

Jiayun Li

ABC's book
Kindness, Triggered,
Who is responsible

Project Concept

It is an ABC's book for young readers to understand inclusivity and diversity in a method that is kids-friendly. It will only tell readers how to be inclusive in general life instead of digging into the explanation.

Group Name

Team Marmot

Subject

Inclusivity & Diversity

Print Media

Book - 7x7" (2 pages = 7 x 14")

Interactive Media

Tablet - iPad Pro 12.9" (11.04 x 8.46")



Strategy

Tell a story instead of explaining concept

Process

Group Discussion

Research

Sketches

Exploration

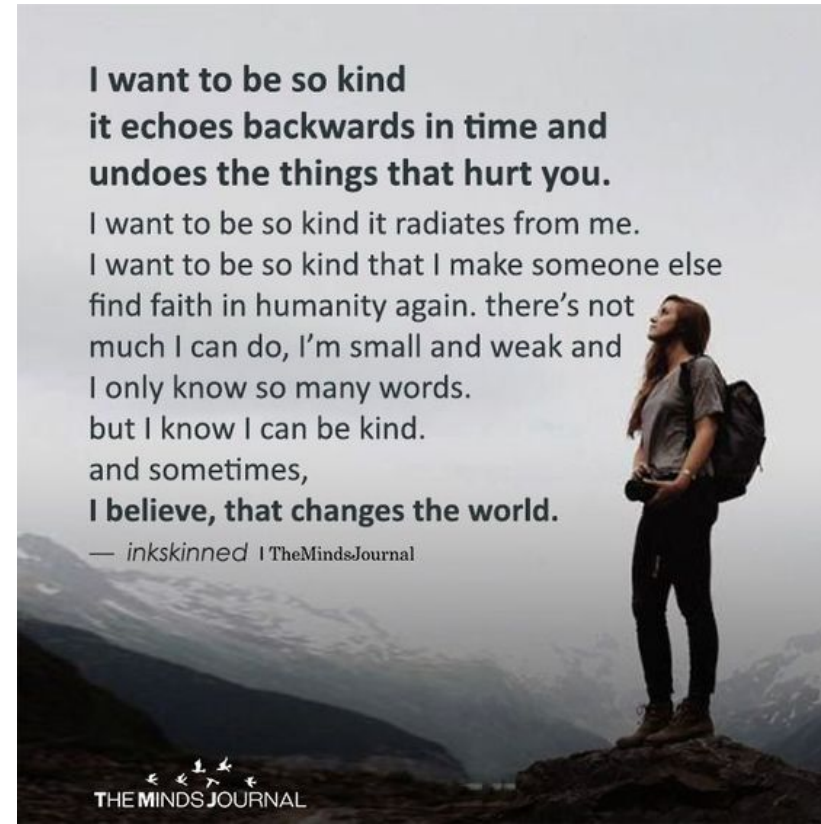
Final composition

Kindness

Research

Kindness is a behavior marked by ethical characteristics, a pleasant disposition, and concern and consideration for others.

Kindness is defined as the quality of being friendly, generous, and considerate.



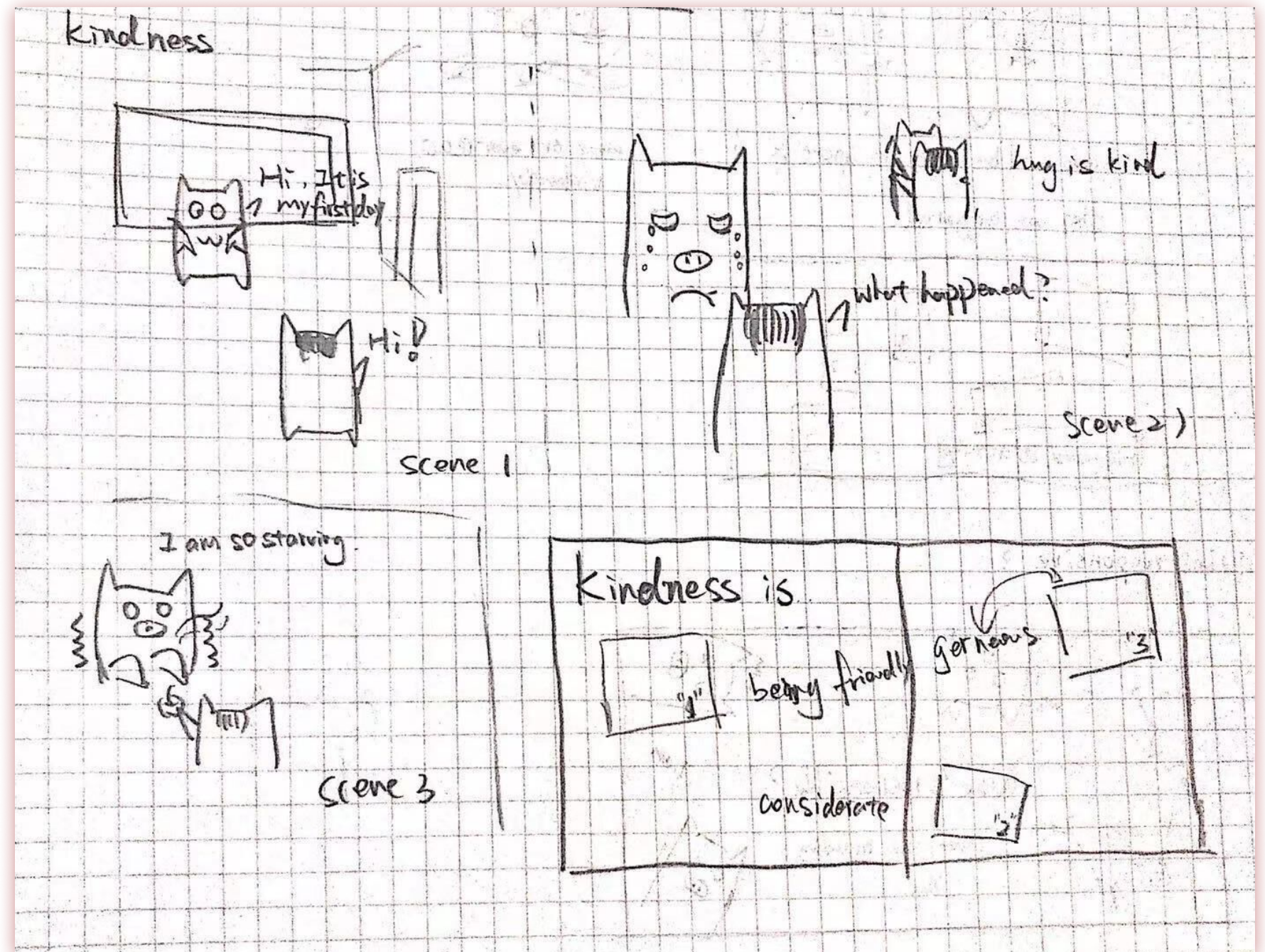
“Kindness to me means doing things for the cause and not the applause.”

