ABC's of inclusion

Your children's book just grew up

Rebecca Moran

Interactive IV Interactive ABC Book

Sep 1st, 2019

Team Marmot

Marmots are just large loveable luxurous squirls.

Prompt

As a group of nine, we will collaborate to create an interactive children’s ABC Storybook / Flash Card / Poster Series.

Problem

Baby Adults

Collage students are kids transitioning to be adults. They are ready to start work but don’t necessarily know how to act in the environment. Also there isn't an engaging way to learn how.

Hypothesis

Keeping it simple

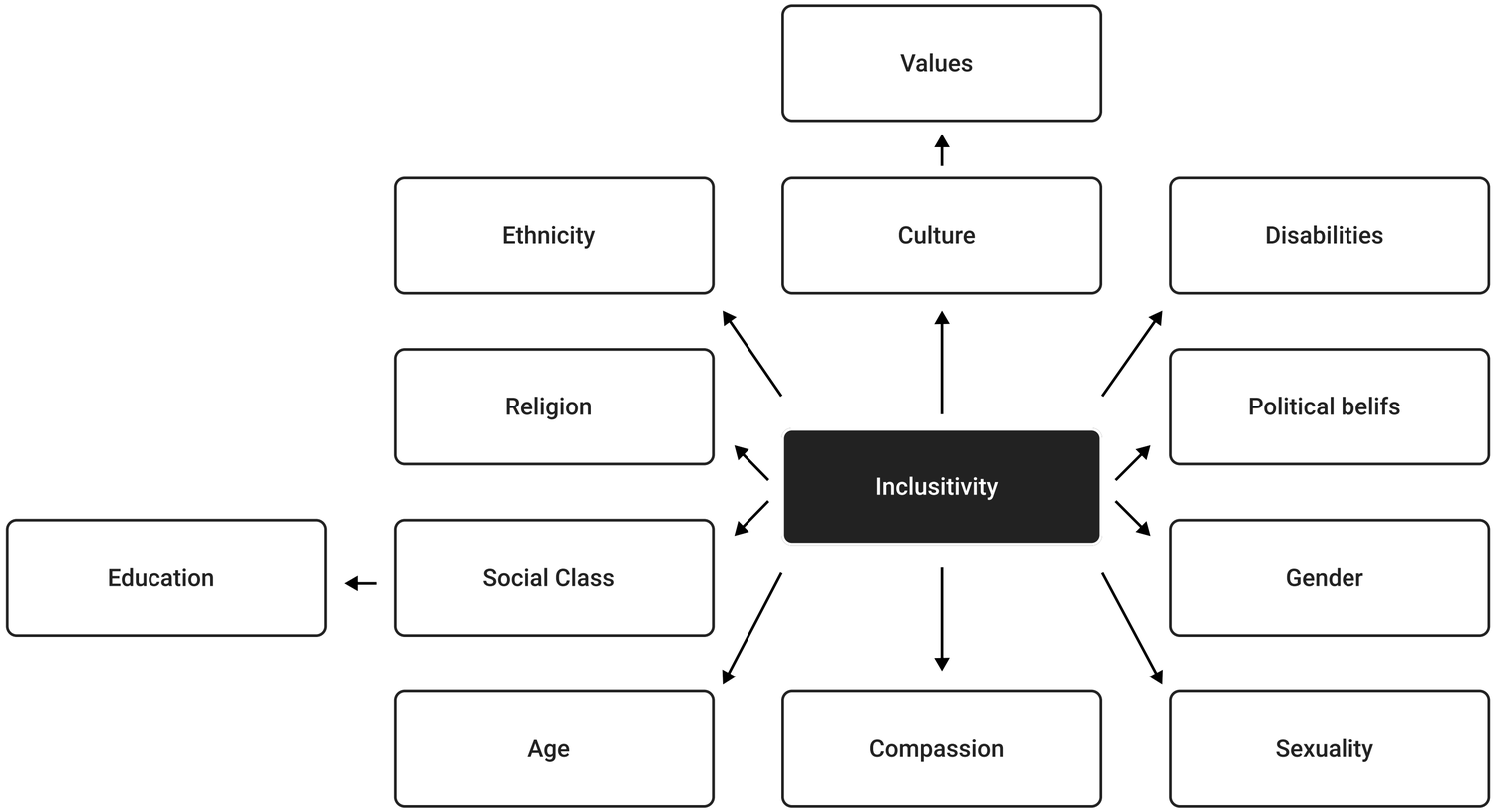
If we give the prospecting graduates a fun way to learn inclusion in the office, then they will enjoy reading it and know how to act before showing up for their first day of work.

Storybook & Tablet

Starting with a physical book we will design all of the pages. Then we will design it to be viewed as an e-book. Next, we will add augmented reality features to add an extra level of engagement.

Inclusivity

We decided that we wanted to focus on inclusivity. Then we started to mind map what inclusivity means.



Brainstorming Words

Next, we started brainstorming words that would fall under these different categories/groups.

A acceptance, age, accessibility, all
B blue-collar, beliefs, bias, body
C culture, compassion, color, collaboration
D diversity, disability, discrimination
E education, ethnicity, extroverted, empathy, equal rights, empowered
F feminism, favoritism, friendship
G gender, guidance, globalization, goodwill
H heritage, harassment, handicapped
I individuality, introverted, immigration, implicit bias
J judgment, justice, journey
K kindness, karma, kaleidoscope
L lore, language
M mindset, marginalized, mental illness, me too, movement
N nepotism, non-binary, nationality
O opinion, open-minded
P prise, political beliefs, privilege, perspective
Q queer, questioning, queen
R race, relationships, respect
S socio-economic status, stereotypes, shape, sex
T trans rights, toxic environment, triggered
U underdeveloped, unique, unaware
V values, visibility, validation
W wage gap, women's rights, work together, who
X xenophobia, x it out, x-chromosome
Y y be a dick, be yourself, Yass queen, you, yes, y-chromosome
Z zero tolerance, zeitgeist, ze, zir, zem, zeir

Team Encyclopedia

A Accessibility
B Bias
C Collaboration
D Diversity
E Empowered
F Feminism
G Gender
H Harassment
I Introverted
J Judgement
K Kindness
L Language
M Mentallillness
N Non-binary
O Open-minded
P Personal Ettiquit
Q Questioning
R Relationships
S Socio-economic status
T Triggerd
U Unaware
V Validation
W Who
X X-chromosome
Y You
Z Zero tolerance

Cover, P, & H

I was responsible for designing the cover for our book as well as designing the pages for letters “p” and “h”.

Research

What can be improved in current designs?

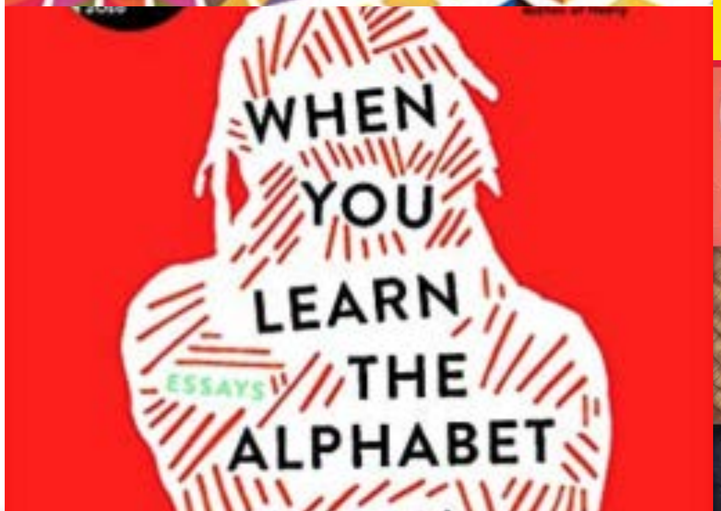
Analyzing why or why not current solutions work

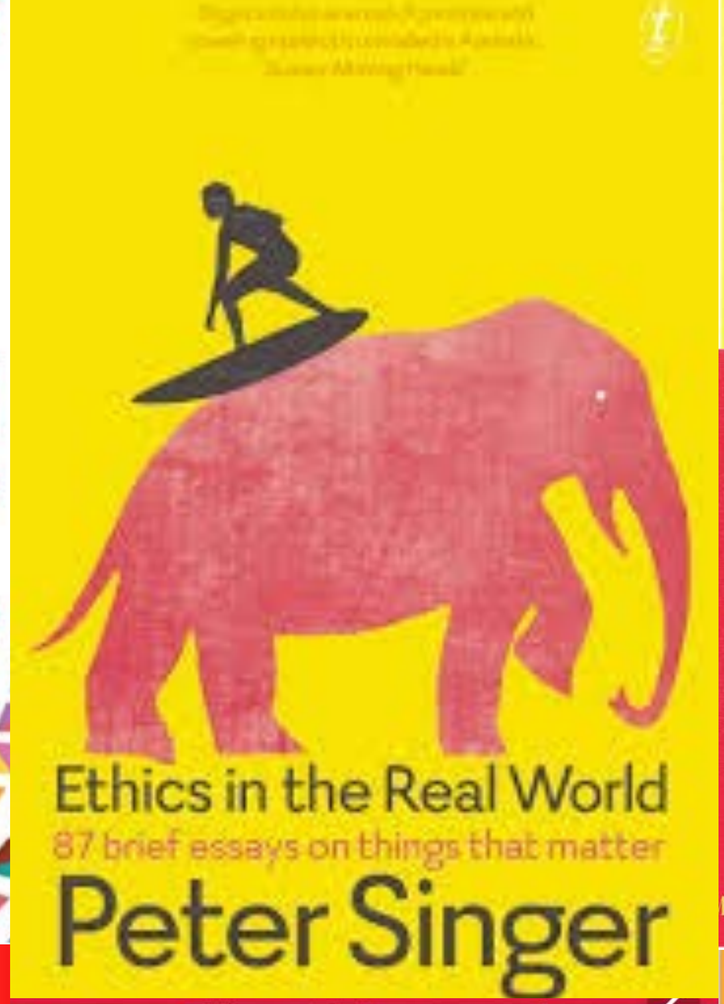
Covers

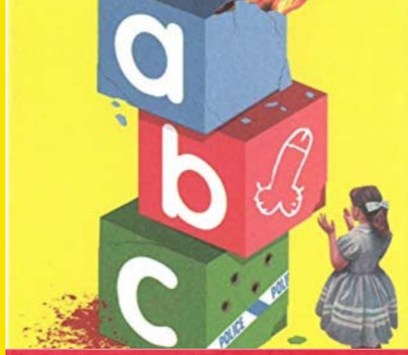
First impressions need to make a positive statement. In the case of a book if that doesn't happen it can prevent it from getting read. This section analyzes the graphical design choices the creators made when making the covers and why or why not they may be working.

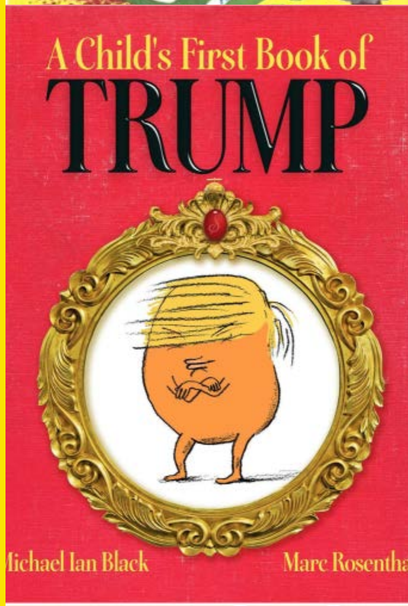
Mismatch
How Inclusion Shapes Design
Kat Holmes
foreword by John Maeda
DESIGN, TECHNOLOGY, BUSINESS, LIFE

