

ABC Emotions



Nat Deis

What topics should kids know more about?

Emotions

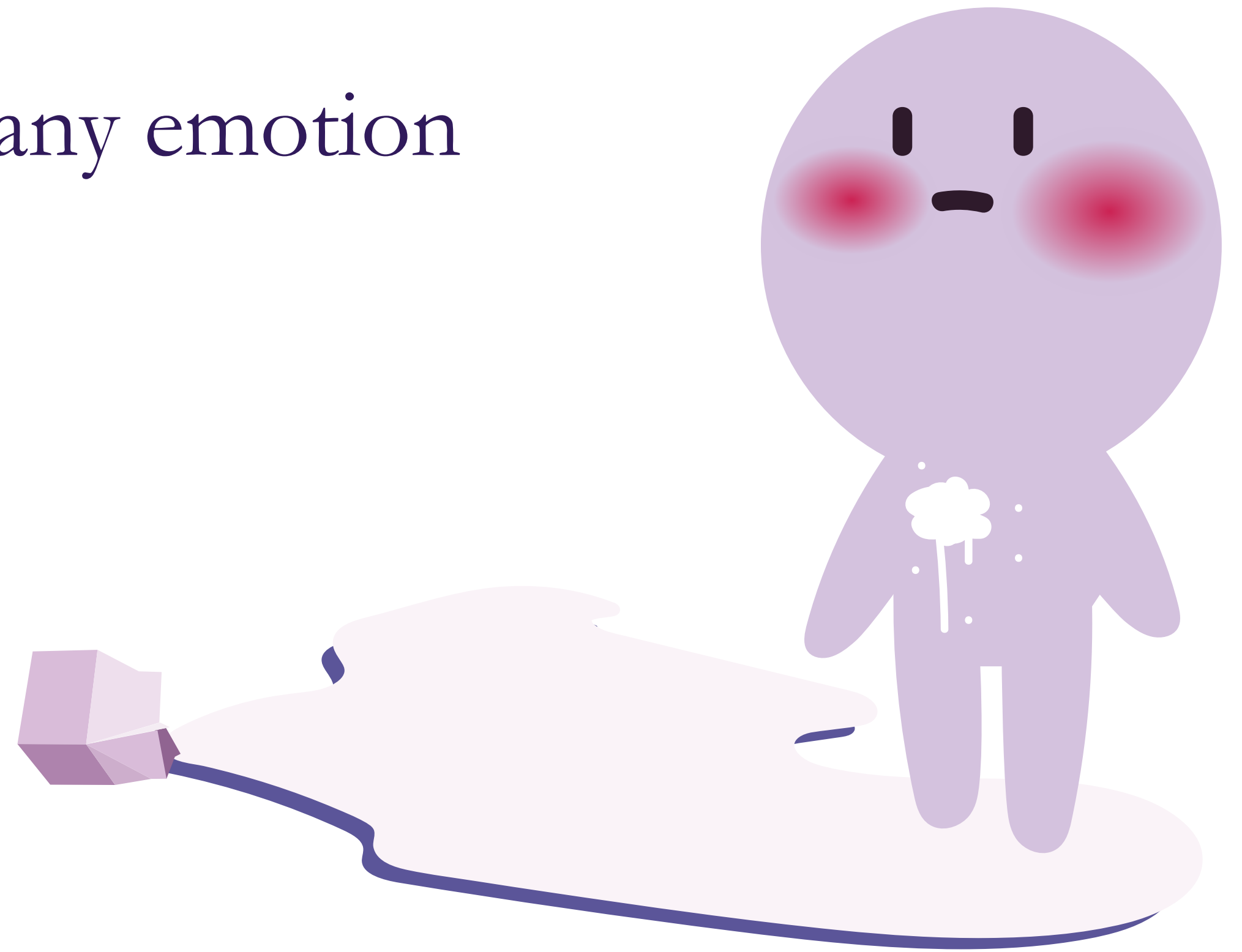
Intended Learning Outcomes

Emotions are natural

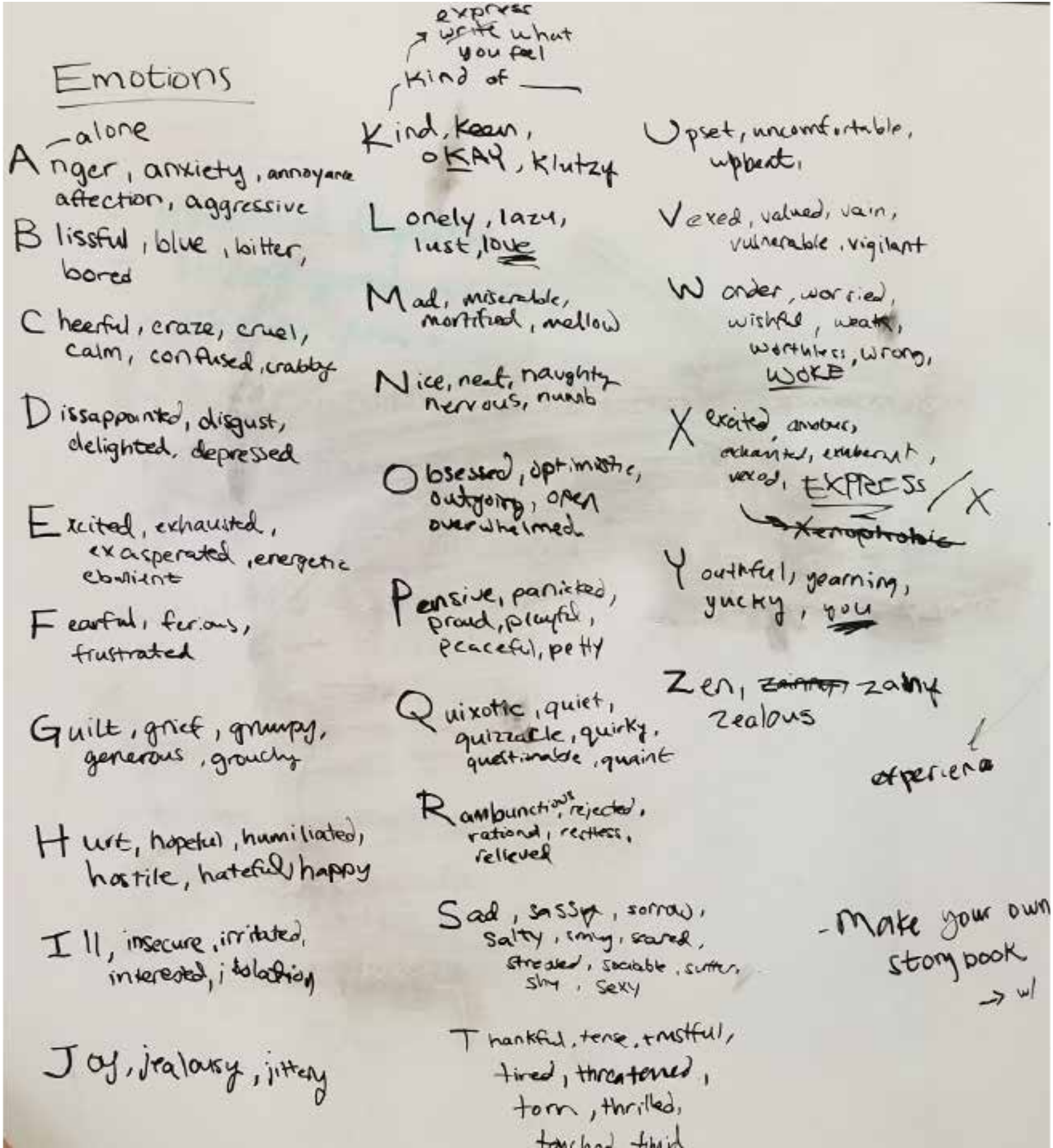
There is depth to emotions

There is a healthy way to work through any emotion

Everyone's emotions are important

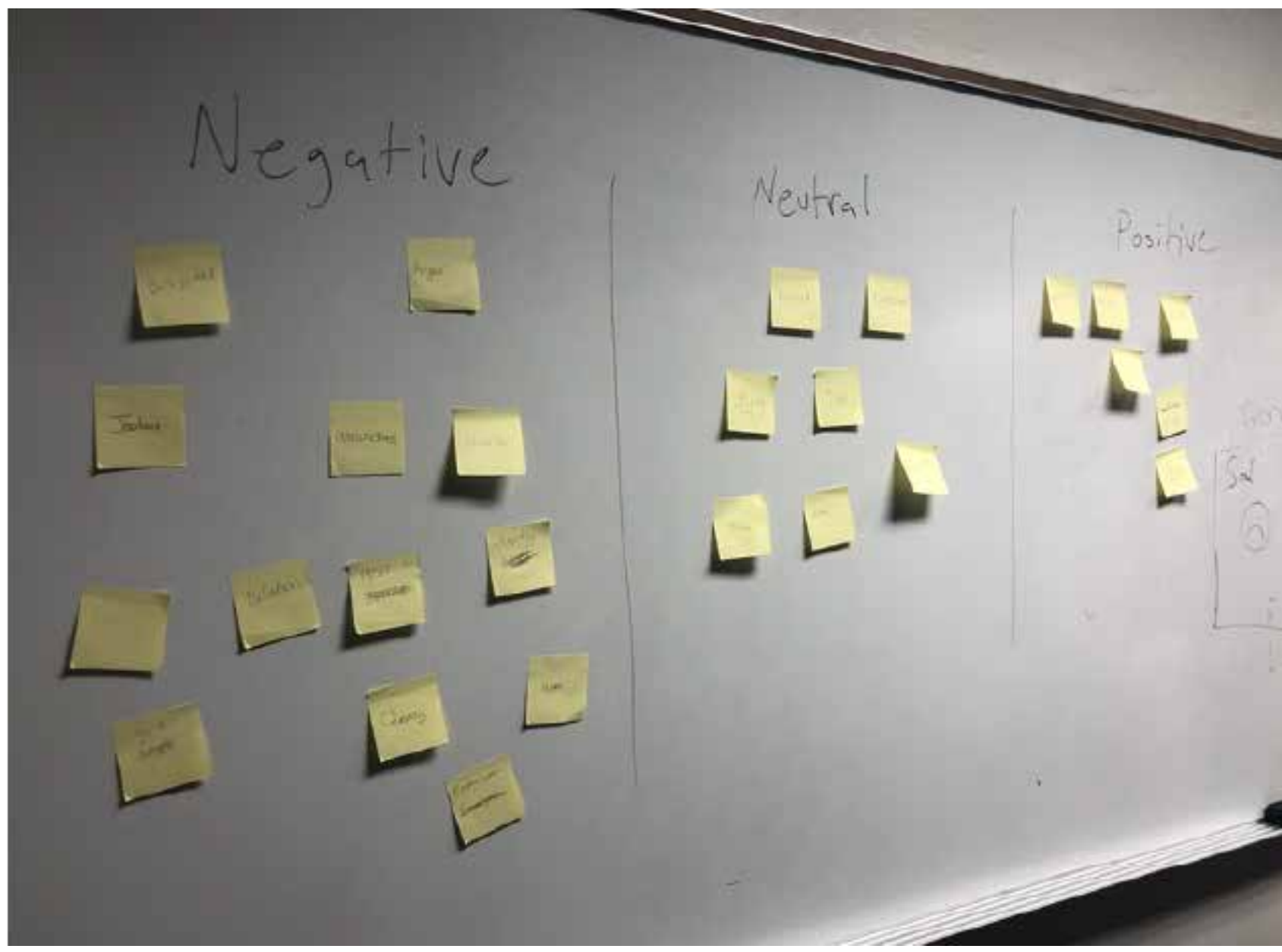


Initial Planning



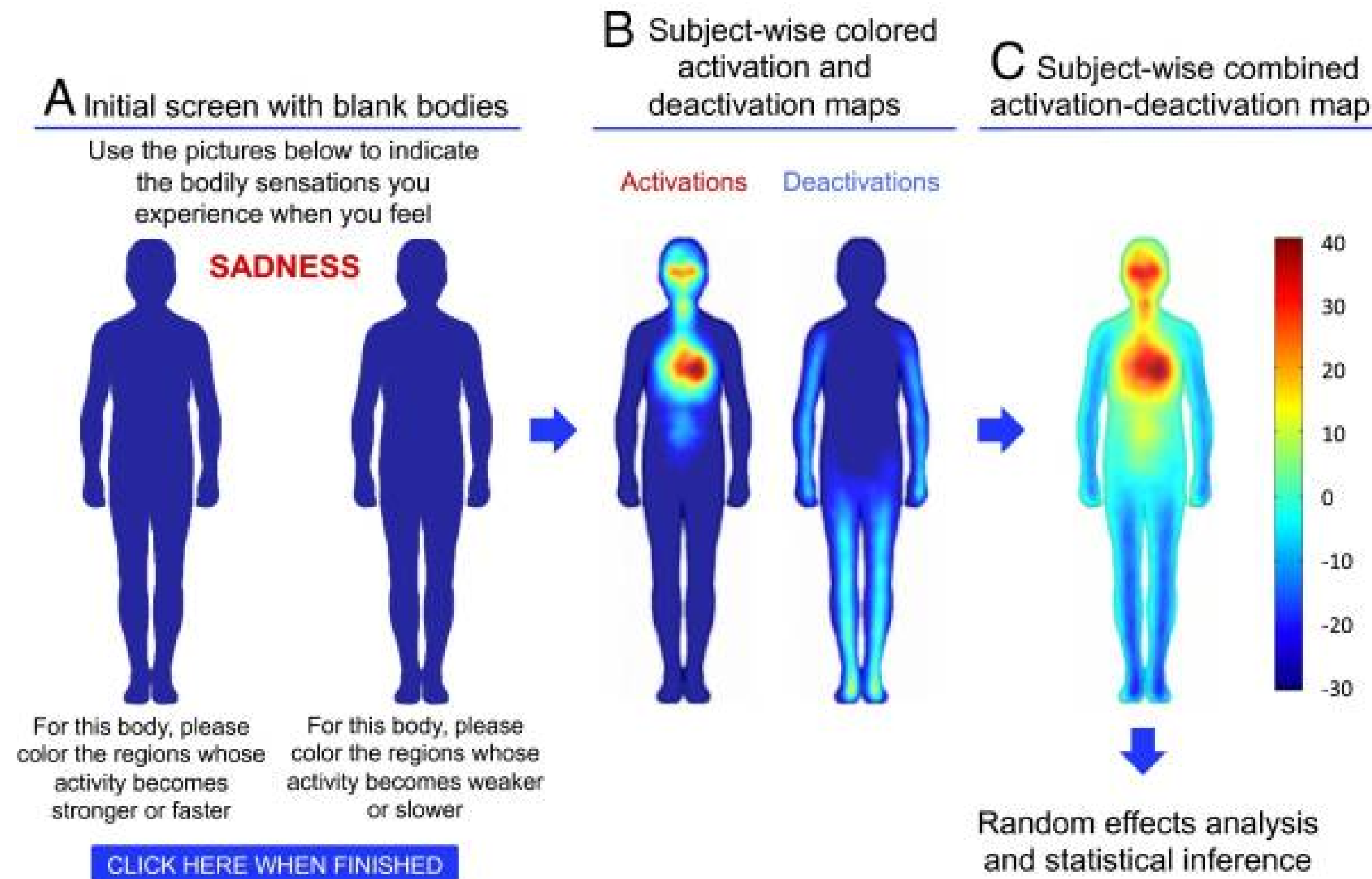
Deciding on the letters

As a team, we wrote out all of the letters and came up with possible words to use with them.