– RAKtivist



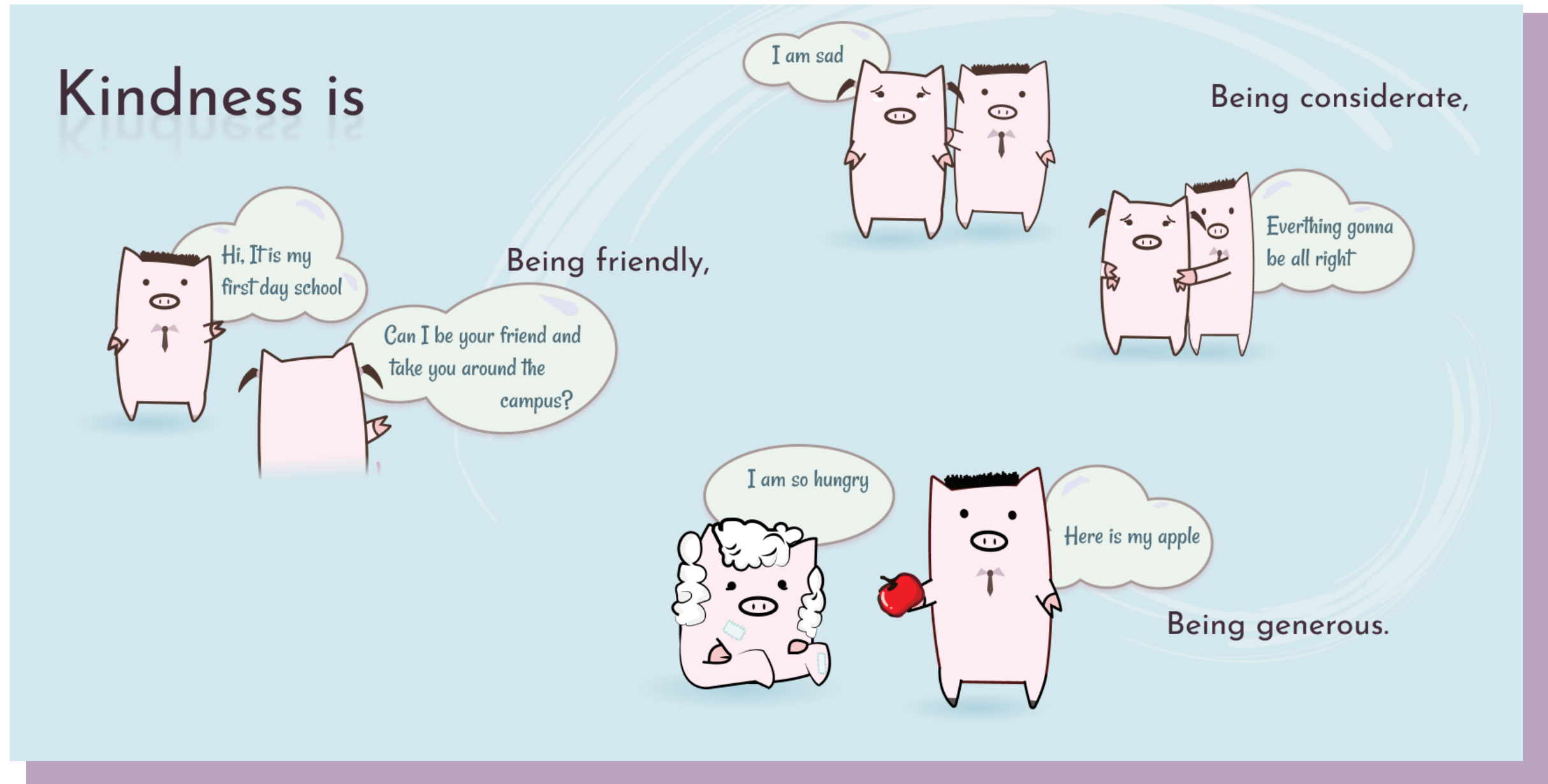
Sketch

Kindness is greeting someone friendly; is hugging the friend who is upset; is providing help to someone who need it.



Print comps - Exploration 1

Using simple stories, kids can have better understanding from their own life. The shadow under the little pigs separate the section. Also, the flow of the background gives a sequece of reading.



Print comps Exploration 2

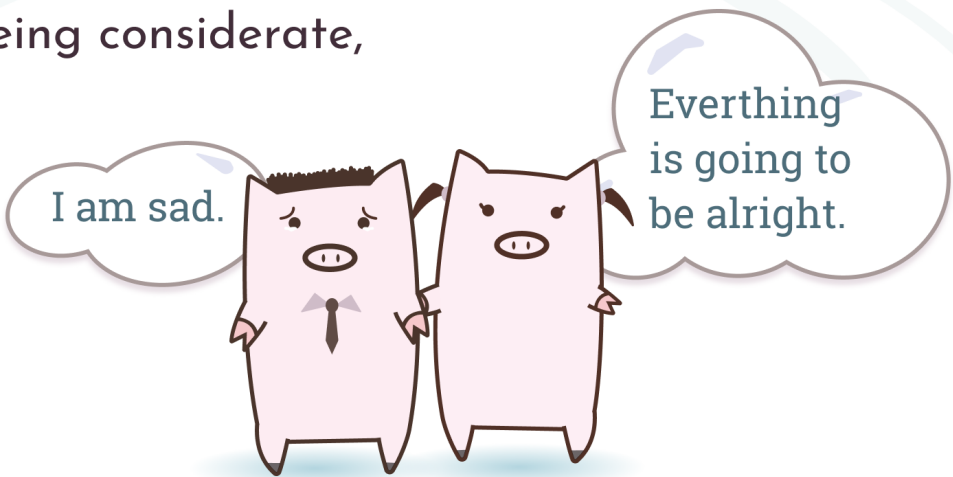
For the
readability, I make
everything larger.

Kindness is . . .

