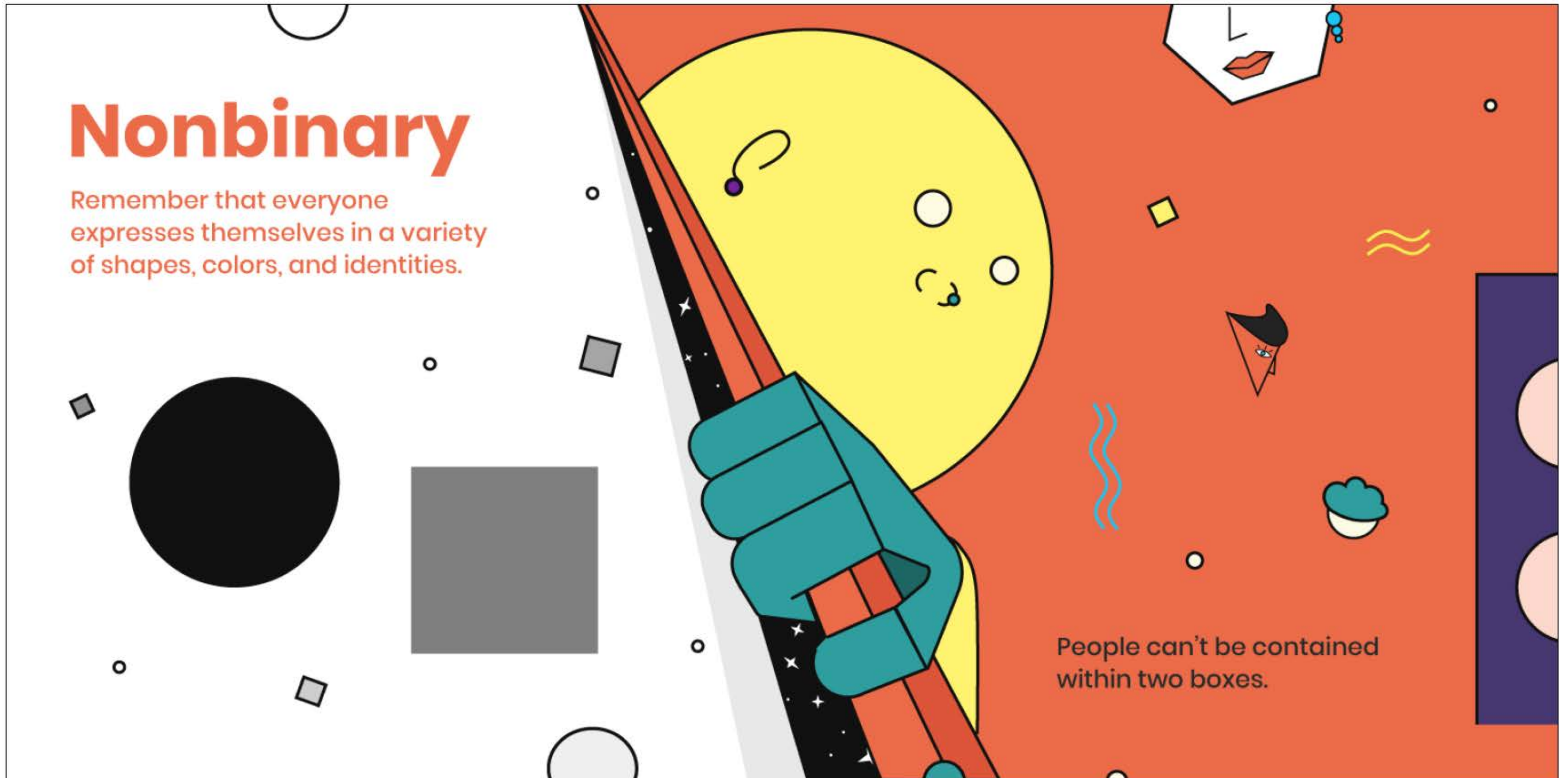
Feedback

VIBRANT + SIMPLE

After my first pass, I wanted to **push the vibrancy of the colors and the overall composition to be more engaging.** Conceptually, I still wanted to utilize basic shapes to represent different characteristics of self-expression.

Nonbinary

Remember that everyone expresses themselves in a variety of shapes, colors, and identities.



People can't be contained within two boxes.

Version 02

Still based on basic shapes, but now introducing color as a further dividing element between the spread pages. The left side represents the notion of a gender binary, while the right represents the range of self-expression.

