

# ABC's Of Inclusivity: Book, Tablet Experience, and AR

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New Media Design  
Interactive 4  
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# Project

To introduce the concept of inclusivity to a young audience to promote kindness and foster an accepting environment.

## How

A printed book and a digital interactive experience

## Audience

9 – 11 year olds (4 – 6th Graders)

# Letters

A

for Accessibility

F

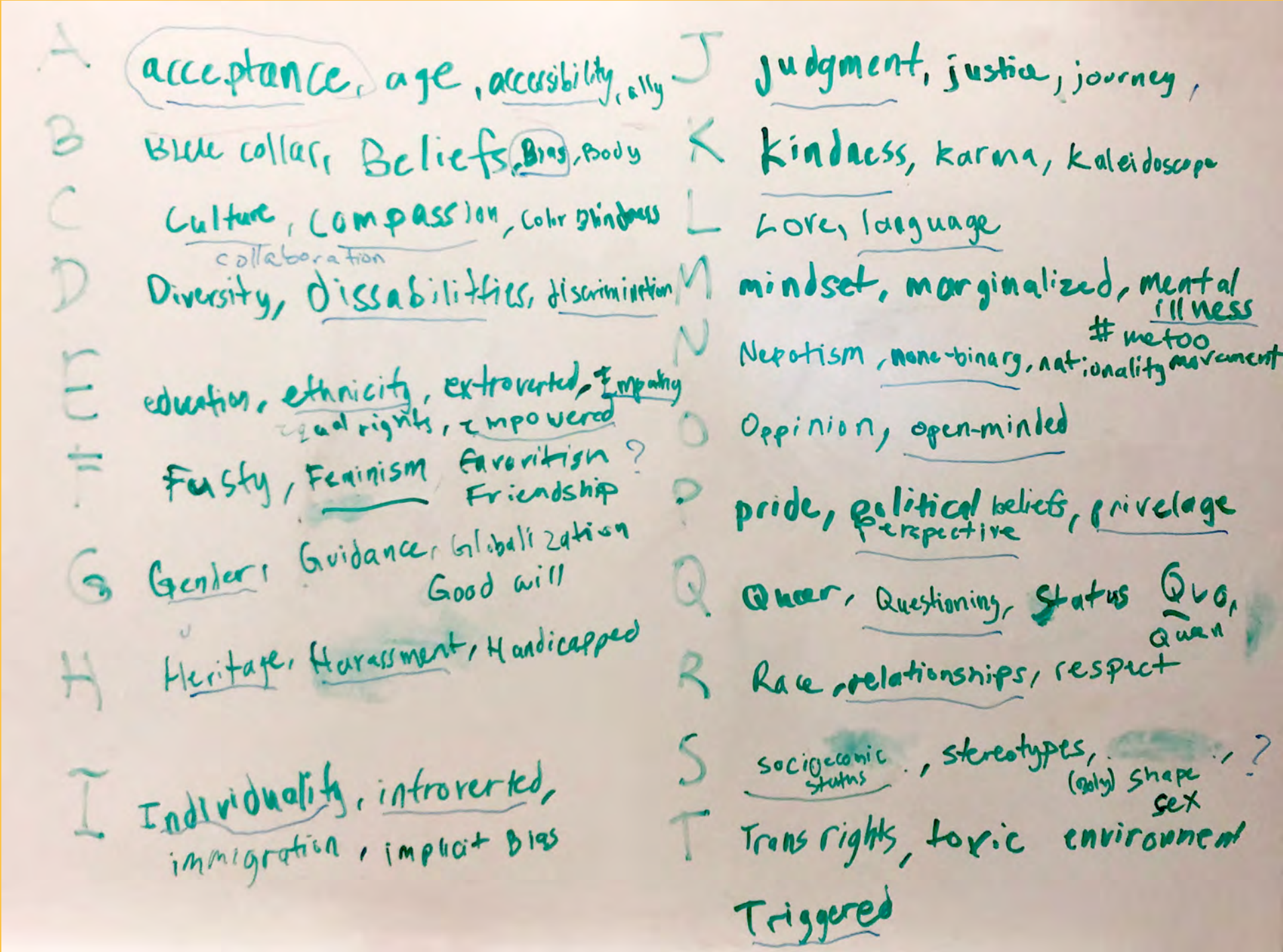
for Feminism

M

for Microaggression

# Research

We met with the Center for Diversity and Inclusion from our university to get feedback on the words we chose to highlight, as well as individually researching existing media for kids about the topic of Inclusion.



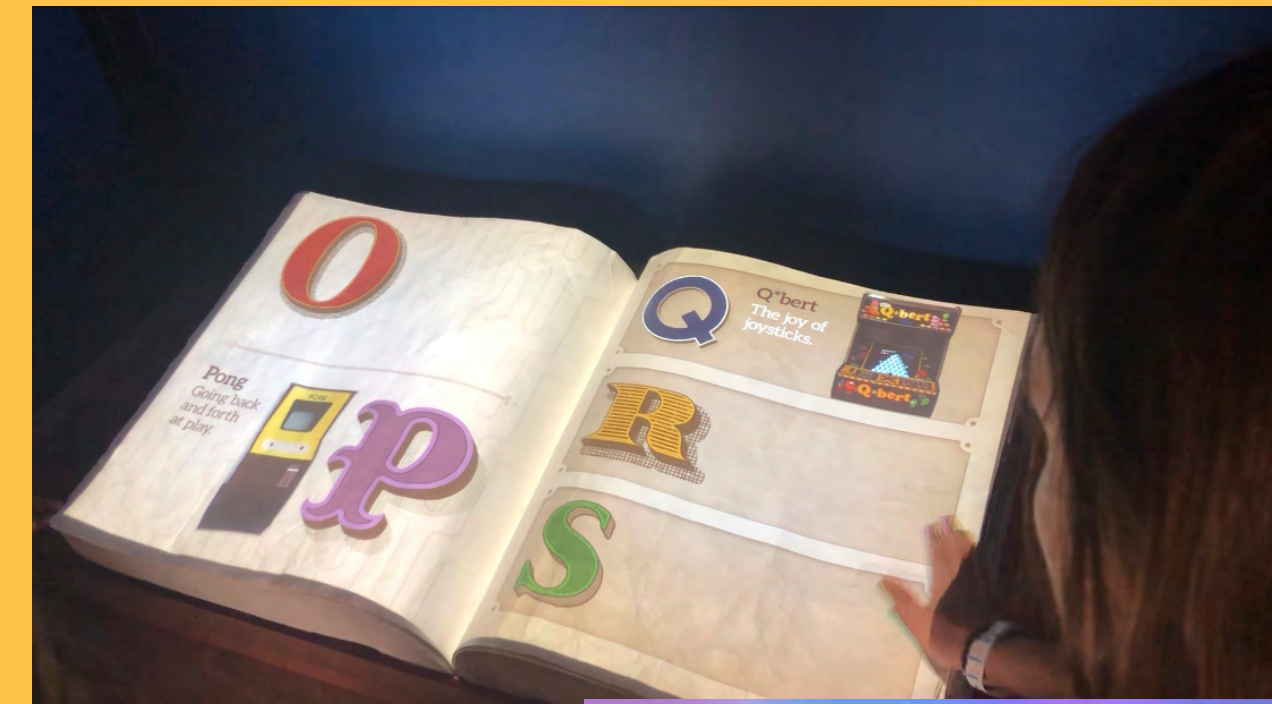
Initial word ideation



# Research : Strong Museum of Play

Our Group took a field trip to the Strong Museum of Play to research education and fun Interactive experiences for children.