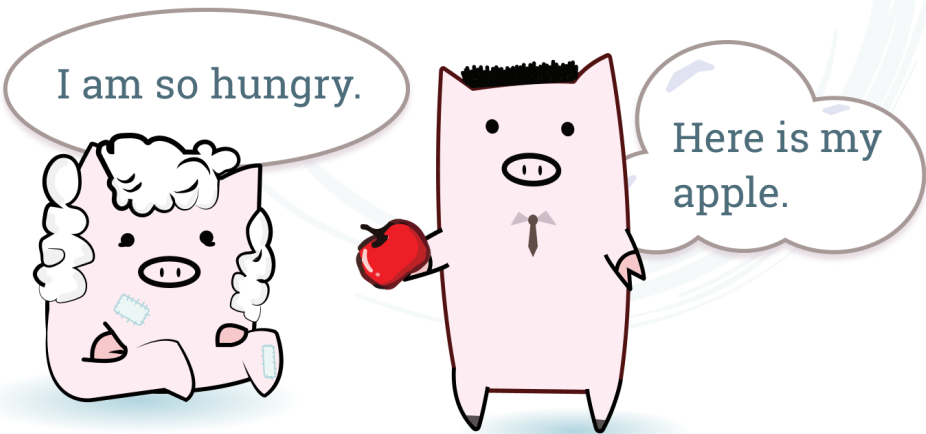
being friendly,



being considerate,



and being generous.

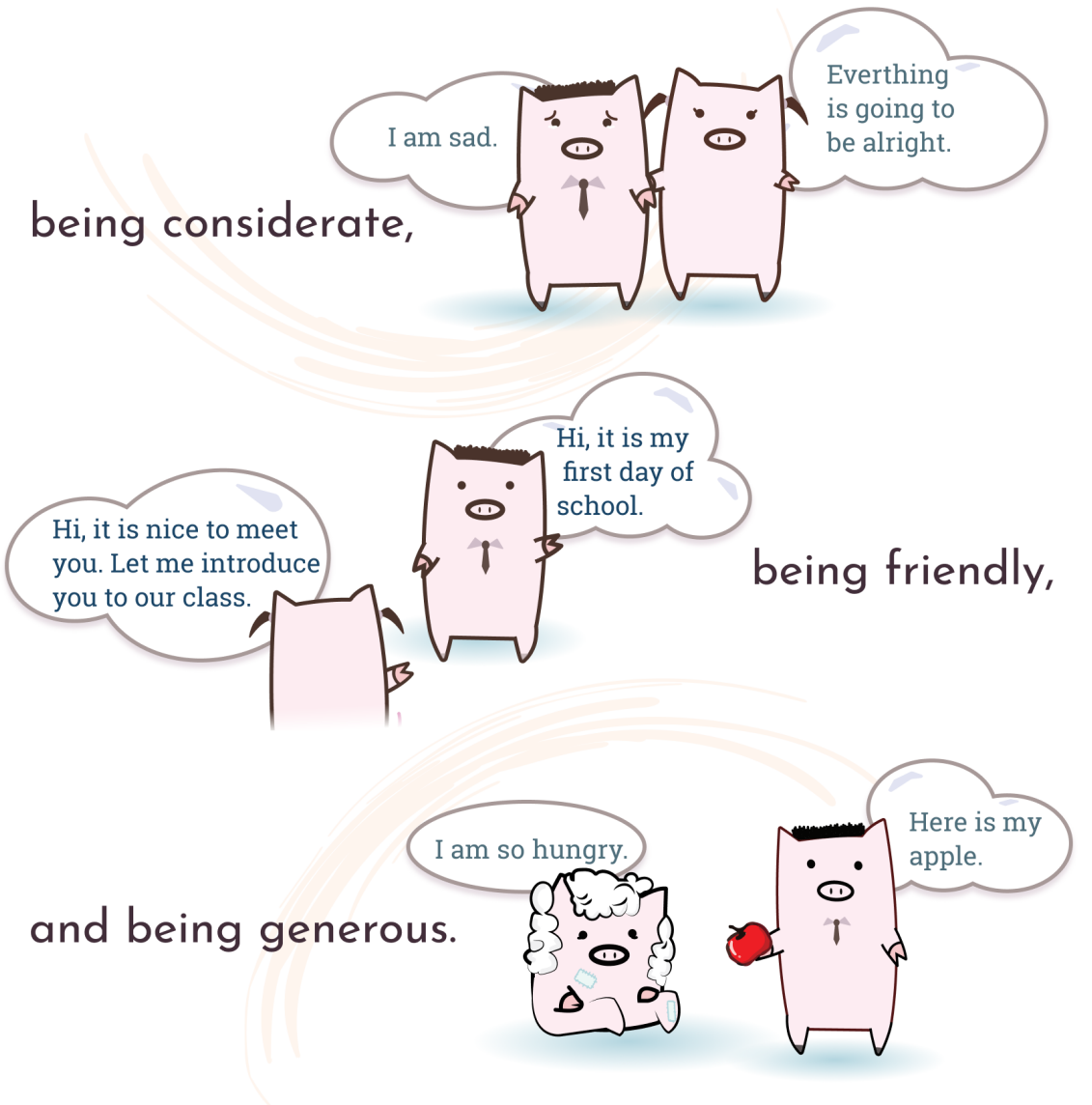


Print comps Exploration 2

After the book was printed out. I found out that the dialogs are too large and "Kindness" is too small. So I create this new version for book print out.