Feedback - N

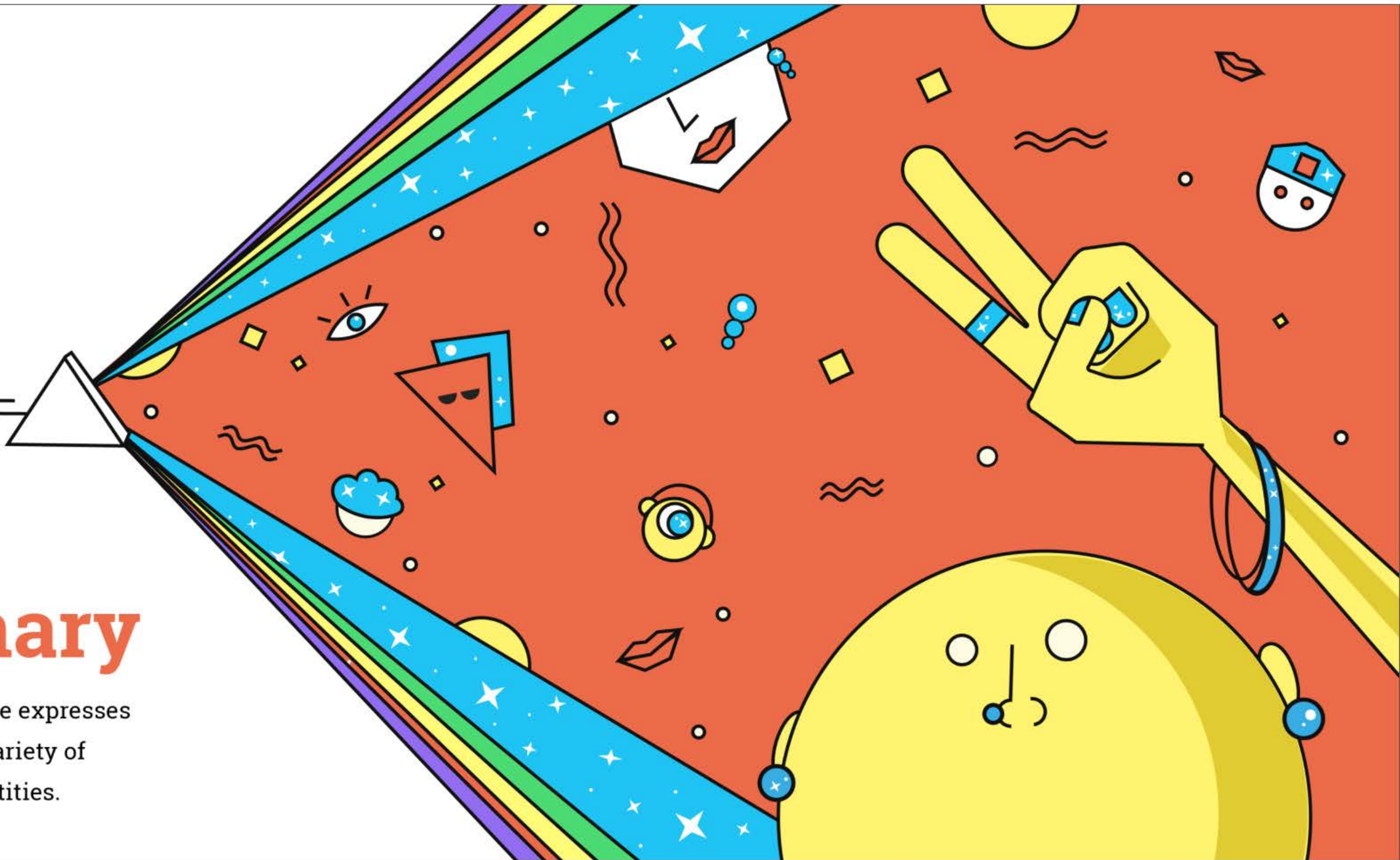
PRISMS AND SPECTRUMS

My second pass was closer, but still could be pushed further. After some feedback, I decided to play off of the “splitting to reveal” idea, and use the idea of **prisms and light to reveal the entire gender spectrum**. I also added more color to be more inclusive, and used the **blue to represent gender stereotypes**.

N is for

Nonbinary

Remember that everyone expresses themselves through a variety of shapes, colors, and identities.



N is for

Nonbinary

Remember that everyone expresses themselves through a variety of shapes, colors, and identities.



