

Kaitlin Plane

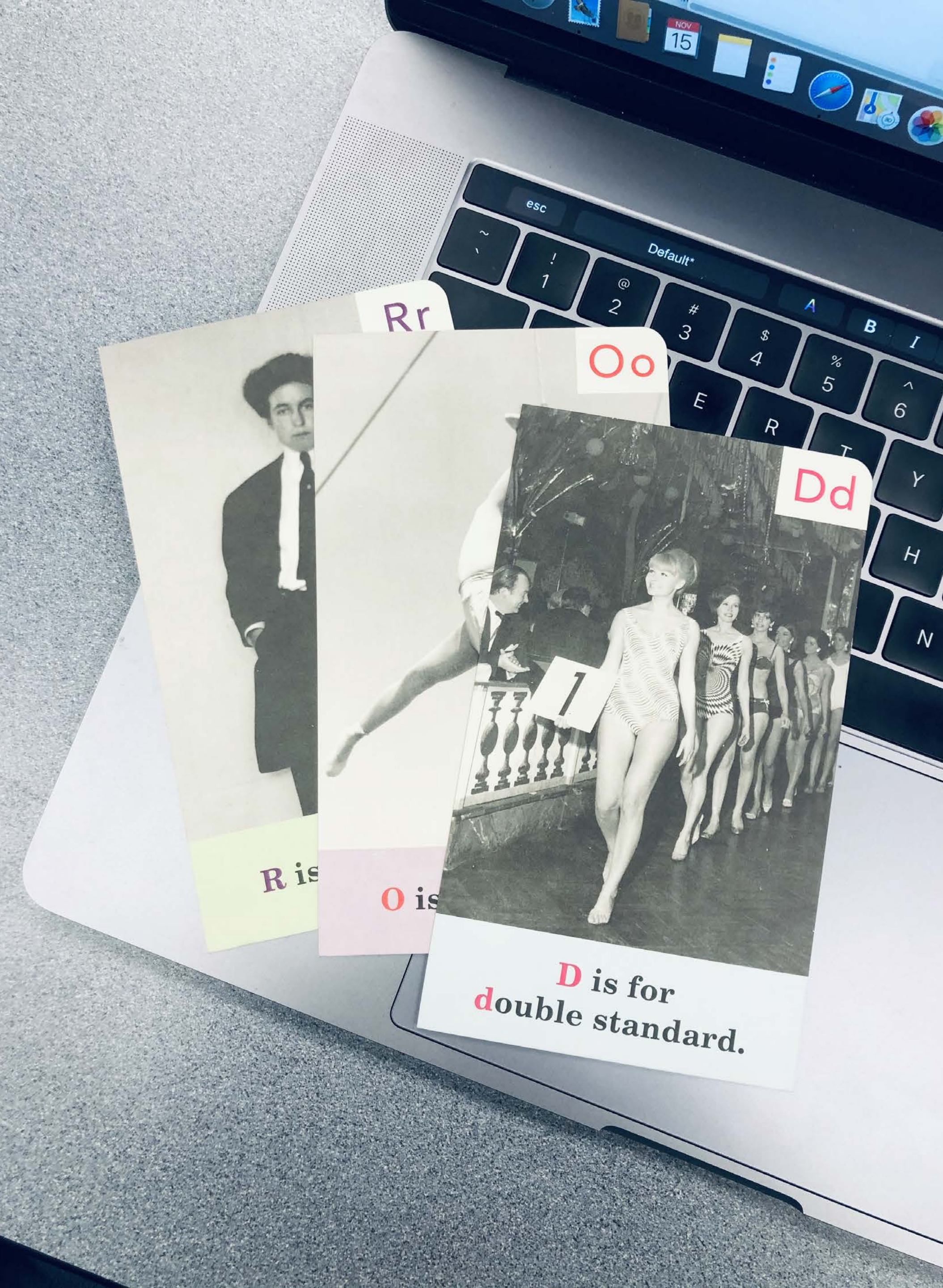
# Symbiotic Relationships



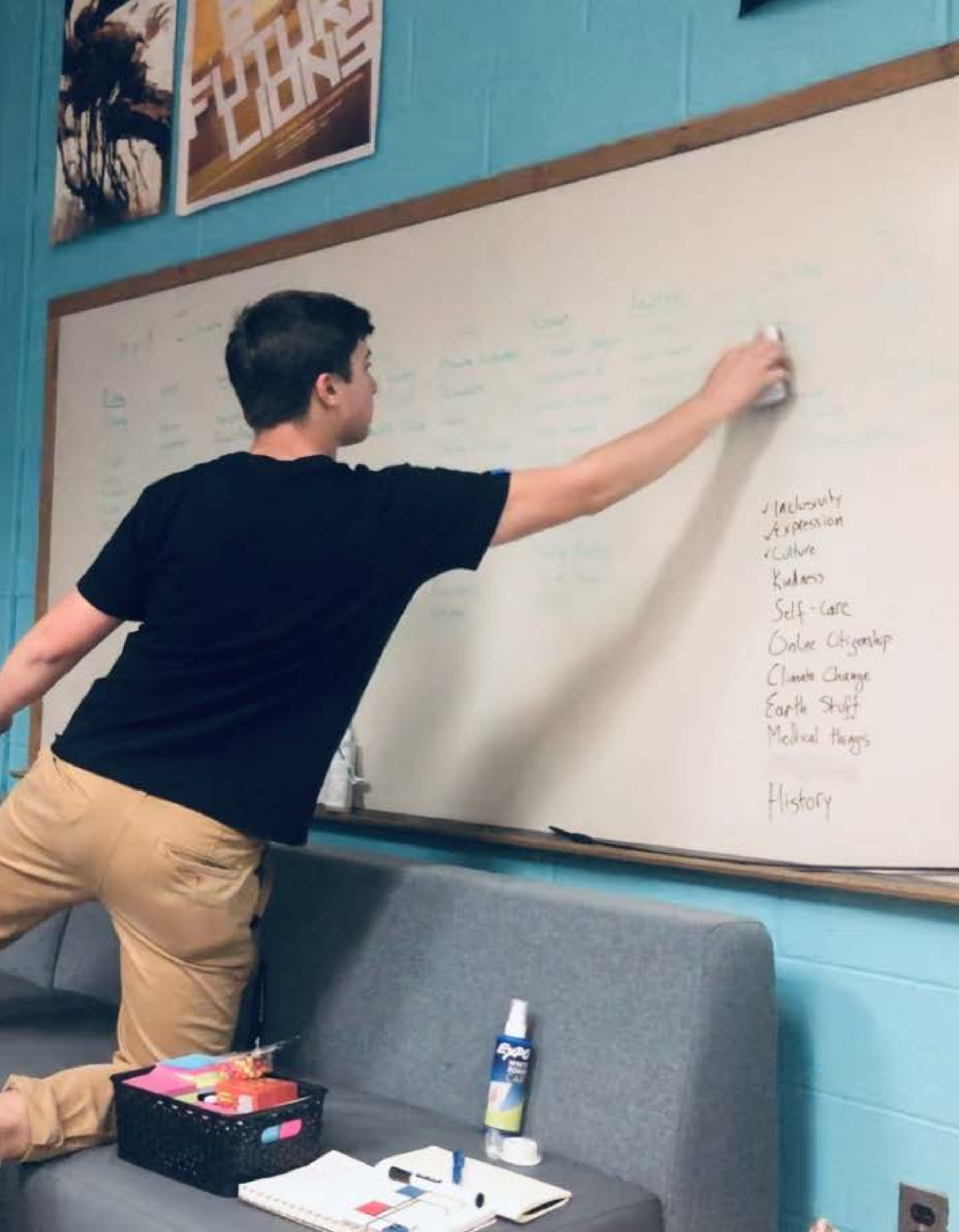
# 01

## Letters Assigned

I chose three letters, **R**, **O** & **D** randomly from a deck of cards



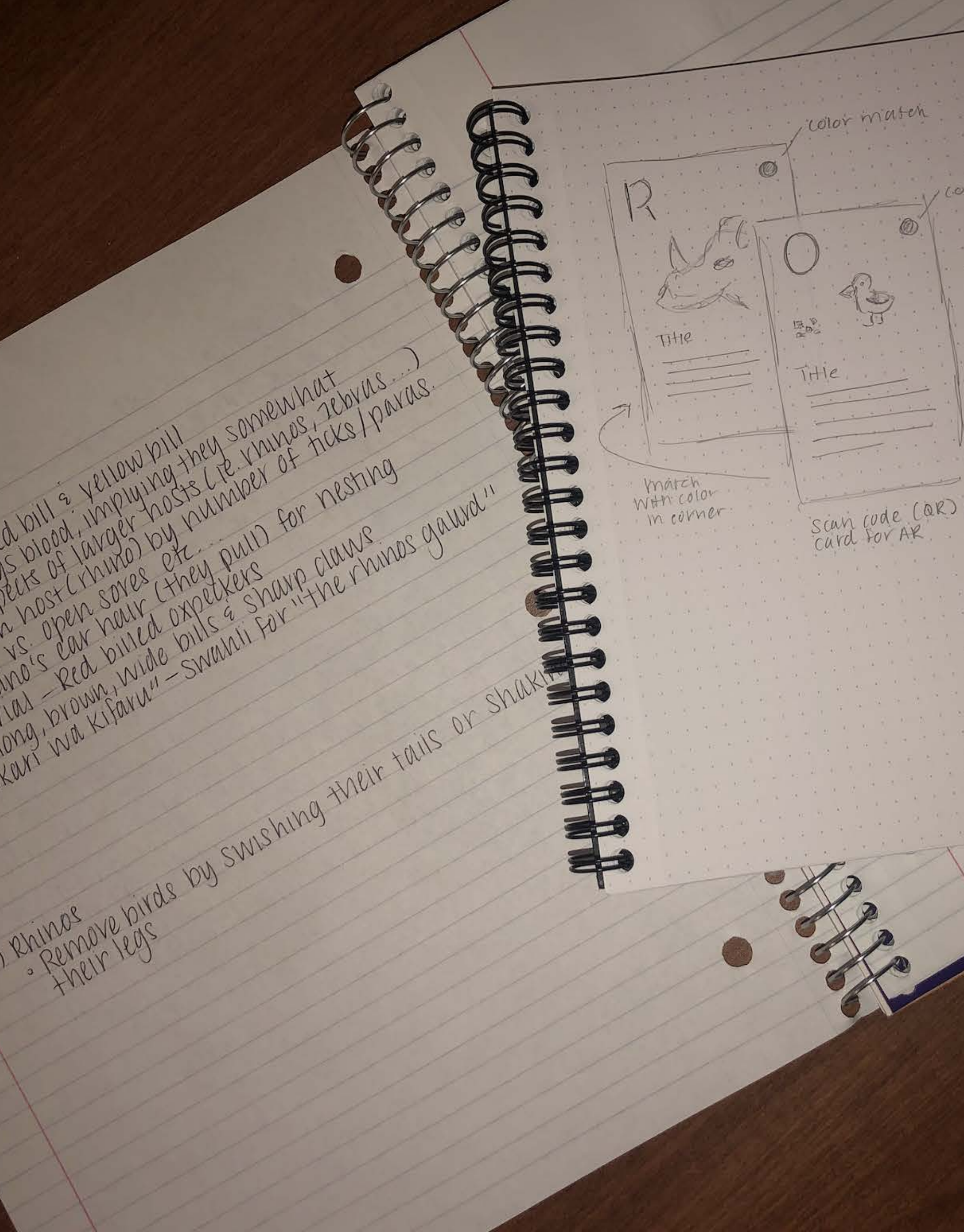