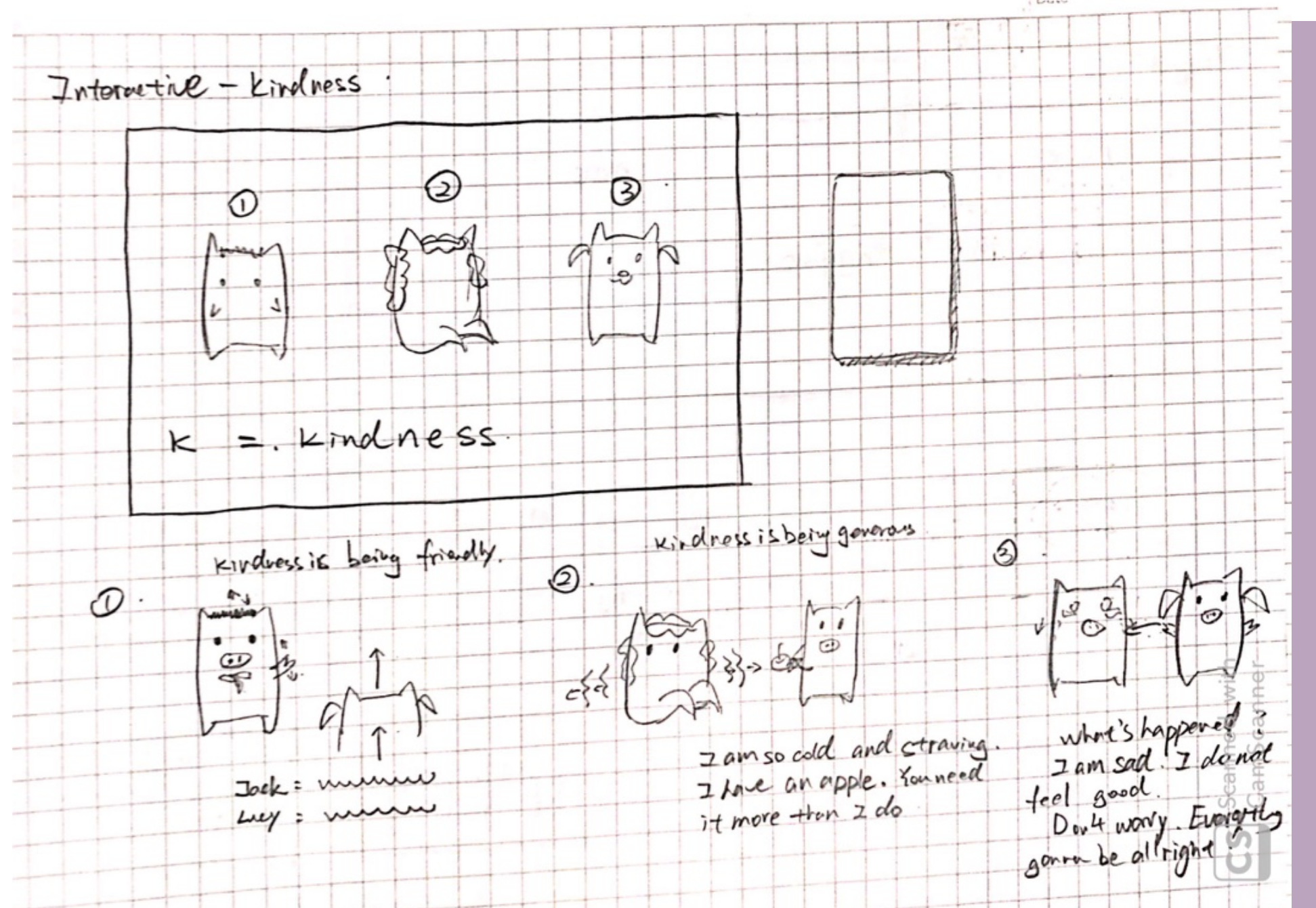
K
is for kindness

Kindness is . . .



Interactive sketches and story board - Kindness

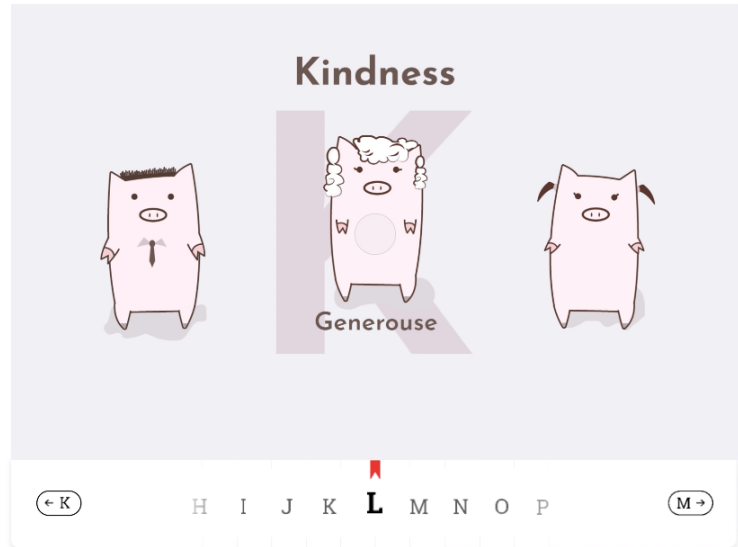
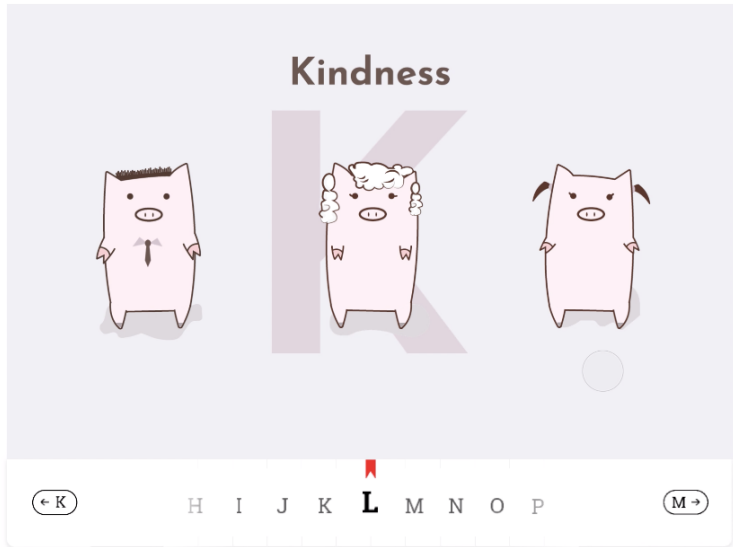
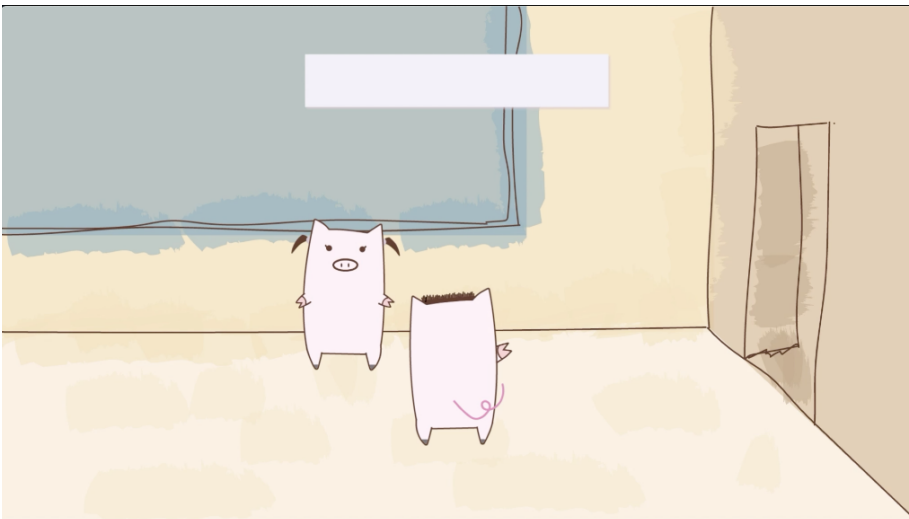
On the remote, there are three choice represent the three different type of situation: Being friendly, being generous and being considerate. After choose one pig. On ther screen, will present dislog and condition that represent the theme. I will consider how the choices on the remote being choosed. Maybe add a card behind it.