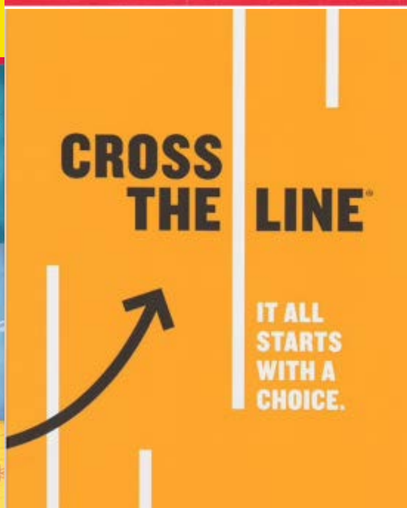
JENNIFER BROWN
INCLUSION
DIVERSITY, THE NEW WORKPLACE
& THE WILL TO CHANGE


WHEN
YOU
LEARN
THE
ALPHABET
ESSAYS


Ethics in the Real World
87 brief essays on things that matter
Peter Singer


a
b
c


A Child's First Book of
TRUMP
Michael Ian Black
Marc Rosentha

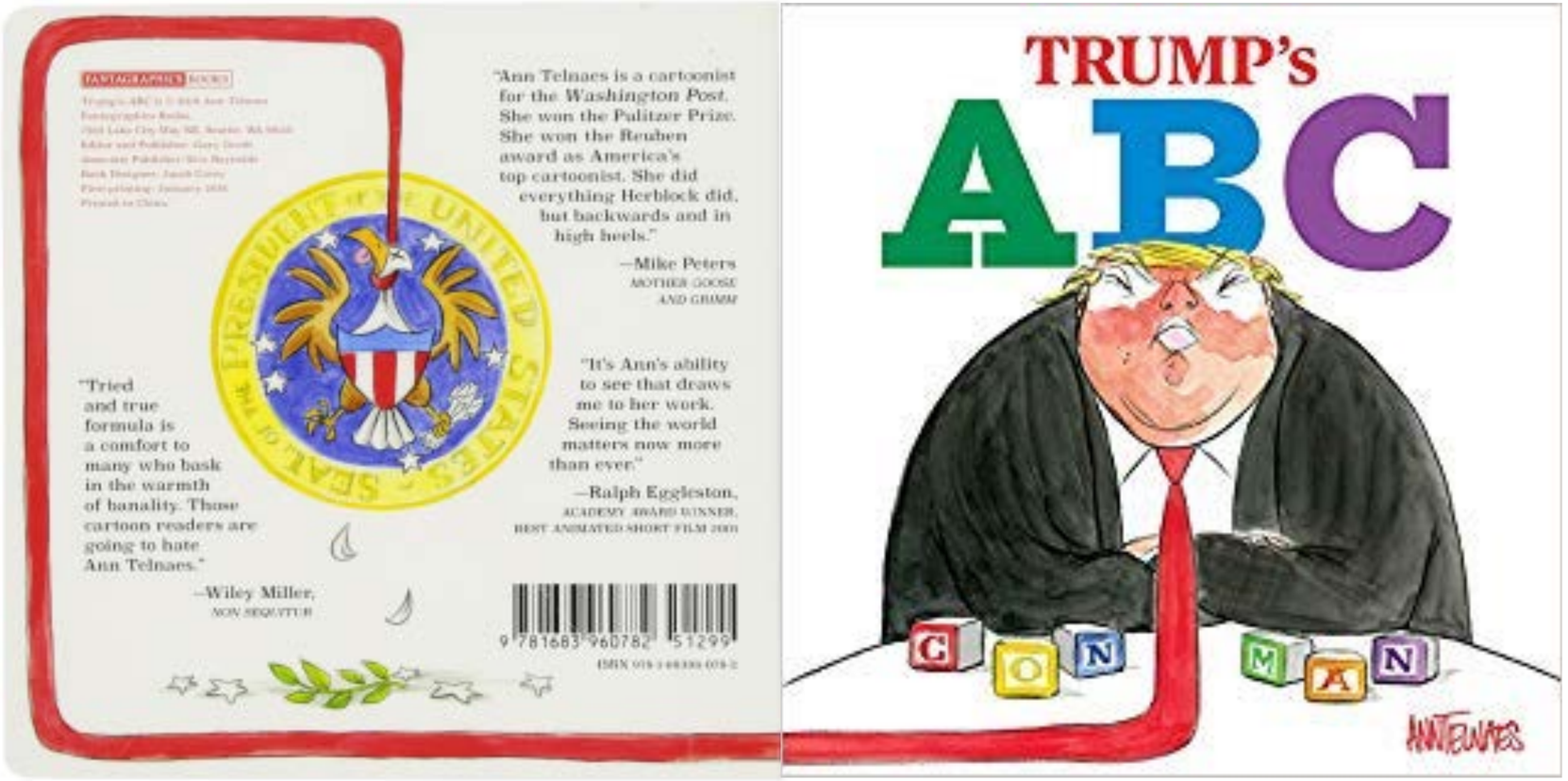

CROSS
THE
LINE
IT ALL
STARTS
WITH A
CHOICE.

Trumps ABC's

Attention-grabbing. Though it says ABC on it it is not a book marketed towards kids.

The political imagery and subheader set clear expectations for the user of what is inside. The book keeps that childhood feeling with the imagery treatment while dealing with political issues that would normally be over younger users heads.

The use of continuity with the tie draws the users attention to the back of the book right away. When normally users might not notice the back cover till much later.

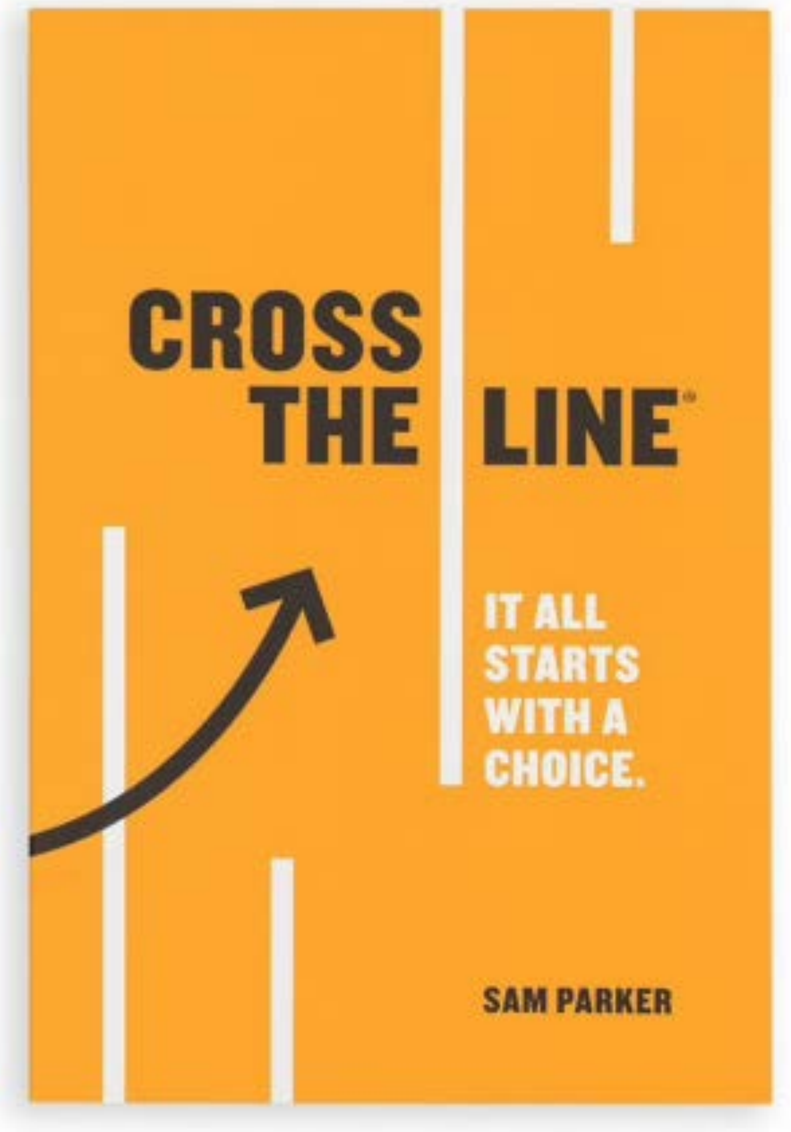


Cross The Line

The strong composition is heightened with the bright orange color. Making the book stand out for all the right reasons.

The black arrow breaking the grid draws the users eye to the tile. While the white lines bring a sense of movement taking users eyes all around the cover.

The sophisticated and throughout treatment makes the user already start to trust the content without reading a single word.



Smoke and mirrors

Tactile is the key here. This looks very human with organic shapes and lines. This book cover appeals to the humanistic side of users.

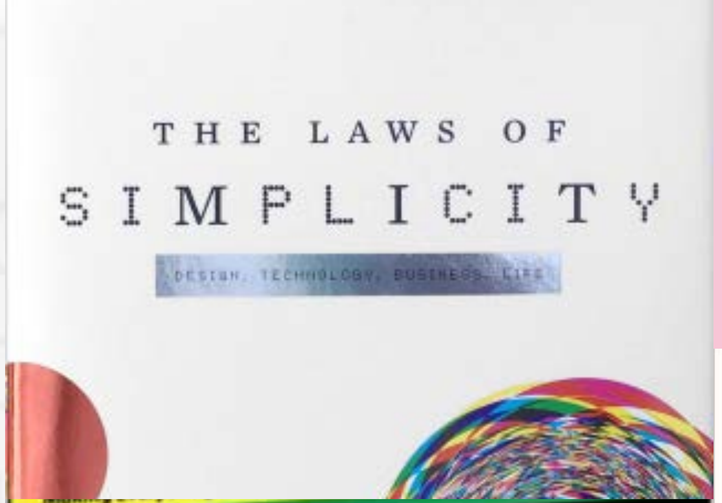
It does not look like most covers that are very minimalistic and geometric. This cover has hidden details and symbolism that keep the user looking at it for longer. The typography also has a handwritten feel to it while not appearing tacky.

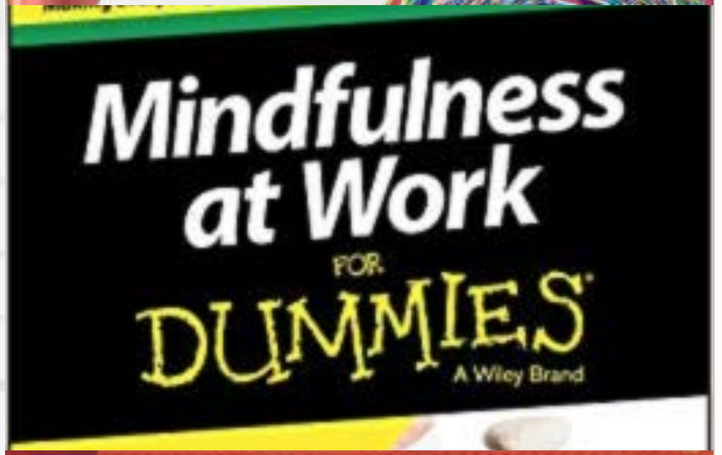
Cover Copy

If the right copy is chosen it can be as important if not more than the imagery. However, if the wrong word is chosen it can also be off-putting to users. This section analyses the title copy and how it might affect the user's decision to read or buy the book.

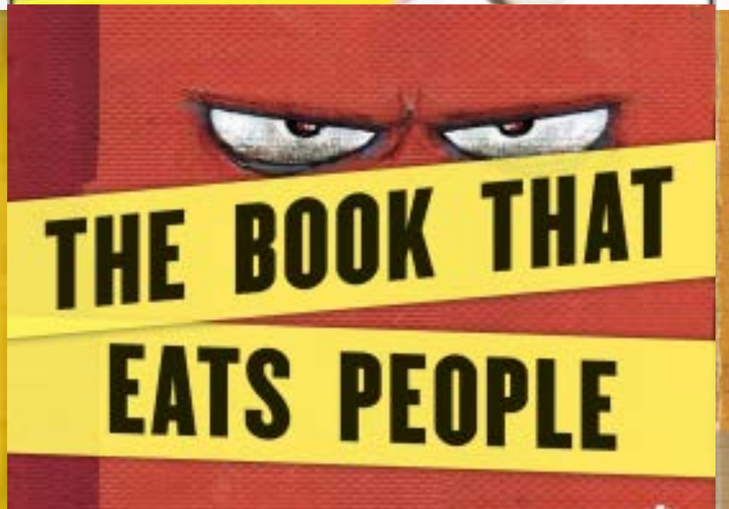
THE BEAUTIFUL
CHAOS
OF GROWING UP
ARI SATOK

A B
to
JAY-Z

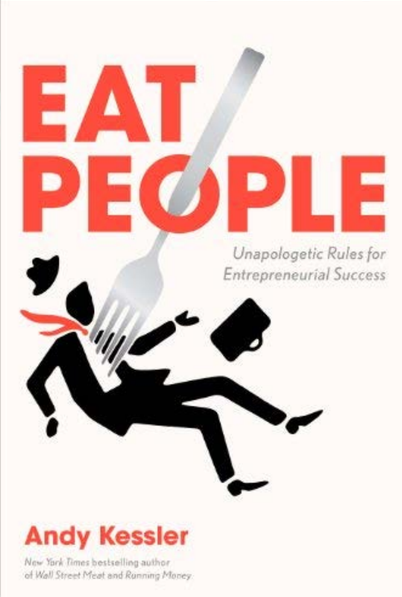

THE LAWS OF
SIMPLICITY
DESIGN, TECHNOLOGY, BUSINESS, LIFE

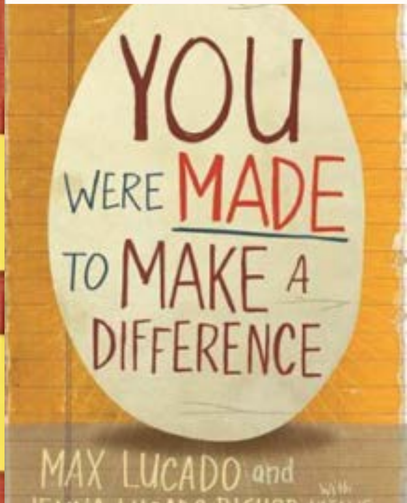

Mindfulness
at Work
FOR
DUMMIES
A Wiley Brand

HOW TO
AVOID
WORK
By


THE BOOK THAT
EATS PEOPLE

all
in
good
taste


EAT
PEOPLE
Unapologetic Rules for
Entrepreneurial Success
Andy Kessler
New York Times bestselling author
of Wall Street Meat and Running Money