## Defining our topic

Our group decided to focus on symbiotic relationships between organisms and animals to educate young children using gamification

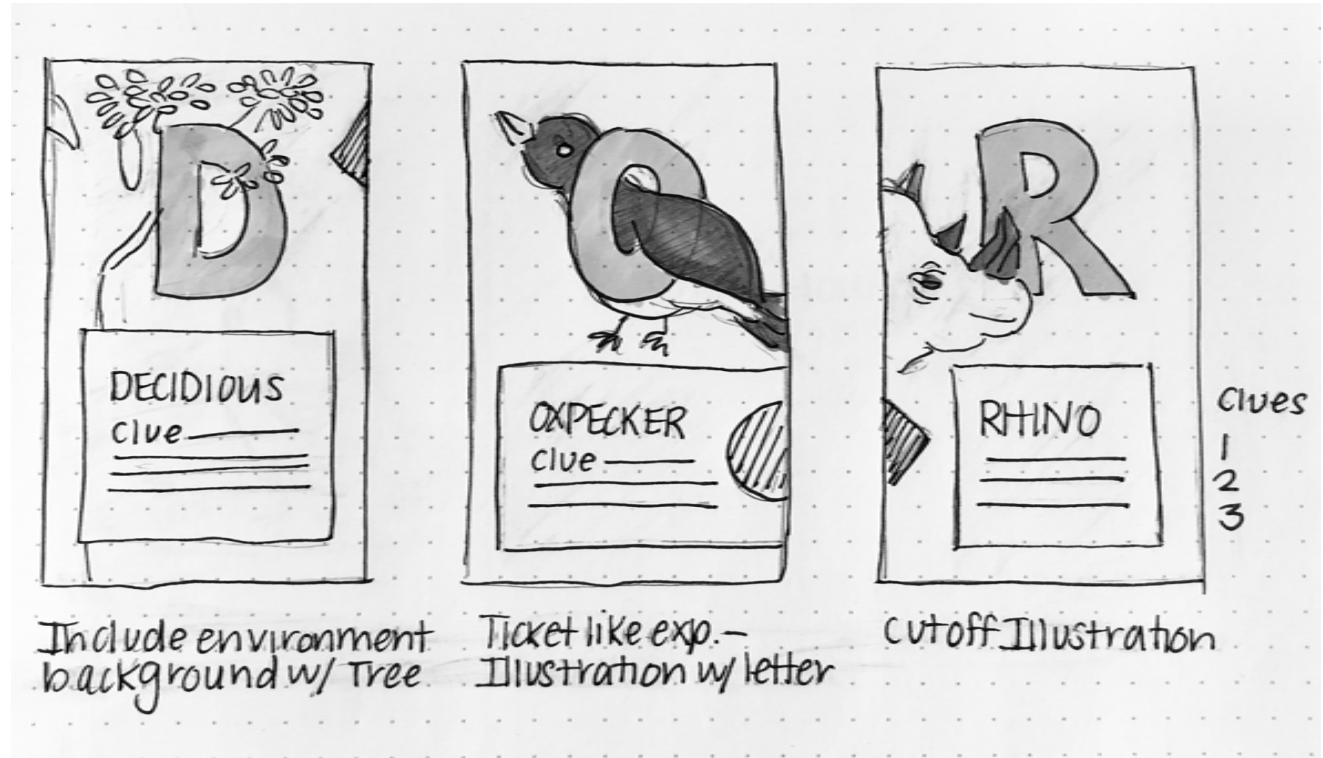
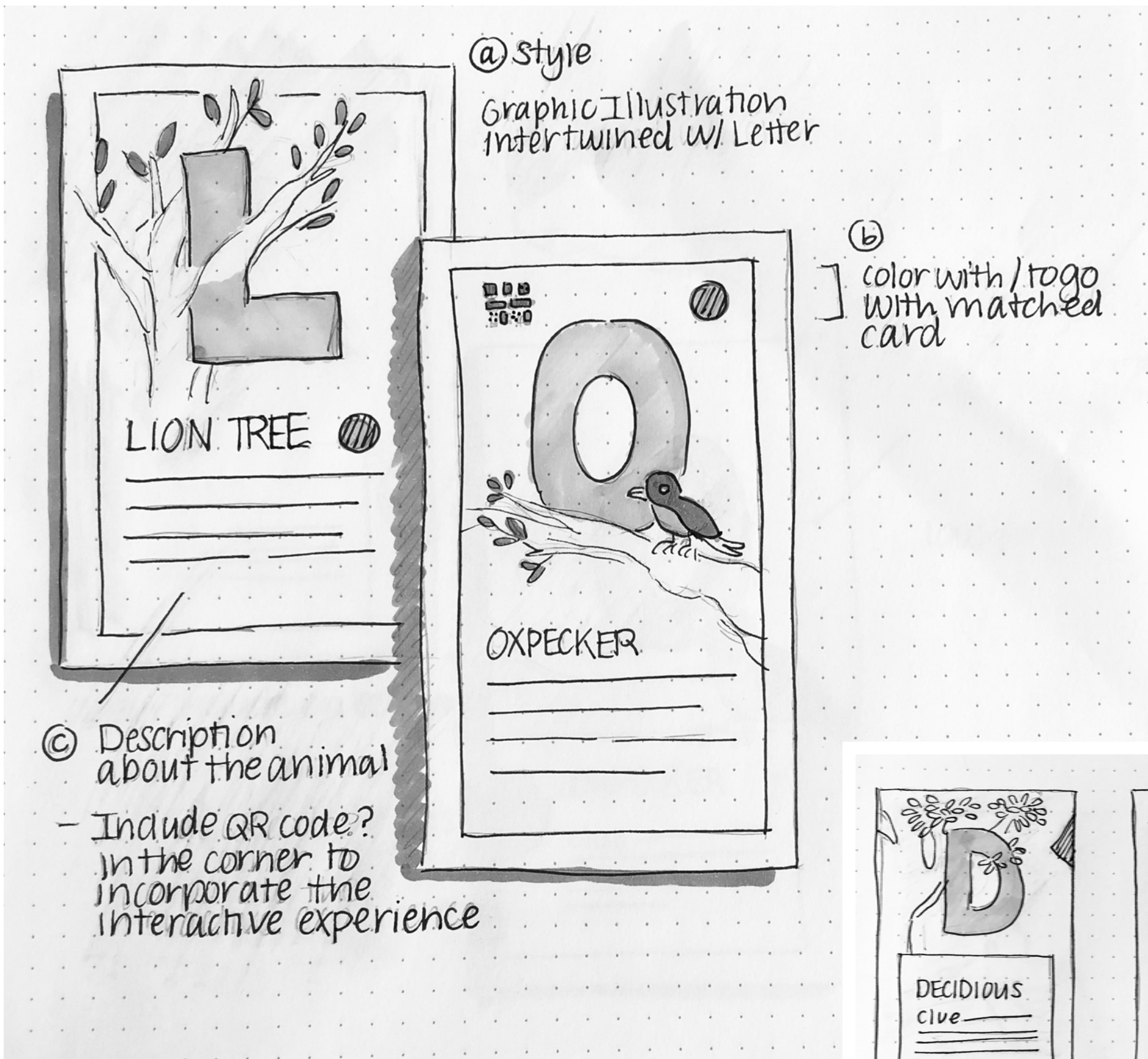
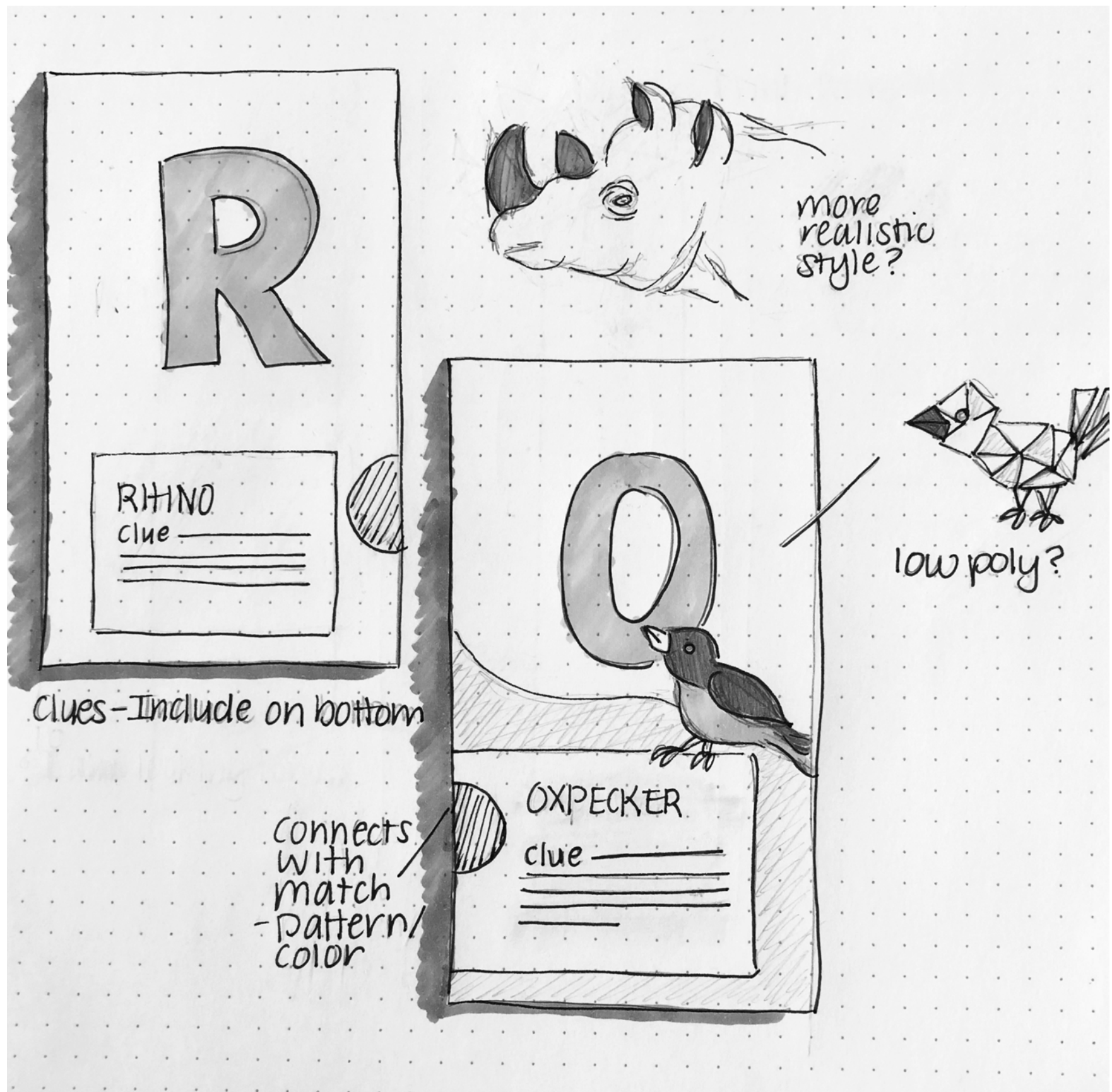