Mapping the connotation of each chosen word

Content Research



Body map of physical effect of emotions from research by Nummenmaa et al.

A lot of research emphasized treating kid's emotions with as much severity and respect as an adult's. They can usually start to feel complex emotions as early as age 2 but cannot express such for another few years.

Why Cards?

Kids can pick up one or a few out of the deck

Can lay all of them out at once

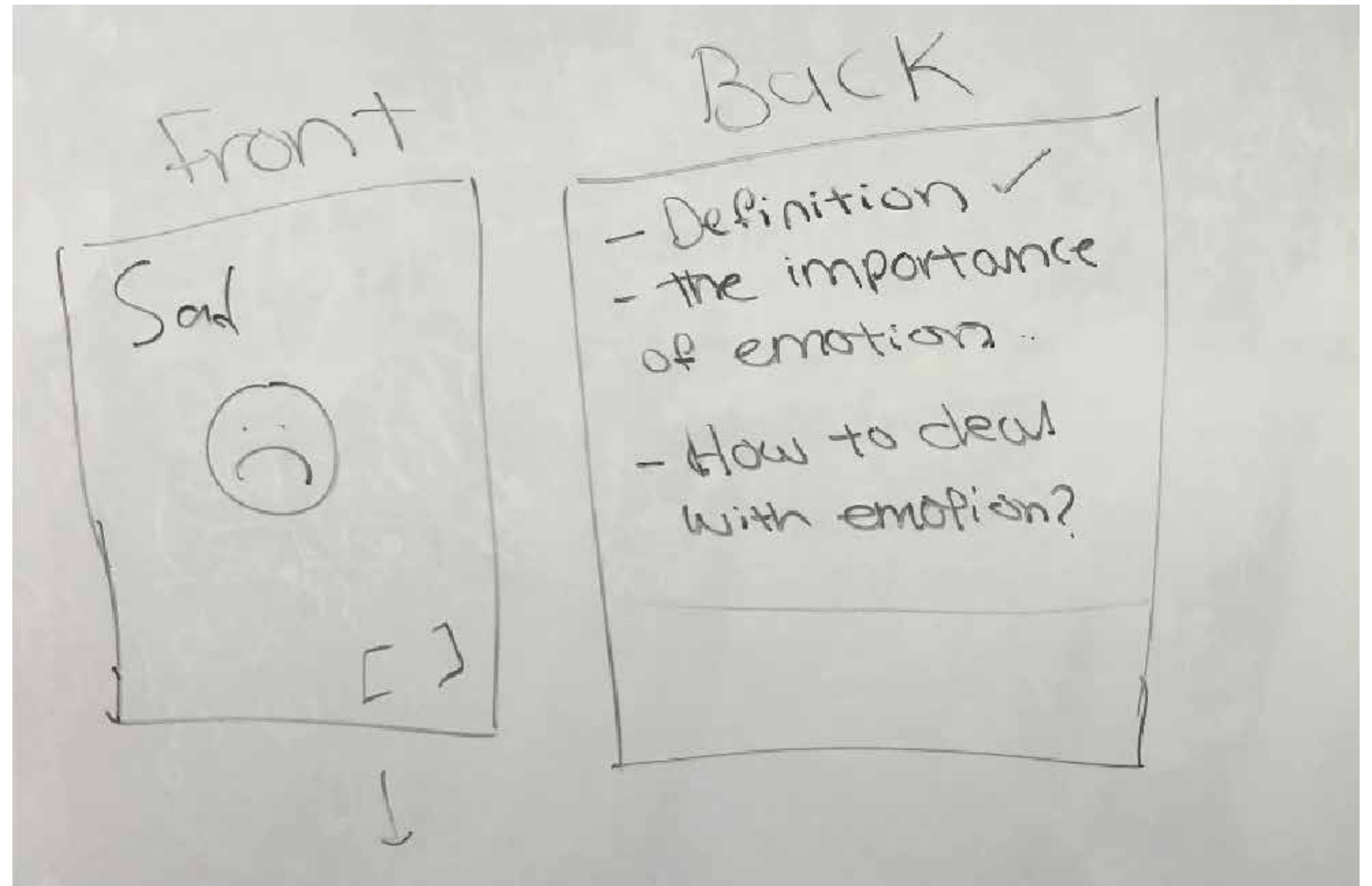
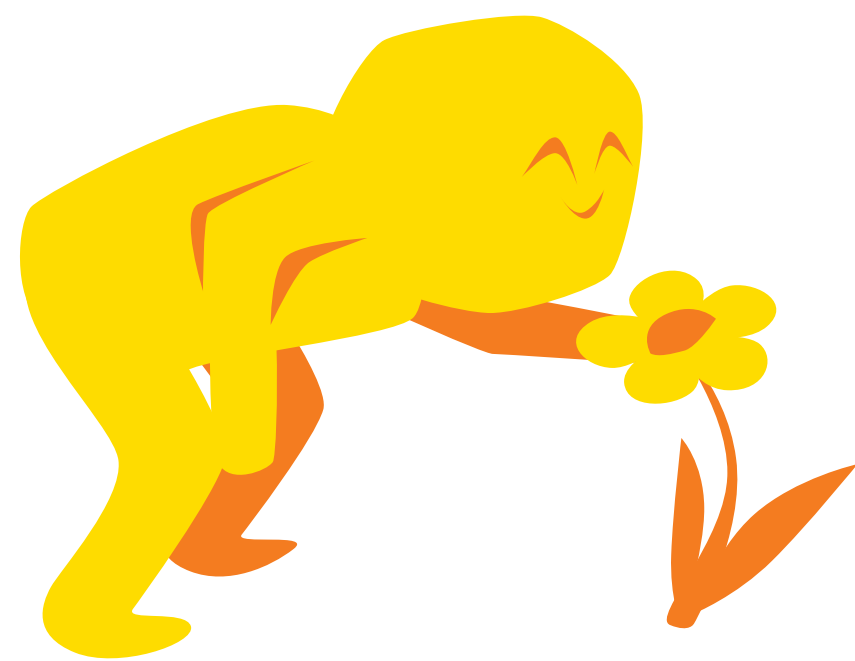
Front and back options

Many vocabulary teaching materials are cards



Layout Planning

We discussed the important information that was needed for the front and back of each card.