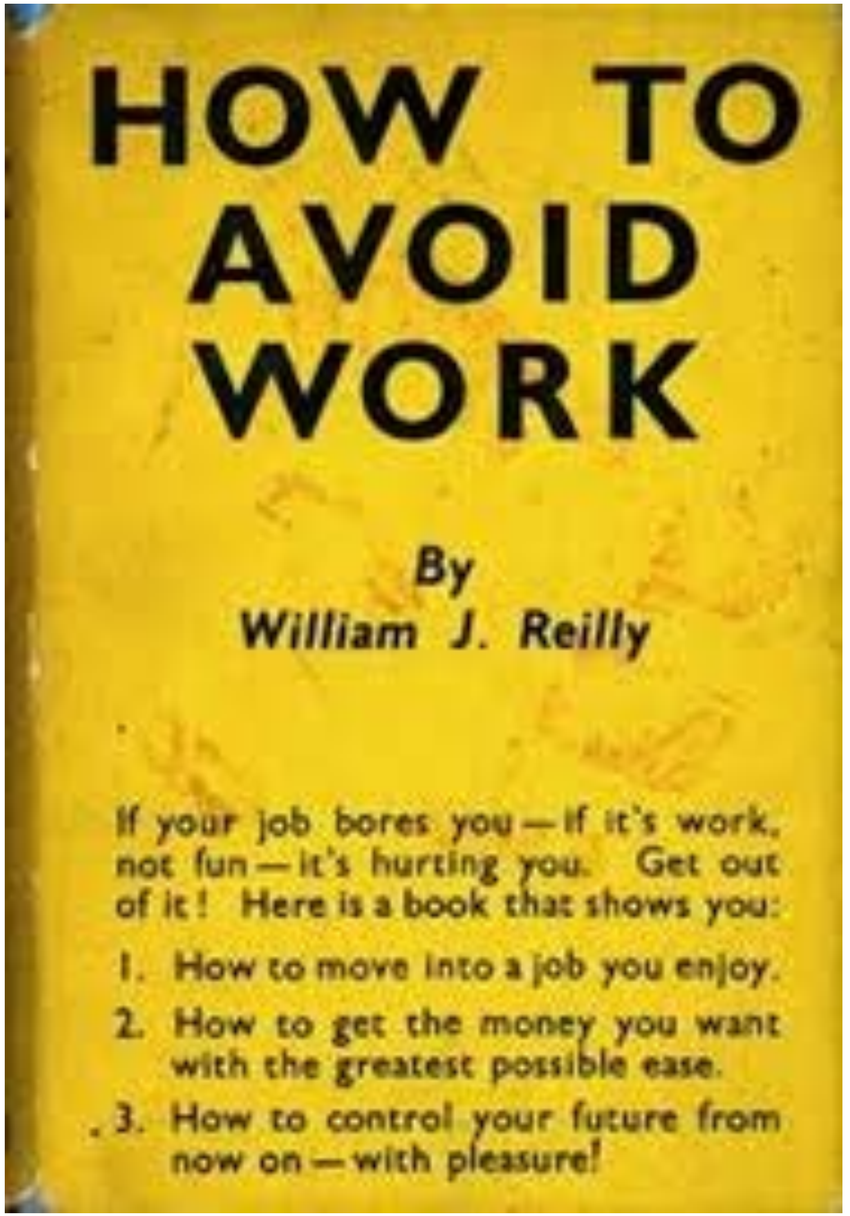

YOU
WERE MADE
TO MAKE A
DIFFERENCE
MAX LUCADO and

How to Avoid Work

Instead of being supported by imagery this title is supported by copy. It gets away with it because the title appeals to almost everyone. For the reason that people have to work but they don't really want too.

After the user reads past the title they are greeted with a short description and 3 things that they will learn. This was a great treatment. It sets the users expectations for the book before having to read past the front cover.

However, the title alone without the supporting text seems like a get rich quick scheme and could turn away some users if they did not read all of the text.



F&*$ Off

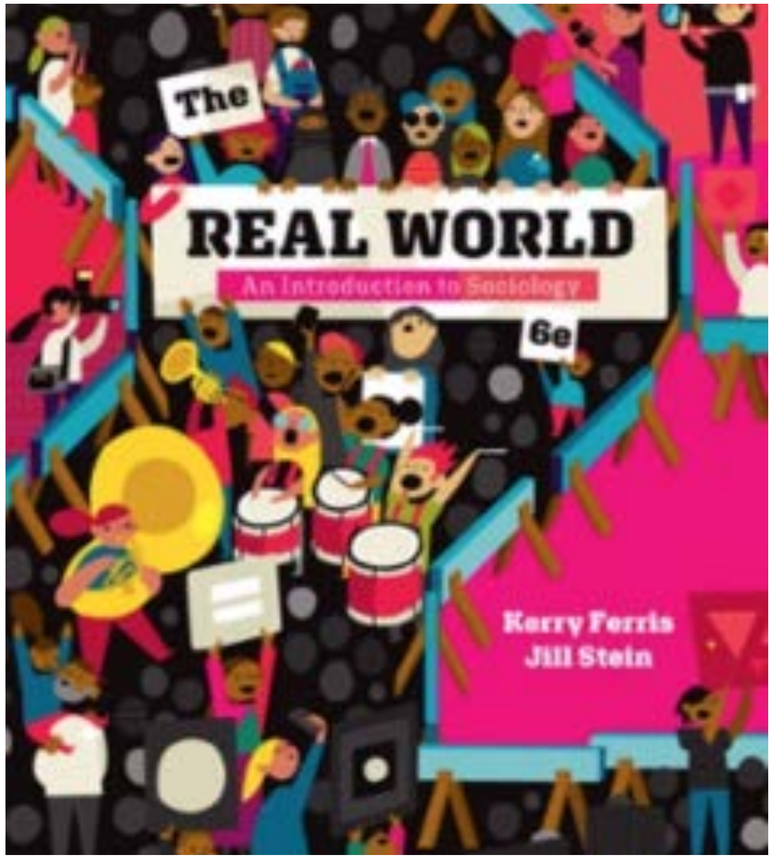
This title is not subtle. It is eye-catching but does little beyond that. The user has no idea what to expect from this stress relief coloring book. Are the pages of flowers or of profanity? They have no idea until they open it.

Putting profanity on the cover of a book limits the audience, no matter how good the content is inside. This book could not be brought into most professional environments. Beyond that, it would be very hard for an authority figure to gift this book or even recommend it to anyone.“The cover is not the book” but it certainly can prevent someone from reading it.

The Real World

The word that changes the entire title is "real." If the book didn't have that word it wouldn't catch the users eye. For the reason that the user already knows about the world in general. The title is intriguing because the language is subconsciously telling the user that they do not know what the real world is like.

No one likes not knowing things especially about how the real world works. So it is a smart strategy when trying to get users to read a potentially bland subject.



Page Graphics

Now we explore what's inside the cover. This section analyzes different styles, proximity, and color of the imagery chosen for the pages.

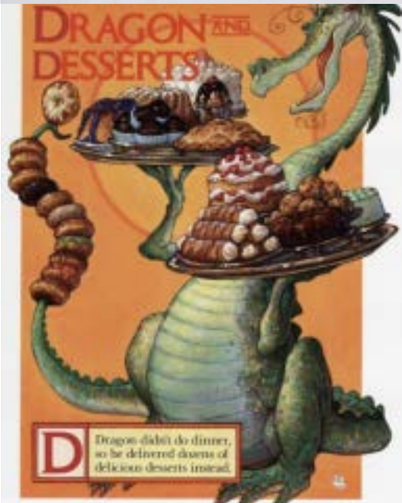
OOPS!
BOING
BOING
BOING
BOING

Vv

is for tweeting
thin-skinned and obtuse

be
you.
N.O.T.
them.

W
is for the
witty wacky
Waffle Bug.
W


DRAGON AND DESSERTS
D
Dragon didn't do dinner,
so he delivered dozens of
delicious desserts instead.

A B to Jay-Z

The faded colors give the book an older hip-hop feeling while still keeping the childhood fun with the hand-drawn letters.

The style of the characters that resulted from the limited color pallet makes the book stand out. Many ABC books use all the colors they possibly can. This one limited it to green, pink and yellow, with dark blue for lines. This resulted in a style that appeals to little kids, adults, is approachable, cohesive, and has enough visual versatility that still makes it fun.

Dont Cross the line

The transparent overlapping organically drawn characters makes the page feel extremely crowded. The characters are bleeding into one another. Which along with the varied layout and minimal hierarchy feel consistent with the theme of a growing crowd.

If the characters were geometric, opaque, and had consistent spacing it wouldn't have felt like a crowd of antsy people. The style also brings consistency to the chaos of varying people. However, there is too much variation between the two black outlined characters and the rest of the illustrations in the book.

Pig the Pug

Humor is subjective but this style not only goes with the weird quirky copy of the book it elevates it.

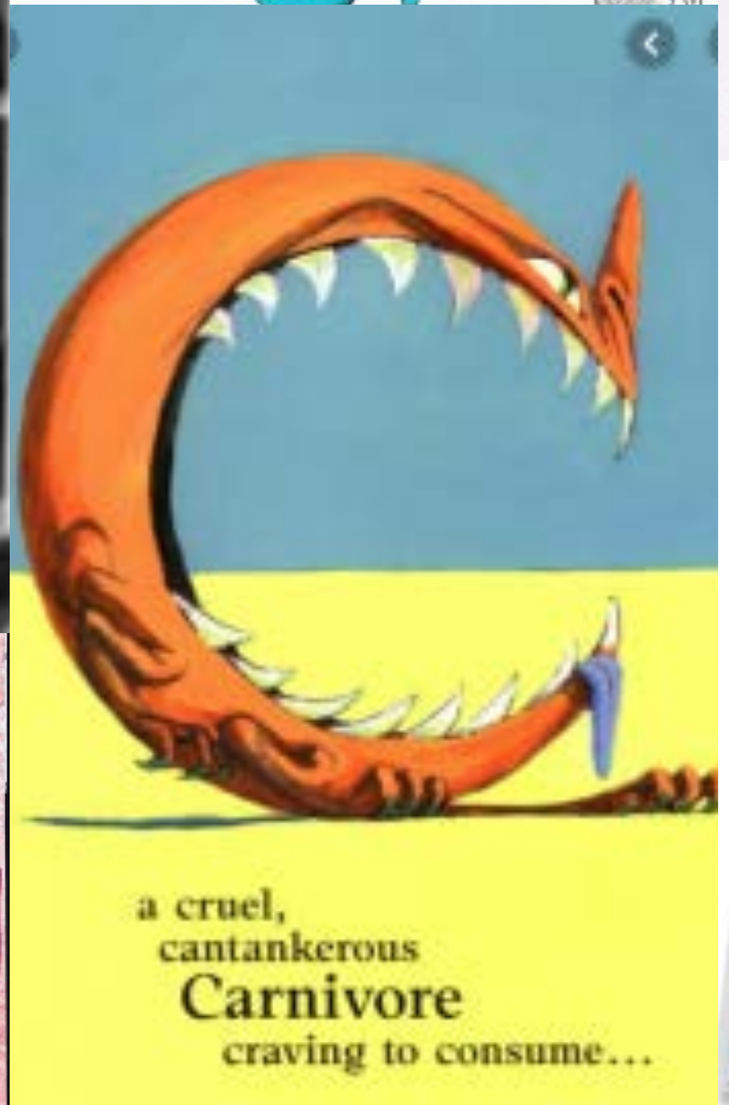
The hand-drawn feeling results from the blending of multiple colors to make the browns, the textures, and organic shapes. It is also well-executed, unlike some books whos illustrations look like doodles. The user can tell that time was put into this. It catches their attention for longer because there is more detail to digest.

If the pug wasn't as highly rendered the goofiness would have been pushed too far, it would have lost its charm, and it wouldn't hold users attention as long.

Page Copy

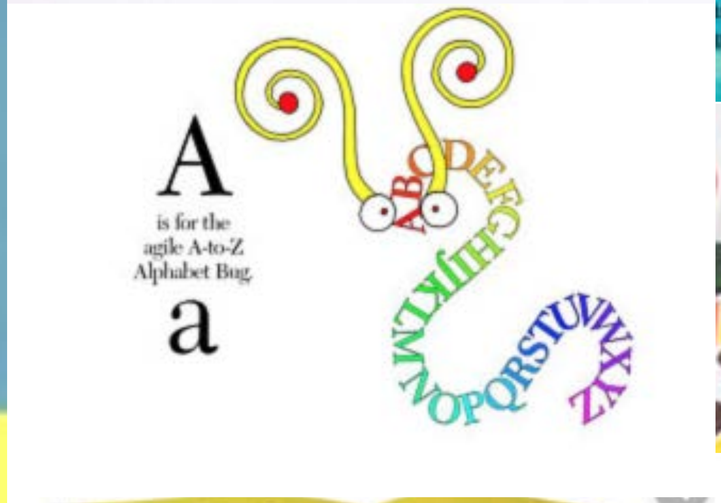
Diving even deeper into the book. This section analyzes the treatment, layout, and copy of the text.