2. Visit

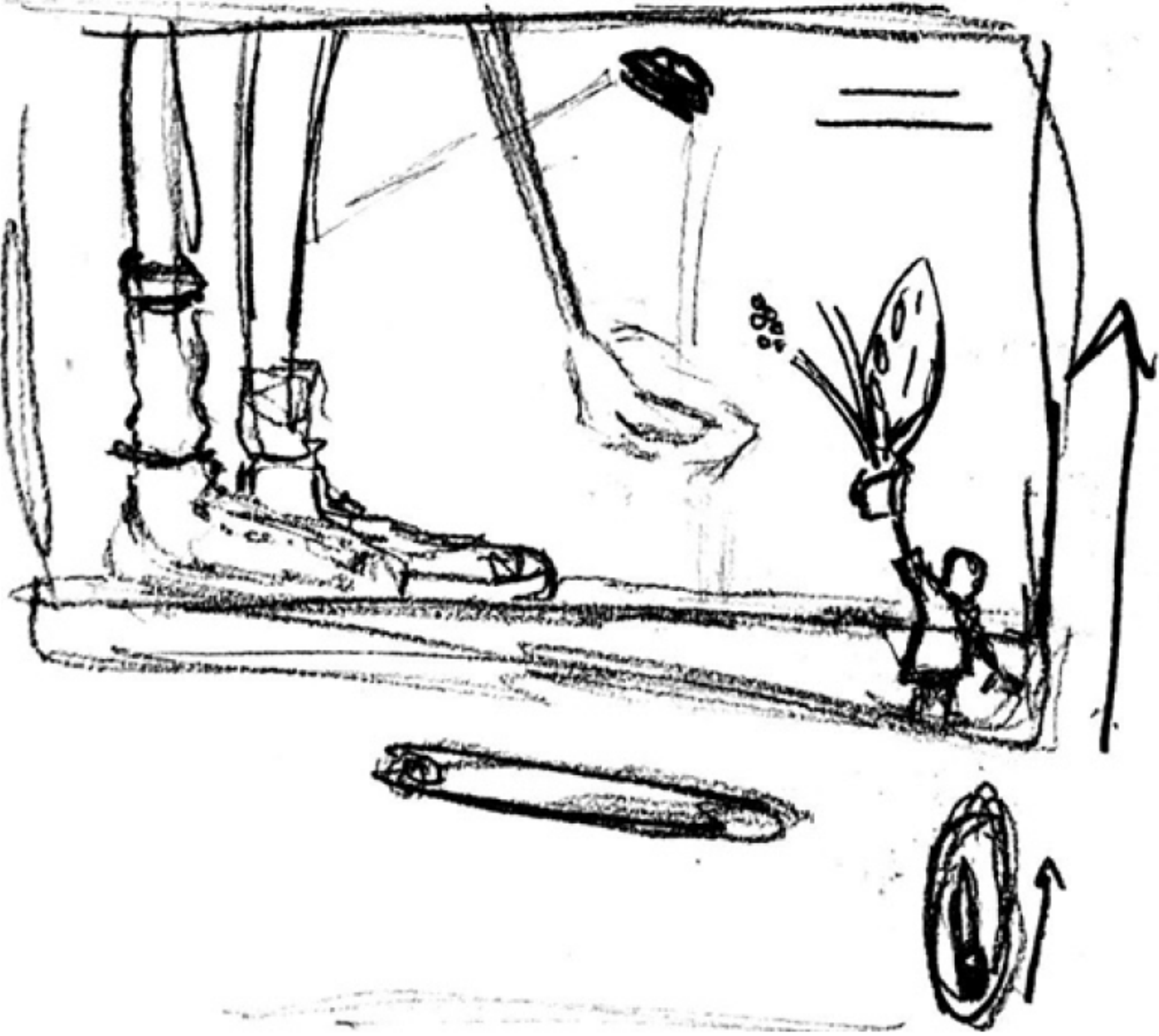
KEY CONCEPTS

1. Everyone has a different culture that they bring with them
2. Those differences should be accepted, celebrated, and shared

"Welcome those that come from different places. We all have our own cultures that we bring with us."



"Everyone has their own culture that they bring with them. Welcome those from different places."





Visit

Welcome those that come from different places than you. We all have our own customs and cultures that we can share.

Version 01