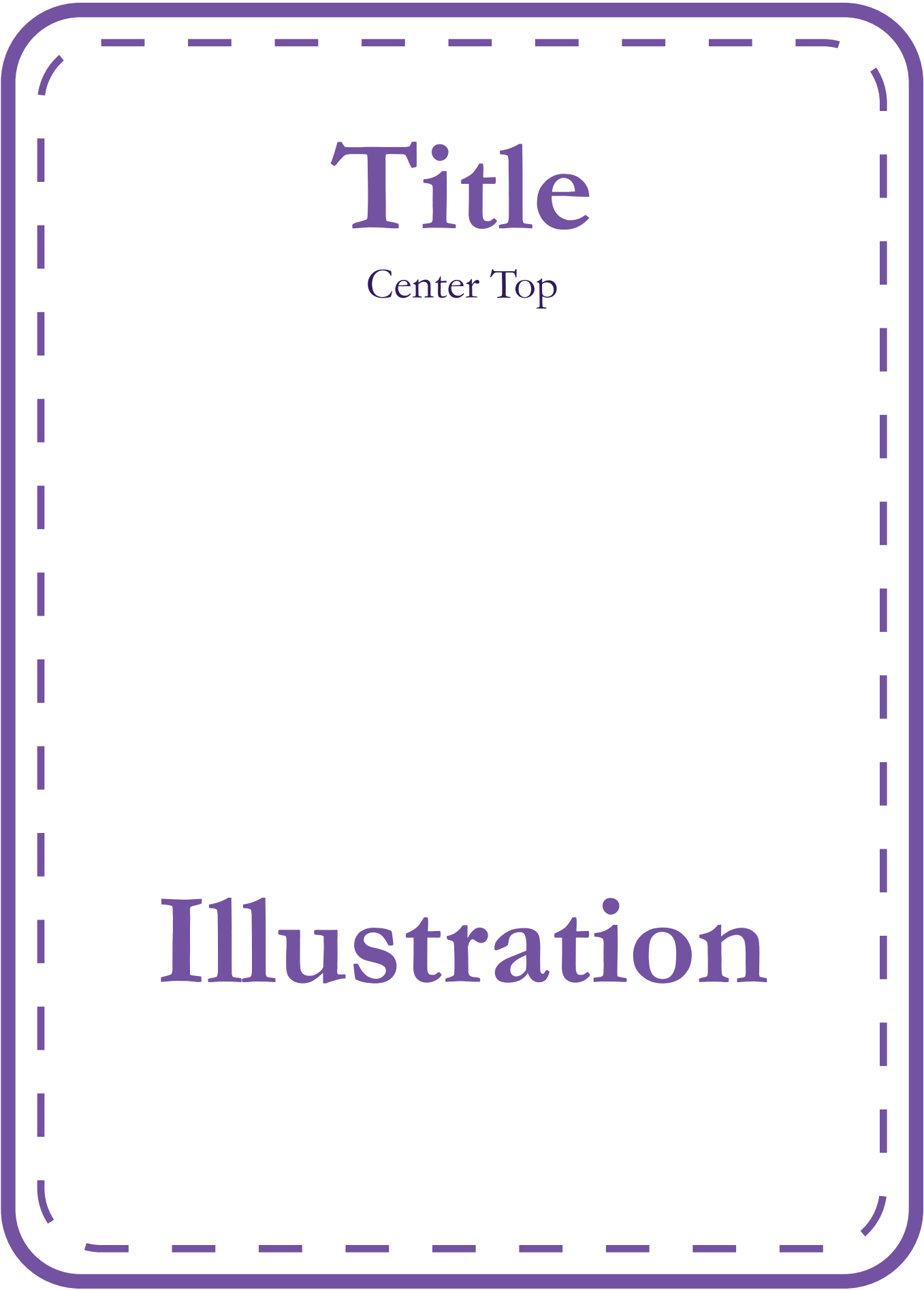
Sketching some possible layouts

Sketches

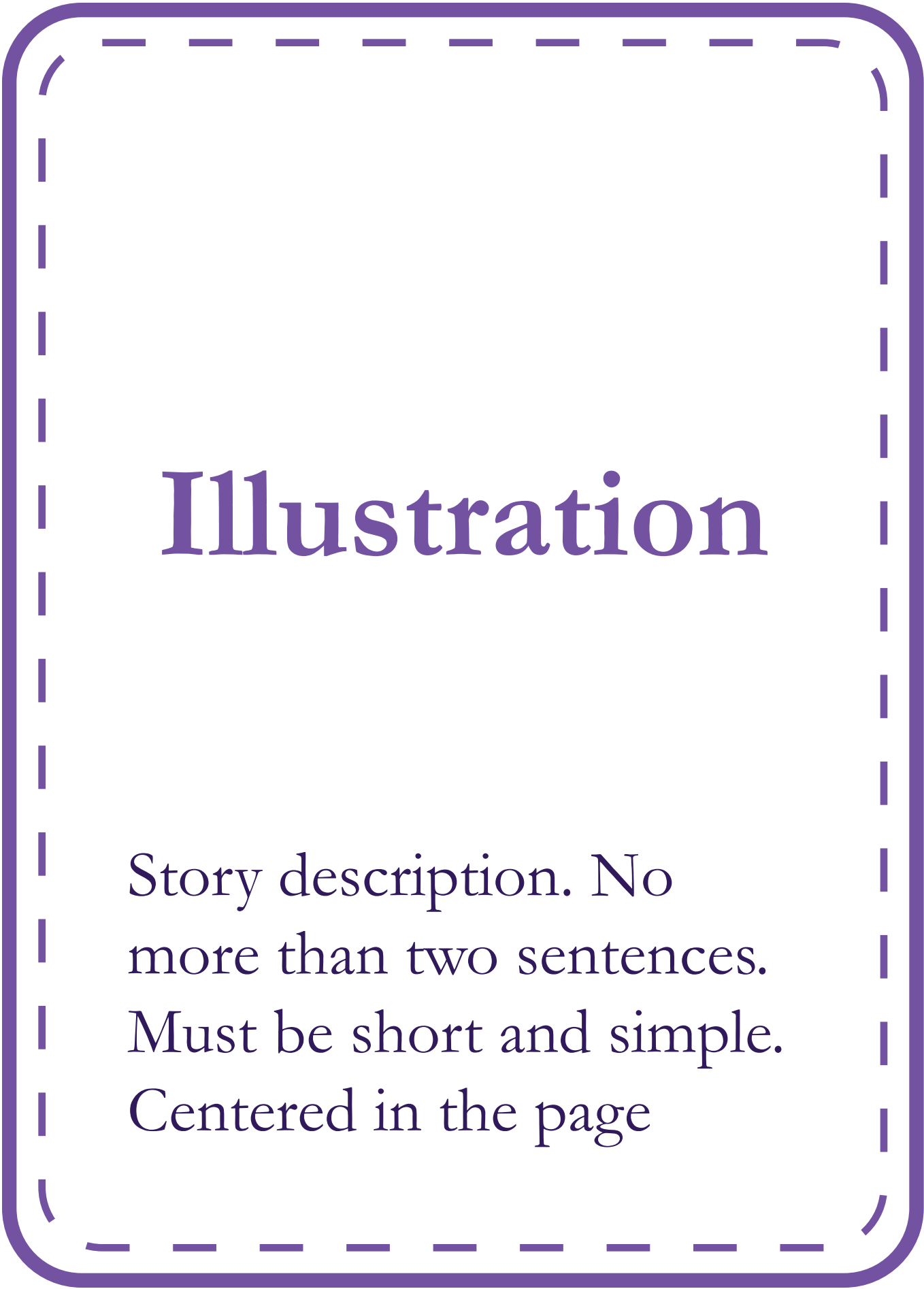


Decisions Made

5"x7"
36px bleed

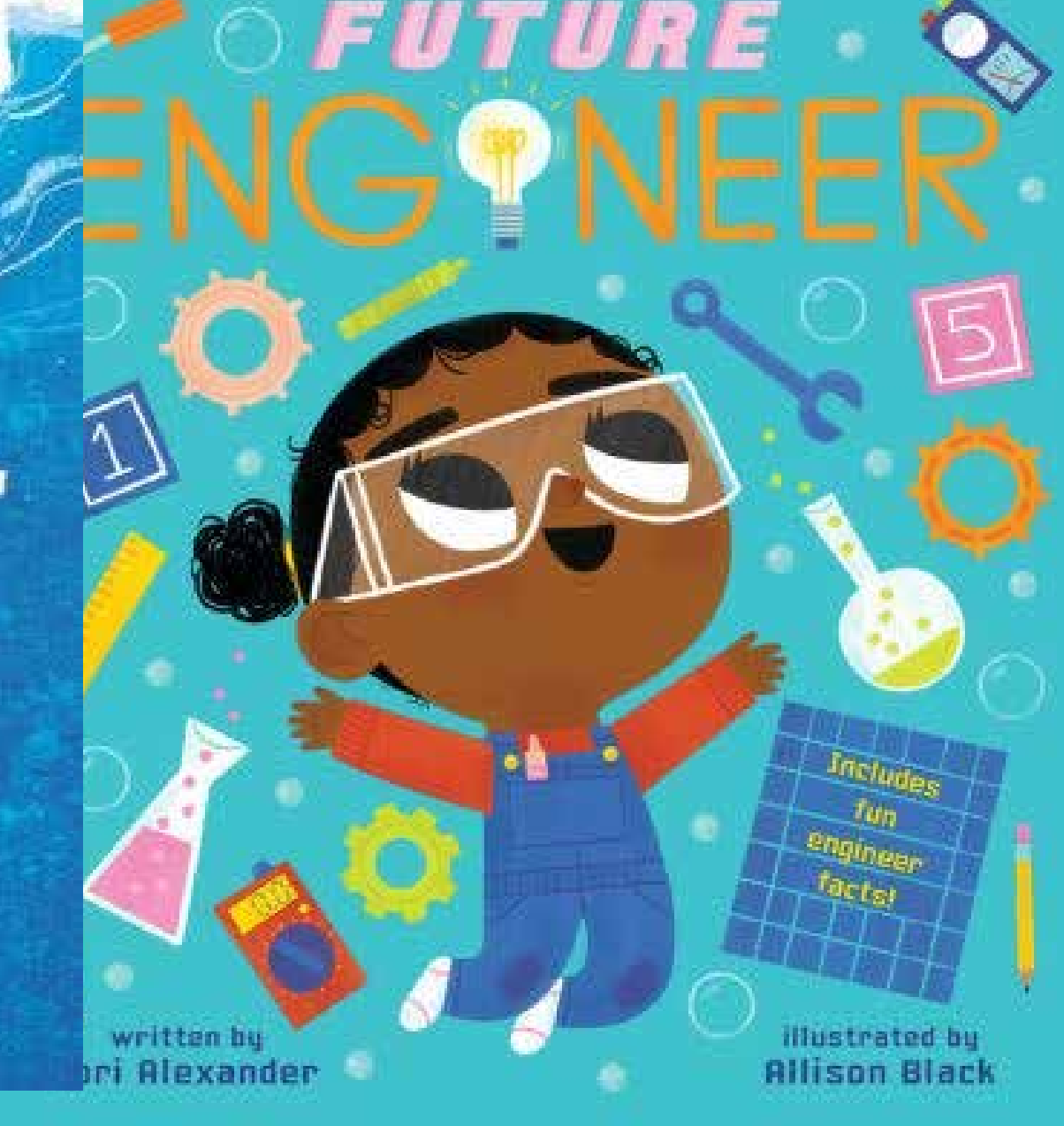
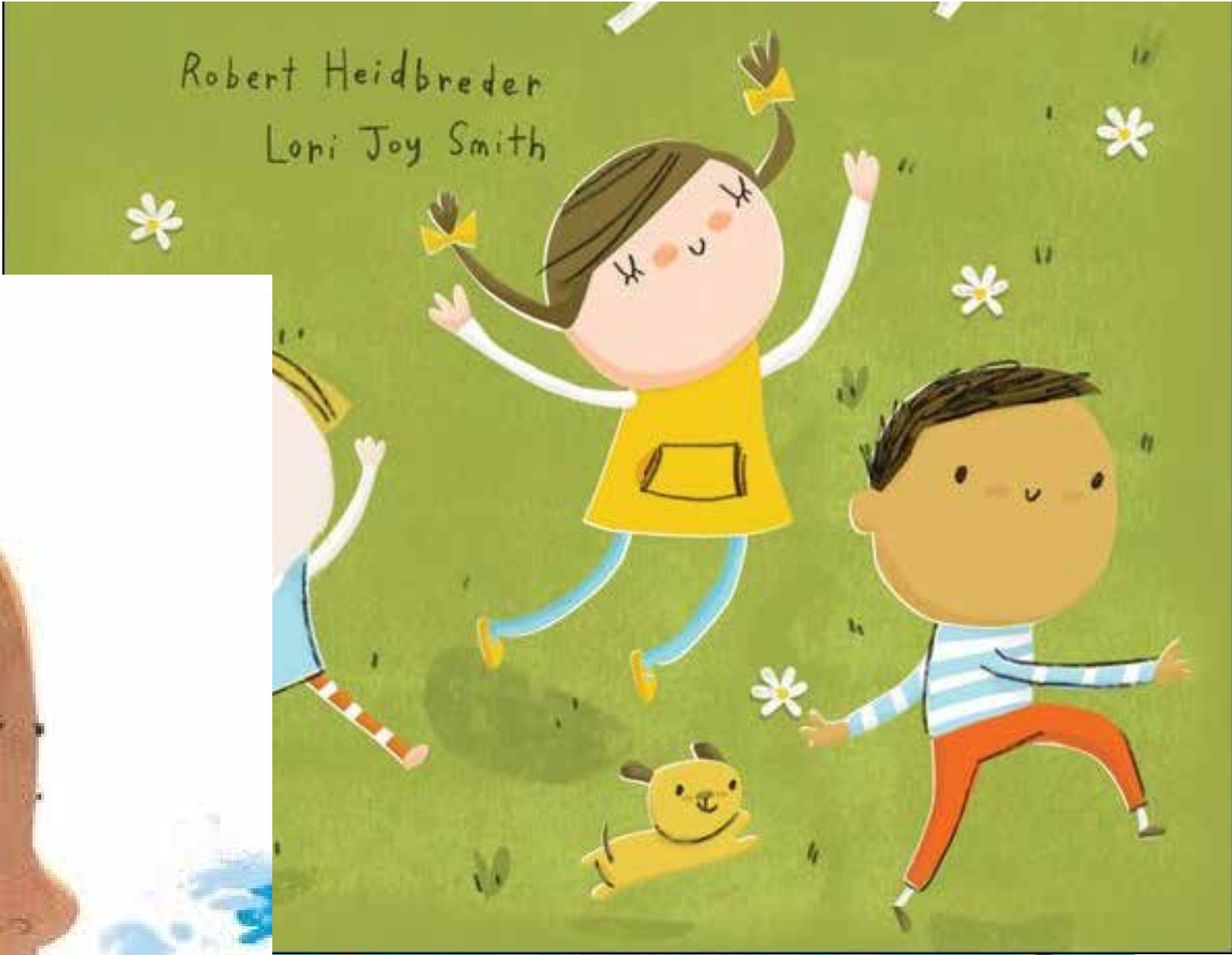
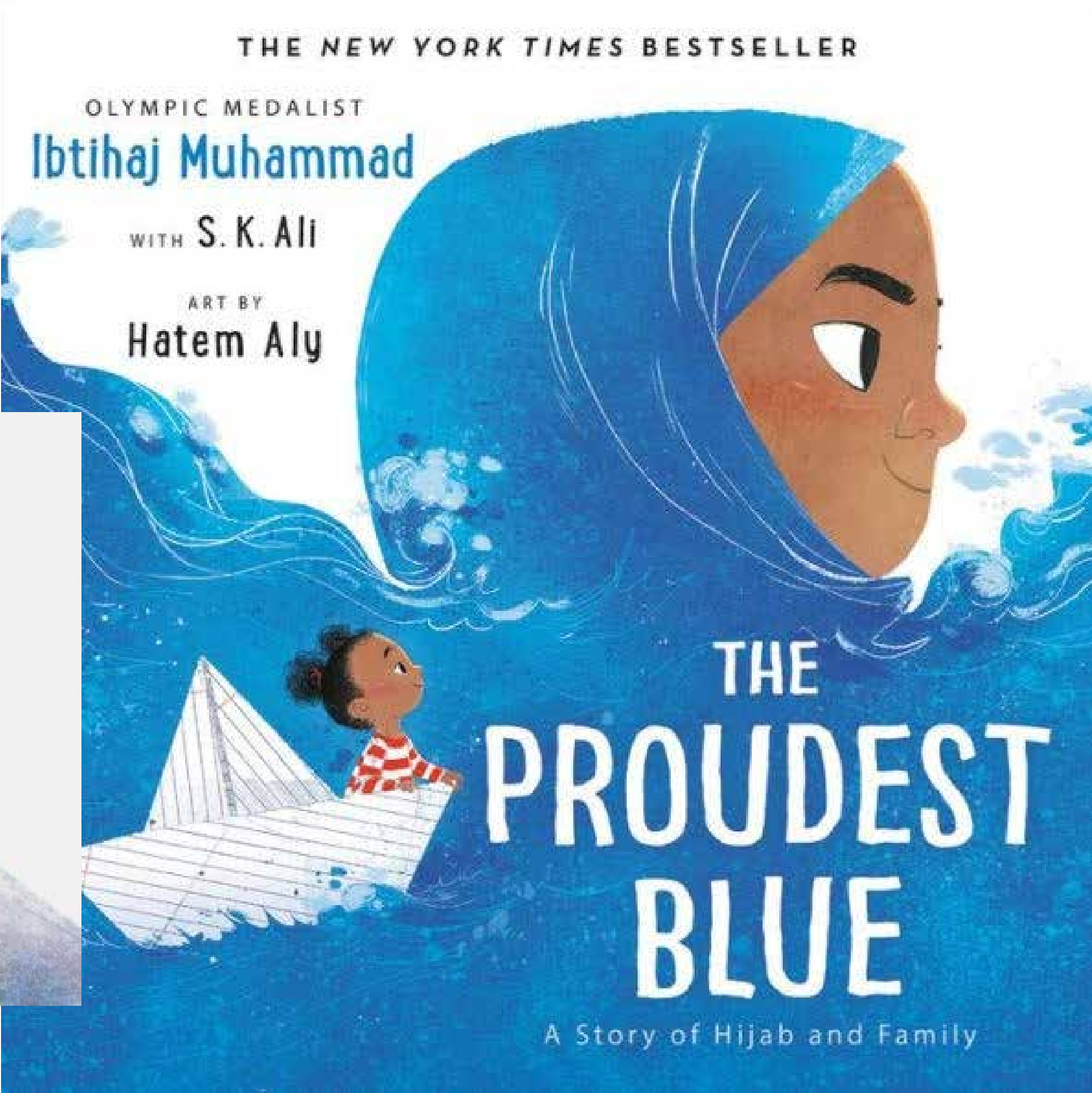
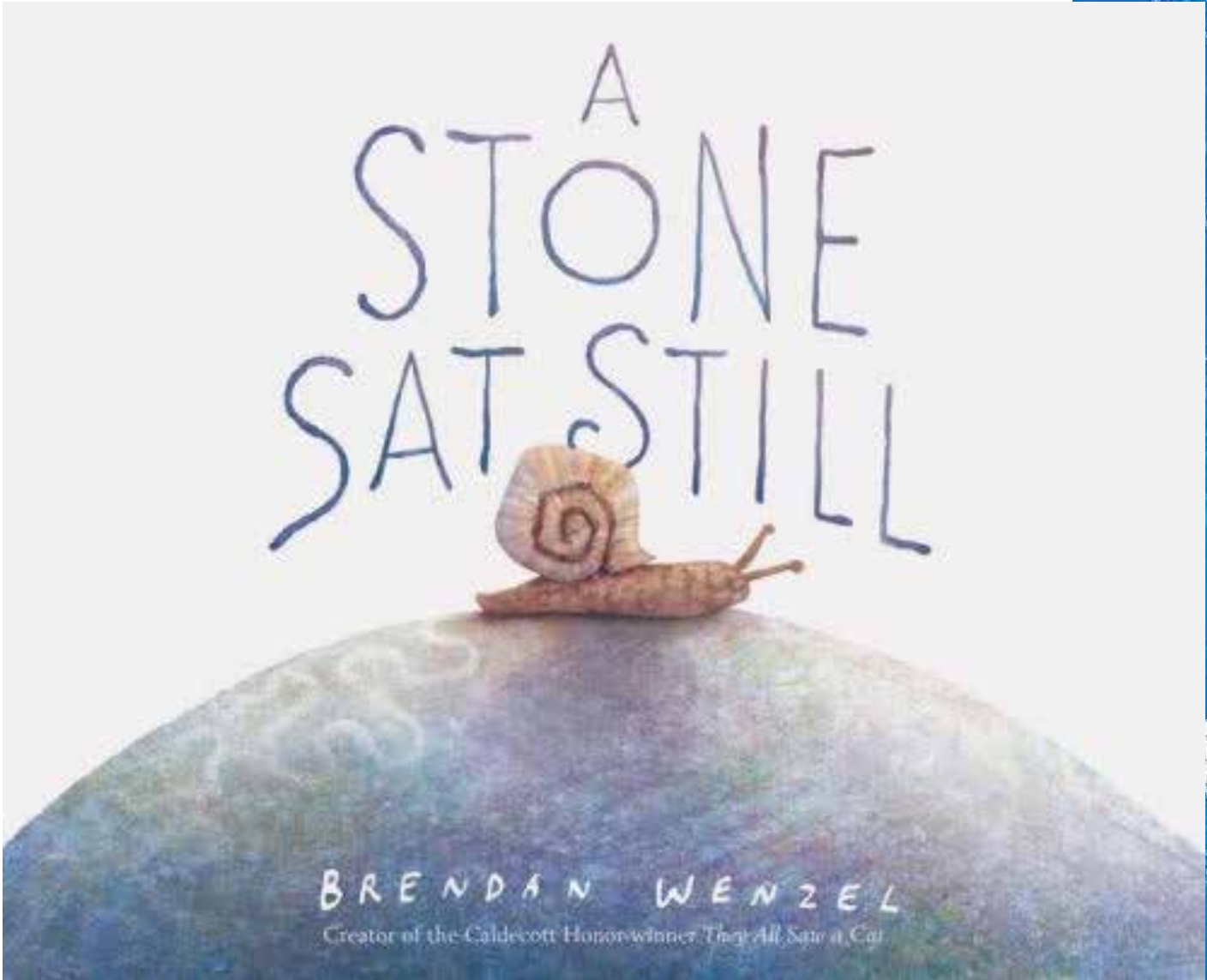