From this trip we decided to focus the interactive element of our book around a museum experience.



# **A** is for **Accesibility**

## **Goals**

1. It's OK to notice
2. Emphasize Similarities
3. Teach empathy



# Inspiration: Keith Haring



Playful energy  
shows everyone  
getting along with  
each other

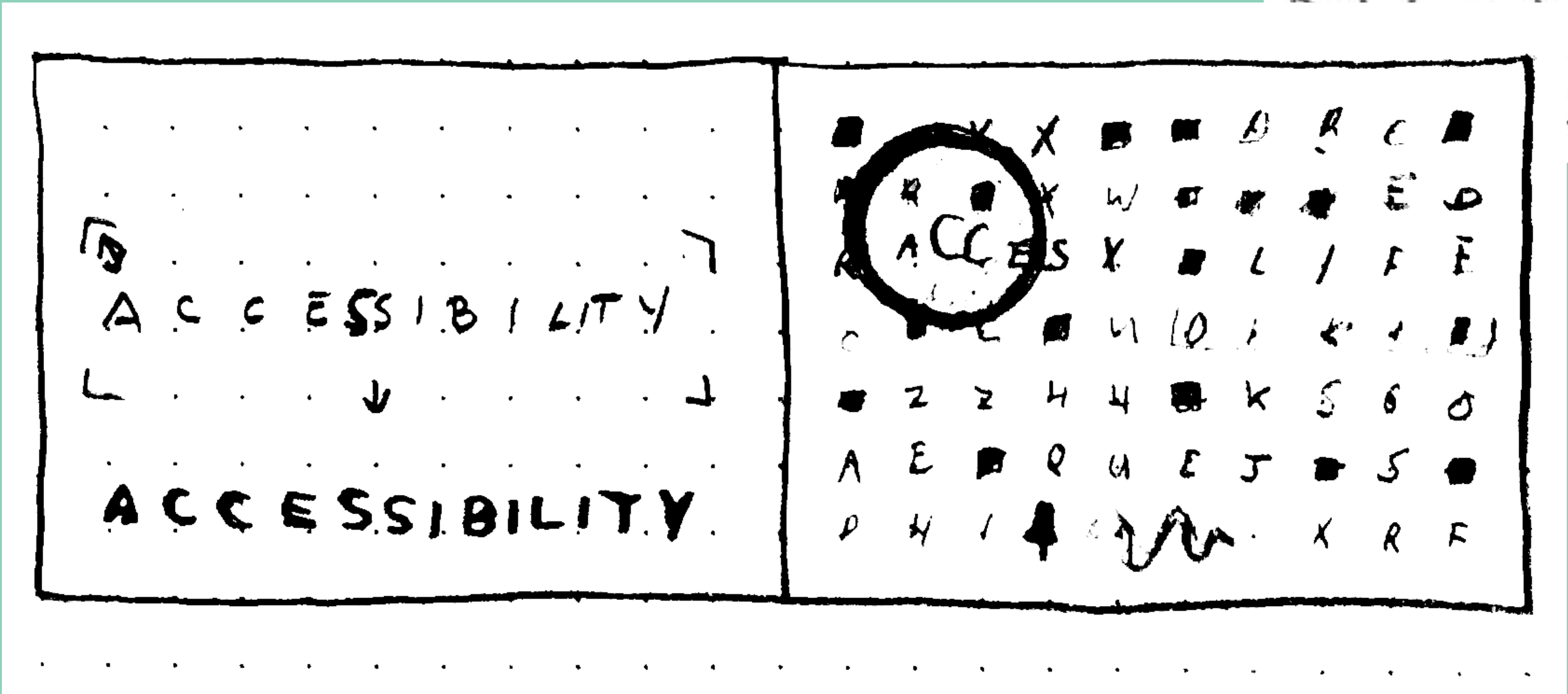
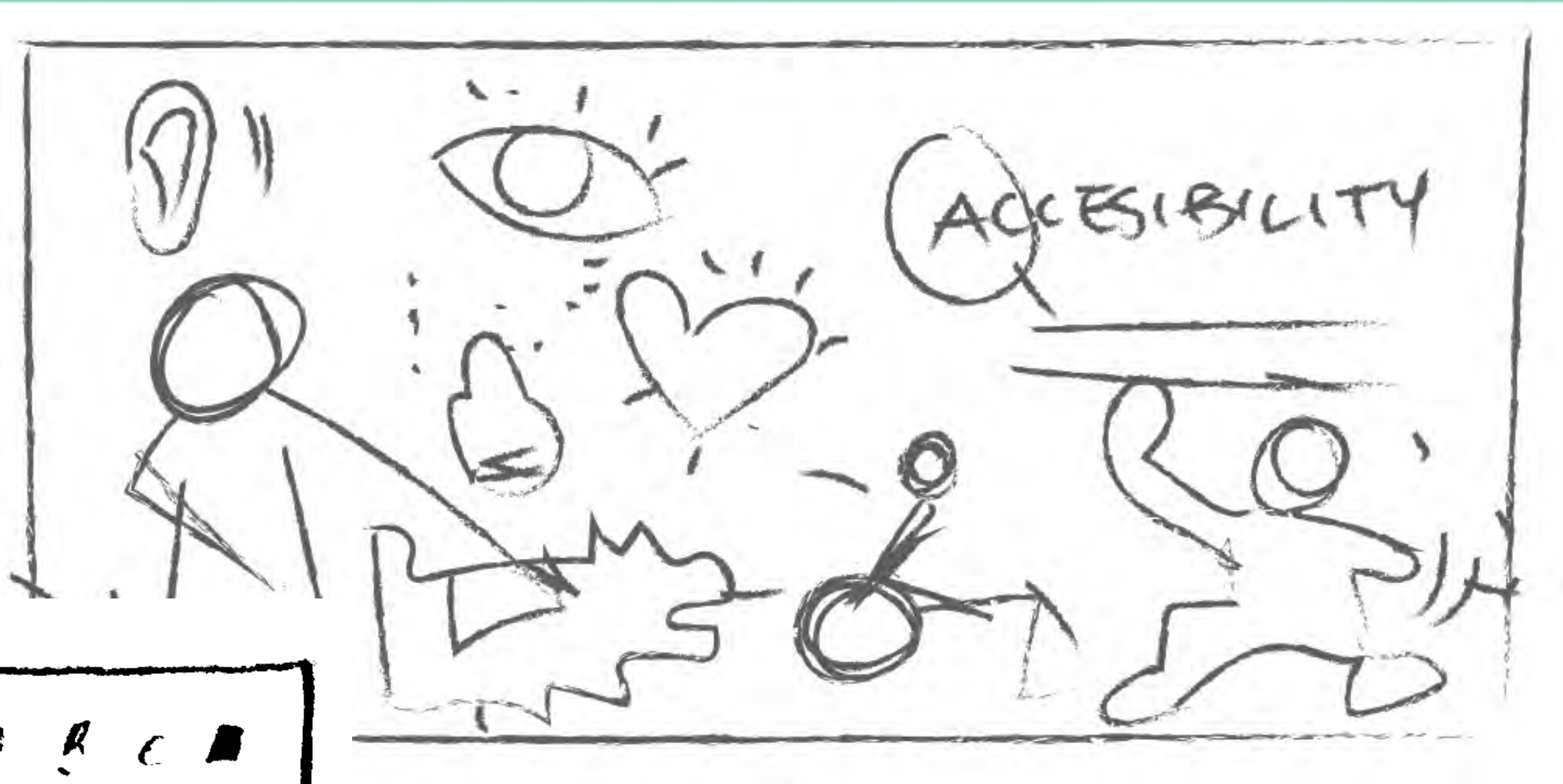
Handles serious  
topics such as aids  
well through  
expressive  
illustrations