Interactive Prototype (Screenshots)

After visited the Strong Museum, our group decided to do a seperate screen device: one for remote and one for projection.

For kindness, I seperate into three different scenes. Each little pigs tells a story about kindness.



Trigger

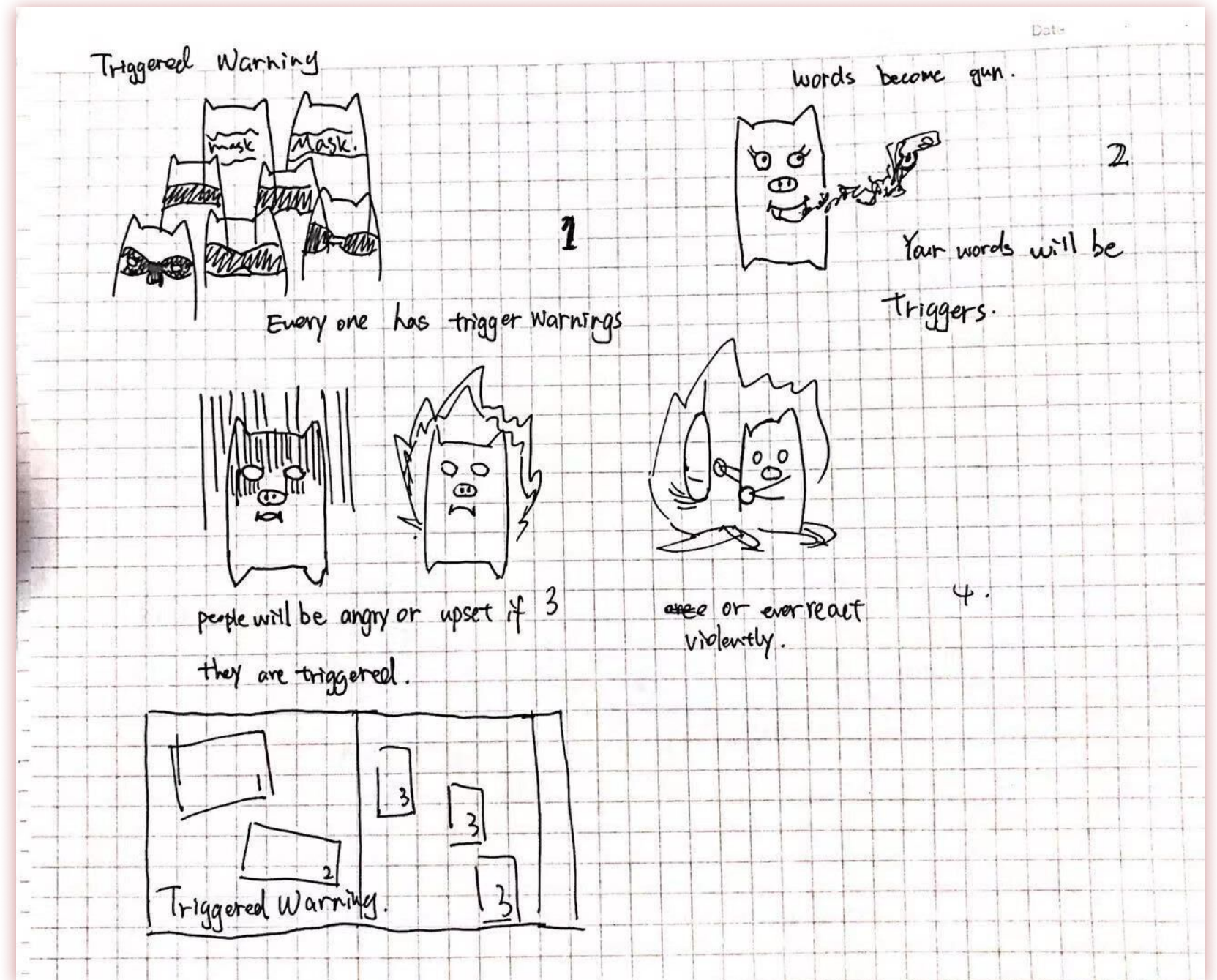
Research

Triggering events occur when we react unexpectedly and/or intensely to an internal or external circumstance or “trigger.” This happens to us all.



Sketch

Triggered warning may occur on each of us. Your words may be the triggers. People will be angry or upset and even react violently



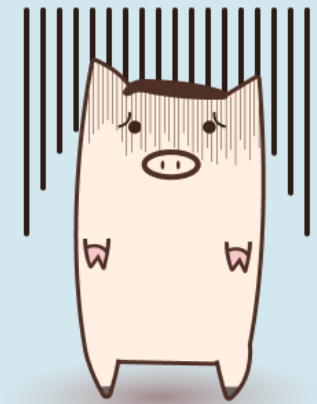
Print comps Exploration 1

Pigs with masks present that the trigger warning is hidden behind people(pigs). The fire shows angry; the lines create sense of upset. For kid, it is better not show the violent sence. The holding knife gives a lot of imagination of dangerous.



Trigger warnings may occur on each of us

Your words might be triggers



People will be angry or upset,

and even act violently

Trigger Warning



Print comps Exploration 2

I need to avoid the violent representation after reminding from others. So I created a warmer one. The little cloud represent the sadness when one is triggered.



is for Trigger

Triggers are thoughts, words, gestures, or actions that cause someone to explode with feelings.



You need to be caution when you say anything which may make your friend upset or annoyed.