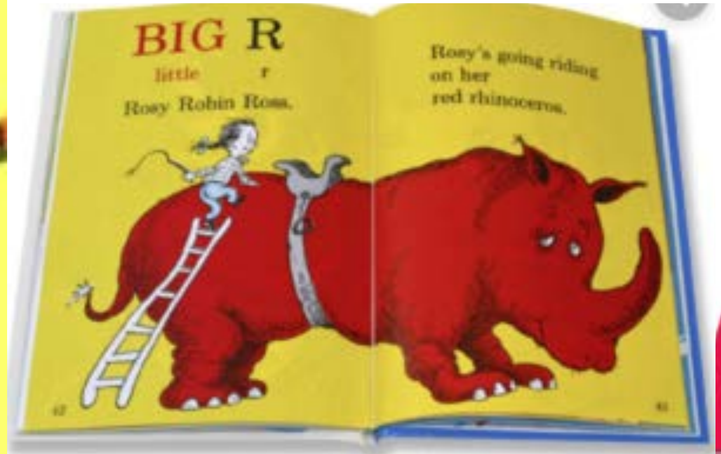
TRUMP
TRUMP
TRUMP


a cruel,
cantankerous
Carnivore
craving to consume...

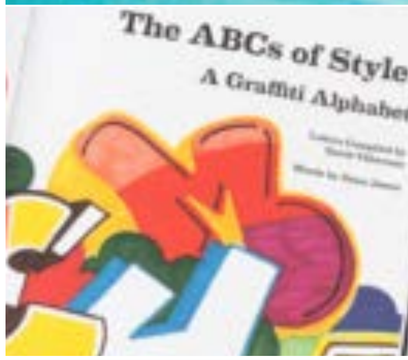
Open minds Operate best.
Critical thinking Over tests.
Wisdom can't be memorized.
Educate! Agitate! Organize!

you broke it
zingers for a dull date


A
is for the
agile A-to-Z
Alphabet Bug
a
ABCDEFG
HIJKLM
NOPQRSTUVWXYZ


BIG R
little r
Rosy Robin Ross.
Rosy's going riding
on her
red rhinoceros.

B
is for Banner, Bobbing in the sky.
Blowing in the Breeze, 'cuz you're not shy


The ABCs of Style
A Graffiti Alphabet

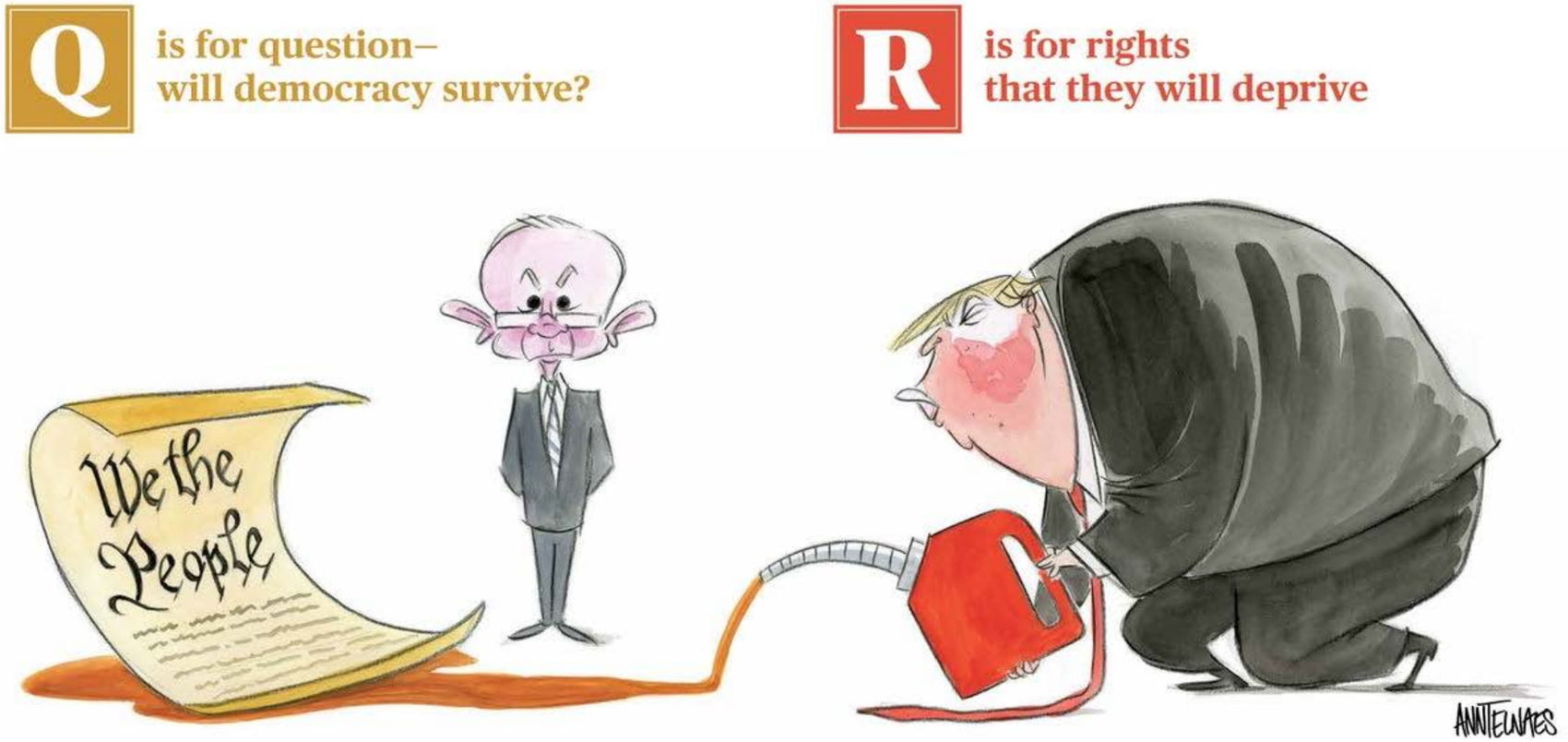
I only know
what I
love

Trumps ABC's

The two letters are tied in with each other quite seamlessly both with copy and imagery.

The extra layer of thinking by associating the two letters elevates the solution by building a bigger picture. One that wouldn't have been achieved with only one letter.

The hierarchy of the letters is also well-executed. The letter being cut out of the dense color makes the user's eye go directly to it. Making the page easy to scan. The type is also separated from the visuals allowing the user to focus each section. The proximity still makes the type and image feel part of the same group.



GOOD NIGHT'S BOOK, FOR CHILDREN

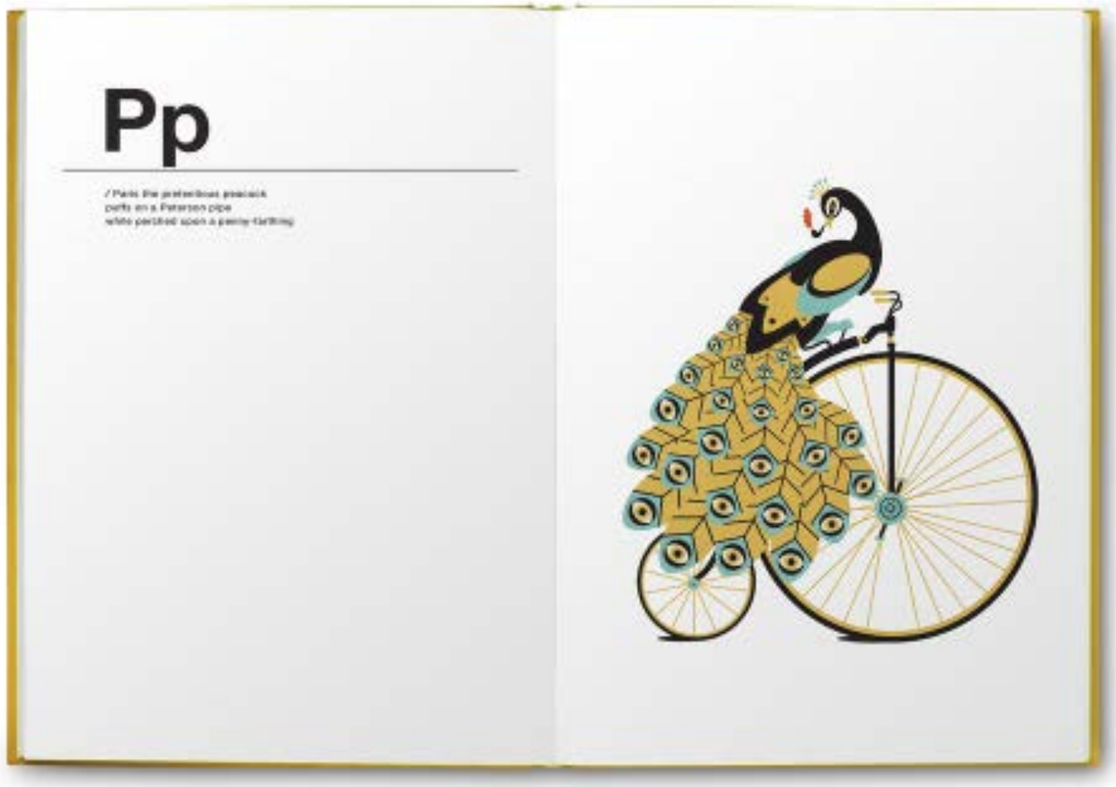
In terms of size the type is second hierarchically but that doesn't mean that it's not the focus. The white space and continuity draws the user focus to the type.

The letter is not given a call out apart from the text as seen in many other books. The texts alignment is also staggered. This is cohesive with the movement of the illustration. If the “K” was highlighted in its own section it would add another group. This treatment gives the user only two groups to focus on. Playing into the calmness before bedtime theme.

Alphabetics An Aesthetically Awesome Alliterated Alphabet Anthology

As the very long title has told the user this ABC book is constructed with the concept of alliteration.

Even though the copy is quite enjoyable to read and well thought out the layout makes it feel boring. It is all left-aligned with strong hierarchy on a grid but there is no excitement. The type also feels disconnected with the image, they are very far away from each other and. The only thing tying them together is the words written.



Cover Text

After looking at many books and other designs I came up with several names and ultimately landed on a common phrase with an added twist.

Book Title

Don’ be a [redacted]

It’s the number one rule when hiring someone. However, parents, professors, and other professionals would most likely not buy a book that has that on the cover. So I added the black bar that lets the user fill in the blank themselves.

The black bar also has the potential to be filled with all of the unique designs in the book and act as a reoccurring theme.

Book Subtitle Option 1

You got the job now keep it

A little cheeky but it sets the mood for the book. This will not be a boring read. It will have useful information but the user will enjoy reading it and may even laugh.

Book Subtitle Option 2

Inclusion in the workplace

Not very fun but it gives the user an idea of what the book is about before opening it which is the ultimate goal.

The letter “P”

Next, I looked into words that began with "p" that fell under our theme.
I then started exploring different text that might go with the words.

P

Privilege – Perspective – Pay – Plan – Polite – Punctual – Pixel – Potential – Proactive – Problem – Productivity – Passive aggressive – Perception – Practice – Precise – Promotion – Public relations – Personal Etiquette – Personality – Personal management – Persuasion – Passion – Persistence – Planning – People – Positivity – Proud – Personal Space

Privlage

Some things are easier or harder for others.

The letter “H”

I looked into other words that began with "h" that could fall under our theme. I then started exploring different text that might go along with the different words.

H

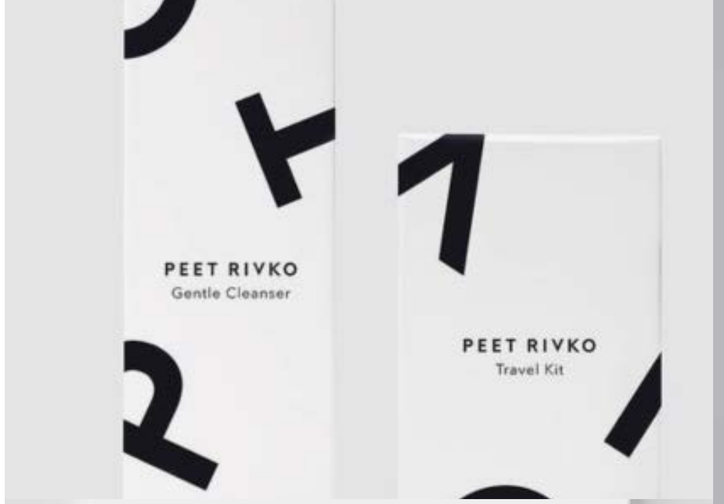
Heritage - Harassment - Handicaped - Hygiene - Homeostasis - Hypothesis - Homosexual - Heterosexual

Harassment,

Getting picked on.