Front



Back

Style Research



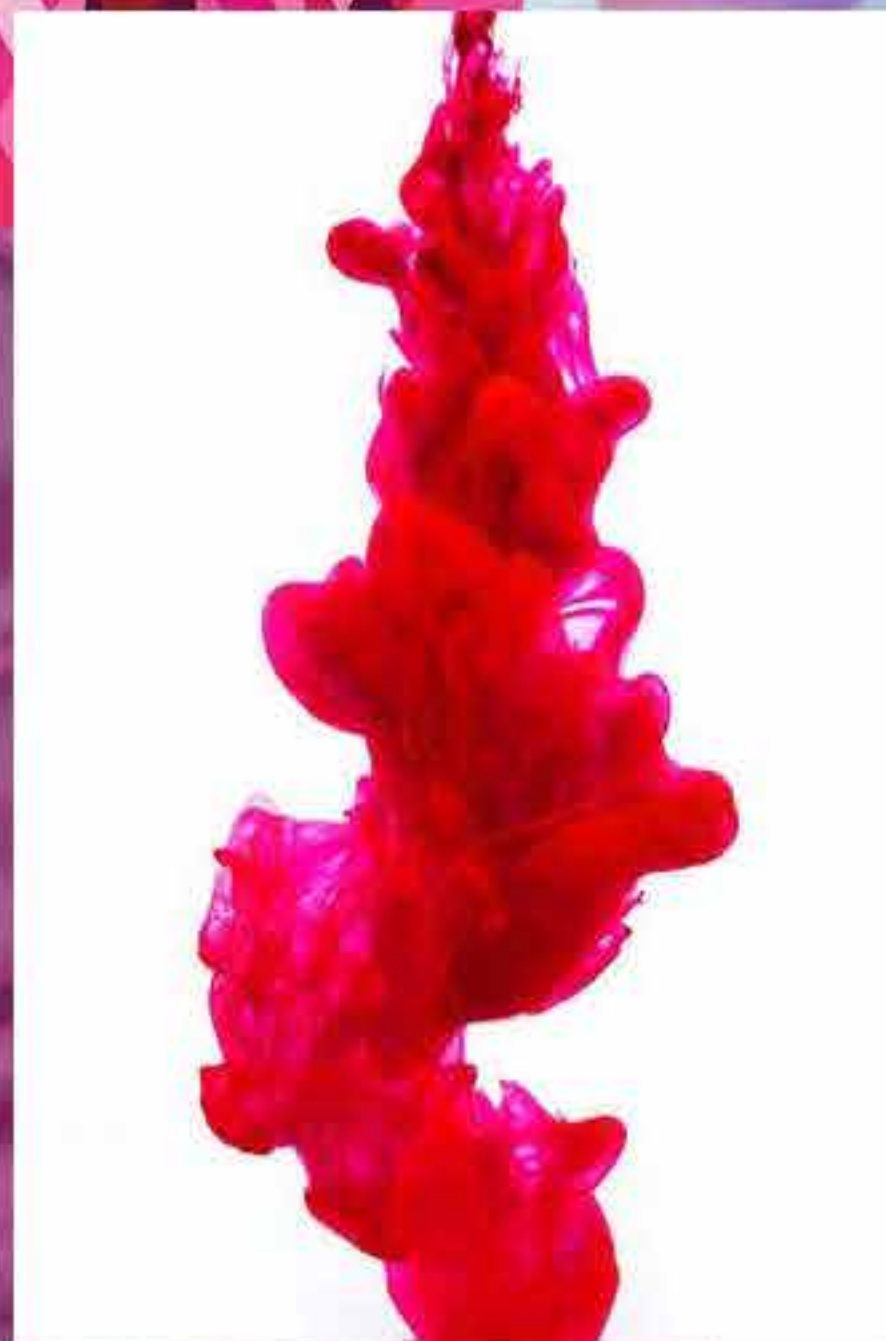
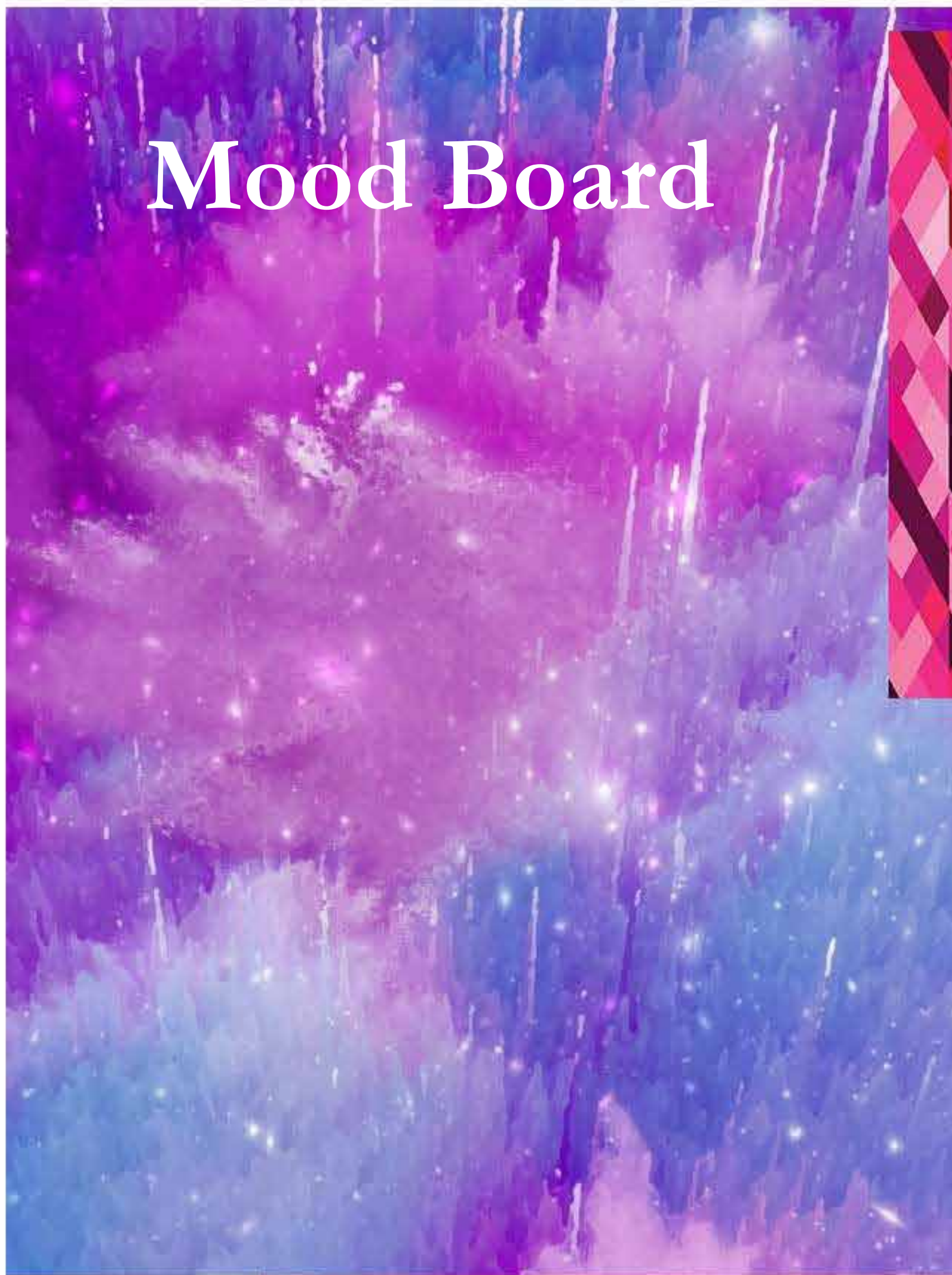
Embarrassed



Sketches



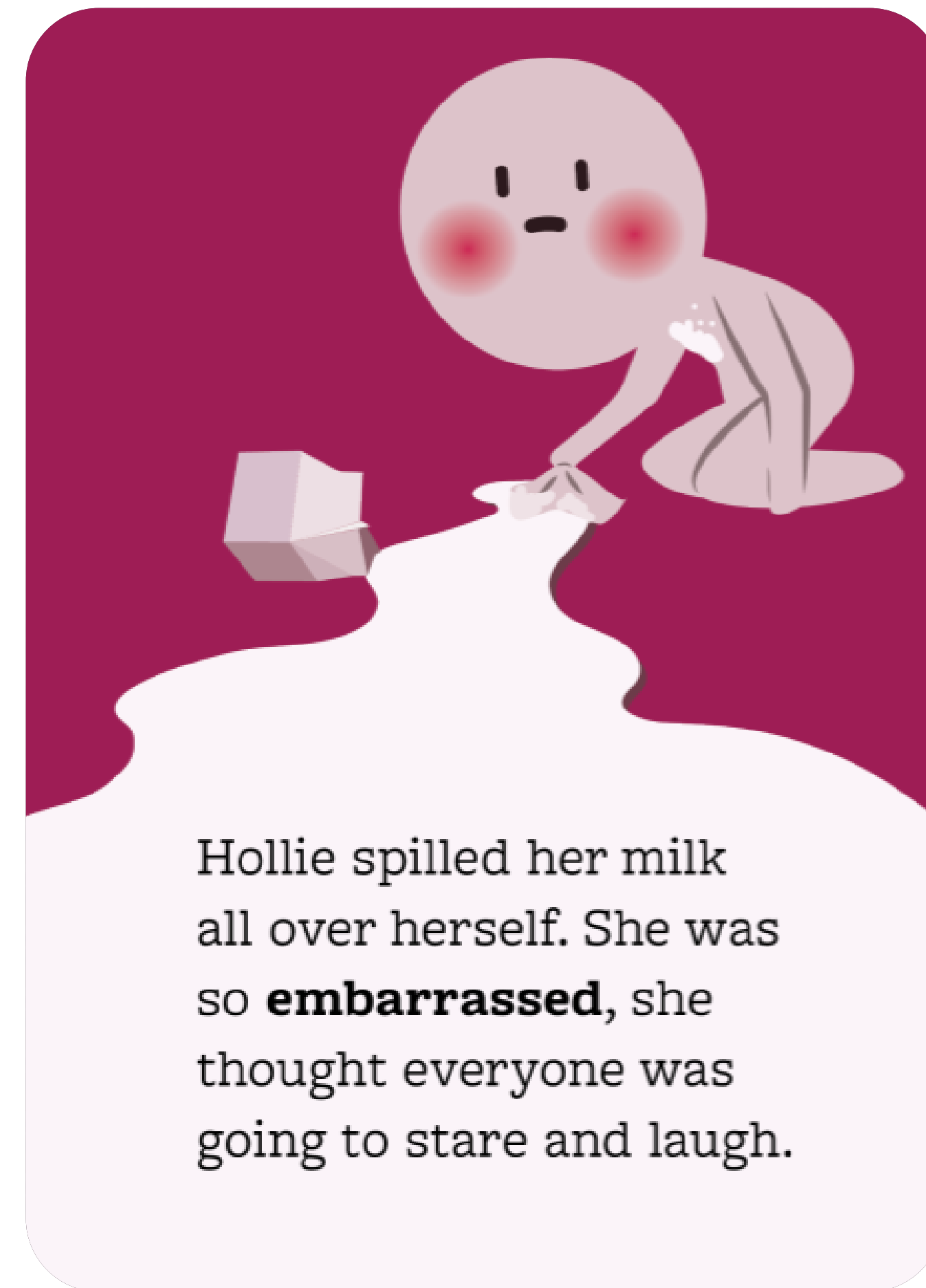
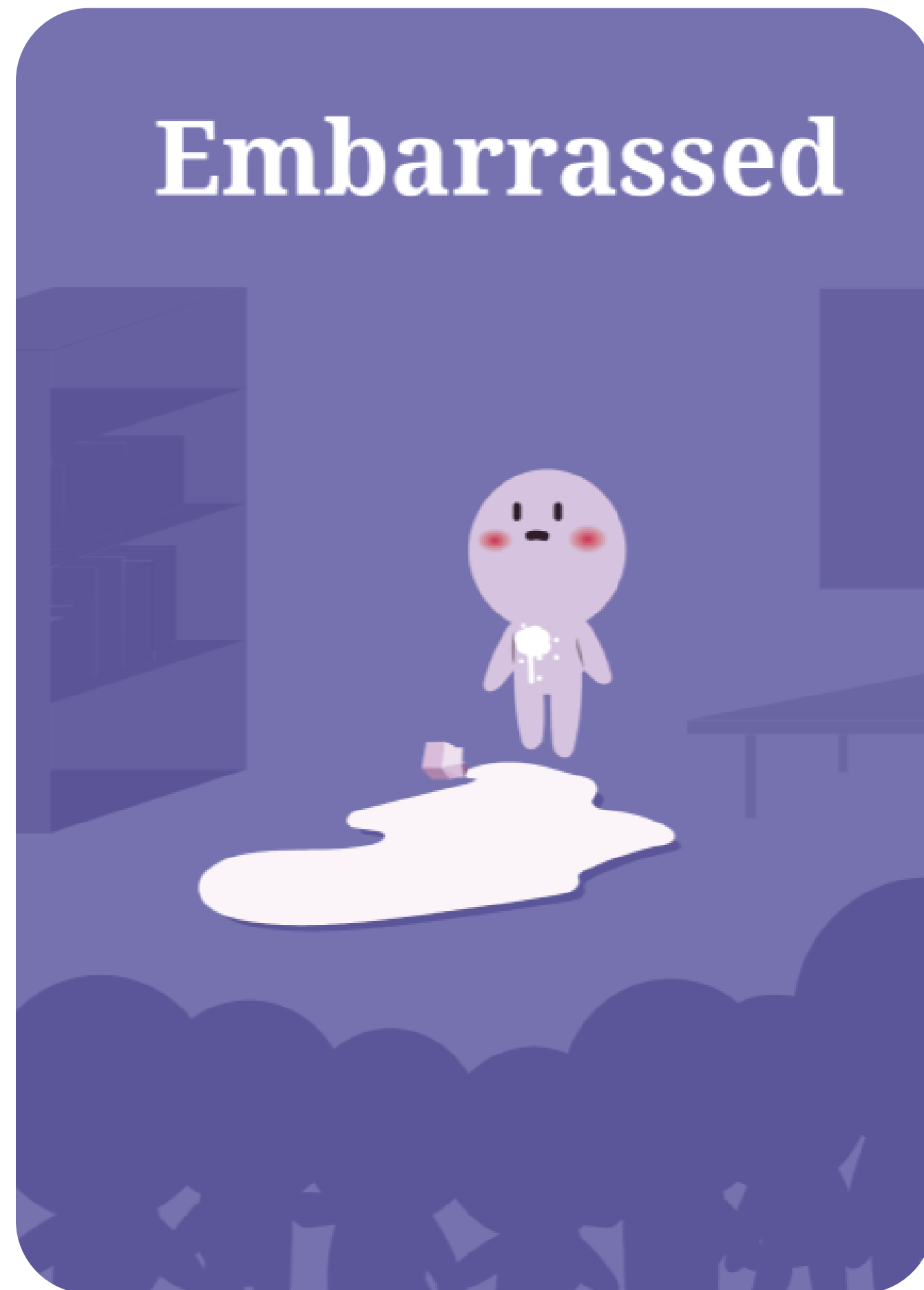
Mood Board