Print final

For the
readability, I make
everything larger.



is for Trigger

**Triggers are thoughts, words, gestures,
or actions that cause someone to explode
with feelings.**

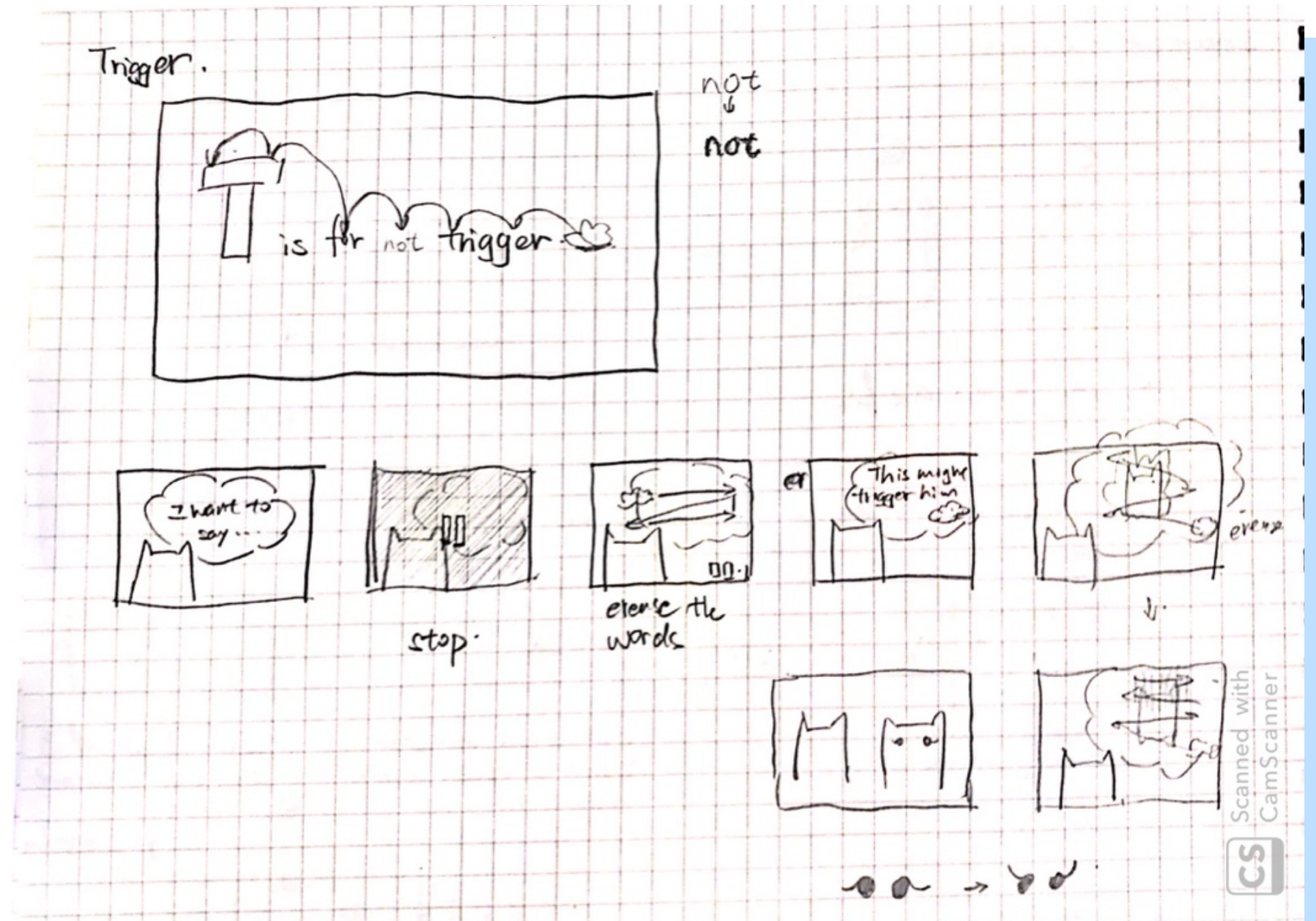


**You need to be cautious when you say anything
which may make your friend upset or annoyed.**



Interactive sketches and story board - Trigger

On the remote, the little cloud will jump from the end to the "T". The cloud id to lead the attention. "T is for 'not' trigger. Originaly, it is actually for trigger. But we do not want anyone being triggered so I add a 'not'. "not" is on opacity at the beginning. When children tap on not. 'not' will be 100 opacity and the screen starts to work. The animation starts from a pig gonna talk and he think it will make his friend upset and angry. The cloud erases the negative emotioned pigs. So the pig change the topic. Then his friends feels happy. (eyelash is for represent the happiness)



Interactive Prototype (Screenshots)

After visited the Strong Museum, our group decided to do a seperate screen device: one for remote and one for projection.

My aim is to let my audiences know not to trigger others. So "out" is the button. The little cloud will jump on the not and become smile from crying.

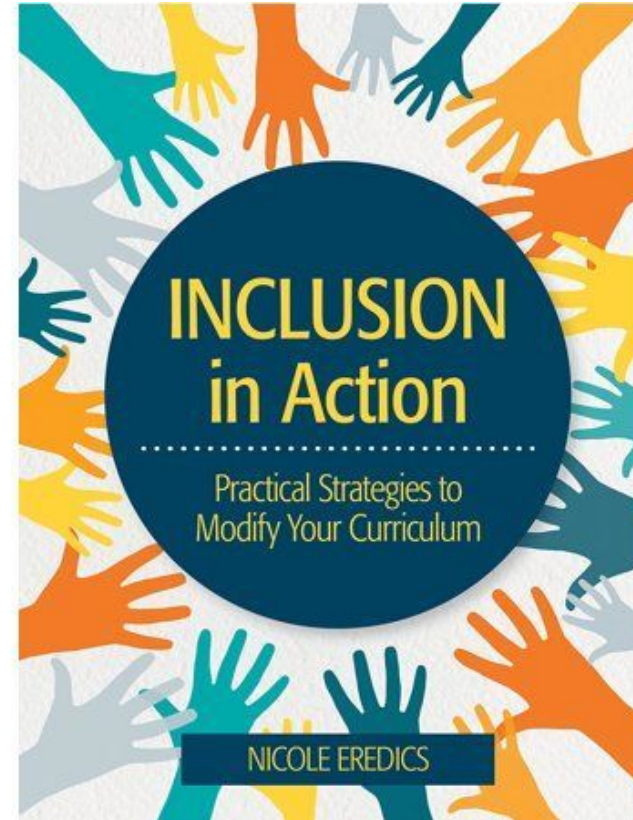
The video is more educational. The little cloud is the teacher to teach about trigger.