Simple Symbol  
heavy

Can be appreciated  
by young kids and  
adults



# Sketches

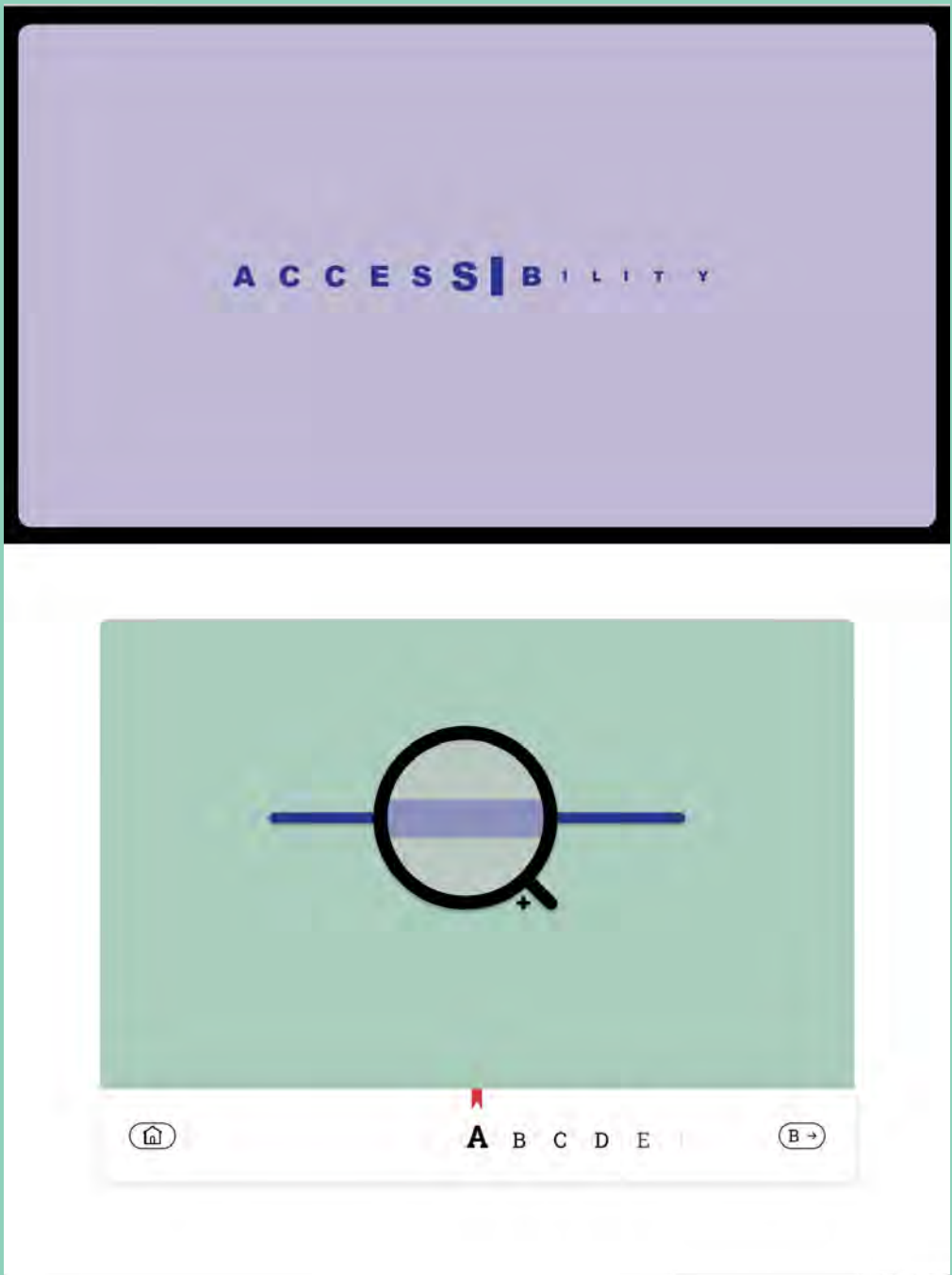




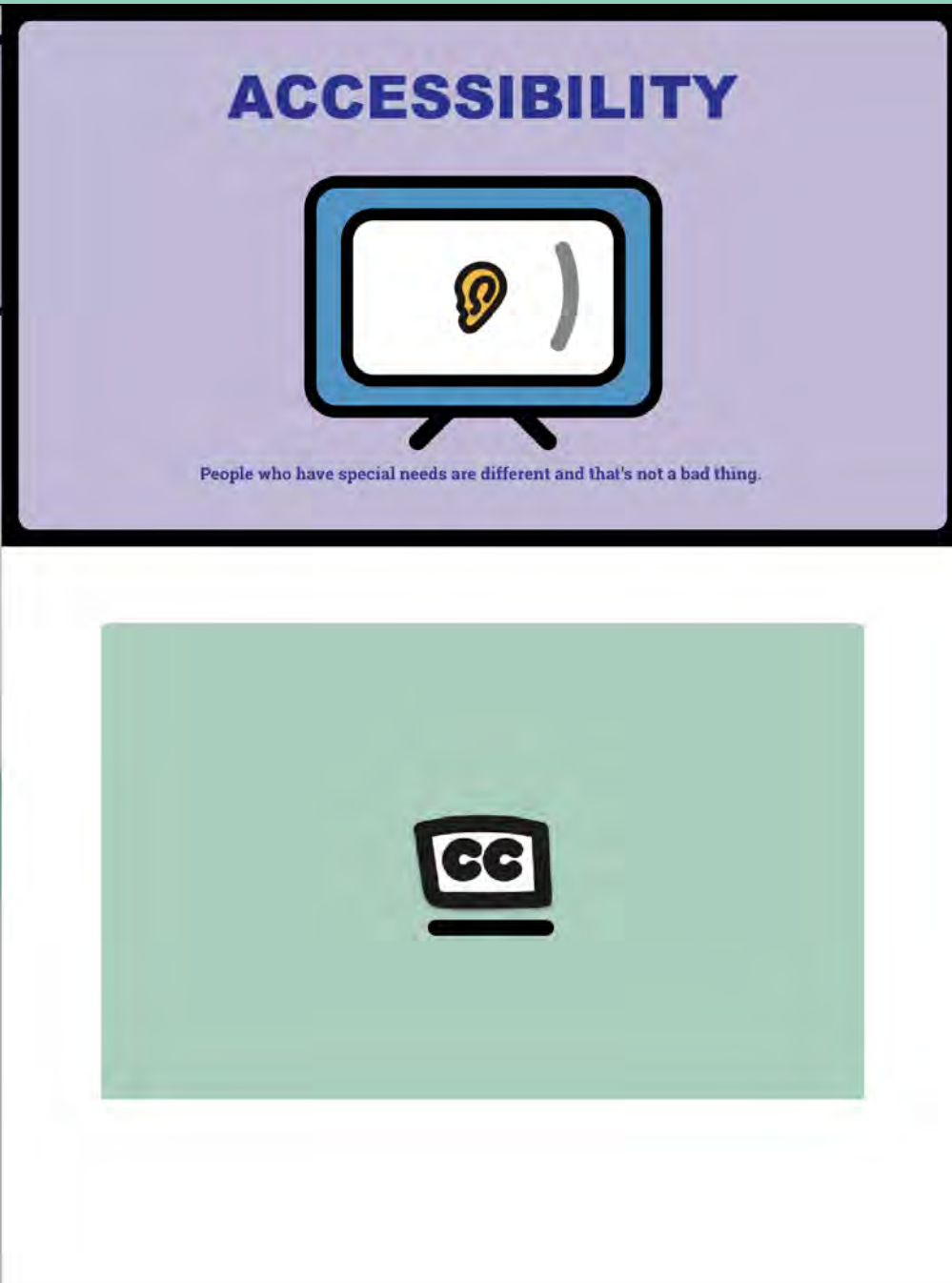
# Print Layout



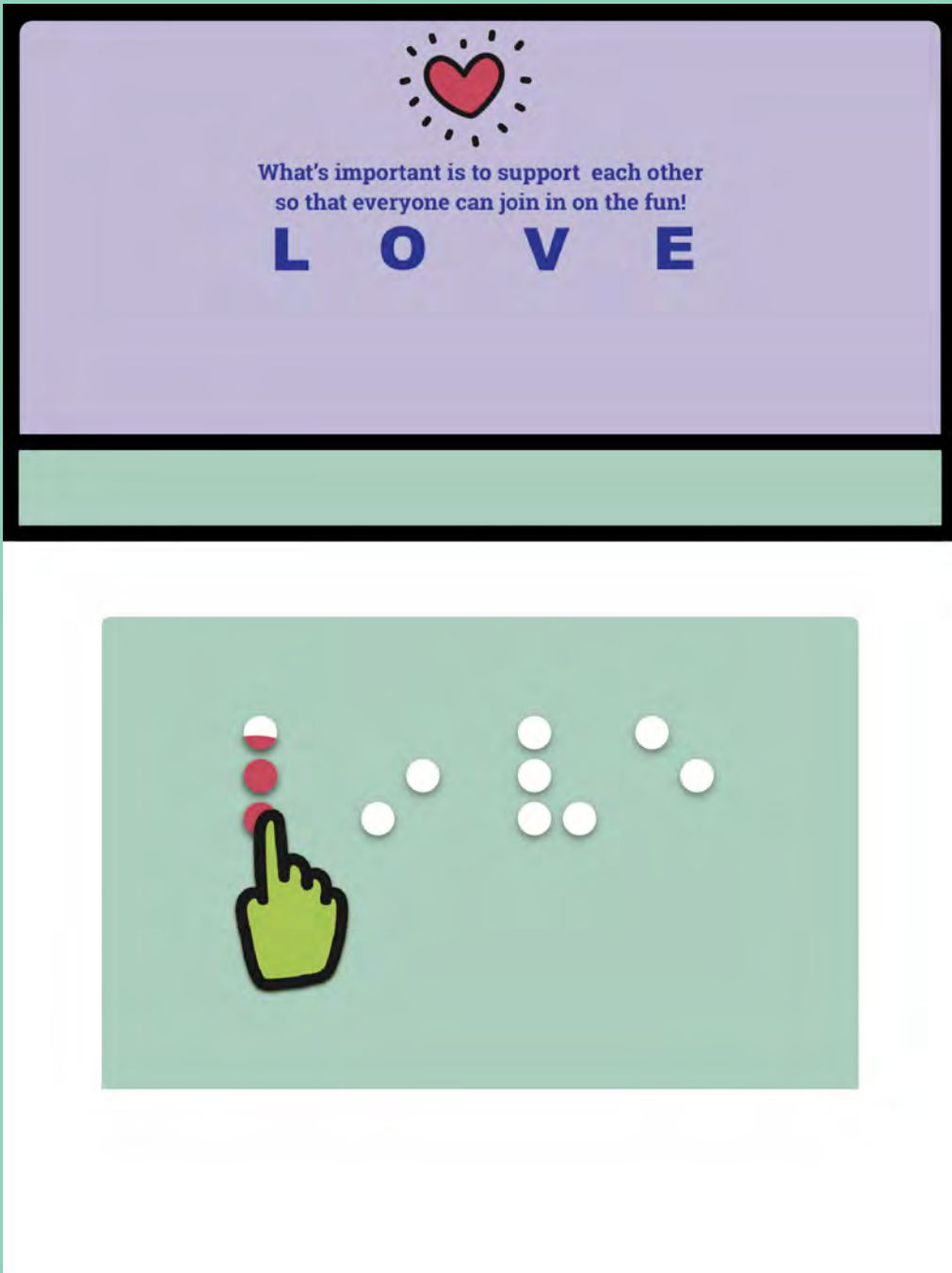
# Interactions



1. slider to maximize the word “accesibility” for legibility



2. Closed Captioning button to add captions to a TV to be able to “hear” whats happening



3.Touch interaction to simulated braille spelling the word “Love”