Visual Exploration

Mismatch
Kat Holmes


PEET RIVKO
Gentle Cleanser
PEET RIVKO
Travel Kit

T S
T —

CRITERION DESIGNS

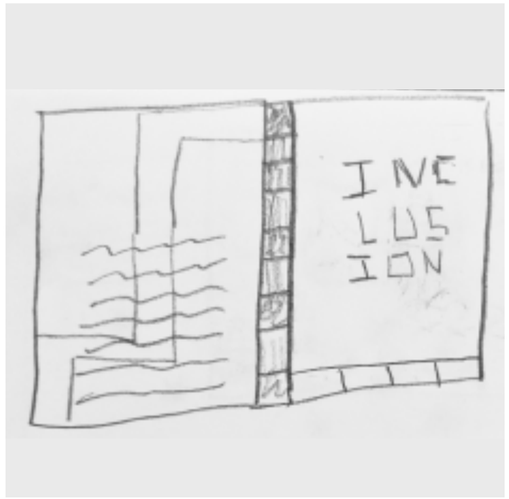
Jonathan Lieberman
Chris Clark

TYPOGRAFIK

GABRIEL KIRMAIER
UX
BITES
SMALL BITES OF USEFUL INFORMATION
ABOUT USER EXPERIENCE DESIGN

FLRN
MNML

HUGO


INC
LUS
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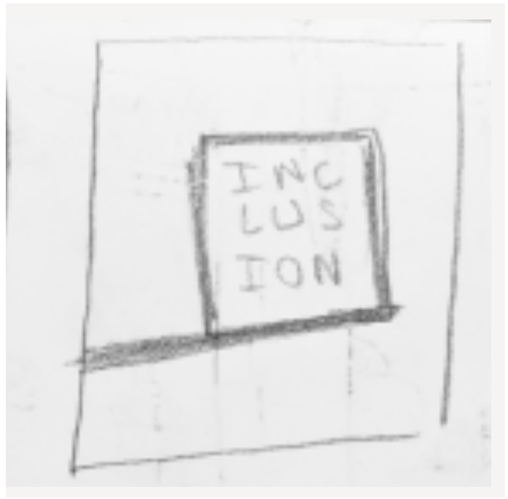
INC
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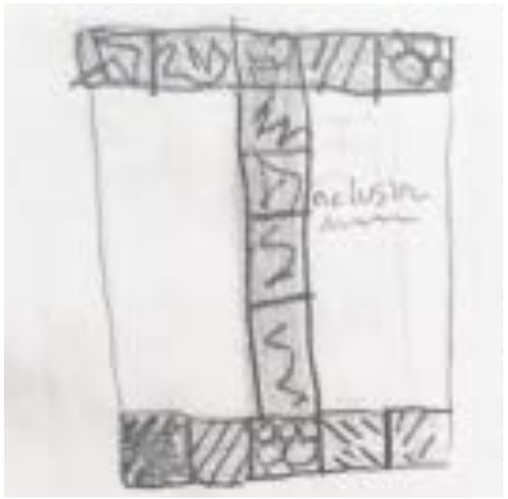
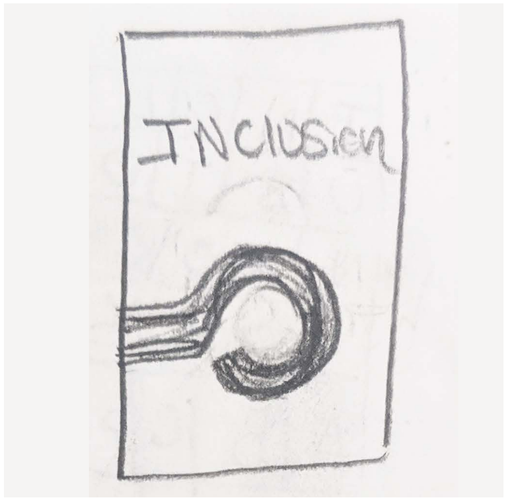
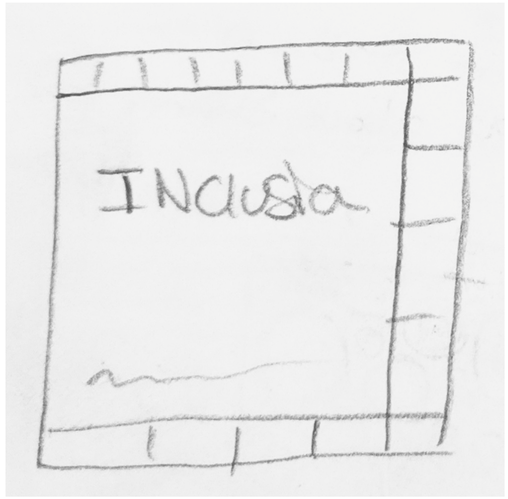
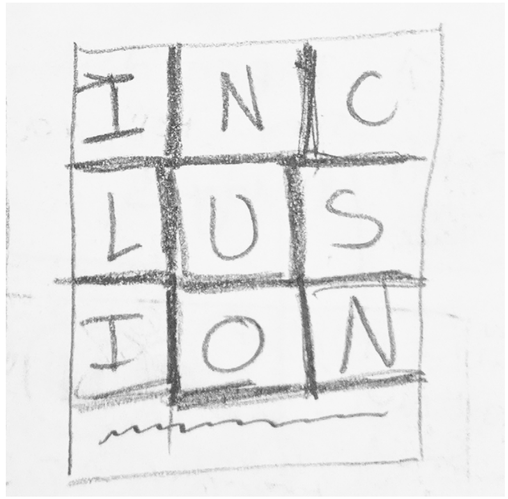
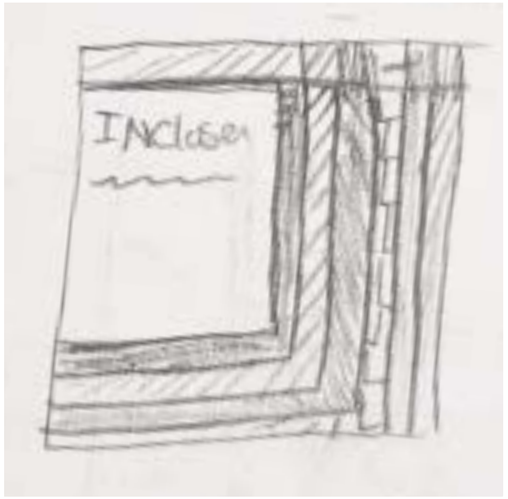
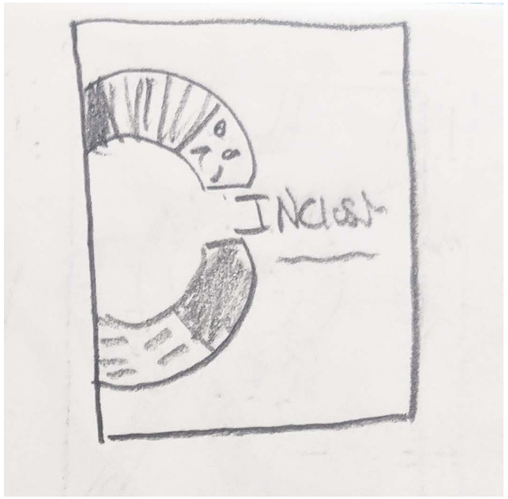


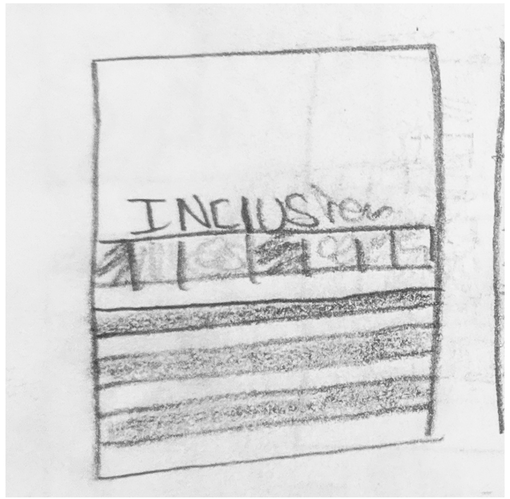

INCLUSION


INCLUSION


I N C
L U S
I O N


INCLUSION


INCLUSION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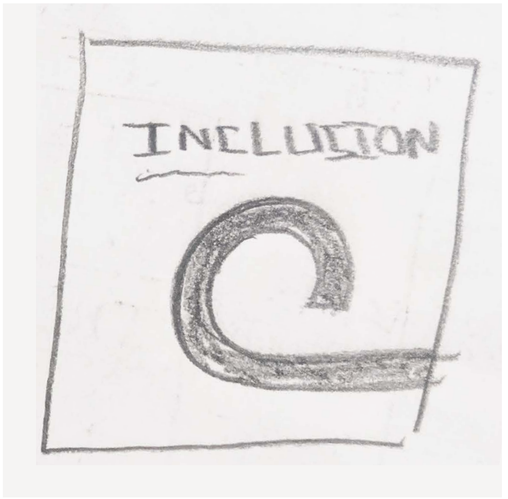
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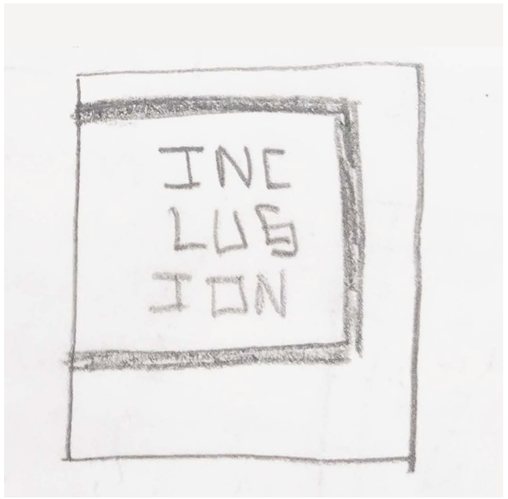
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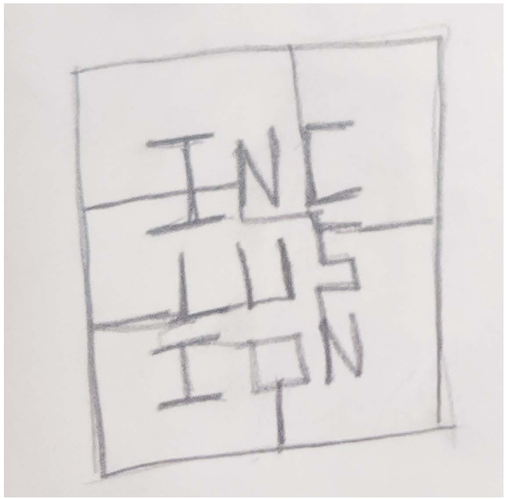
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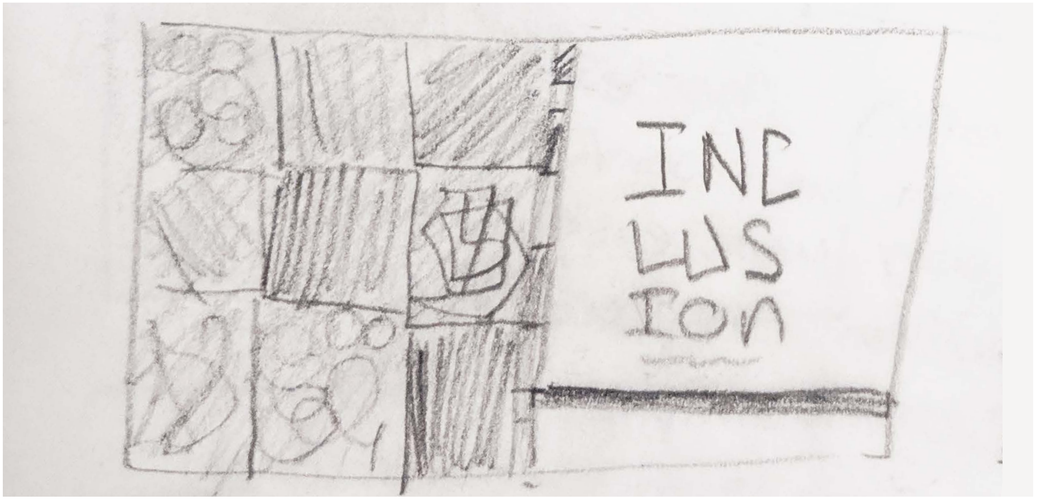
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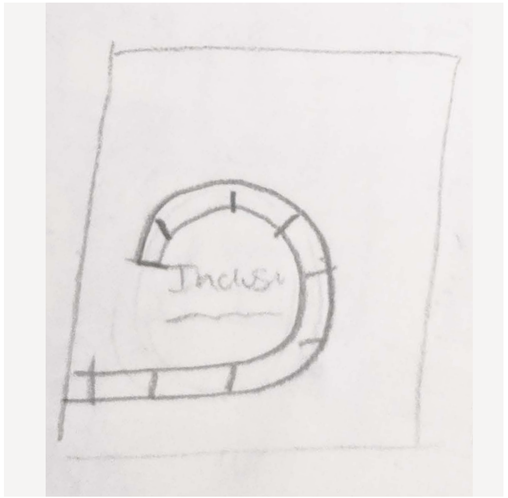
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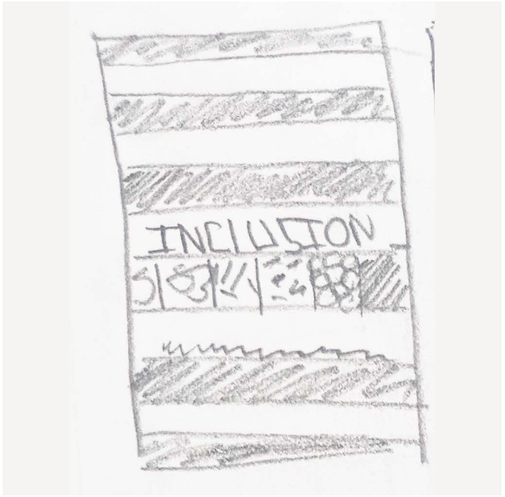
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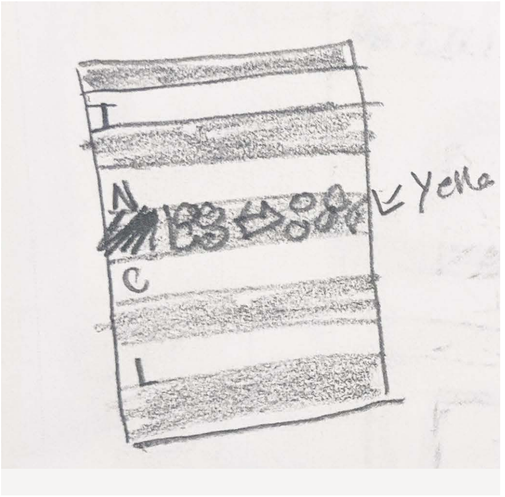
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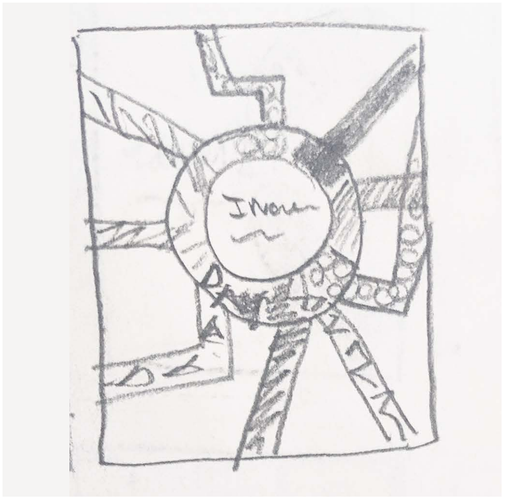