Conceptually, this spread is based around the idea of individuals **setting their differences aside, and sharing what makes them unique.** The monster is vague to add interest to a child viewing this page, and allow their imagination run wild.

Feedback - V

AFFORDANCES AND DETAIL

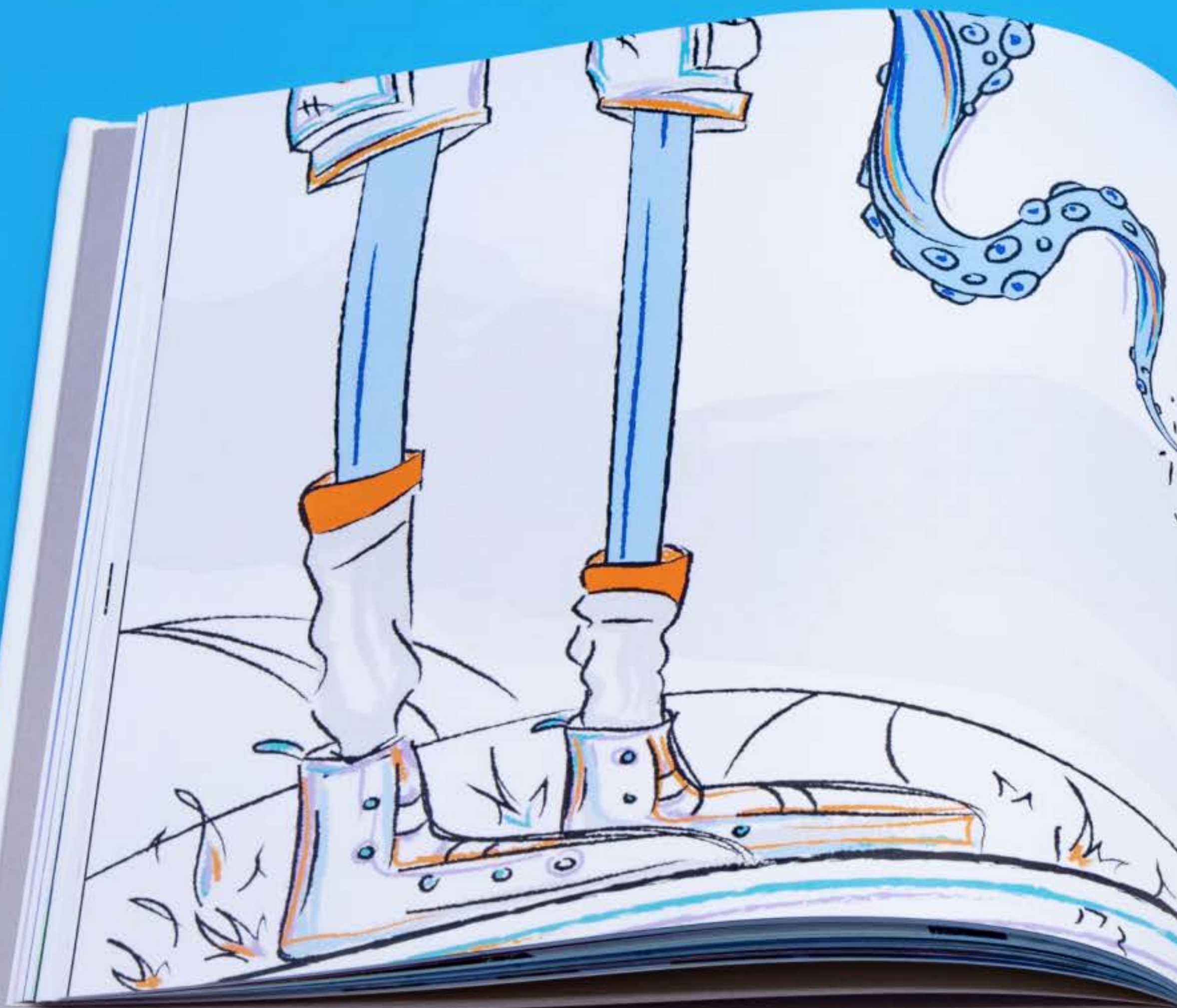
One of the most common pieces of feedback I received was to give **more visual affordance to the intersection of the flowers and the tentacle creature**. I also added more detail in the tentacle, the background setting, and changed the blue type to be orange to fit better visually with the illustration composition.