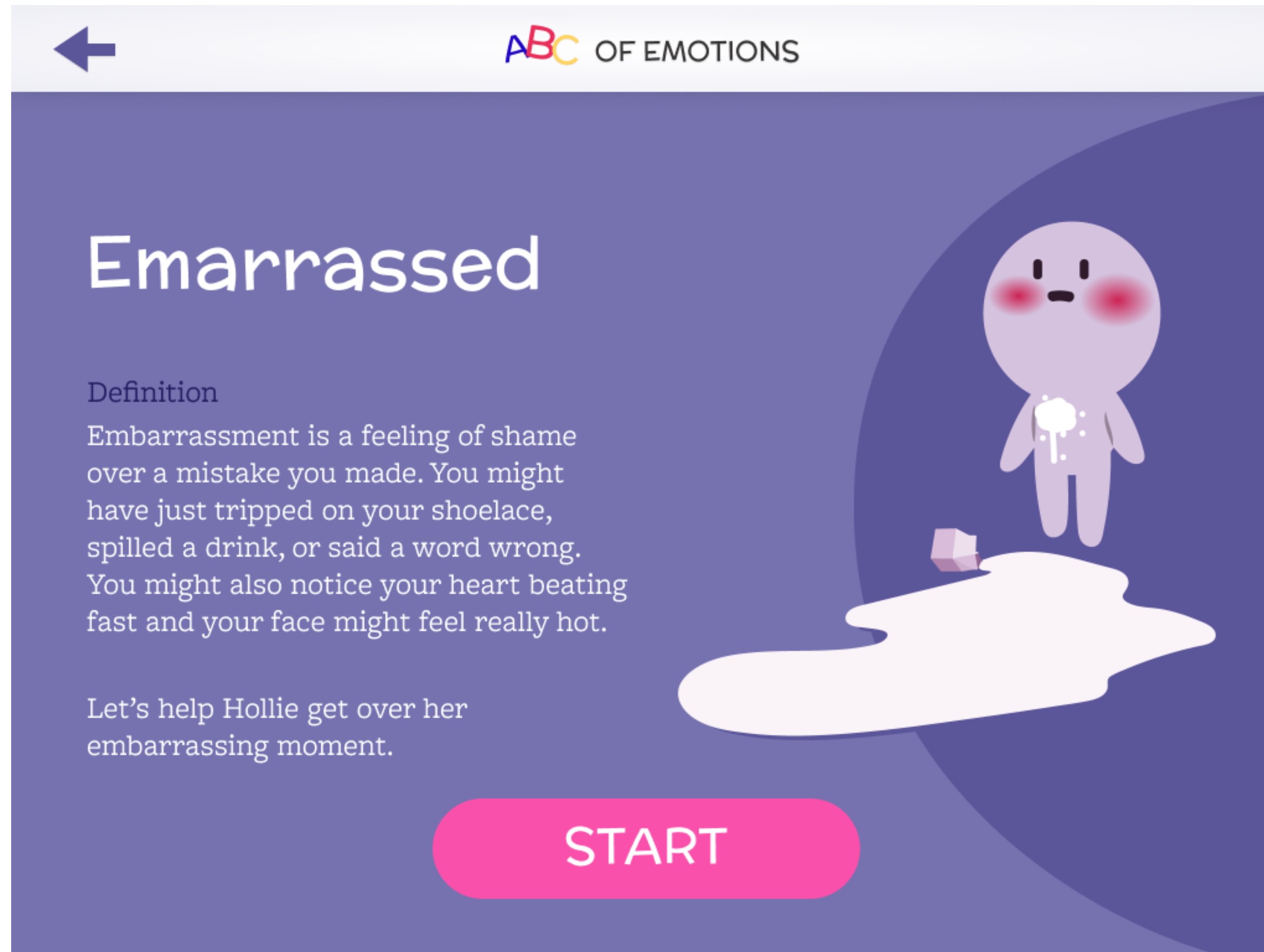
Design: Version 1



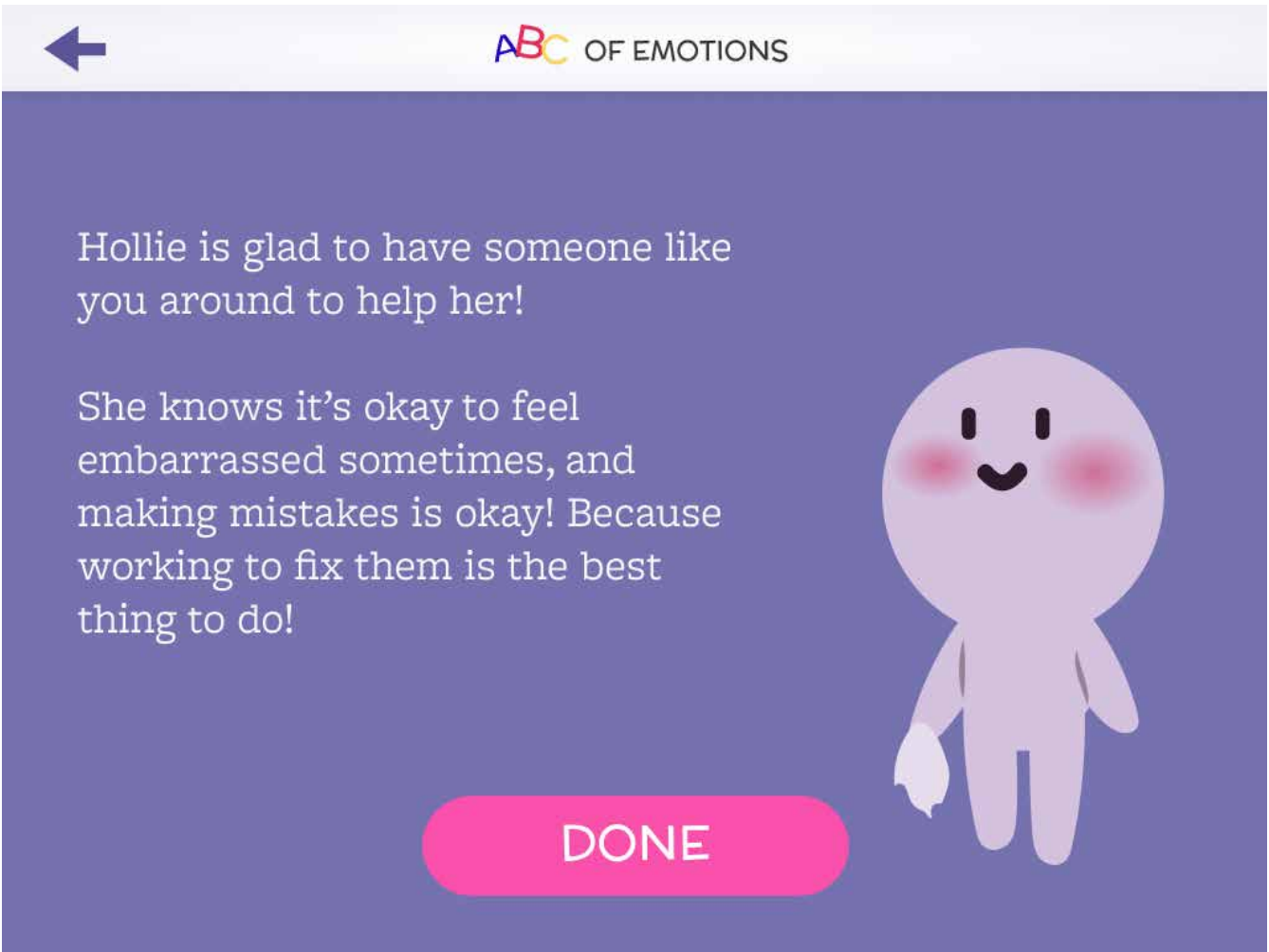
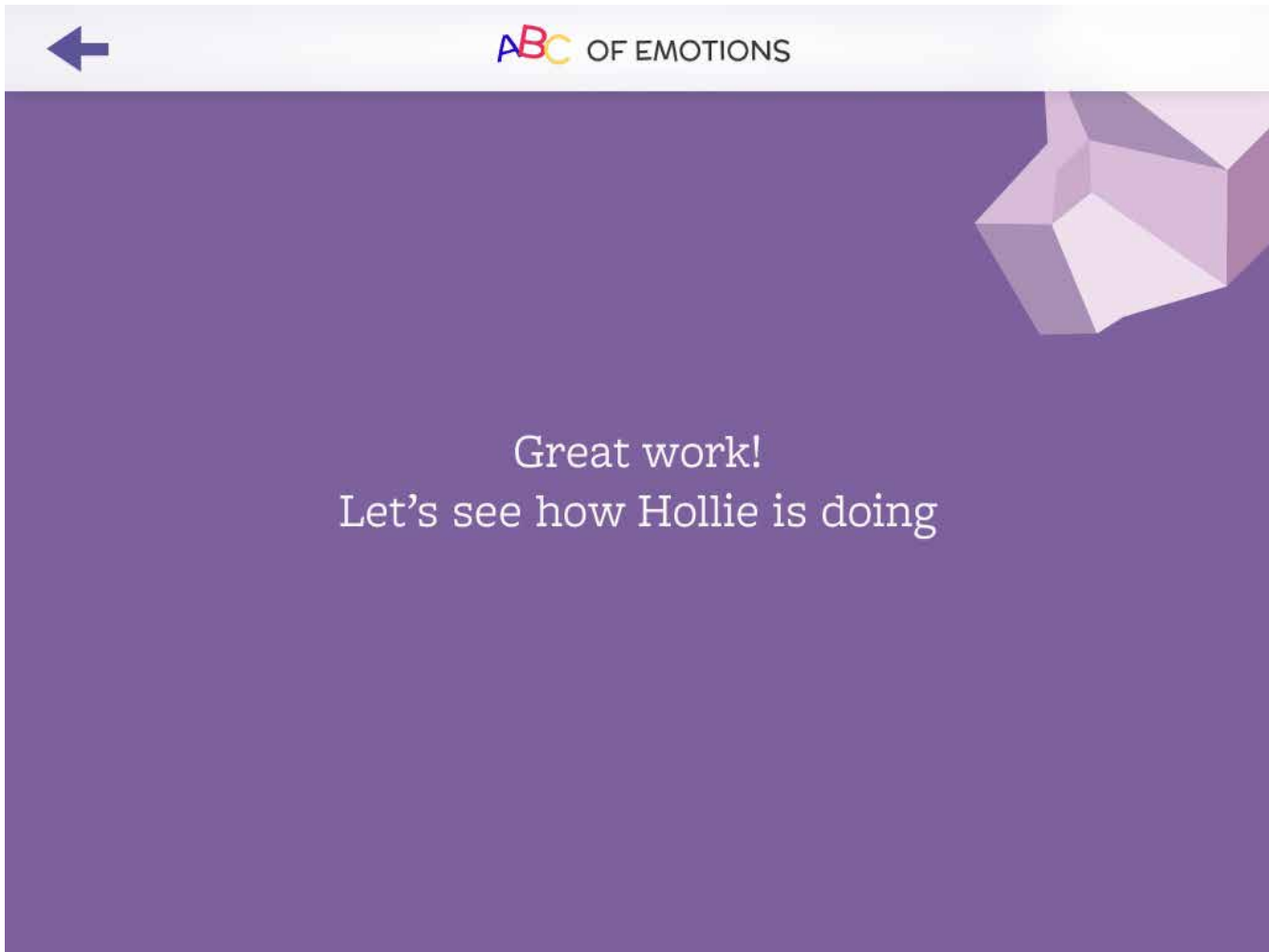
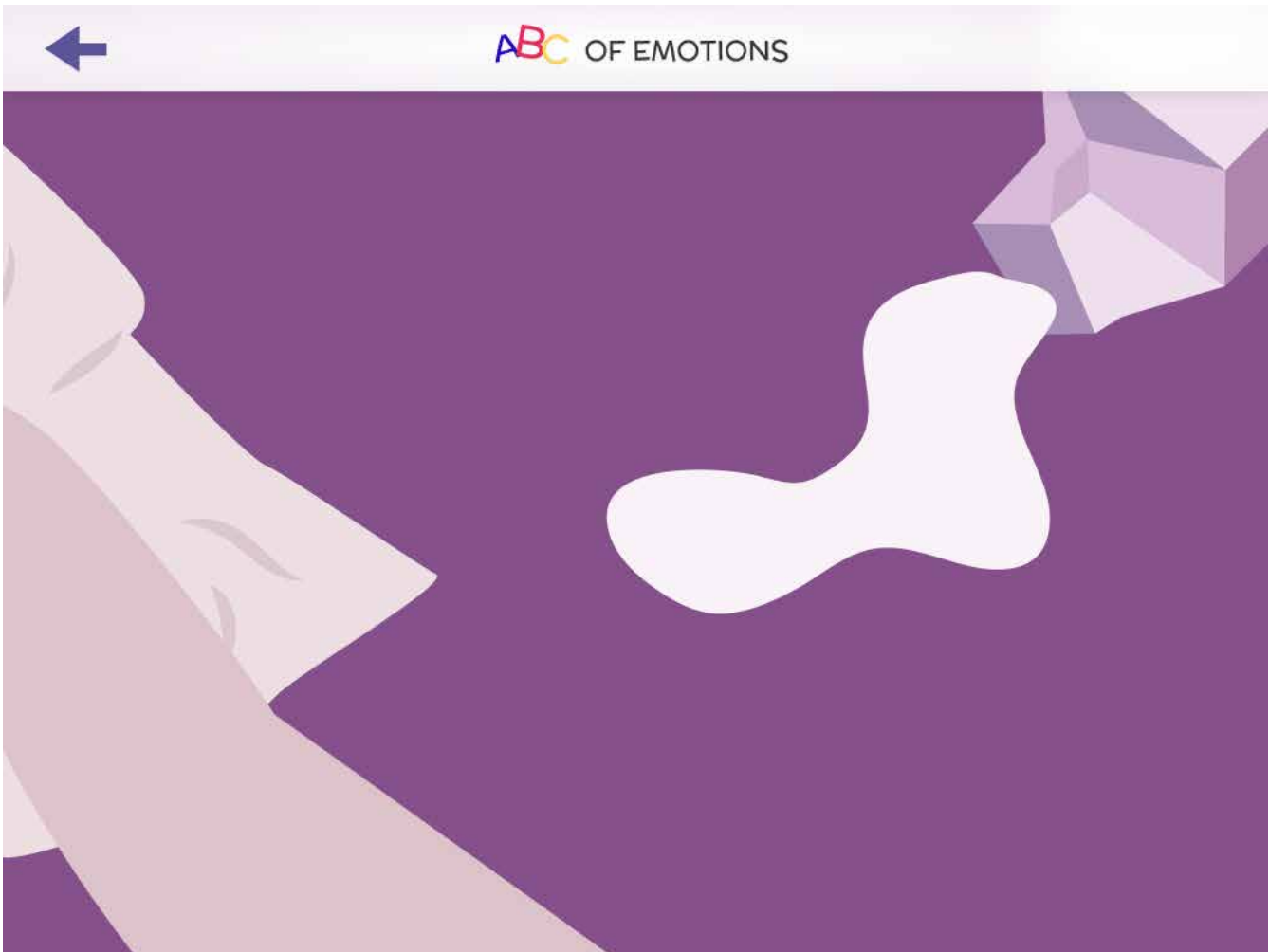
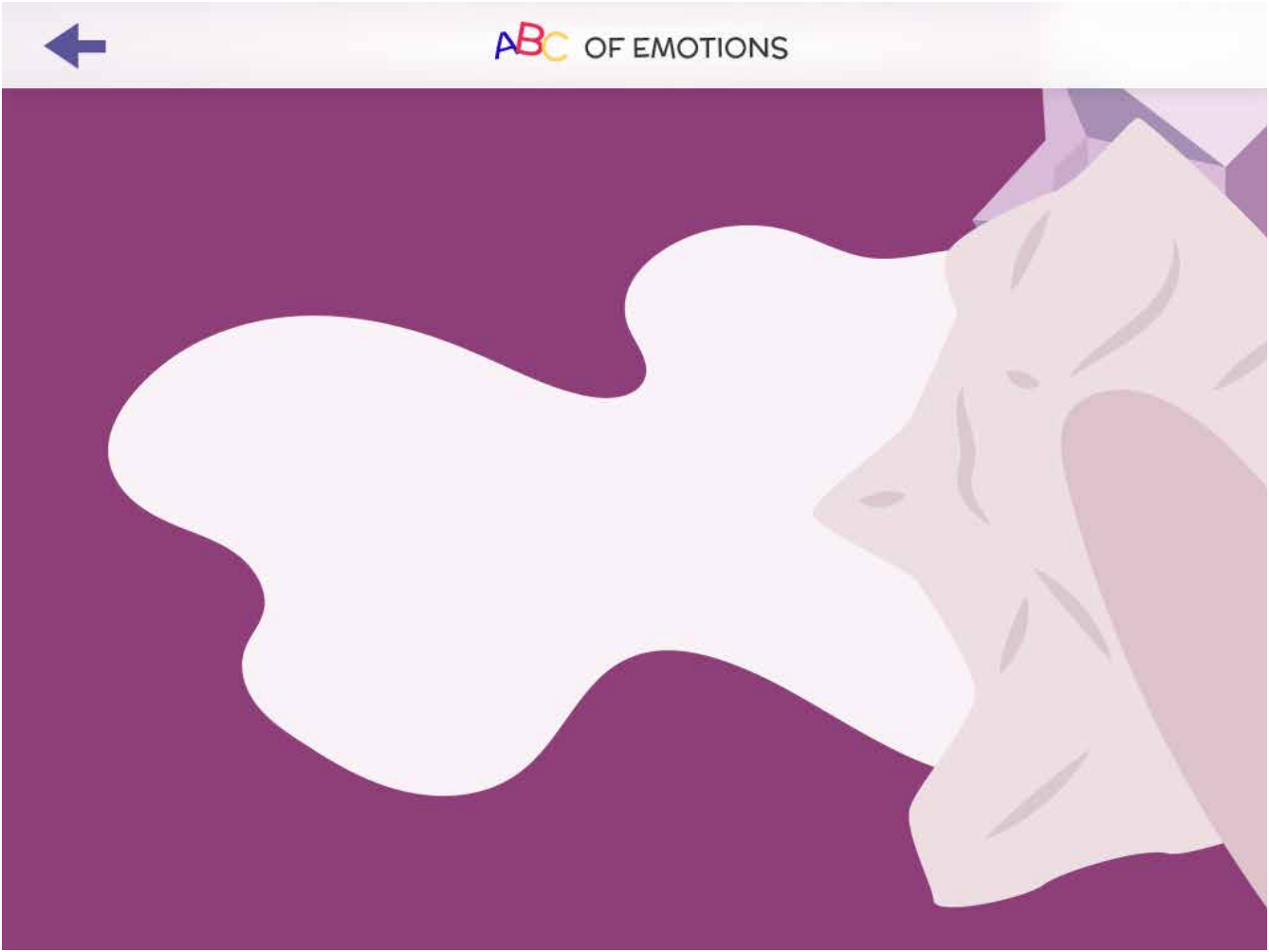
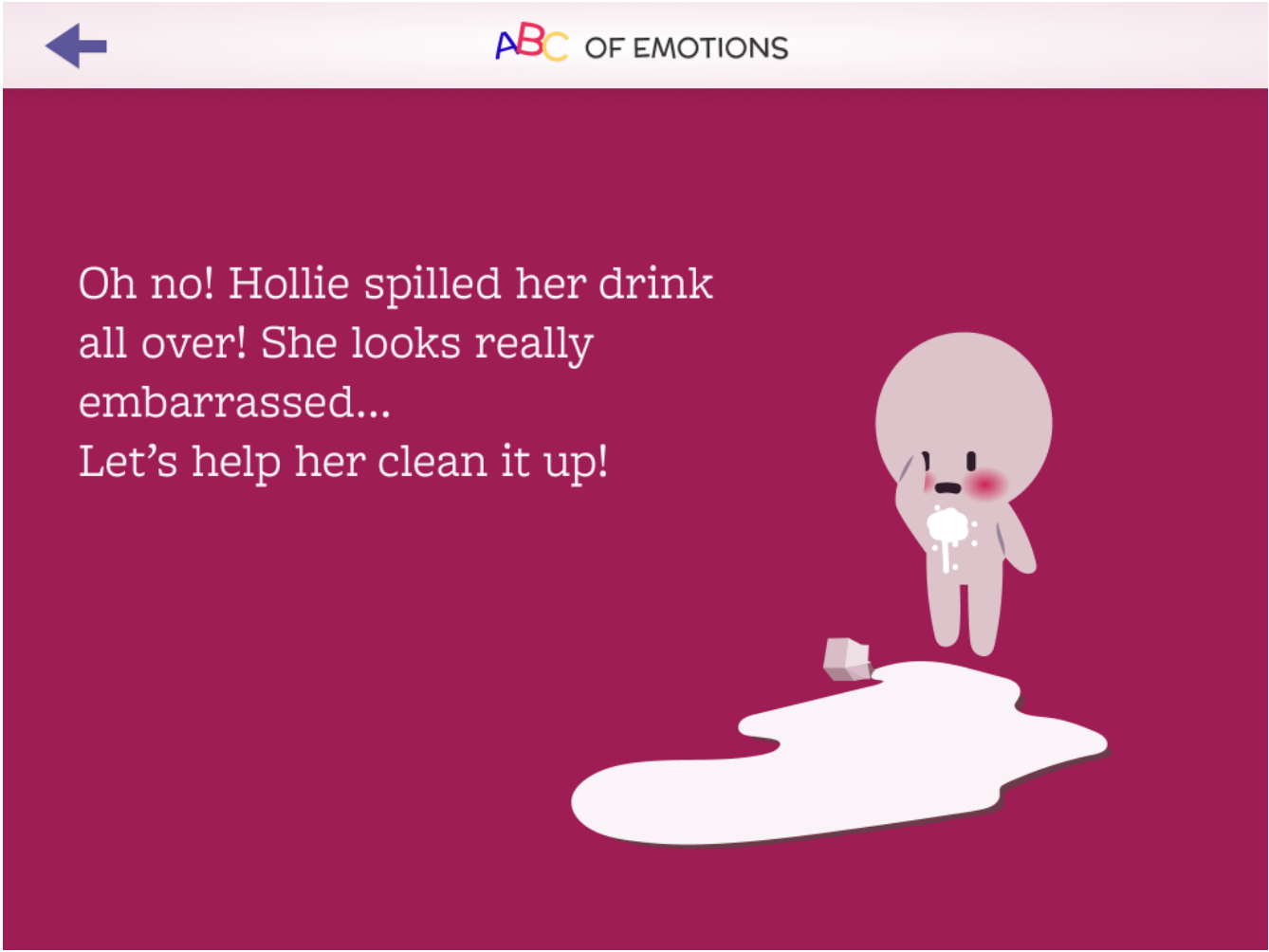
Design: Final Version