Who's responsible

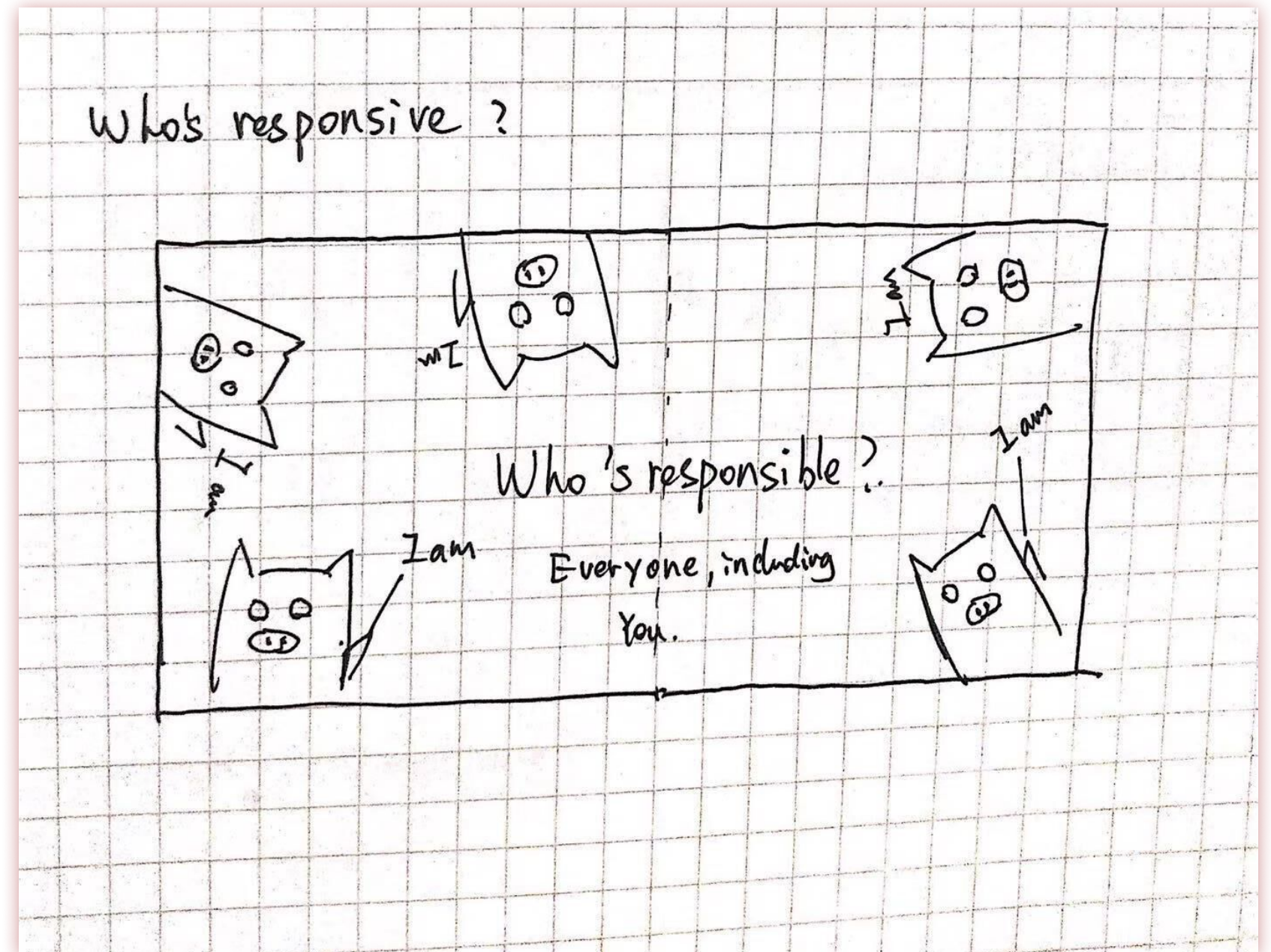
Research

Everyone is Responsible for Inclusion. Being inclusive and diversity is understanding, accepting, and valuing differences between people. All individual with the title is responsible for ensuring there are guidelines and policies in place.



Sketch

Everyone including you
and anyone are
responsible to be
inclusive.



Print comps Exploration 1

The question and answer tells children that they are also responsible. Pigs with different features are saying that they are responsible. It shows that no matter what features one have, everyone are responsible.



Print comps Exploration 2

The first one is lack on explanation. I included some explanations of the reason of inclusive. The circle of the characters represent the unity. And the warm orange color represent the strength of the decision.