V is for

Visiting

Welcome those that come from different places than you. We all have our own customs and cultures that we can share.



V is for

Visiting

Welcome those that come from different places than you. We all have our own customs and cultures that we can share.



3. Openminded

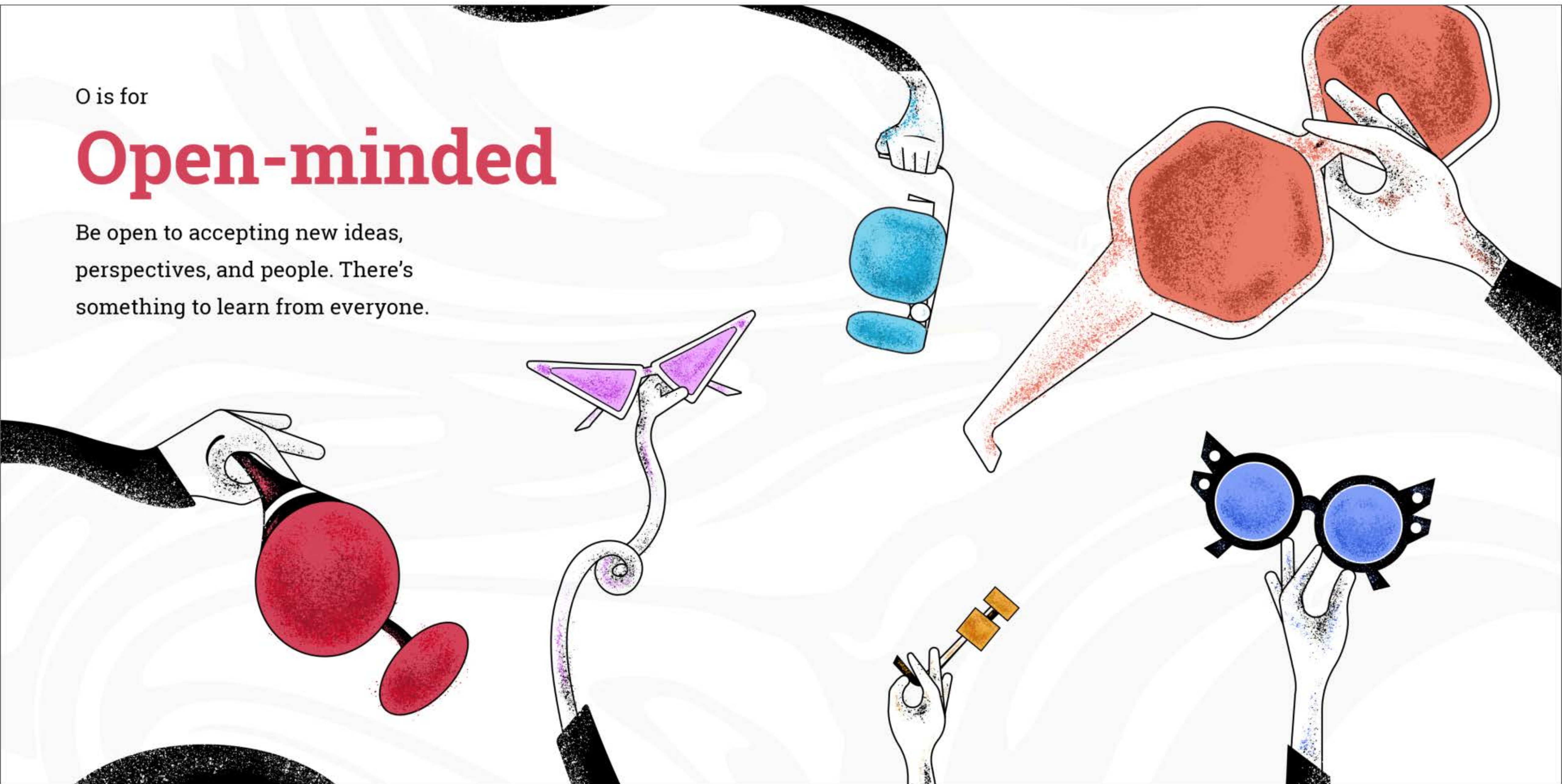
KEY CONCEPTS

1. Everyone has a different perspective
2. Take time to consider and understand their point-of-view

O is for

Open-minded

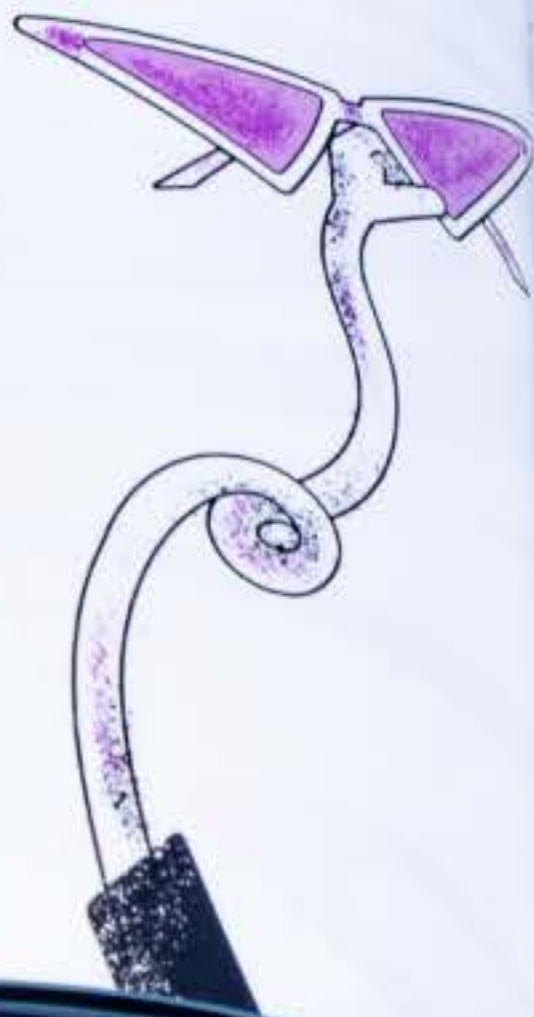
Be open to accepting new ideas, perspectives, and people. There's something to learn from everyone.



O is for

Open-minded

Be open to accepting new ideas,
perspectives, and people. There's
something to learn from everyone.