Interaction



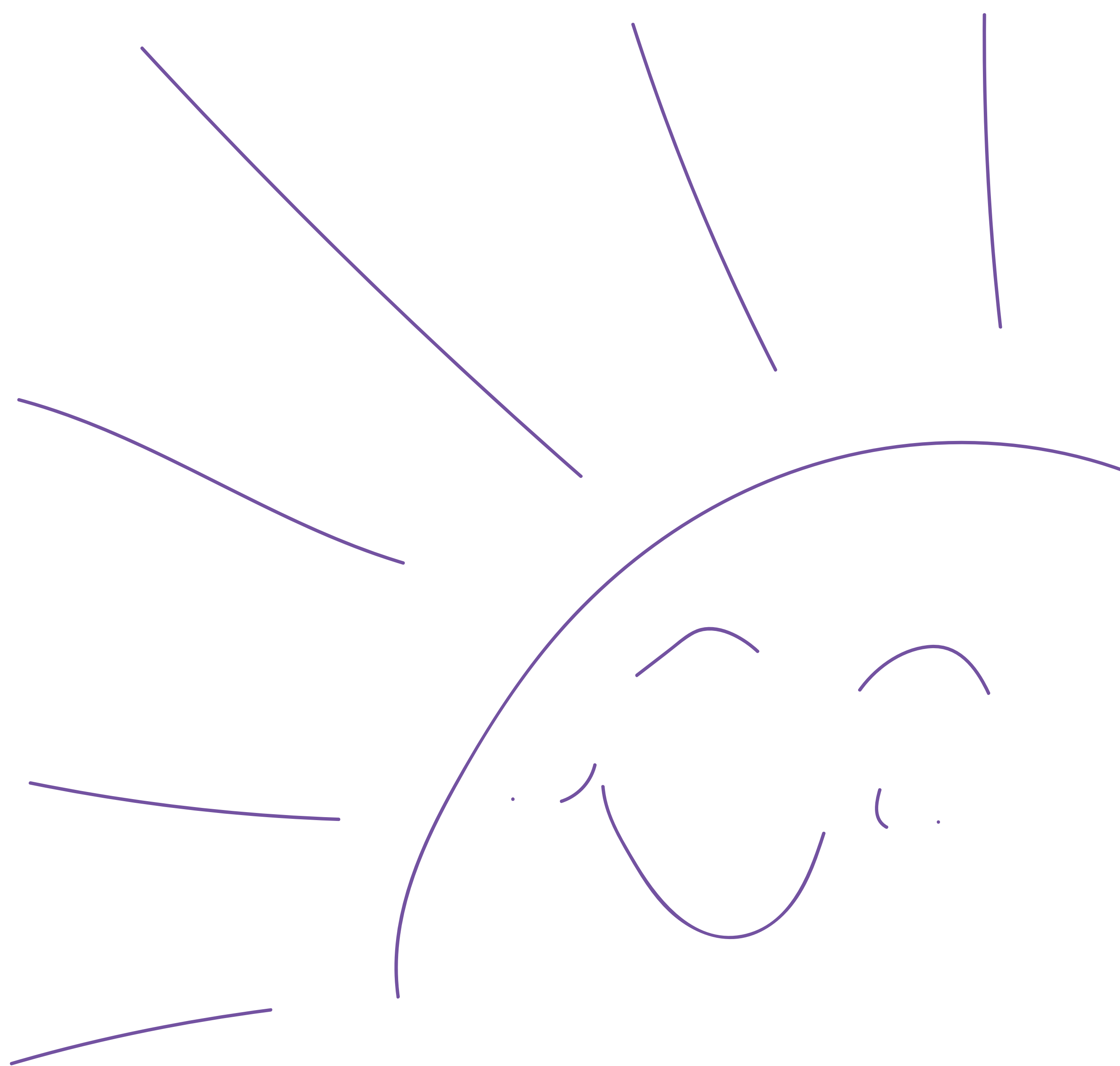
Interaction



A stylized sun with a smiling face and rays, set against a purple background. The sun's face is a dark purple circle with closed, curved eyes and a wide, open mouth. The word "Happy" is written in white, serif font across the sun's face. The sun has eight triangular rays of a lighter purple shade extending outwards. The entire graphic is centered on a solid purple background.