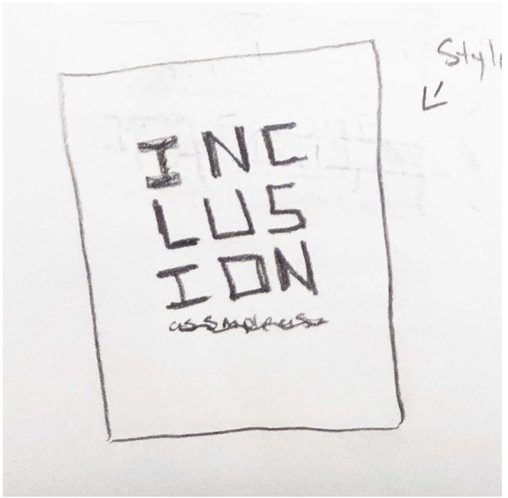
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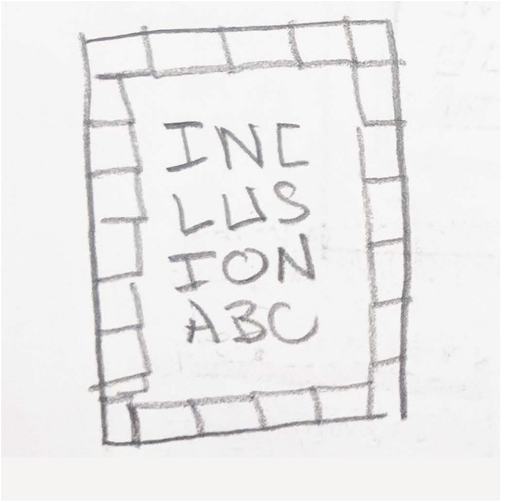
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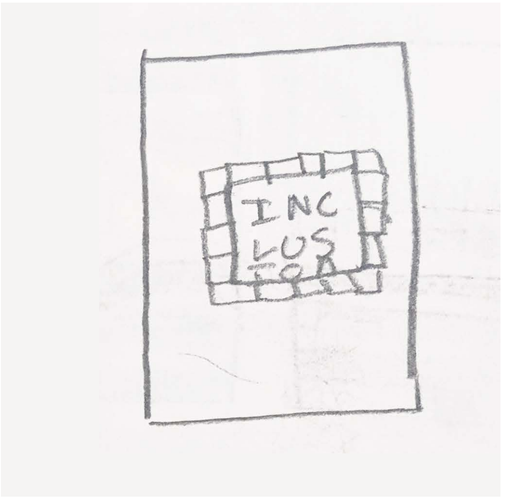
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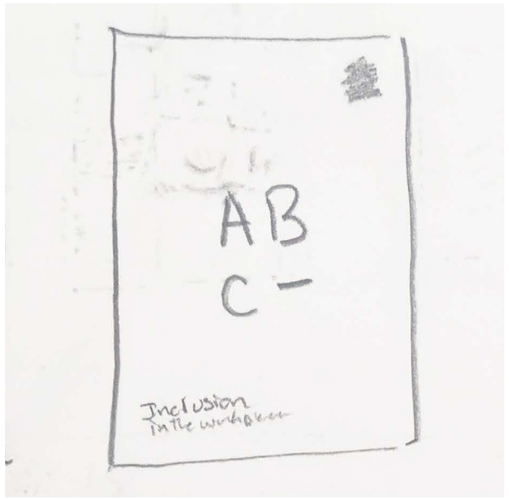
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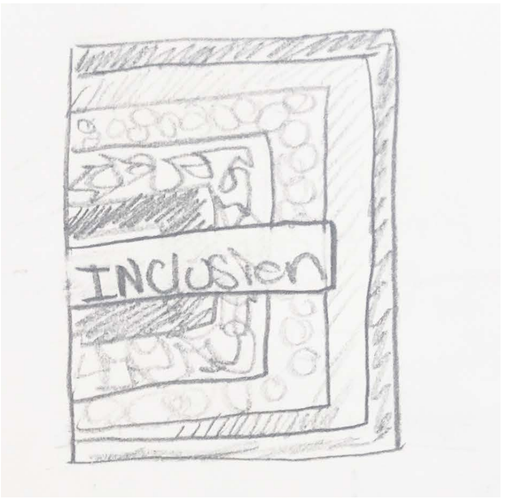
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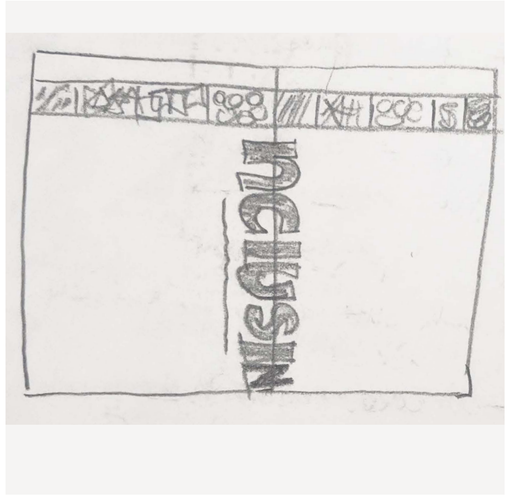
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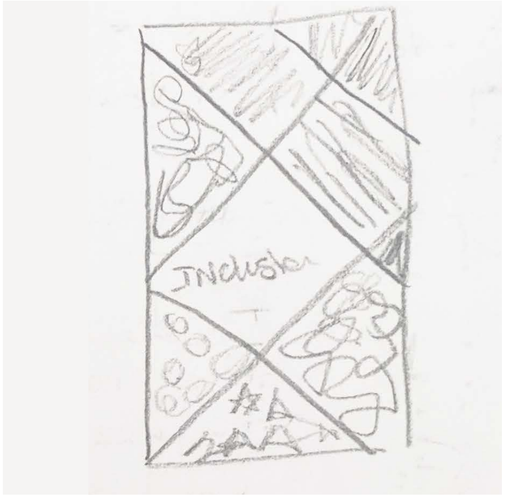
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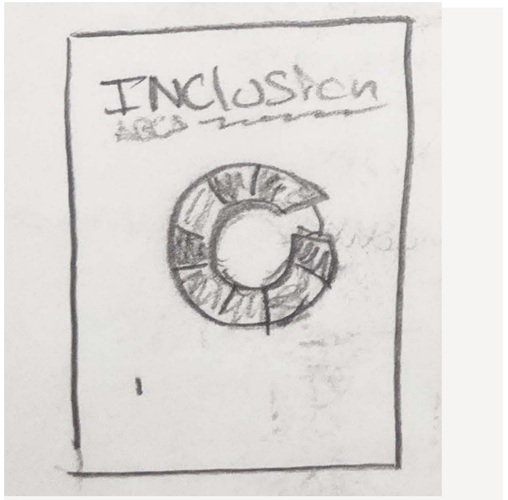
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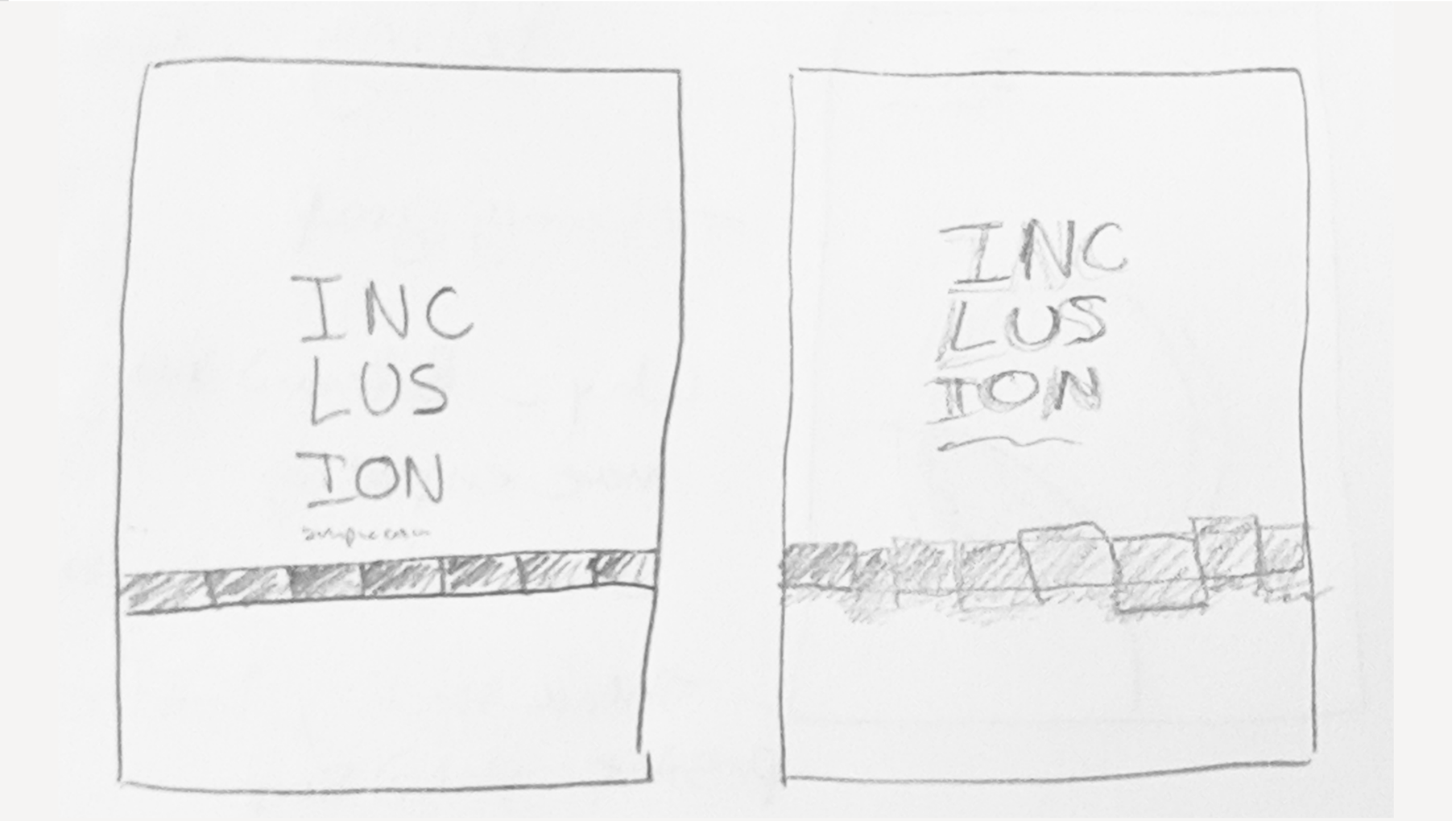
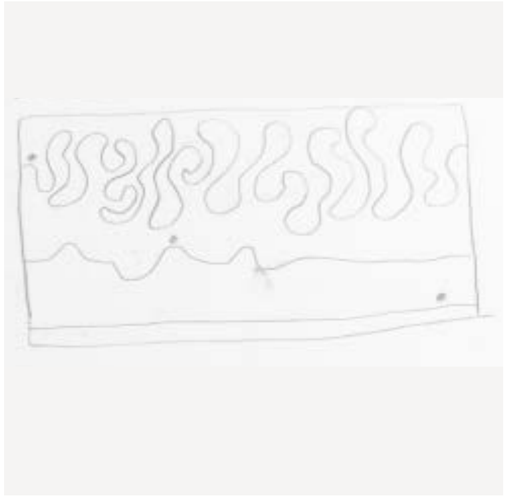