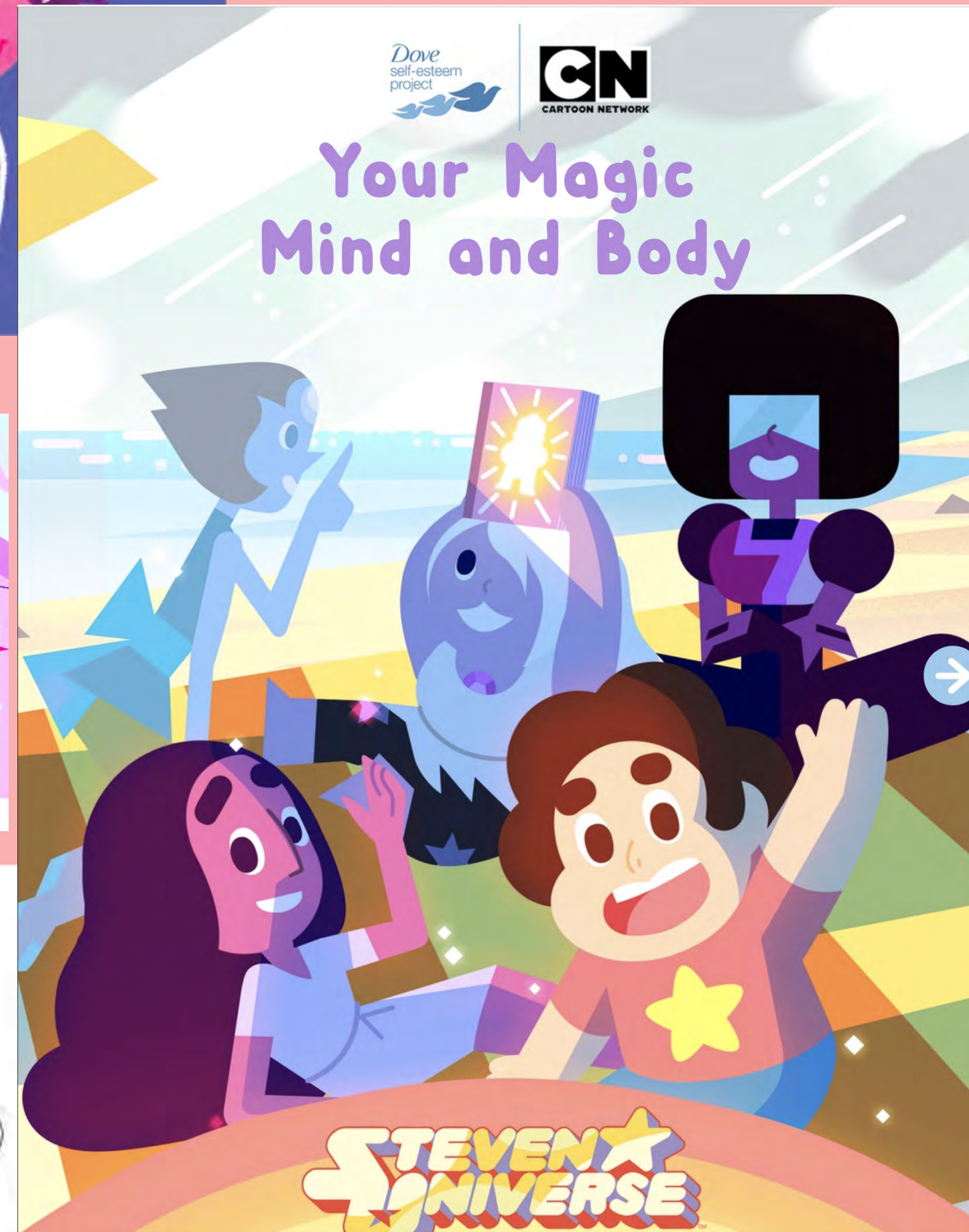
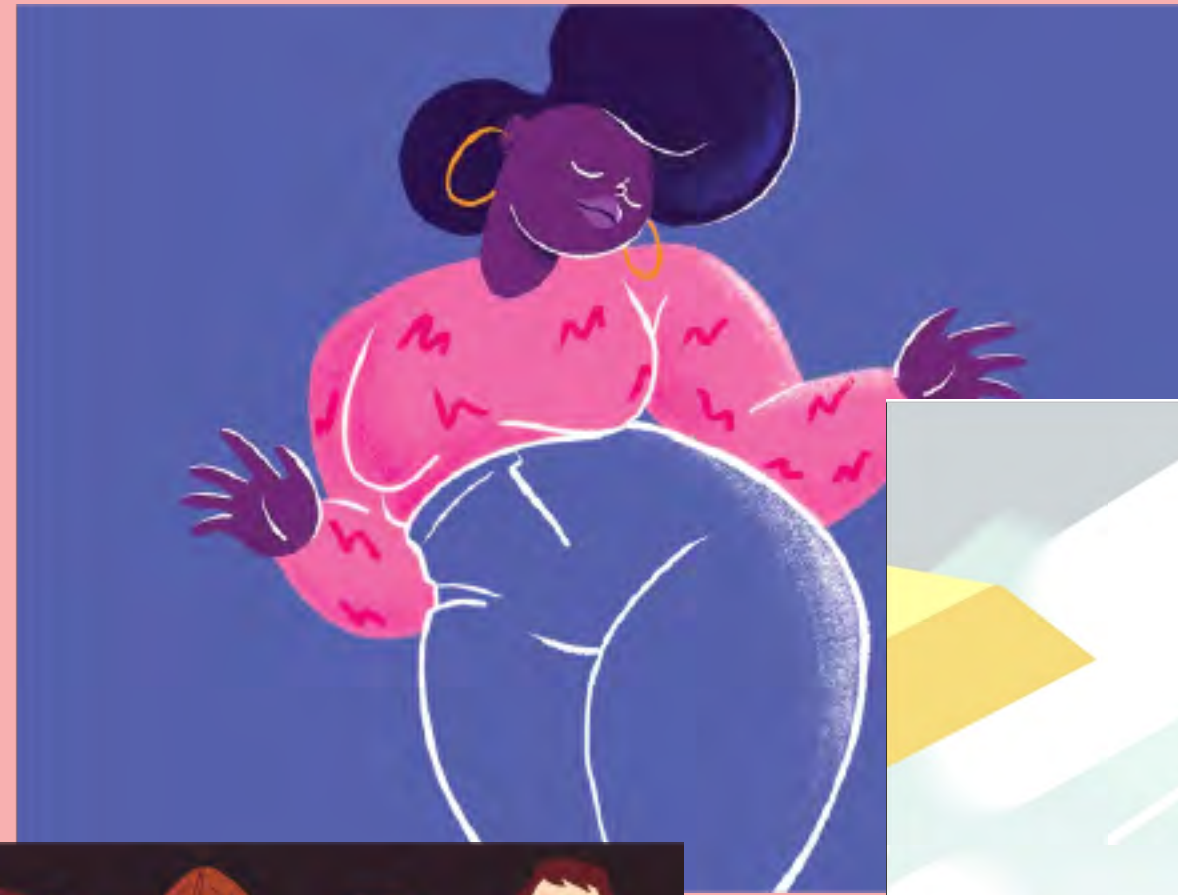