Happy

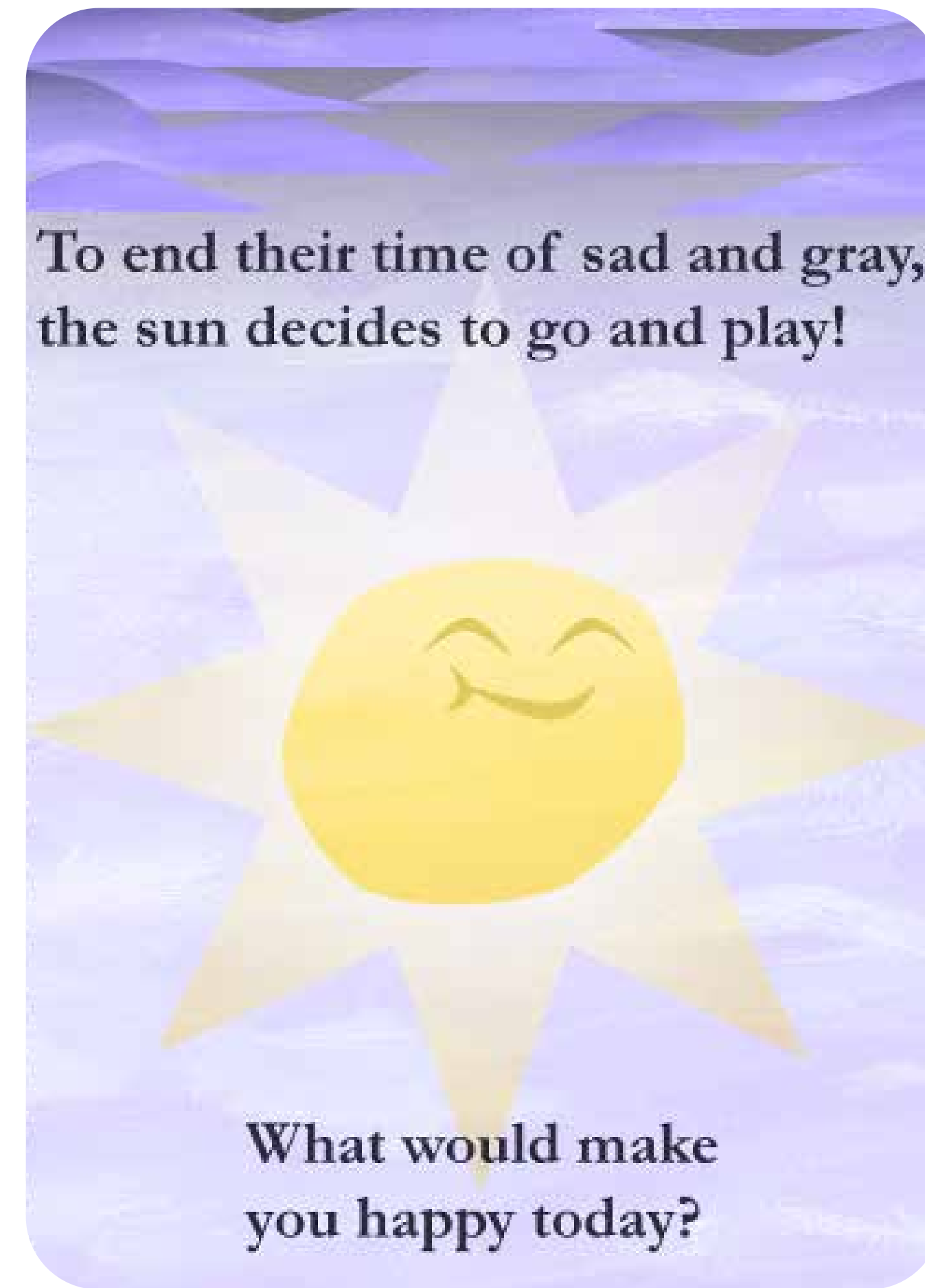
Sketches



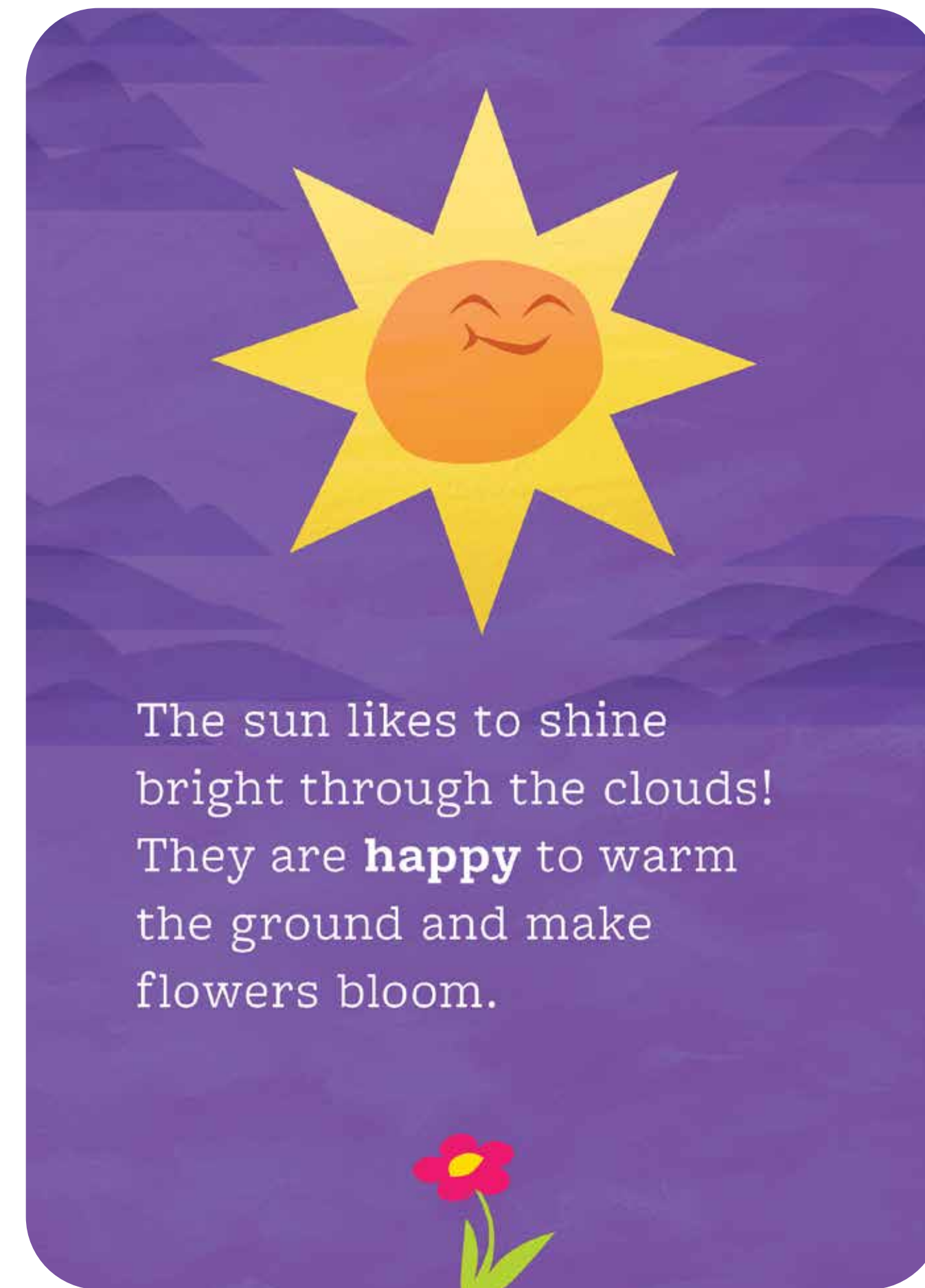
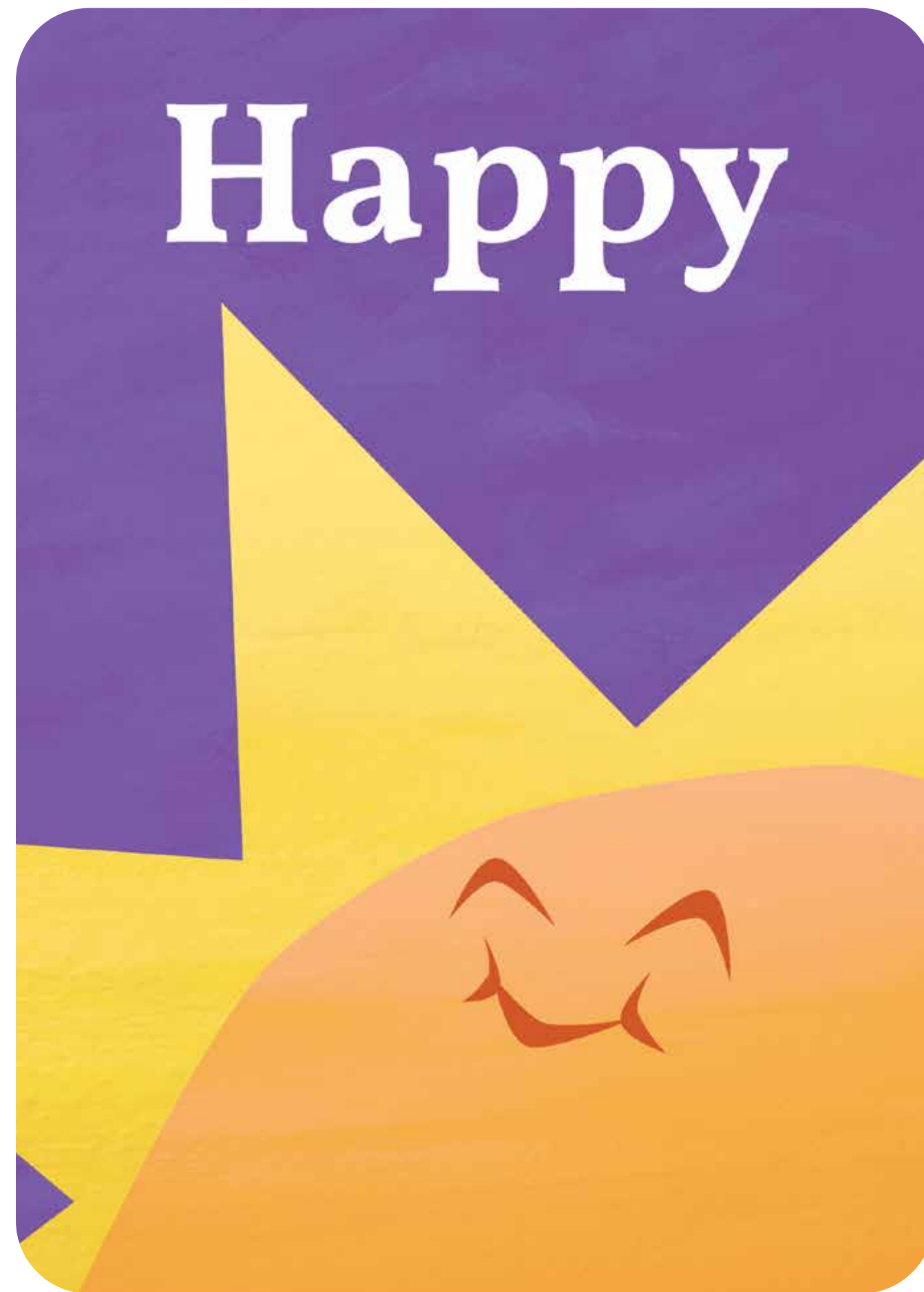
Mood Board



Design: Version 1

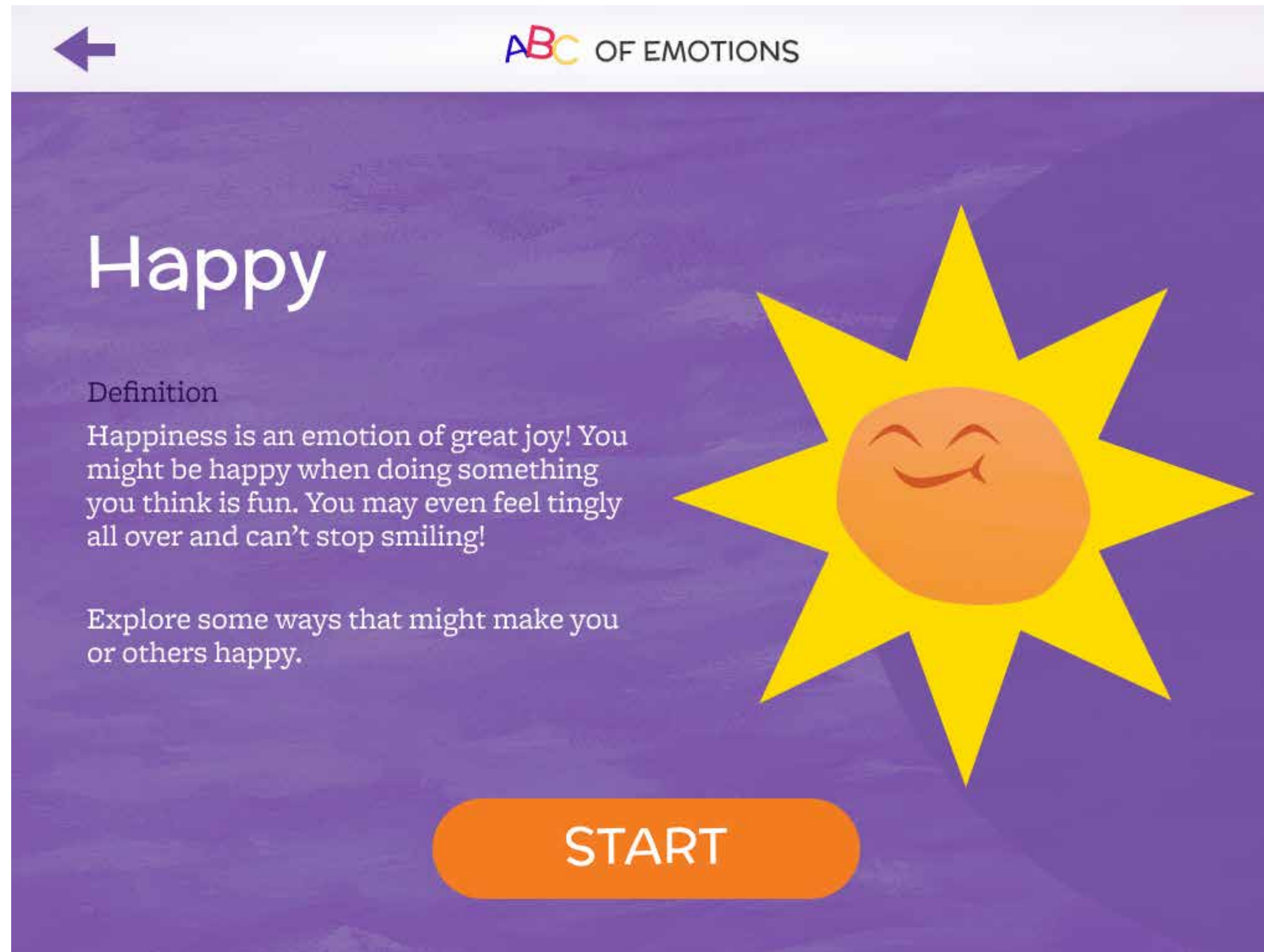


Design: Final Version

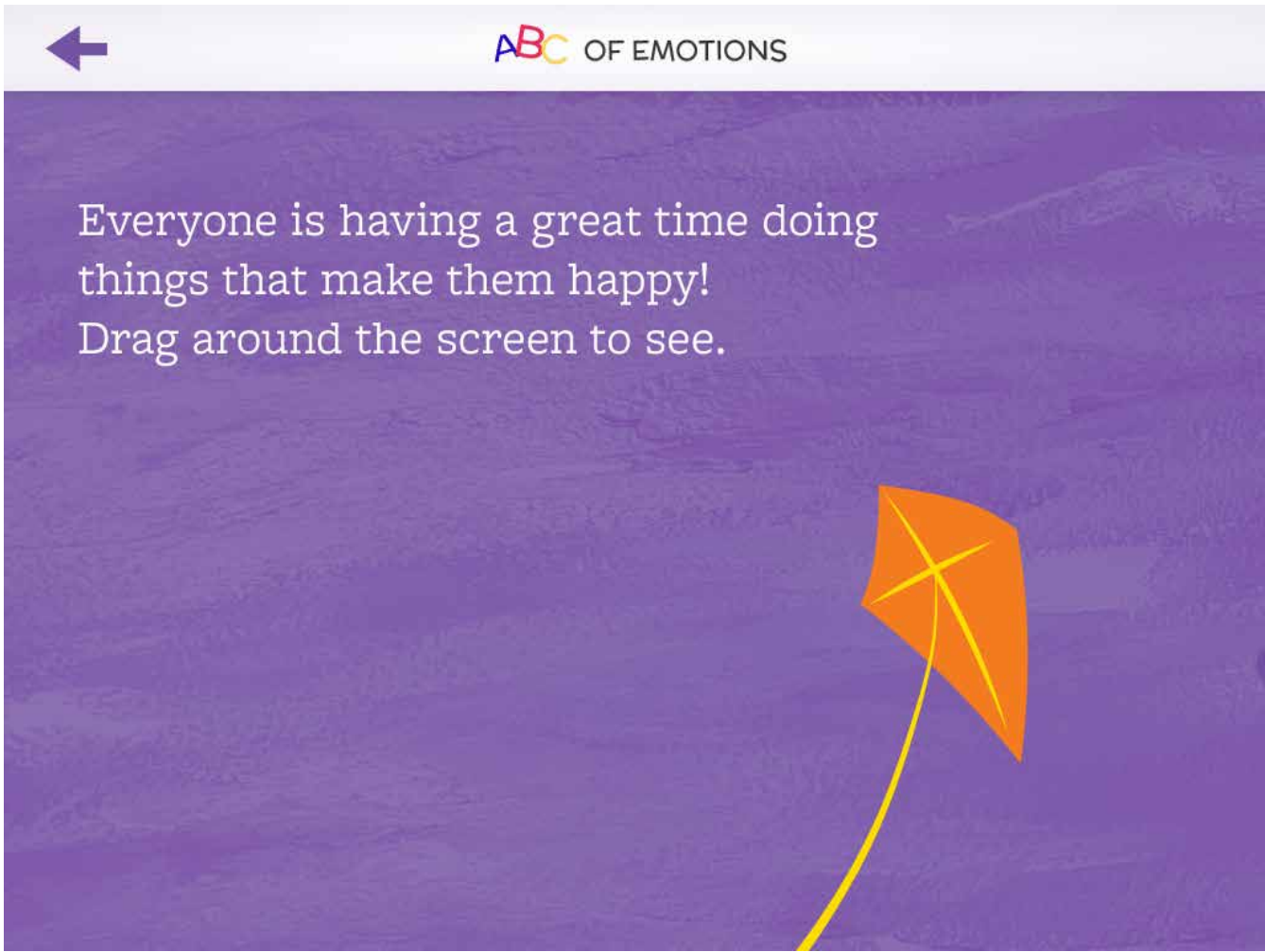


The sun likes to shine
bright through the clouds!
They are **happy** to warm
the ground and make
flowers bloom.