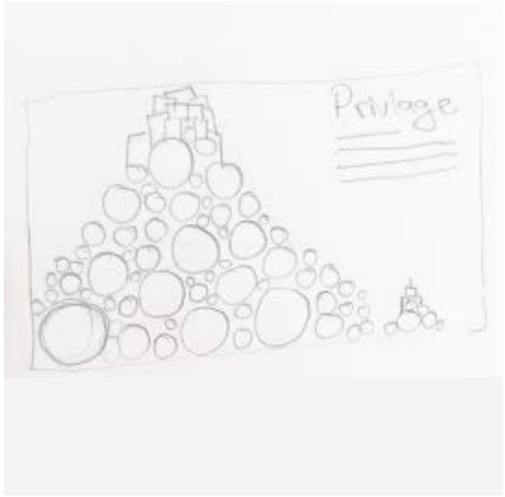
Cover Interaction

The user will click on the different boxes and they can rearrange the boxes. If they arrange them to match the order on the book cover then the image will turn colorful.

uni pin
FINE LINE

Privlage

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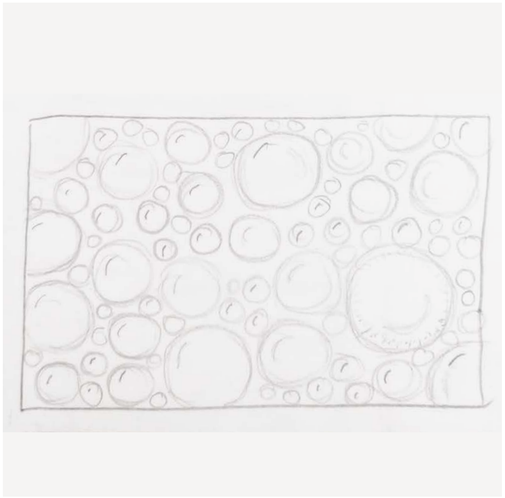

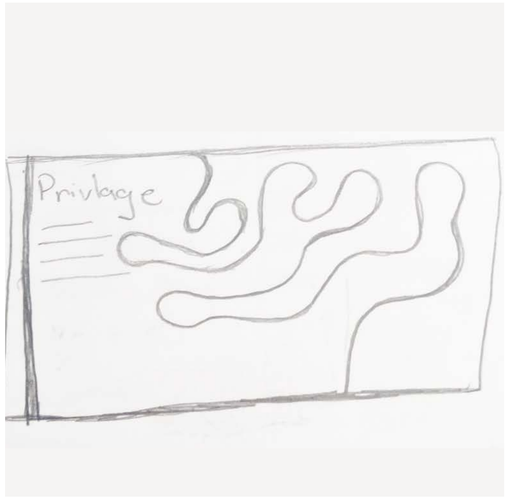
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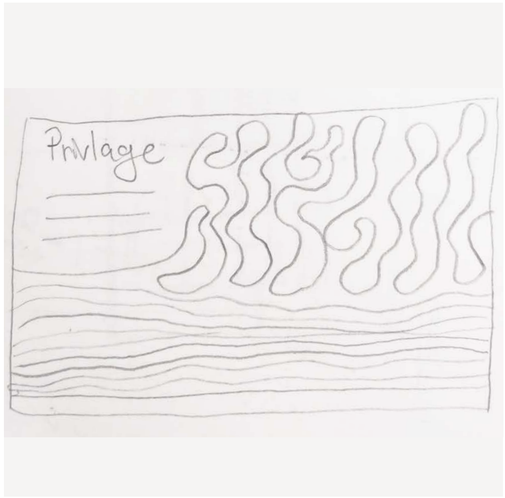
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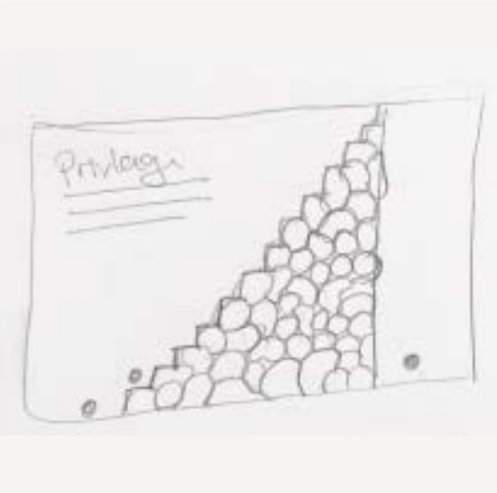
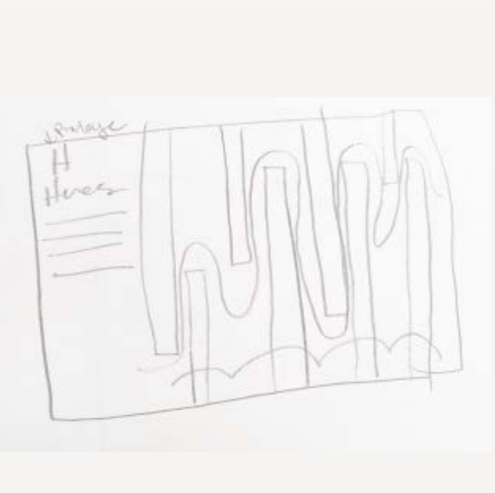
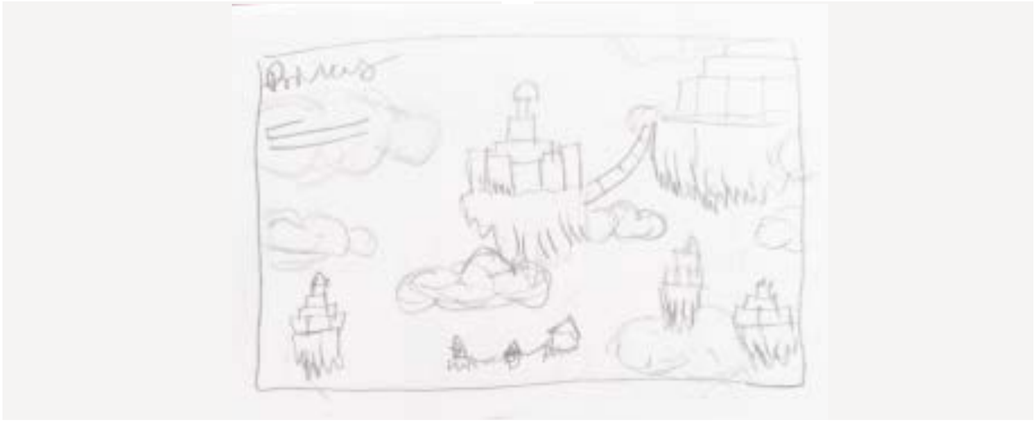
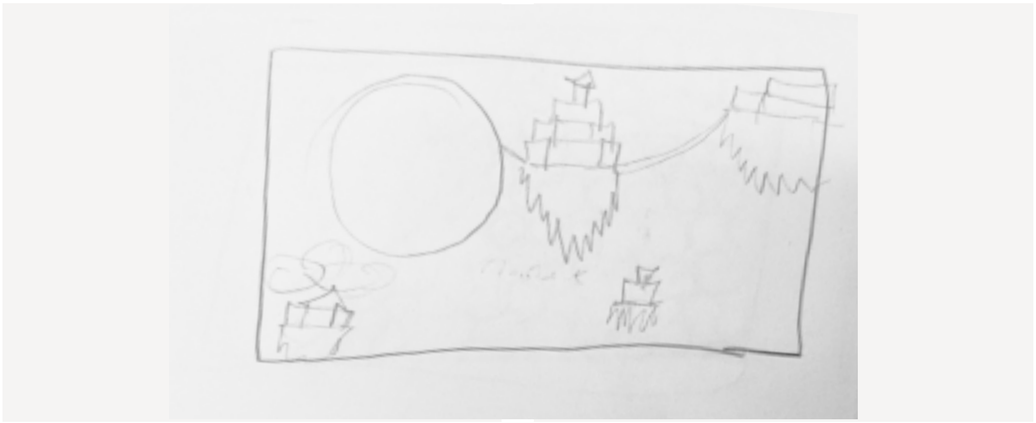


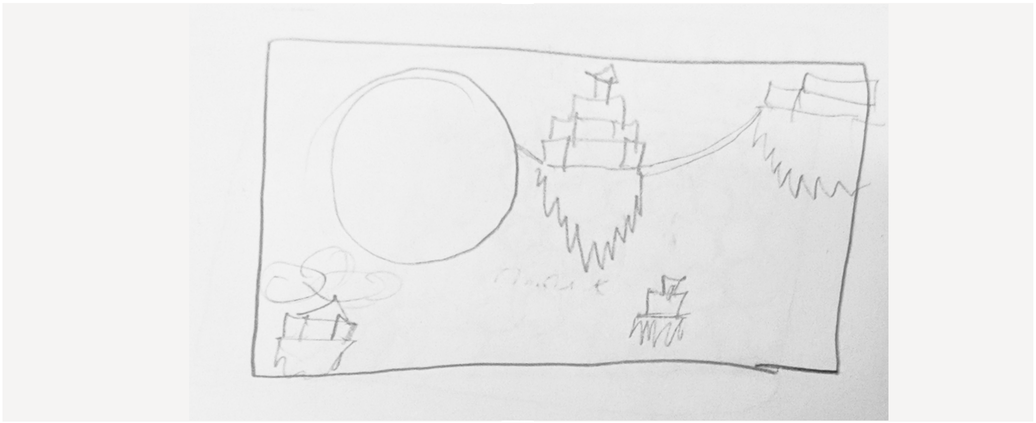


Interactions

The user will click on the islands to learn about different privileges. When they are done exploring the islands will all light up.