## Research & Sketches

Rhino and Oxpecker were a matched pair and my third card was the Deciduous Hardwood Tree. Once these pairings were finalized, I was able to begin research and develop ideas through sketches







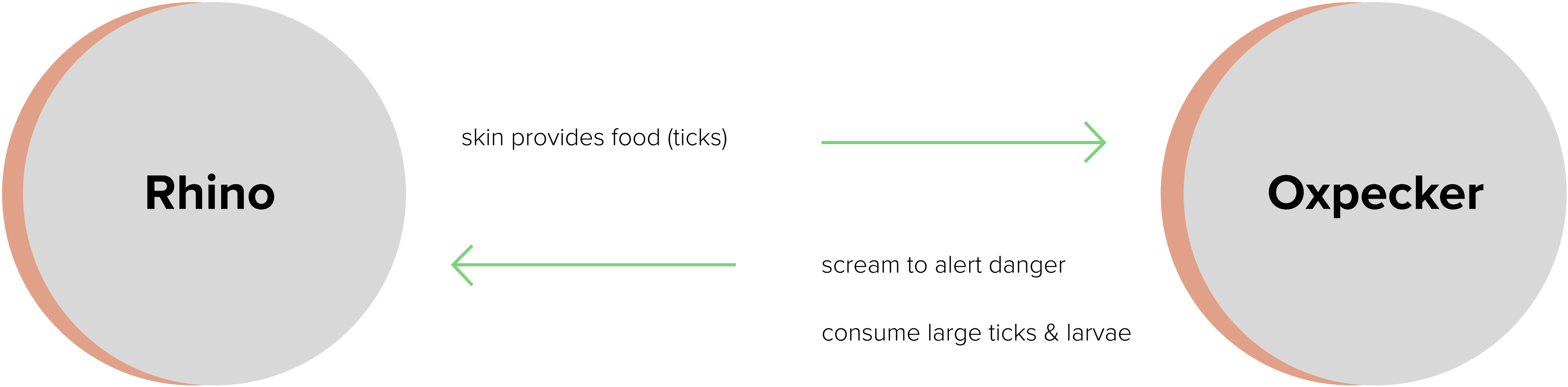


### **Looking into the relationships**

To summarize the relationship between Oxpeckers and Rhinos, the small beak birds pick off ticks found on the skin of Rhinos

These Oxpeckers also fly upward and scream when they spot danger in order to alert the Rhino of nearby predators







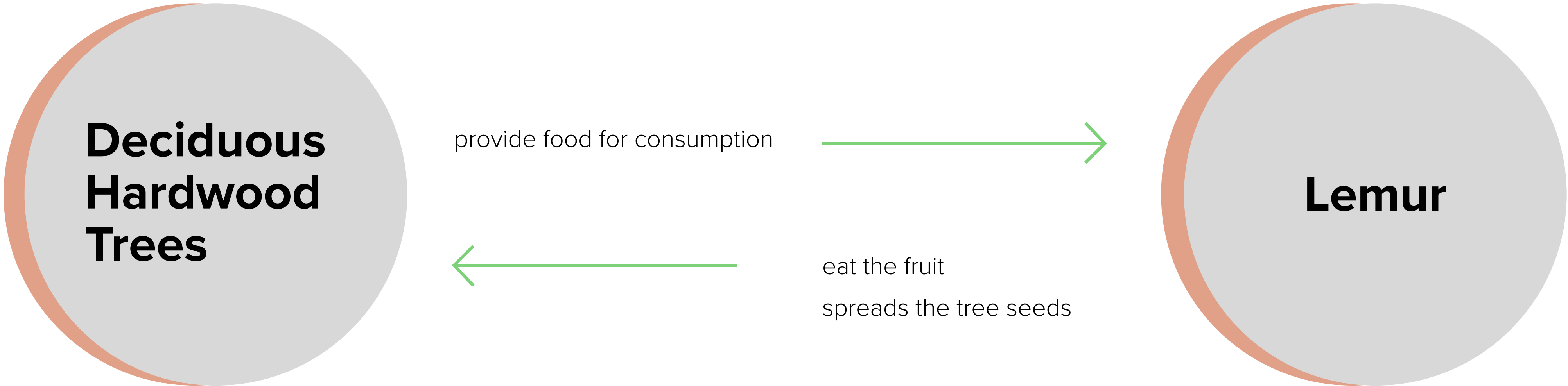


### **Looking into the relationships**

To summarize the relationship between lemurs and deciduous trees, the lemurs help pollinate the trees

These trees then rely on the lemurs to disperse the seeds the lemurs have consumed in order to grow more trees





# Goals

## **Creating an educative yet gamified experience**

Using this research with the animals children would be able to connect with one another while also learning about a complex topic



# Mood

## Setting the mood

Our group decided that in order for our card pairs to have a clear match, we would decide on a consistent color palette between them

In regards to styles, we agreed to define components such as same font, color, layout for consistency reasons



Mood

Planet People

Nemo

Welcoming

Youthful

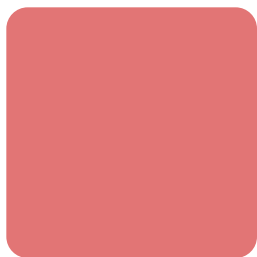
Curious

Courageous

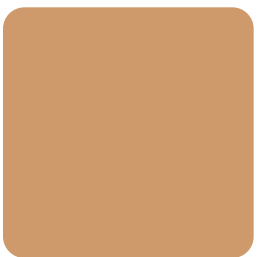




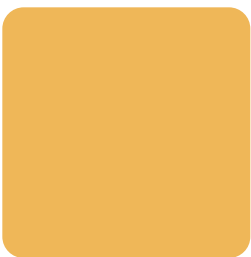
color



#C05E53



#D8D5C4



#EFB758



#17395C



#5B6E5A



#44423C

type

Ad

Poppins Medium body 18pt

Heading

24/28pt

SUB HEADING

14/18pt

sample

Poppins Bold

48 pt

Poppins Semibold

38 pt

Poppins Medium

32 pt

Poppins Regular

24 pt

This style applies to the card match:

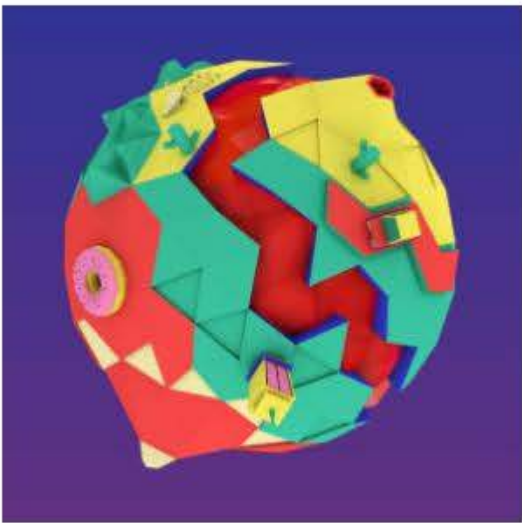
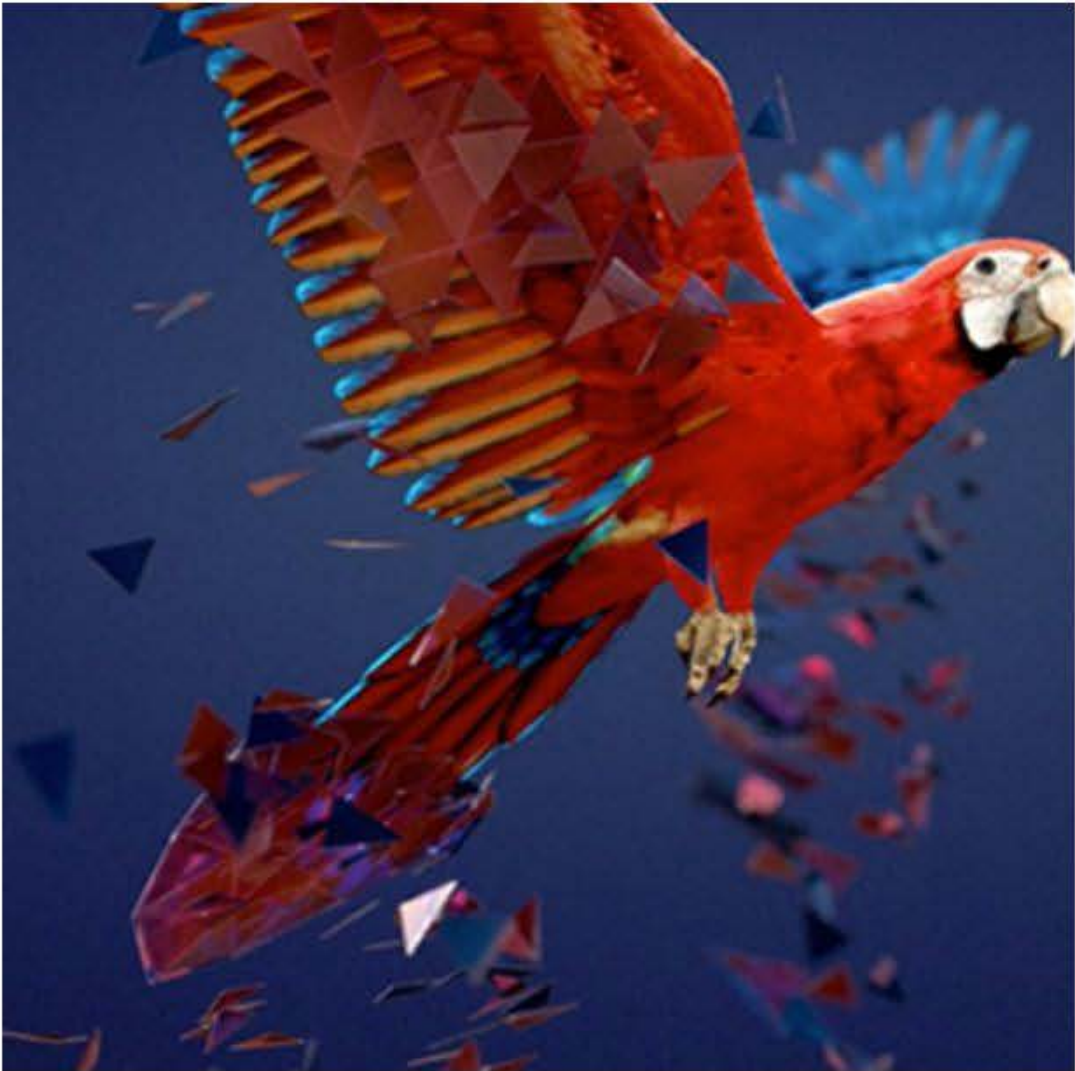
Deciduous Trees & Lemurs

Mood

Planet People

Dory

- Daring
- Eager
- Adventurous
- Outspoken

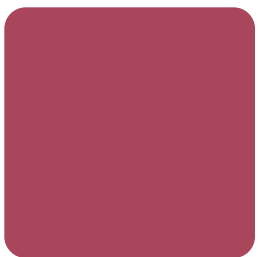




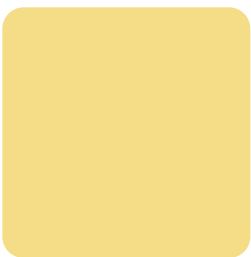
color



#502D55



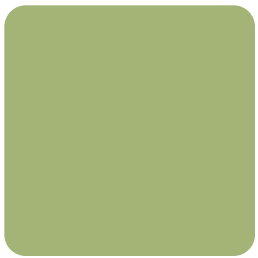
#A9465B



#F4B46A



#28466B



#0D5B67



#C9BBB9

type

Ad

Poppins Medium body 18pt

Heading

24/28pt

SUB HEADING

14/18pt

sample

Poppins Bold

48 pt

Poppins Semibold

38 pt

Poppins Medium

32 pt

Poppins Regular

24 pt

This style applies the card match:

Oxpecker & Rhino

# Rhino

Im looking for **small protection**

I consume **trees & bushes**

I live in **Sub-Saharan Africa**

# Oxbecker

Im looking for a **large mammal**

I consume **ticks & parasites**

I live in **Sub-Saharan Africa**

# Deciduous

Im looking to be **pollenated**

I consume **sunlight**

I live in the **Madagascar**

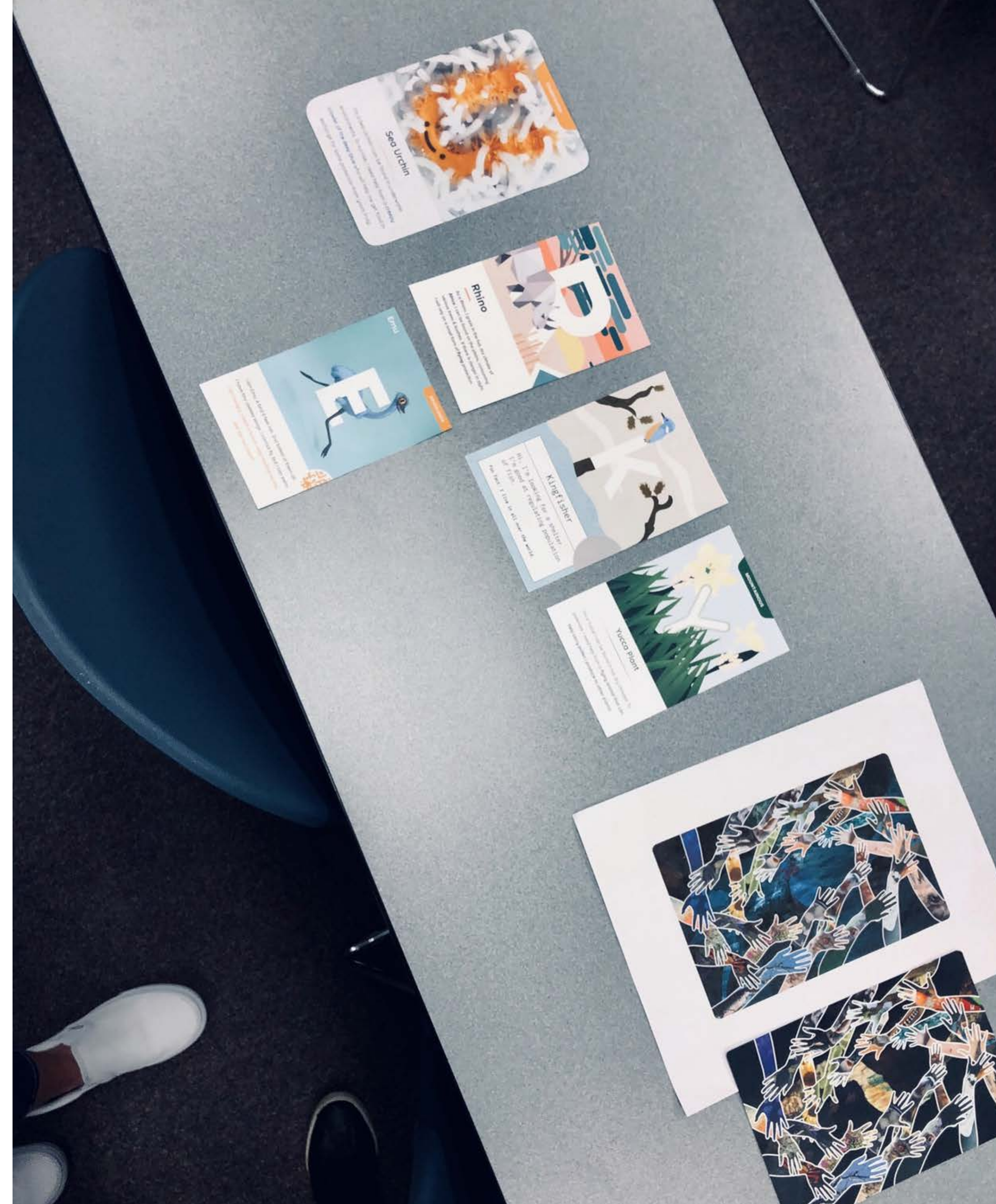


Sample Card

04

## Card layout & design

As a group, we worked to develop a unified card layout that still allows for full creative freedom surrounding the letter and clues







Layout exploration

These are some of the explorations the group came up with. Environment category, text alignment, font, letter placement etc...