Interaction



Interaction



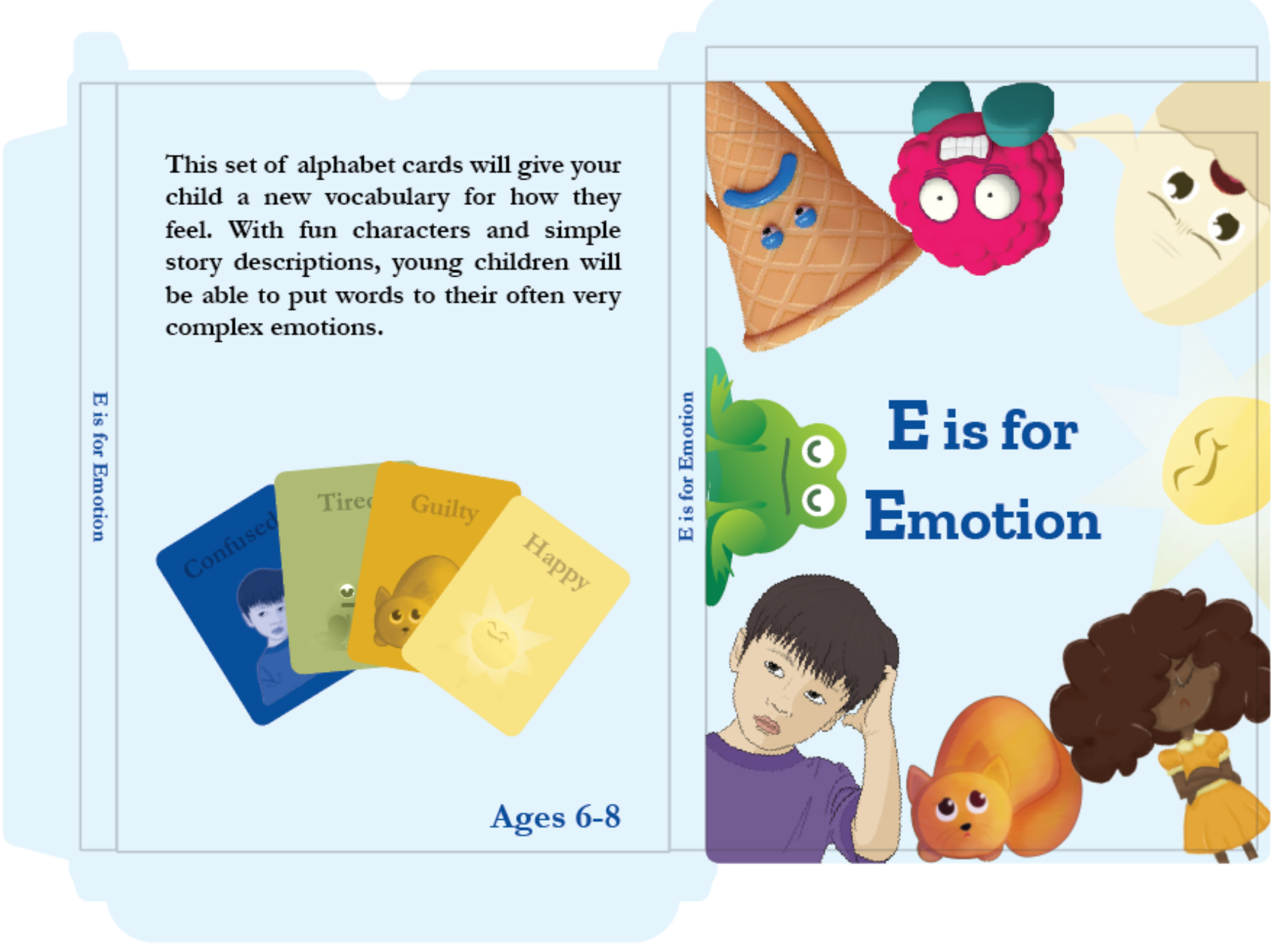
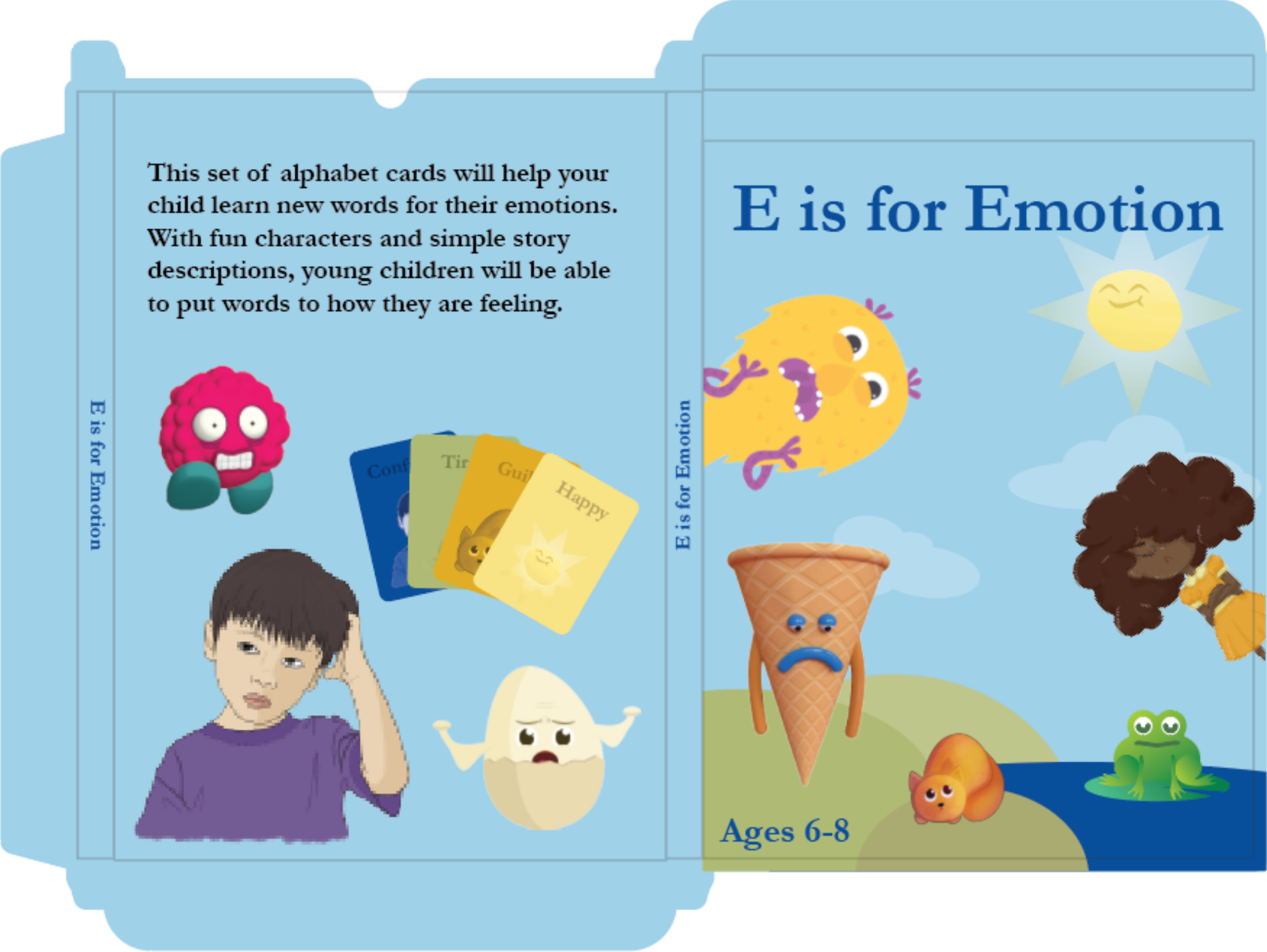


Box

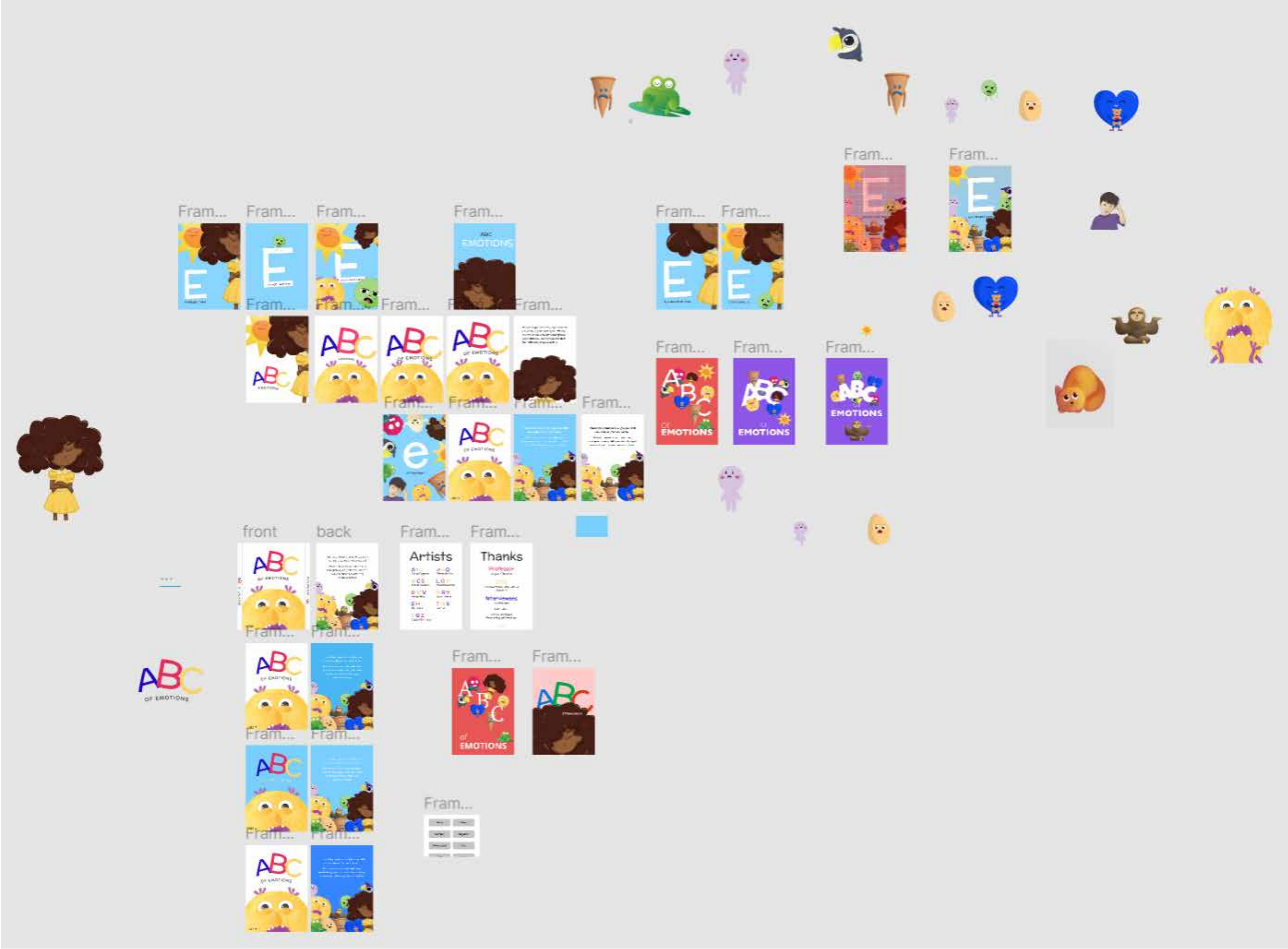
Sketches



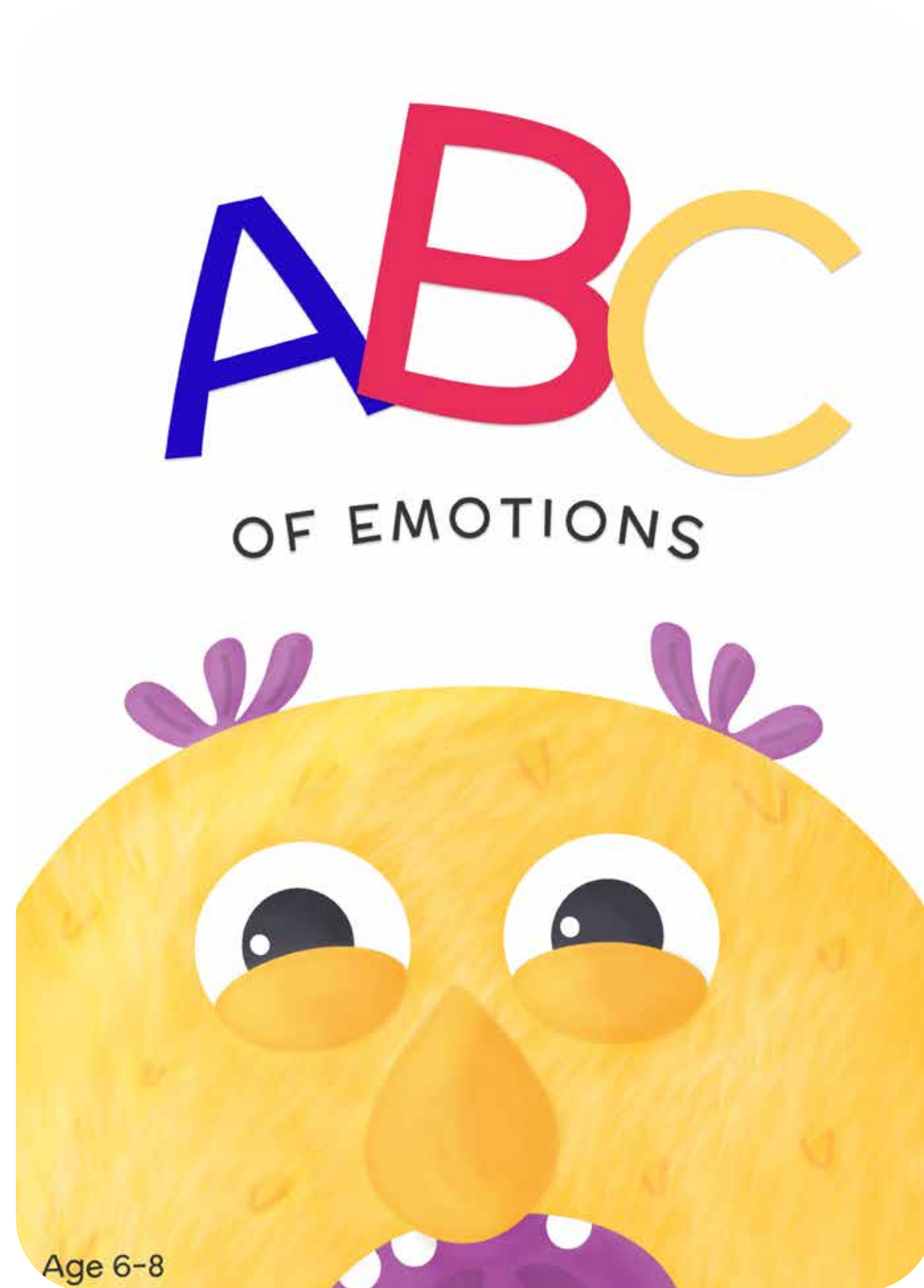
Design: Version 1 and 2



Group Works On a Bunch of Designs Together



Design: Final Version



This set of alphabet cards will give your child
new vocabulary for how they feel.

With fun characters and simple story descriptions, young children will be able to put words to their often very complex emotions.



Final Product

This set of alphabet cards will give your child new vocabulary for how they feel.

With fun characters and simple story descriptions, young children will be able to put words to their often very complex emotions.

OF EMOTIONS

Have you tried our new
Card Stock & Finish

OF EMOTIONS

ABC

Concluding Thoughts



This project was a great learning opportunity. Not only did I learned a great deal about designing a satisfying product for kids, but the group as a whole learned a great deal about maintaining solid team work even under pressure.

It was really great to hold a physical product at the end!



**Thank
You!**

Sources

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