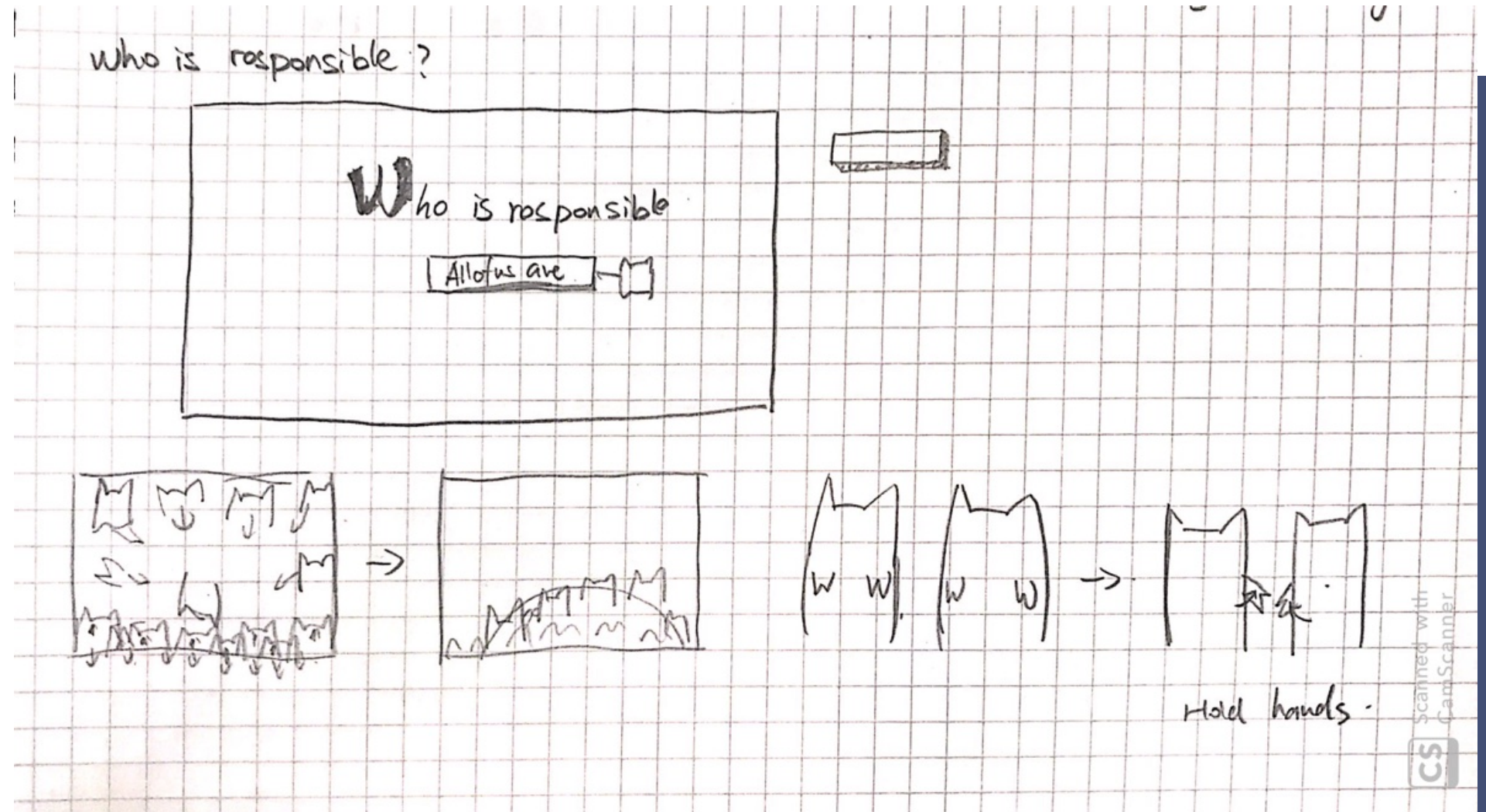
Print final

I bring the characters to the center and make them larger for a better look.



Interactive sketches and story board - Who's responsible

On the remote, there is gonna be a question and a answer with a button. Children have to choose that they are responsible for being inclusive. After they click the button. The screen will show different type of pigs in randome places. But when a narrative asked who is reponsible, they get together and hold hands. It intend to show the unity of "pigs" with different characters.



Interactive Prototype (Screenshots)

After visited the Strong Museum, our group decided to do a seperate screen device: one for remote and one for projection.

There is a button which is the answer. The audience will choose this right answer and the animation will show the audiences that everyone is choosing this right answer.



Moodboard

Children Comic

Toon Books

ABC book

Children's book

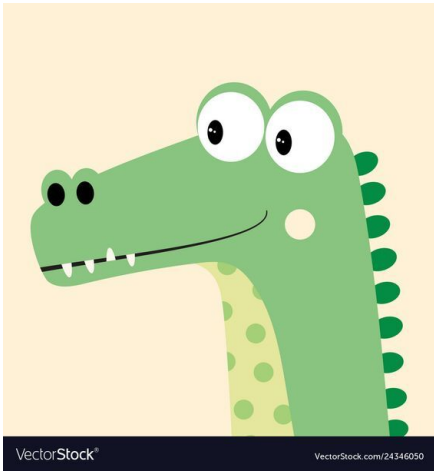
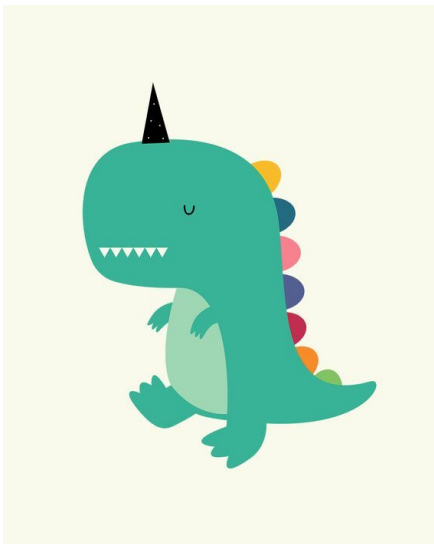
Calm and Peace

Flunt water

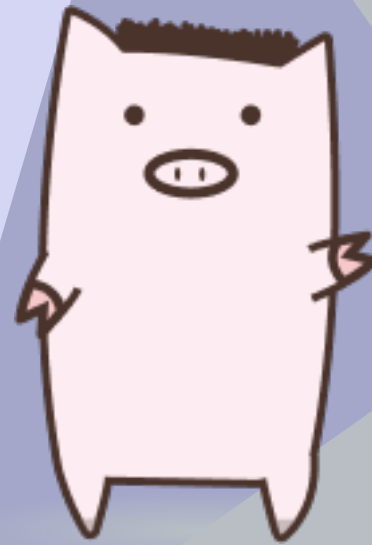
Cute character
emoji

Lovely

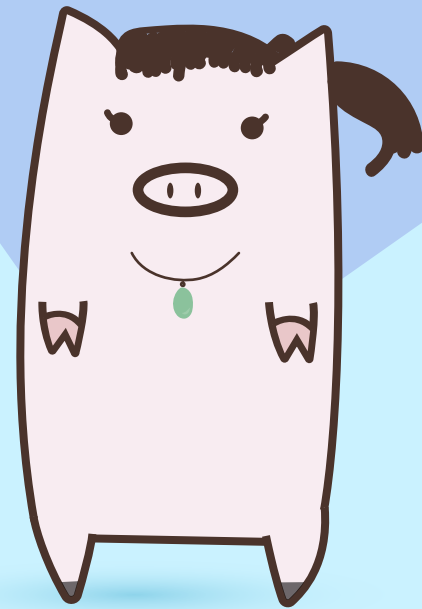
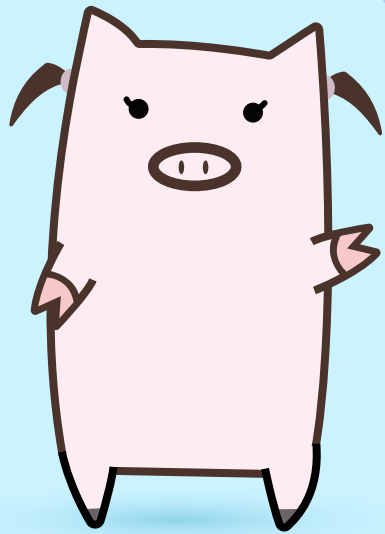
Unity



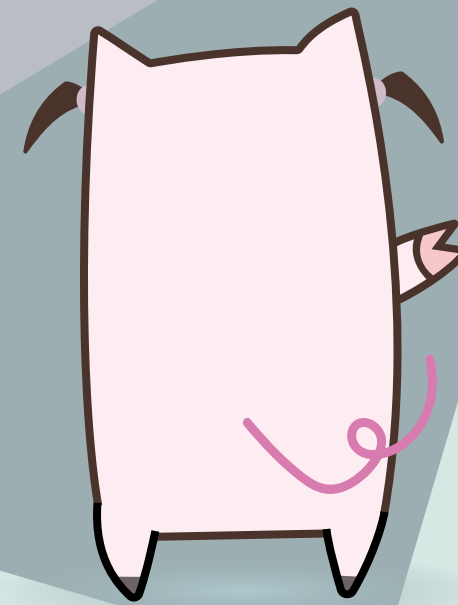
Characters exploration



Crowd



Front



Back

References

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