Underwater

C

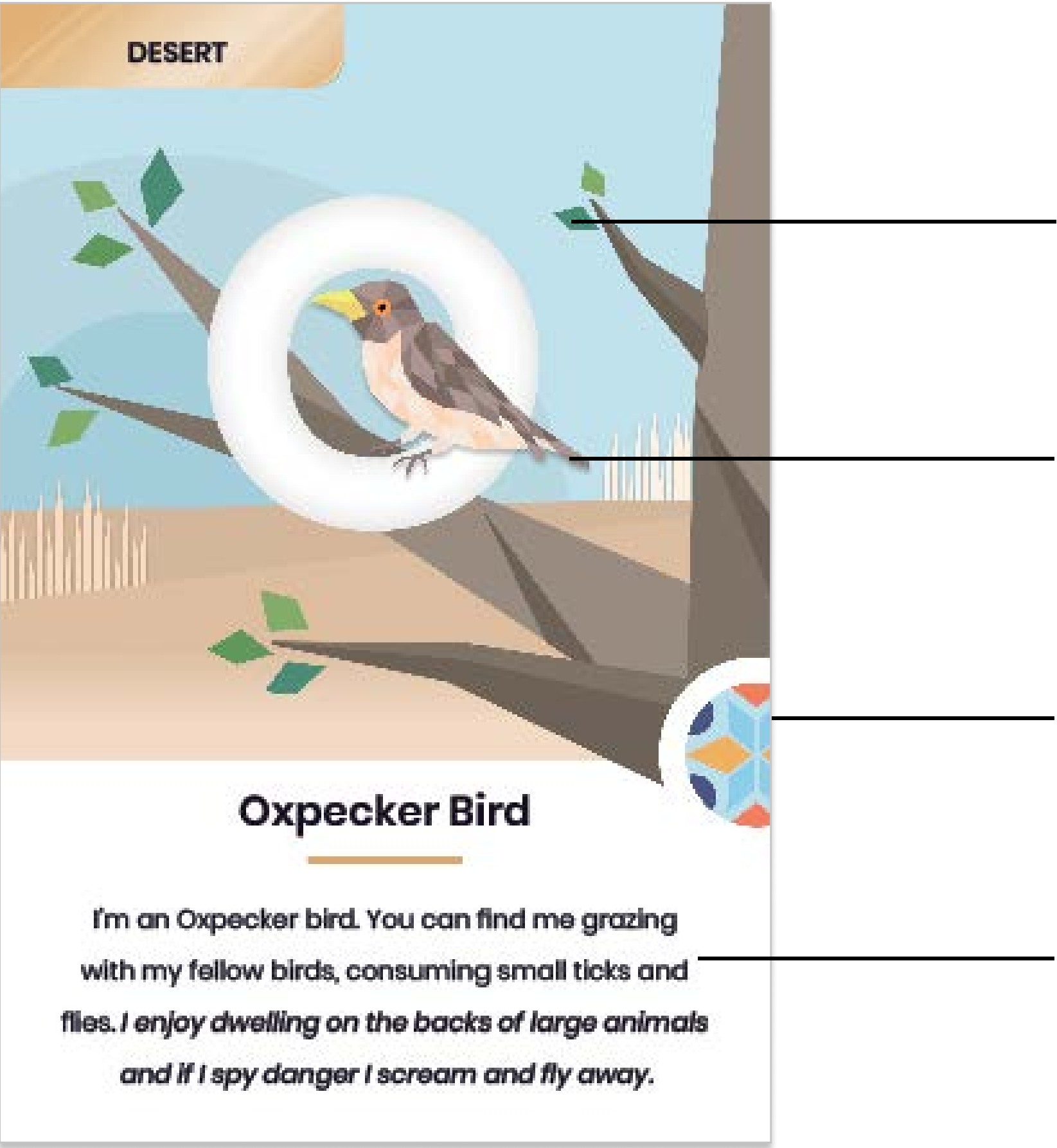
Carrier Crab

Hi, I'm a Carrier Crab! I'm speedy, and good at holding things on my back. I'm not very scary though, so I need help from a painful-looking species to help me look more intimidating!

A

Animal Name

This is an example of text describing your animal. It should be a maximum of four lines long, with whatever information you want. *There should be a sentence describing what your animal needs here.*



Letter

O

Animal

Oxpecker Bird

Pattern

Assist with matching

Info

Description with clues  
to find matching card

Card Breakdown

Letter should be clear and prominent  
within the featured environment

The animal should be a large focal  
point and the description to be  
straight forward





DESERT

**R**

**Rhinoceros**

As a Rhino, I graze on the hot, dry plains. I can be found consuming various plants and bushes.

*If there is danger nearby, I rely on a small form of flying protection to keep me safe.*

The illustration shows a grey rhinoceros standing in a desert landscape with orange hills and a yellow sun. A large white letter 'R' is integrated into the scene. A small circular icon with a geometric pattern is in the bottom left corner.




DESERT

**O**

**Oxpecker Bird**

I'm an Oxpecker bird. You can find me grazing with my fellow birds, consuming small ticks and flies. I enjoy dwelling on the backs of large animals and if I spy danger I scream and fly away.

The illustration shows an oxpecker bird perched on a tree branch in a desert landscape with orange hills and a blue sky. A large white letter 'O' is integrated into the scene. A small circular icon with a geometric pattern is in the bottom right corner.



TROPICAL

**D**

**Deciduous Hardwood Tree**

It's me, the Deciduous Hardwood Tree! I grow and thrive in the savannah sunlight of Madagascar. To spread more plant life I need help from a leaping animal to eat and disperse my tree seeds.

The illustration shows a large green deciduous tree in a tropical landscape with green hills and a blue sky. A large white letter 'D' is integrated into the scene. A small circular icon with a geometric pattern is in the bottom right corner.

# Didigital

## Designing for digital

As a group, we worked to develop a concept for the interactive layout and content we wanted to include

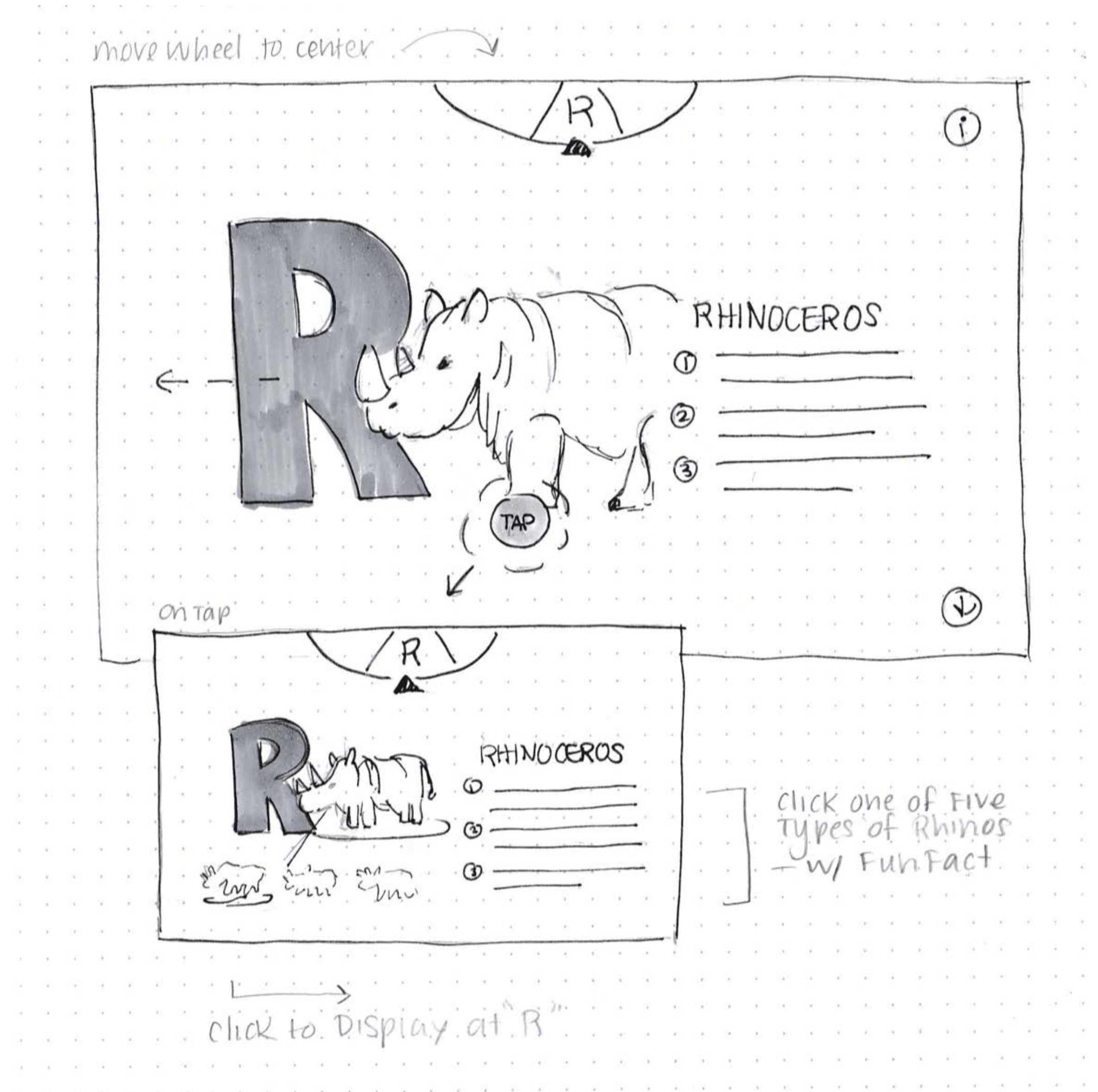
## My plan

I plan for my interactions to have small, subtle animations with fun information about each animal or organism