# **F** is for **Feminism**

## **Goals**

1. Simple definition
2. Emphasize intersectionality of Feminism through diverse cast of characters
3. Highlight standing together to support a cause

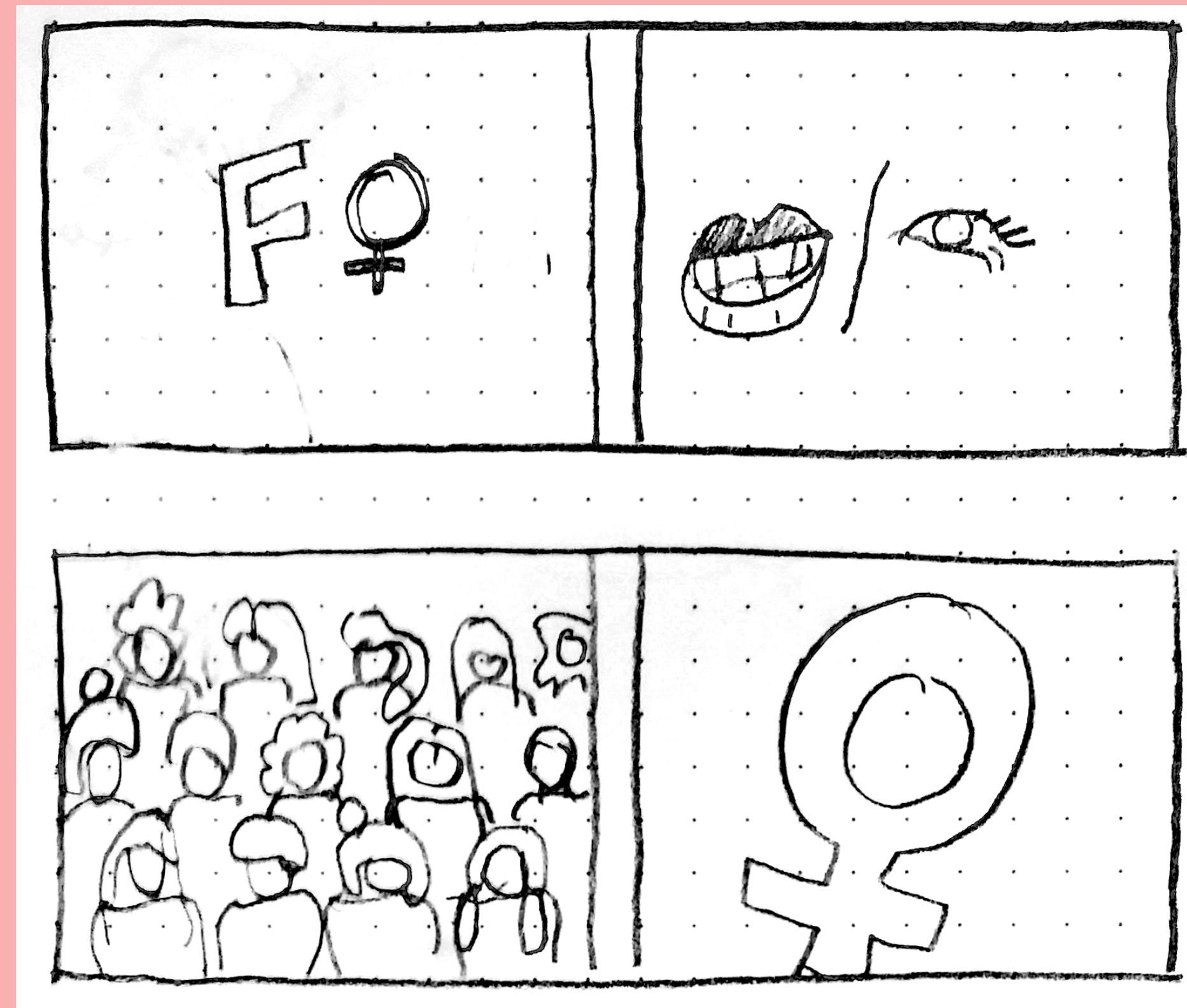




## Team Marmot



# Sketches



# Print Layout





# Interactions



1. Cards that show what