Interaction

The Vision

MUSEUM EXPERIENCE

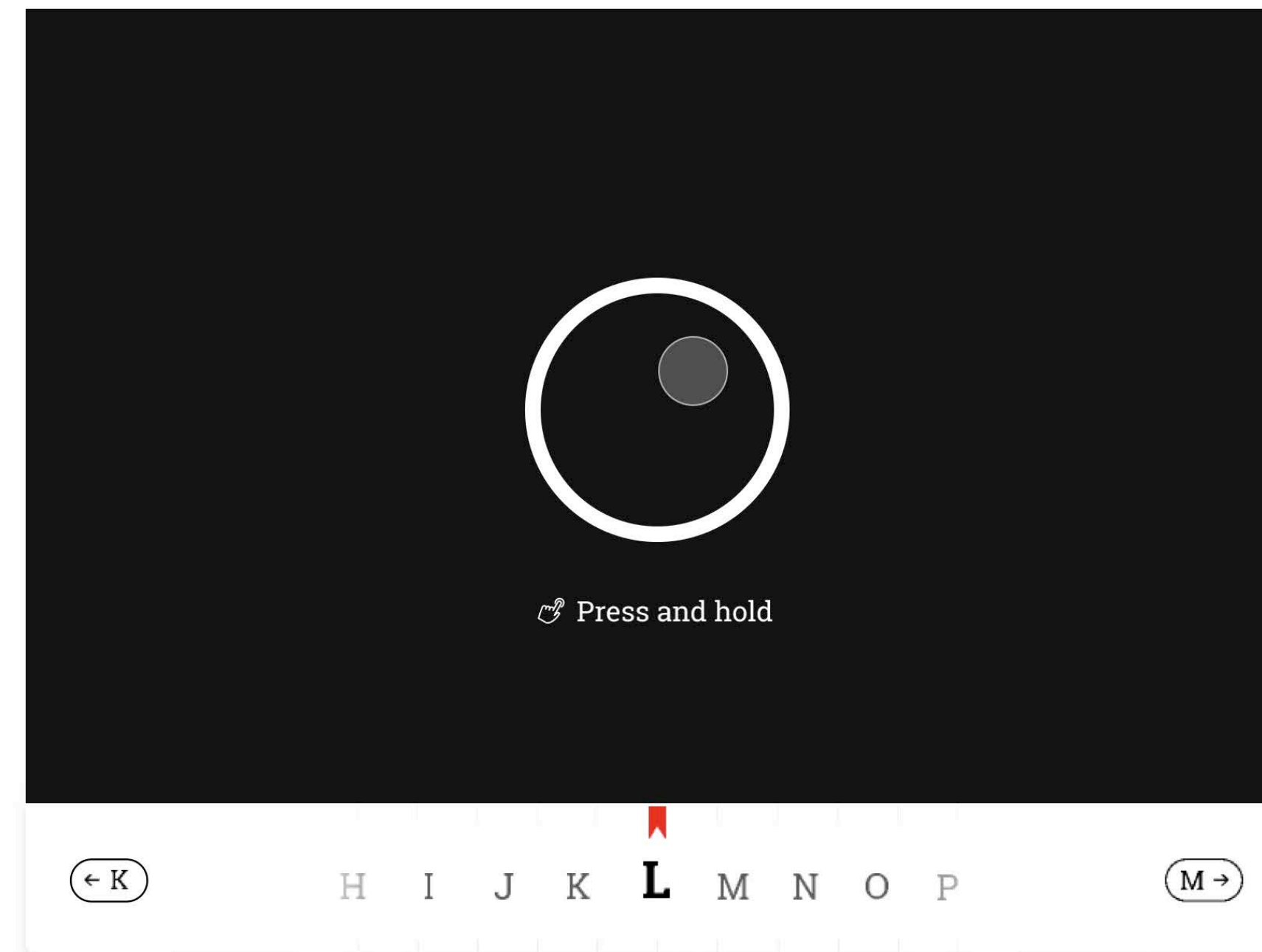
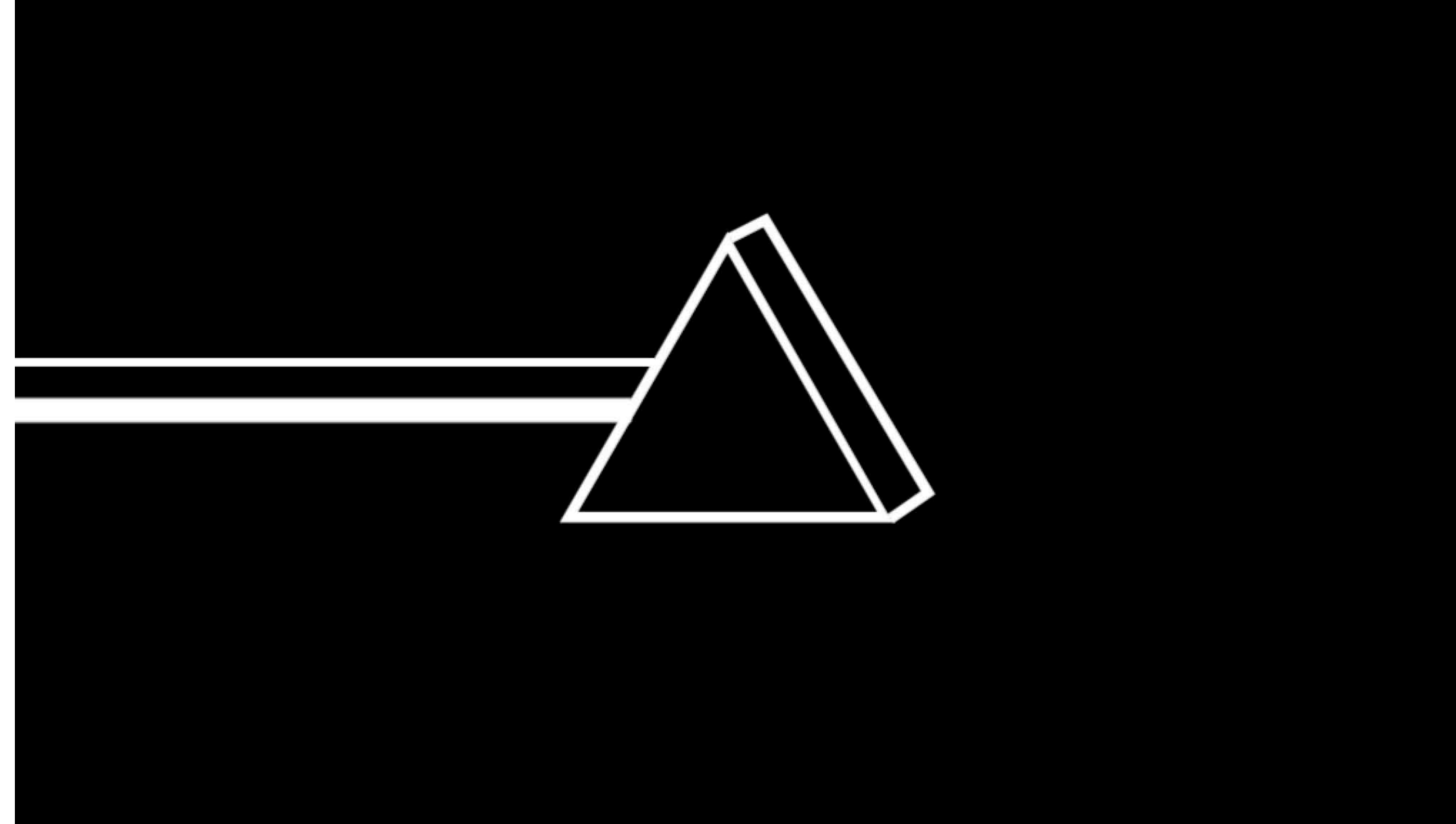
Heavily influenced by our trip to the Strong Museum of Play, we decided to create a museum experience with a tablet that acted as a controller. This controller would be used in conjunction with a projection in front of the user. **We felt this was immersive, playful, and would allow for the highest learning capacity.**

Interaction - N

LIGHT AND SPECTRUM

In the interaction, I chose to emphasize this prism metaphor, and allow the full spectrum to be revealed when the prism has been filled with enough light.

Interaction - N



Interaction - V


LOVE AND ACCEPTANCE

Through this interaction, I wanted to highlight the feelings of love and acceptance. The user can drag the slider to make the character reach higher toward the creature, and trigger the creature's acceptance of their gift.