# Rhino

## Concept for Rhino interaction

My goal is to educate children further about the various Rhinoceros species. I plan to show a the different species along with provided fun facts

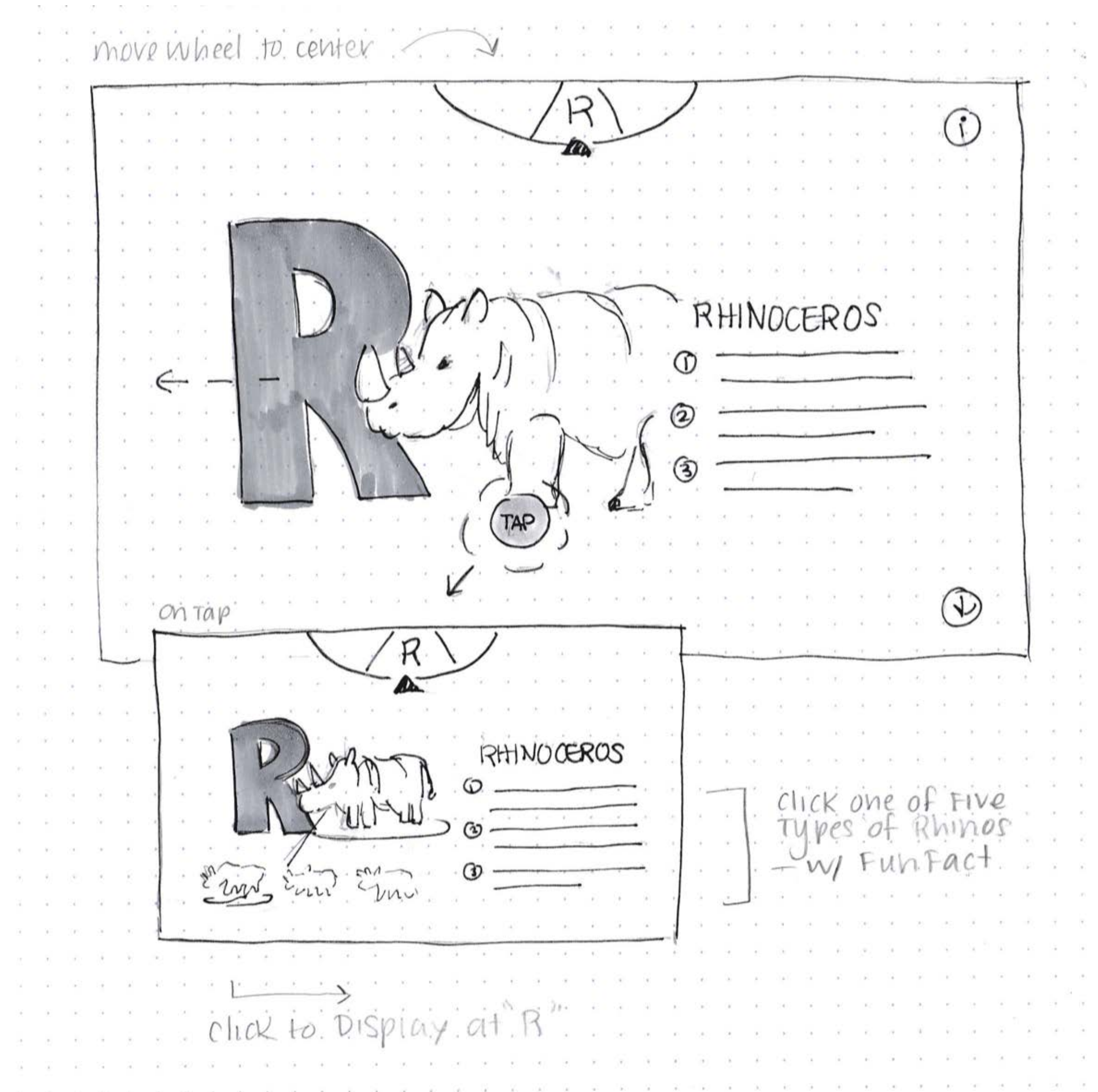




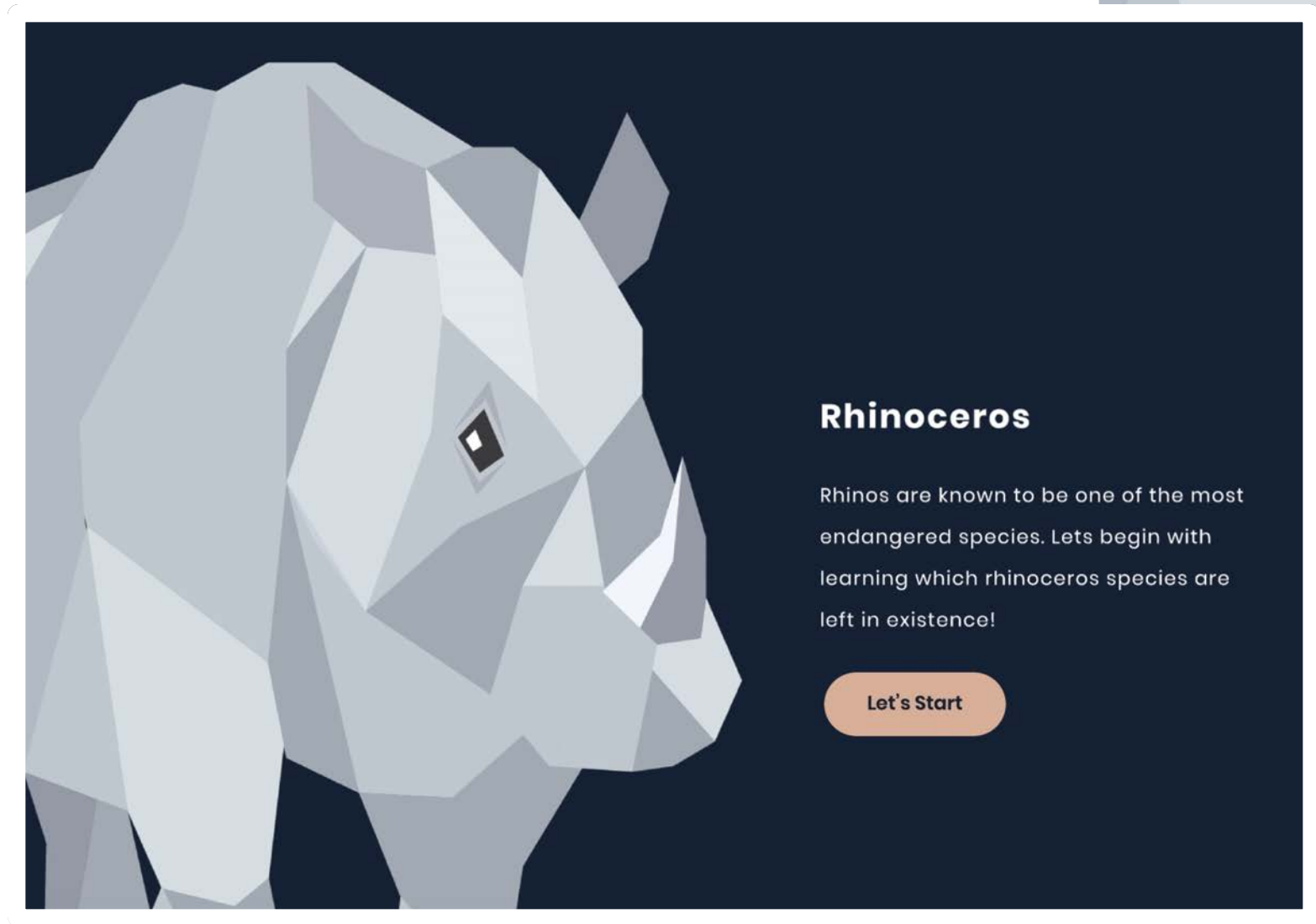
# Rhino

## Concept for Rhino interaction

My goal is to educate children further about the various Rhinoceros species. I plan to show a the different species along with provided fun facts



- 1 This interaction begins with background information on the Rhinoceros species
- 2 Once started, the child can swipe through the different species, learning what makes them each unique