someone can achieve if their dreams are supported and encouraged

2. Populate the upper screen with everyone standing in solidarity with each other when you swipe up cards

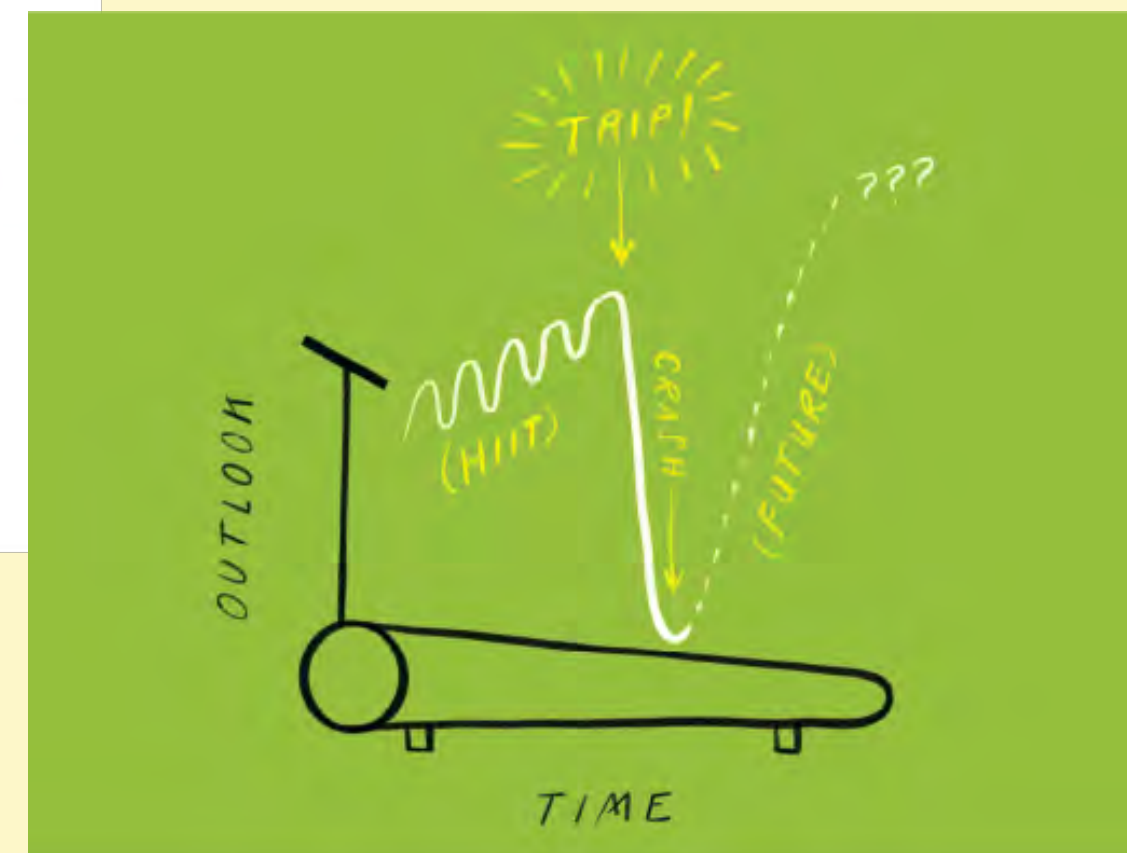
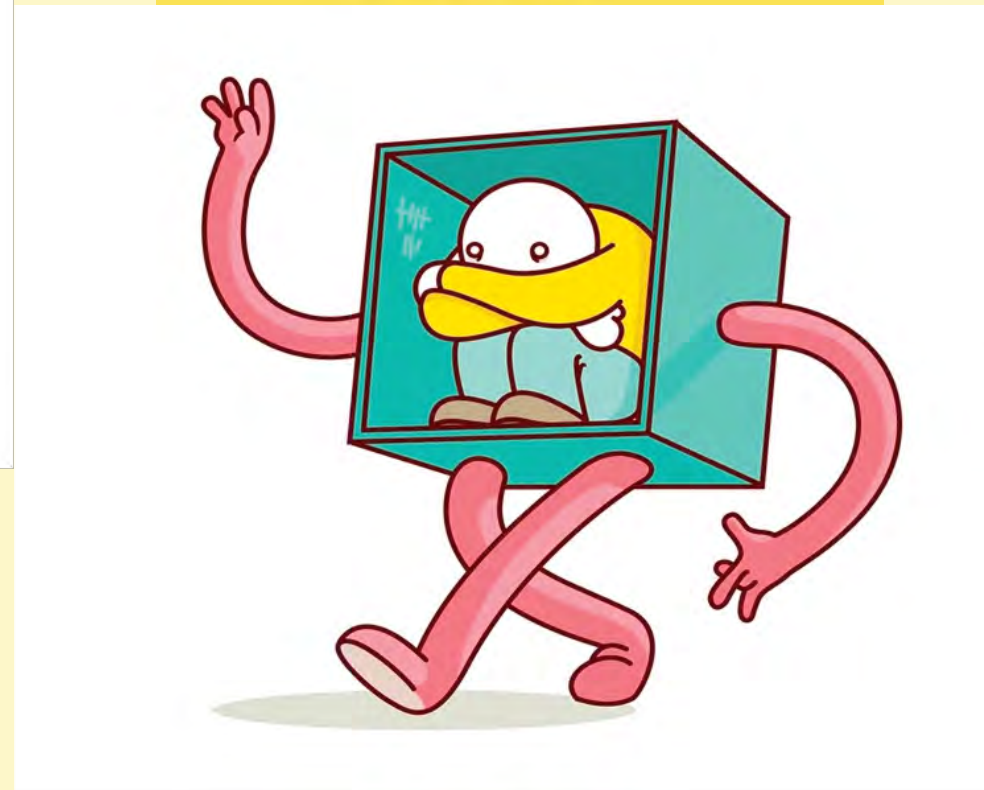
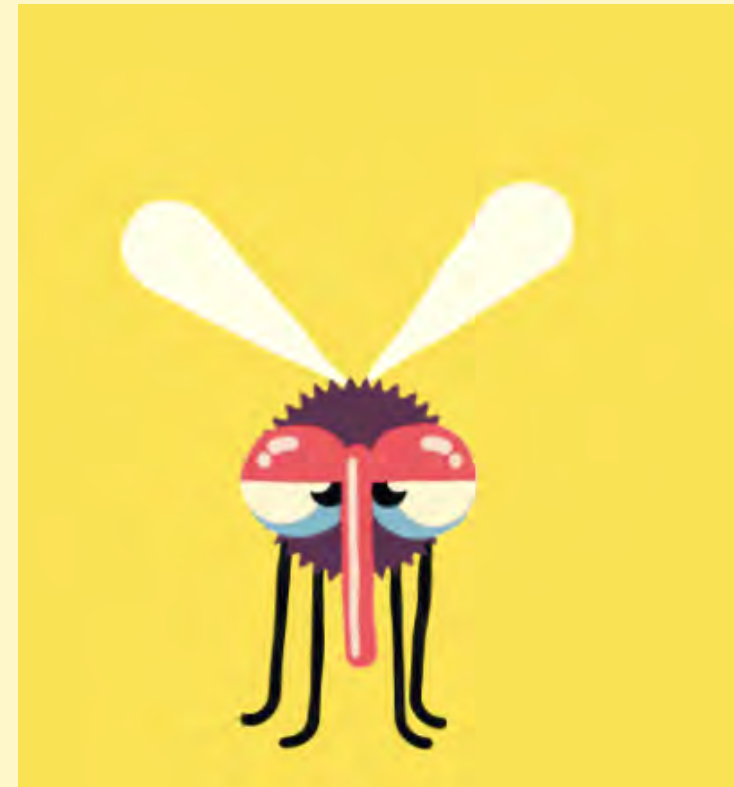
# **M** is for **Microaggression**