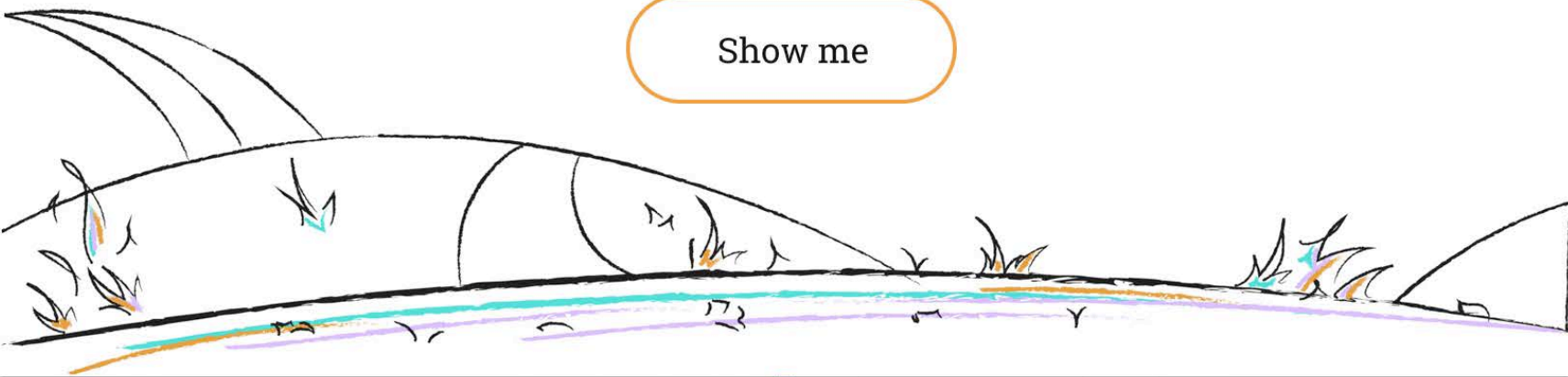
Interaction - V



Drag the flowers to share



Show me



← K H I J K **L** M N O P M →

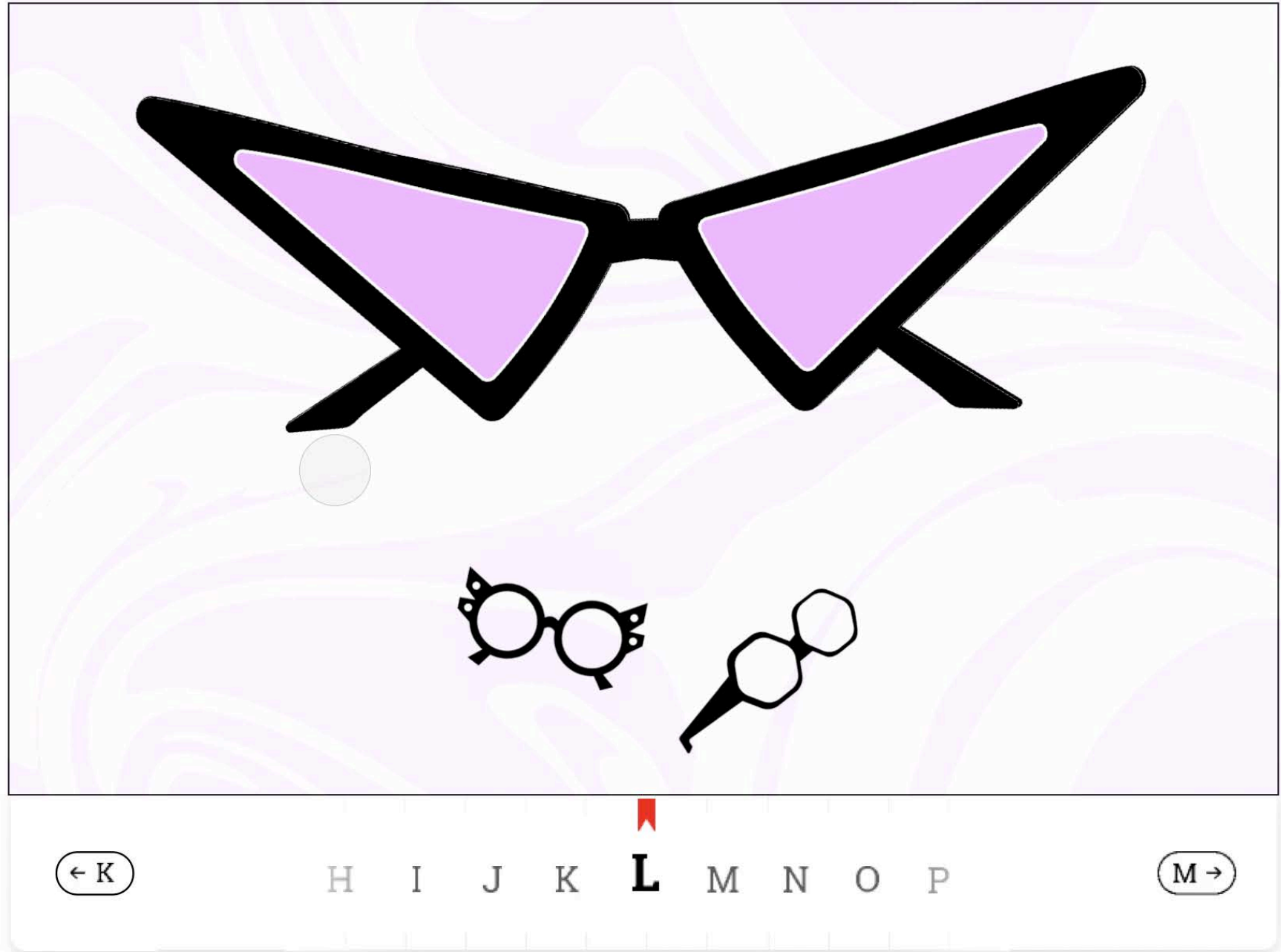
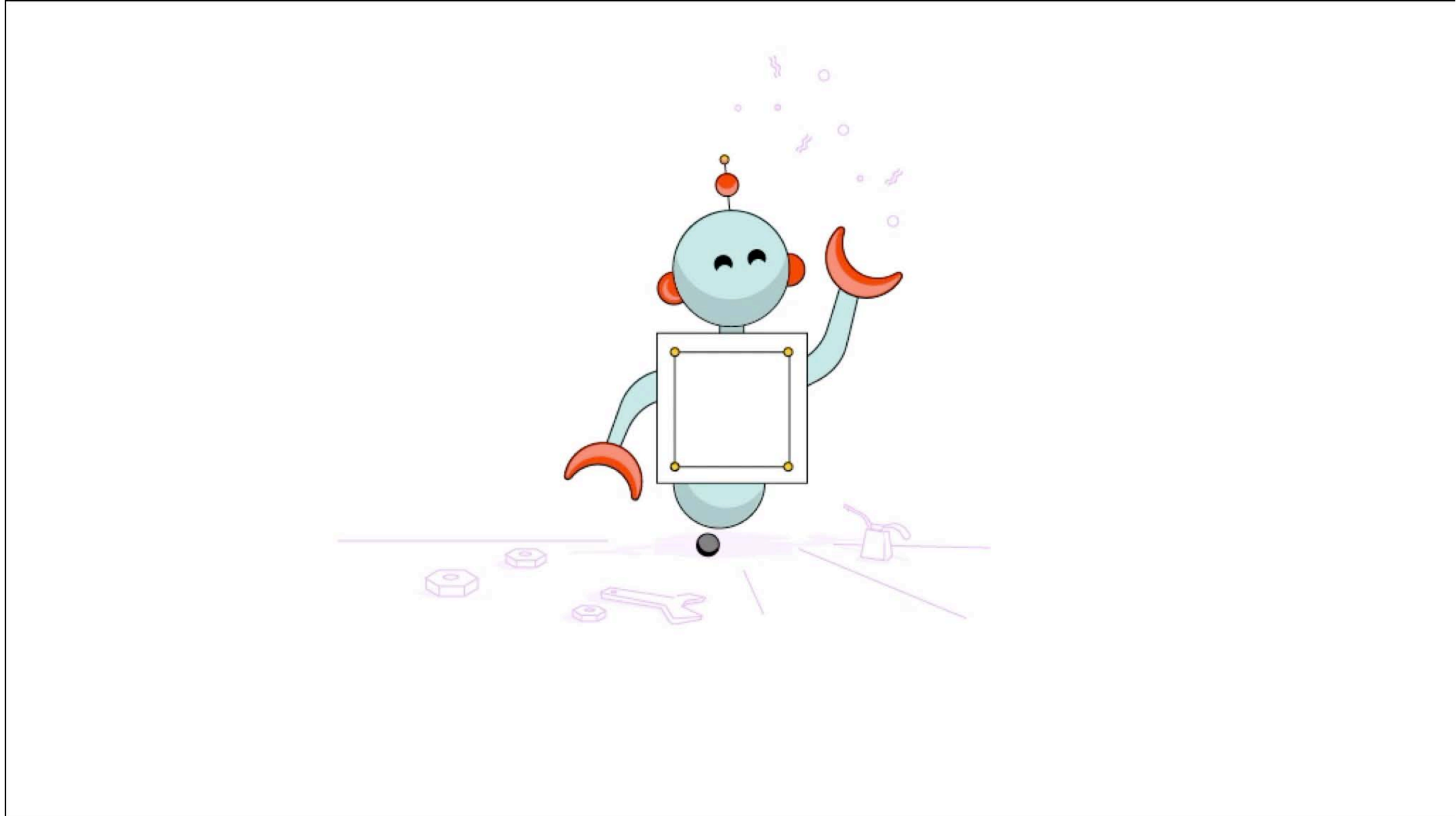
An interactive interface for a drag-and-drop activity. It features a flower icon on the left, a pink horizontal bar, and a 'Show me' button. Below is a landscape illustration. At the bottom, a keyboard-like interface shows the letter 'L' highlighted in bold, with navigation arrows and other letters (H, I, J, K, M, N, O, P).

Interaction - 0

DIFFERENT LENSES

This solution further explores the idea of “viewing the world through a different lens”. In the interaction, I further explored this idea by giving the user something to focus on. When no lenses are selected, the square displayed is just a square. Depending on which pair the user is wearing, the square animates into something different.

Interaction - 0



Takeaways

CREATIVE INTERSECTIONALITY

This project was an interesting challenge of communicating complex and serious topics in a way that was easily understood by young kids. Considering the full picture of how interaction could be utilized to further enhance this understanding gave me a new **perspective and appreciation on the integration of the various forms of creation.**