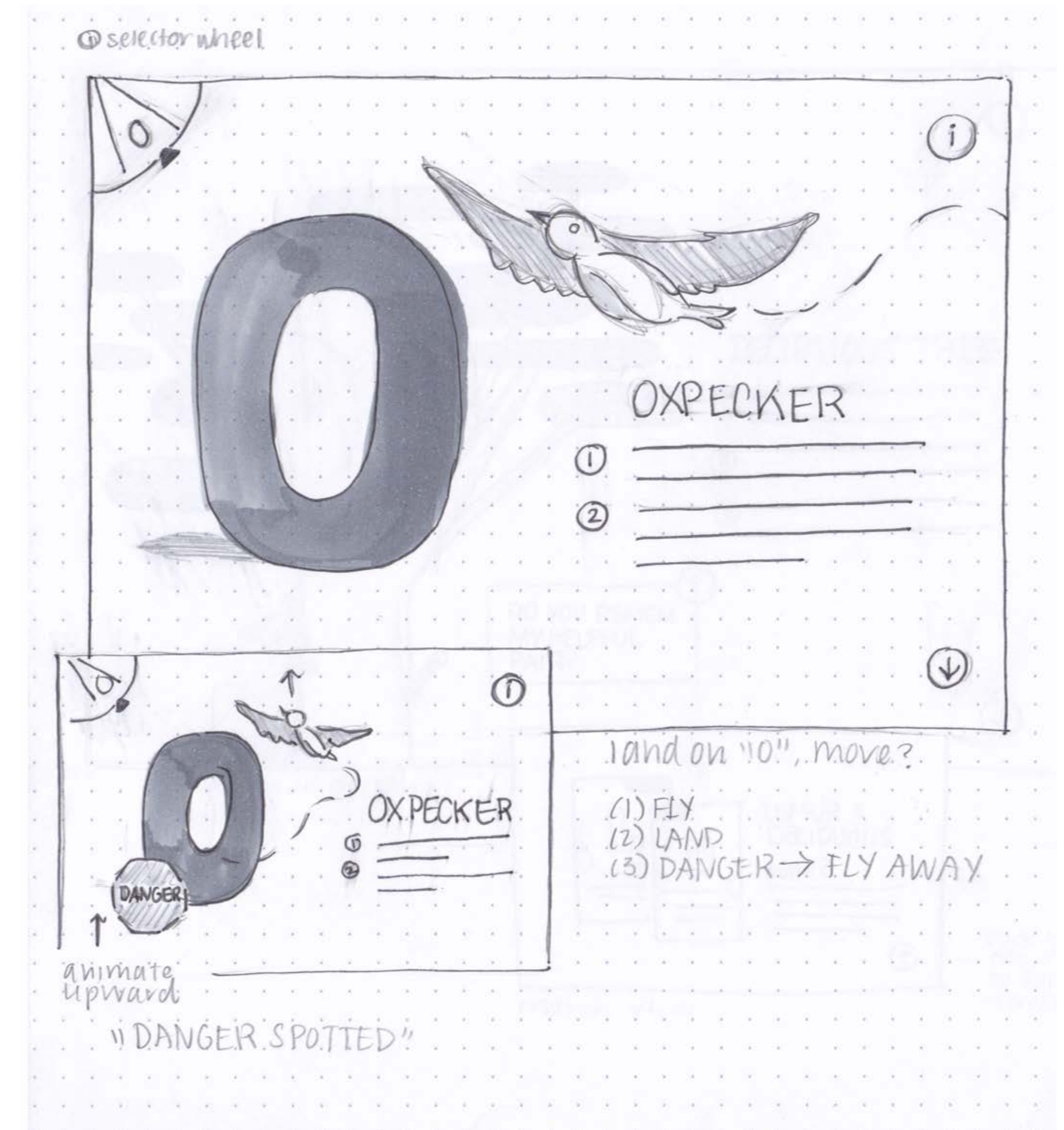




# Oxpecker

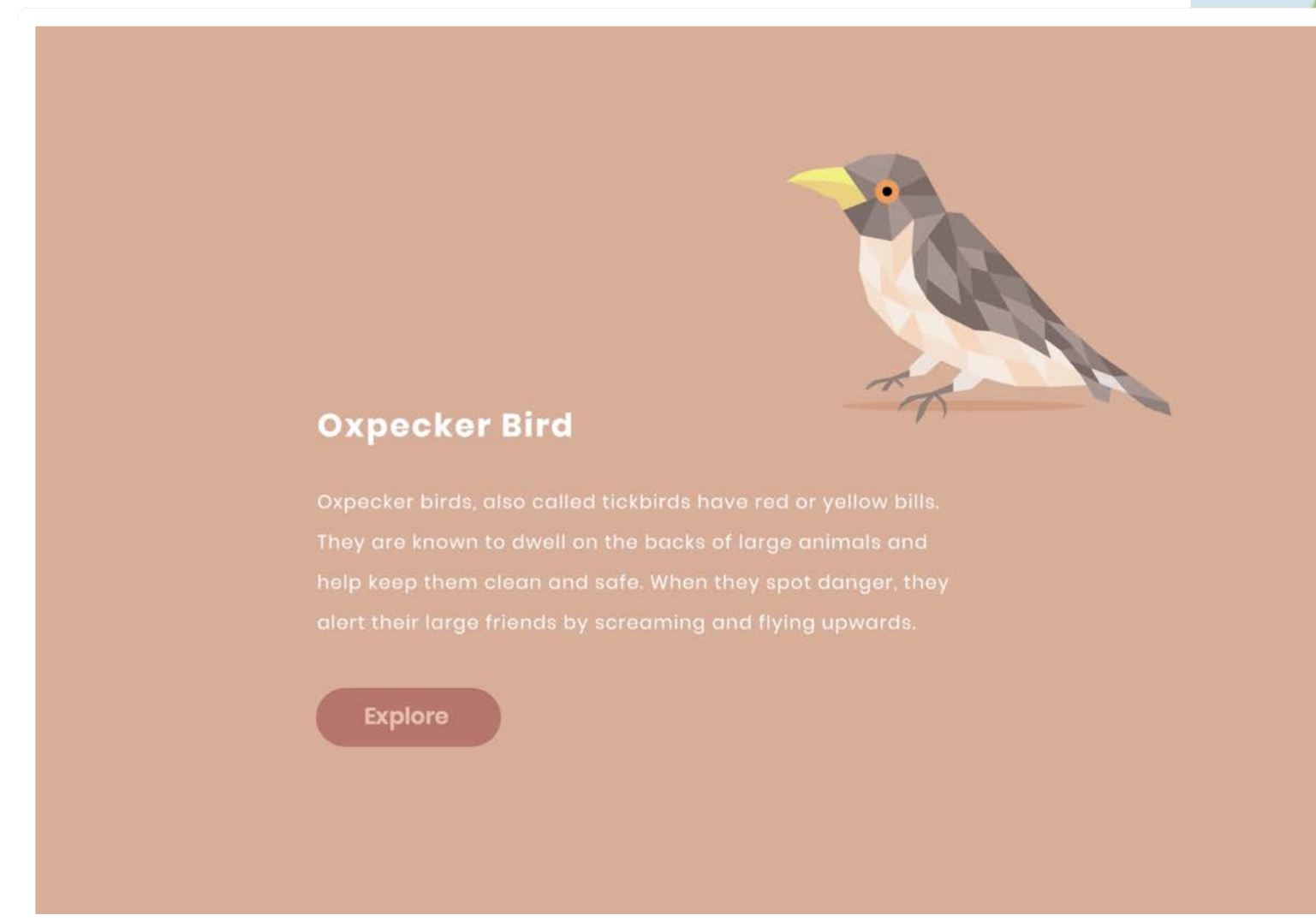
## Concept for Oxpecker interaction

I want to inform children on how the Oxpecker serves to protect Rhinos. I want to show the bird being alerted of danger and flying away





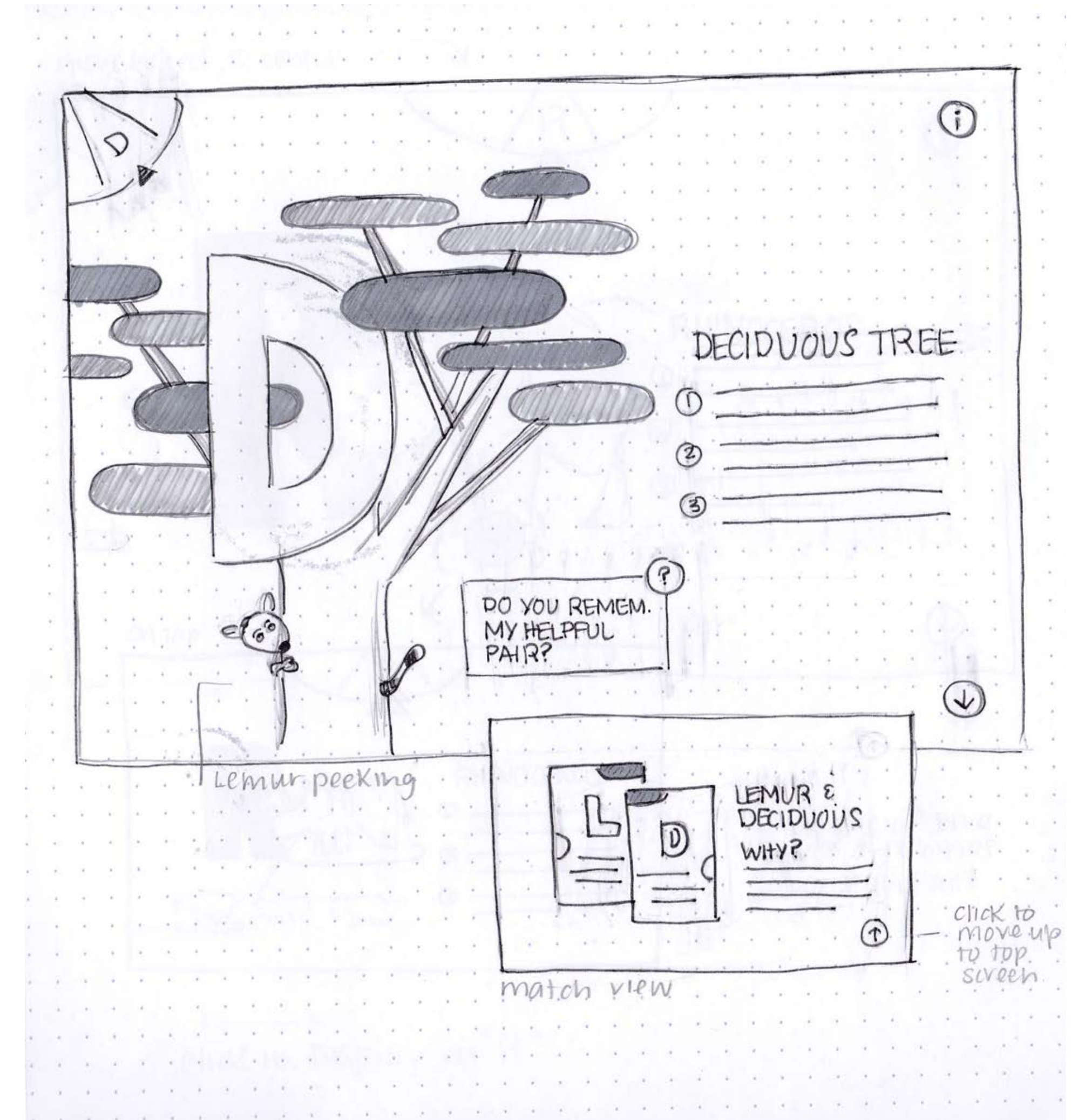
- 1 This interaction begins with background information on the Oxpecker bird
- 2 Once started, the child can tap to scare the bird away, alerting them of danger nearby