## **Goals**

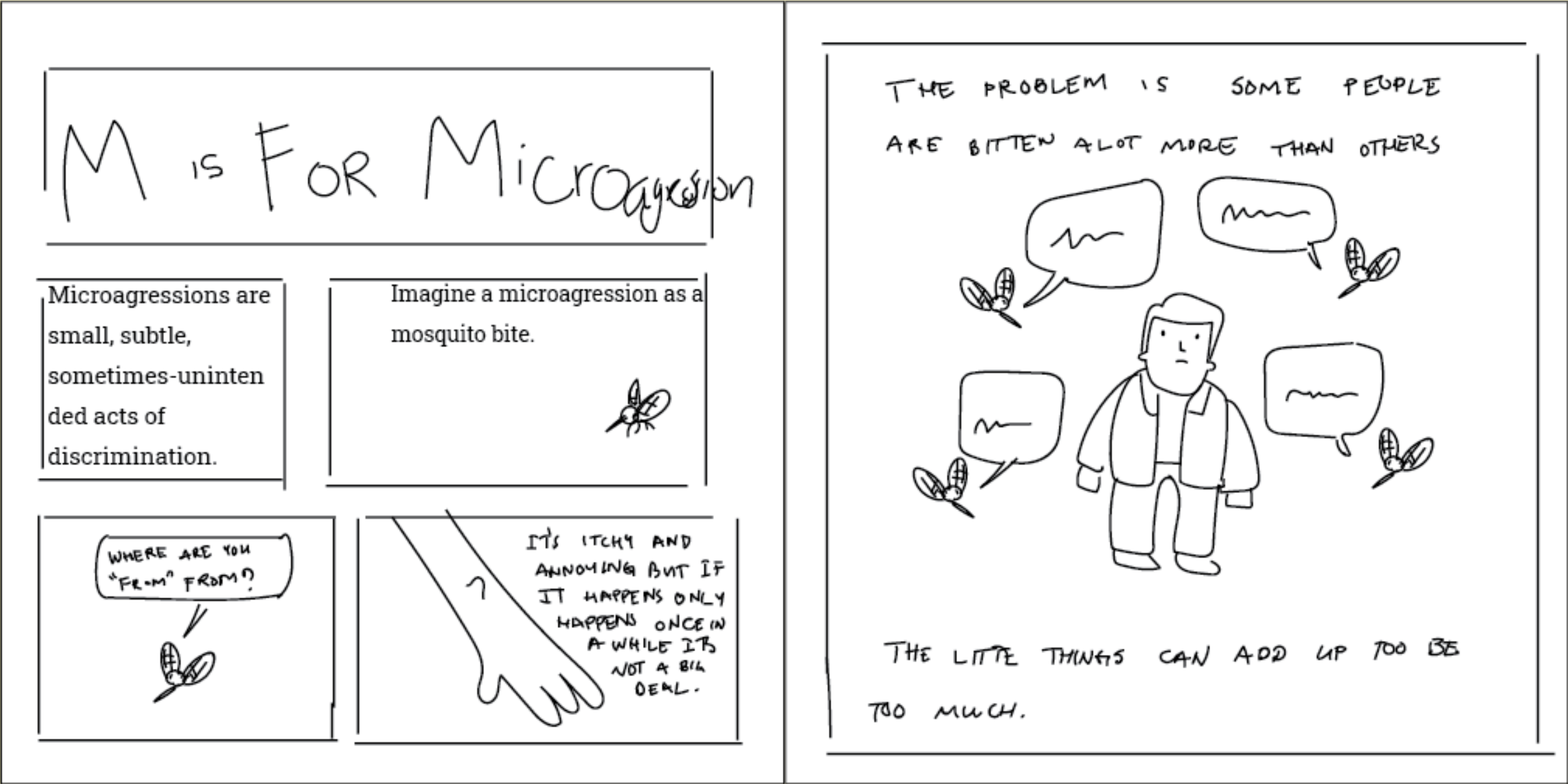
1. Show how the everyday slights, indignities, put downs and insults can add be if its too frequent
2. What's unintentional can be hurtful
3. Microaggressions can predominantly happen to minorities



# Inspiration



# Sketches





# Print Layout

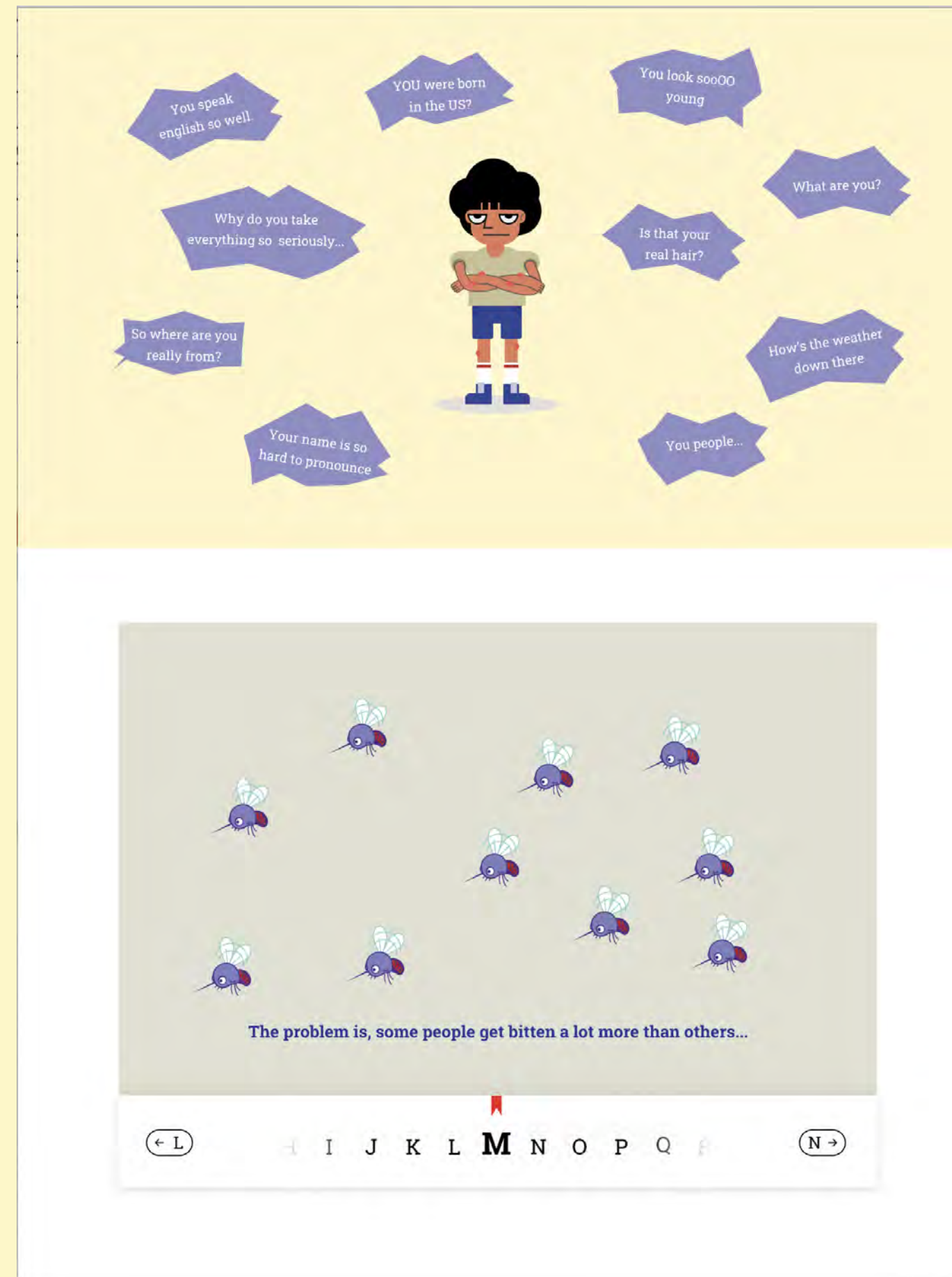
## M is for **microaggression**

Microaggressions are small subtle, sometimes-unintended acts of discrimination.

They are like mosquito bites. If you're bitten only once in a while, it's itchy and annoying but it's not that big of a deal. The problem is, some people get bitten a lot more than others and the little things often add up to be too much.



# Interactions



1. Tap mosquitos to get rid of microaggression in the upper screen.

2. Revive all the mosquitos (microaggressions) for the next day after the user click through all of them to showcase the harmful repetitive cycle.



# thanks