# Deciduous

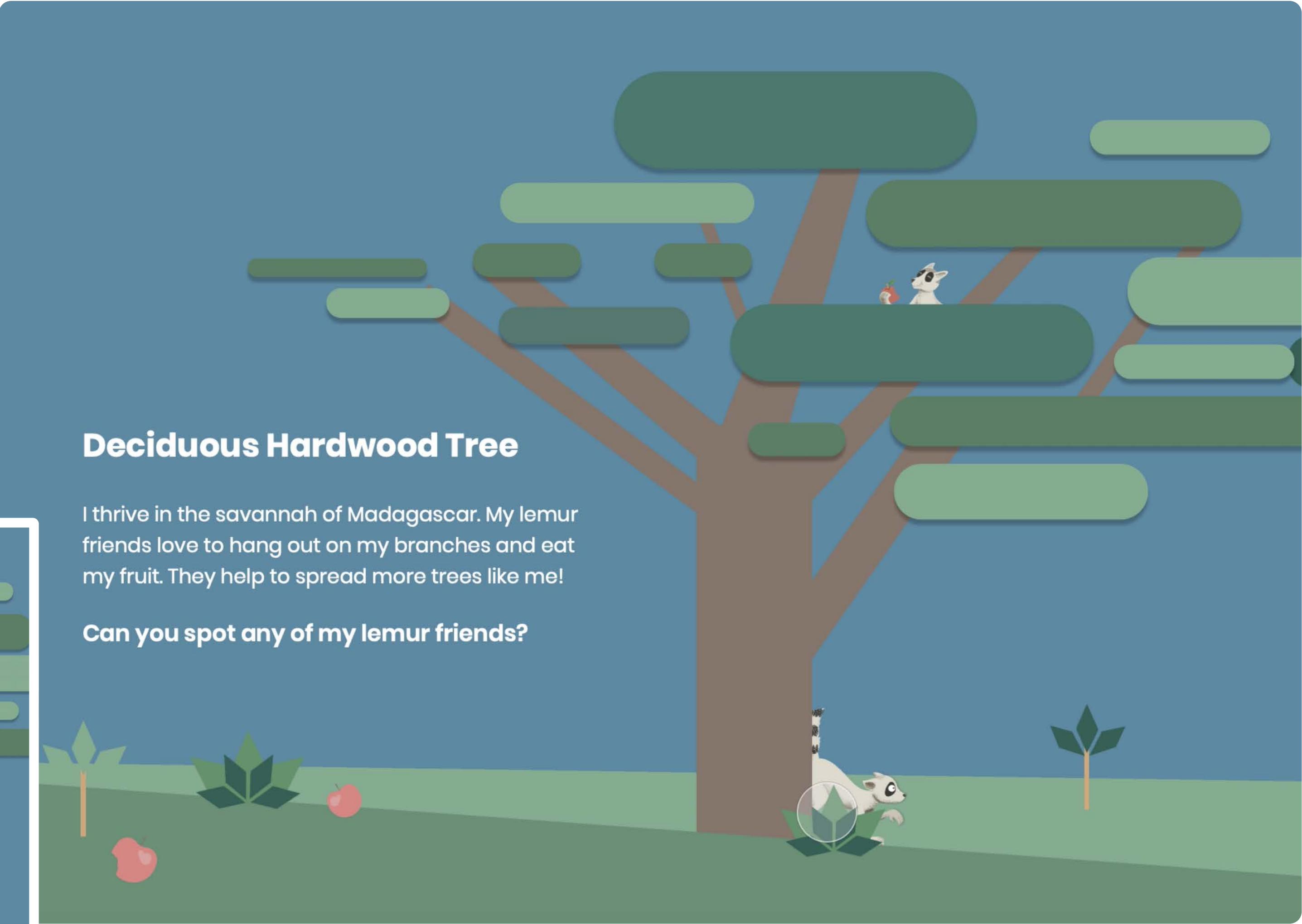
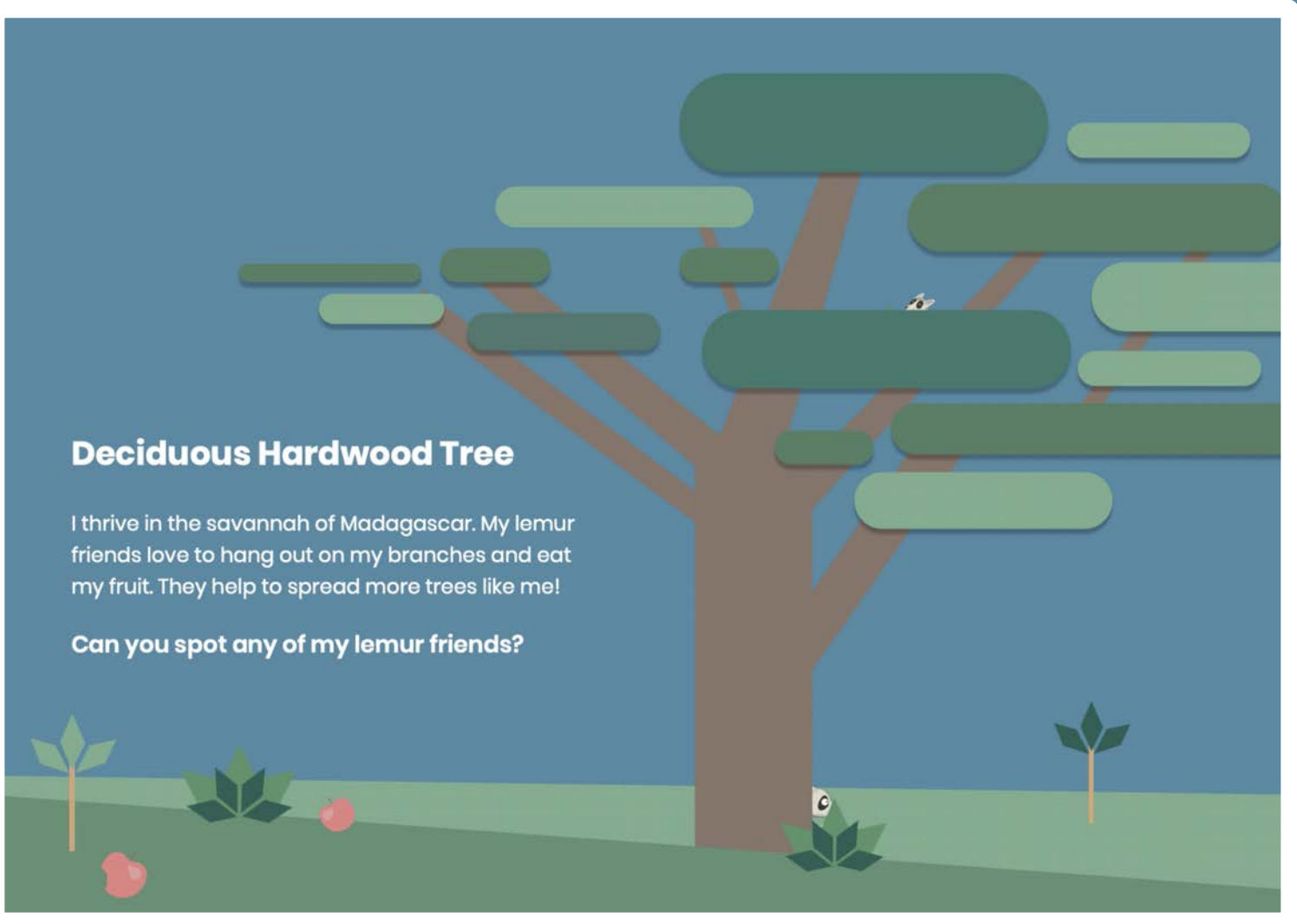
Concept for deciduous hardwood tree

I believe showing the relationship between lemurs and trees so I plan to have the lemur featured for the child to find with information about the relationship





- 1 This interaction shows the Deciduous tree with some hidden Lemurs from their pair
- 2 The Lemurs begin hidden and once tapped or found are revealed to the child



# Sources

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**Thank you**