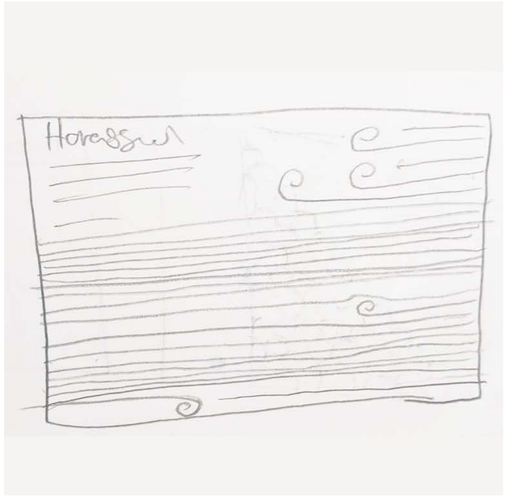


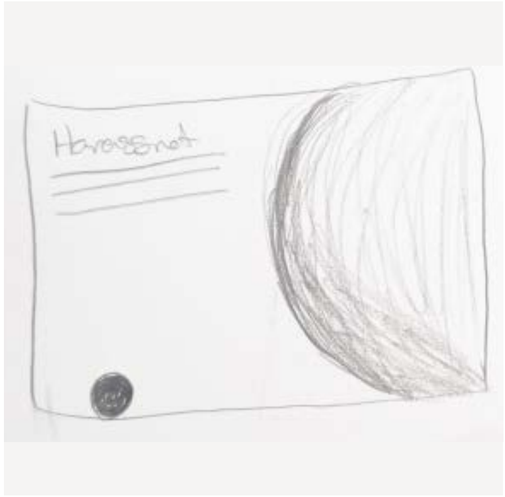




MERA

Harassment


Harassment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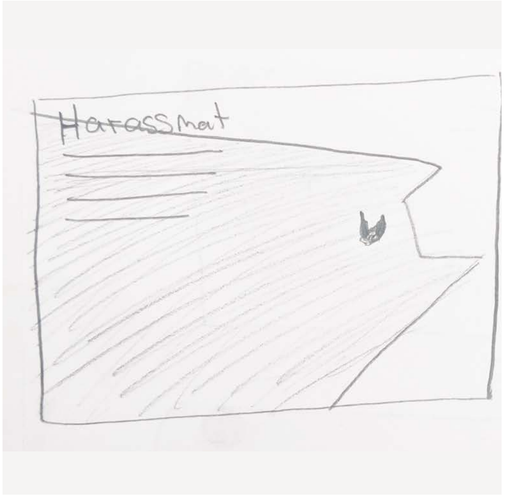
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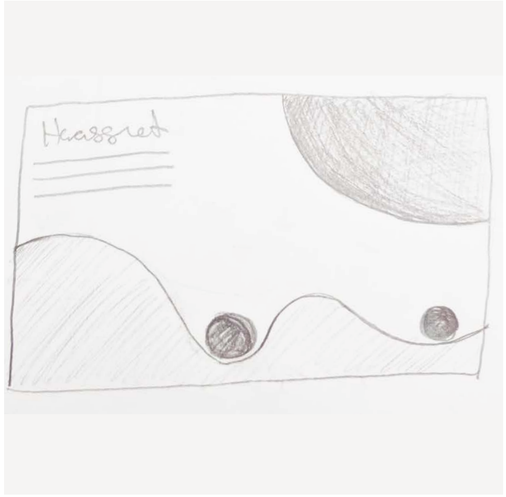
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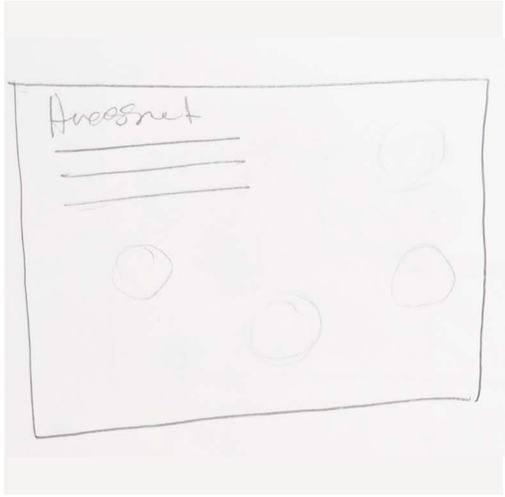
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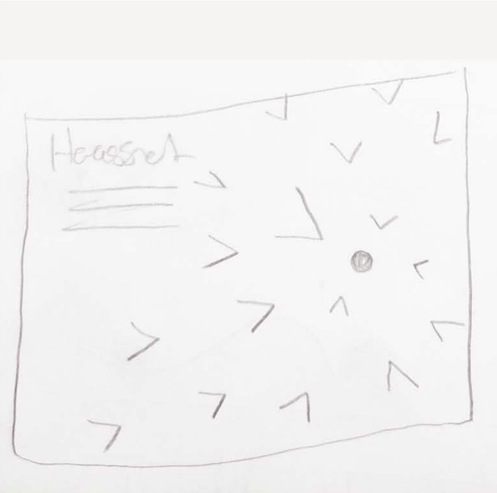
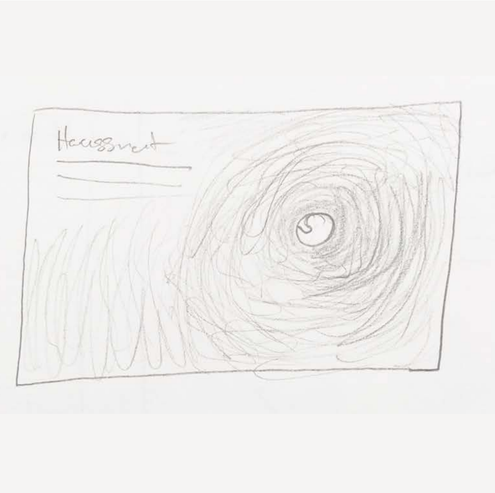
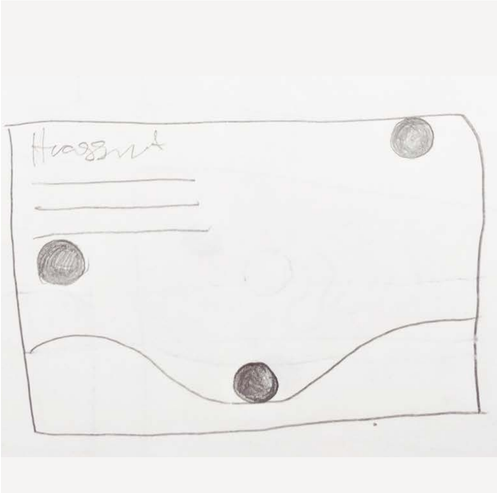
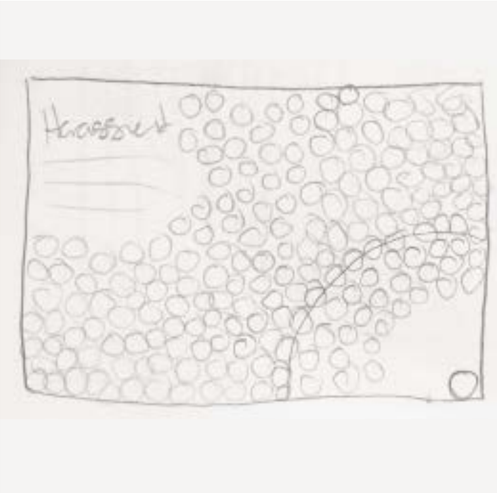








AR Mock Up

The user will point their phone at the book page. Then the page will move into 3D space. When the users taps on the bubbles it will reveal information. They can also move around them. After they have learned all the information the bubbles burst. Then a message telling them to report harassment will show.

Turning Point

Turning Point

Why?

We were struggling to define the problem that we were solving. We were designing for prospecting employees but couldn't decide what was the real issue was. So we all sat down and talked until we discovered a real problem.

Problem

Middle Schooler

Younger kids begin to judge each other without really knowing why they just know that the person is different from them. Those getting treated poorly start to think that something is wrong with them.

Hypothesis

We are all different

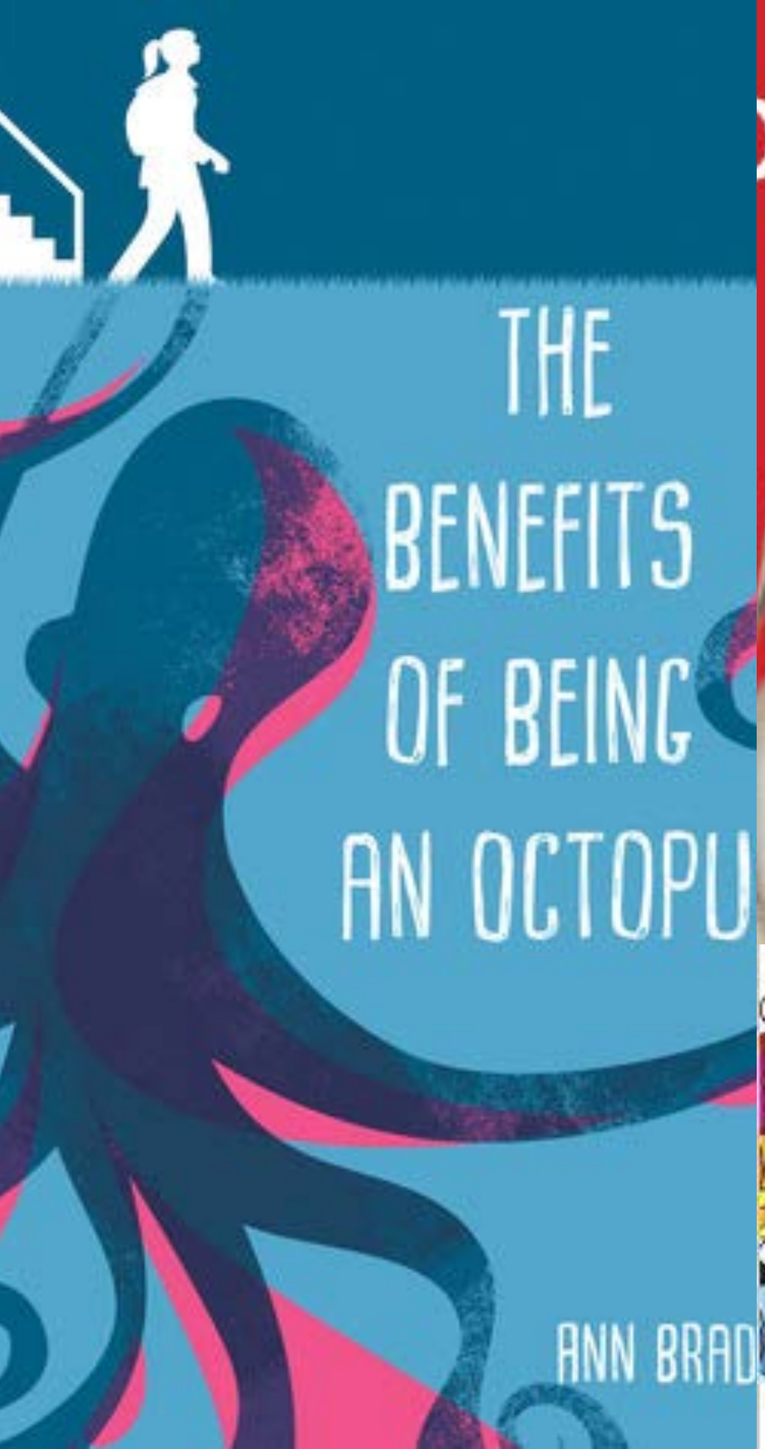
If we help young kids understand that peoples differences should be applauded not judged then the kid's perceptions will change. They will be more inclusive and realize that they are not alone.

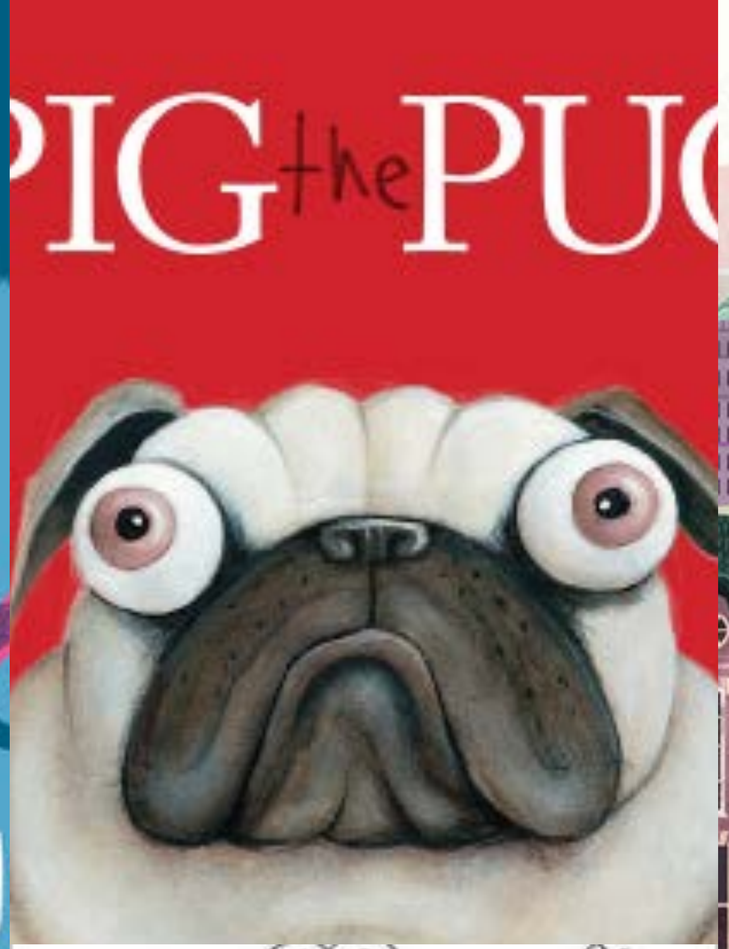
Museum & Tablet

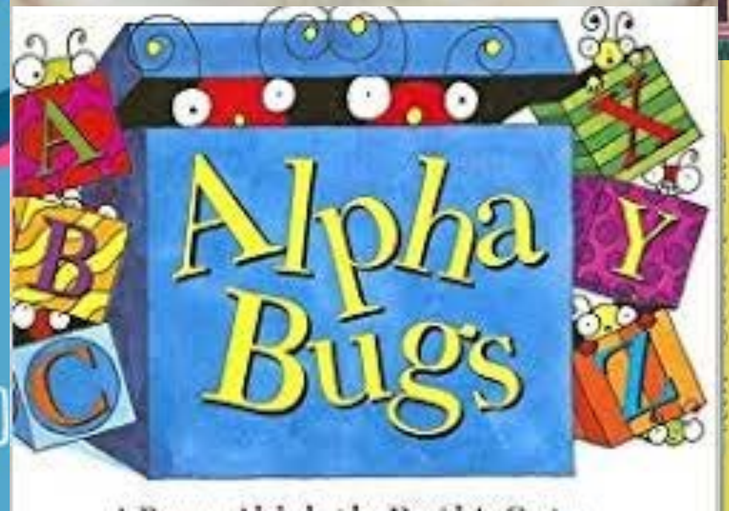
We envision the kids reading the book in class with the teacher and then them going to a museum to experience the book in another light. They would have a tablet that they would interact with and the room around them would change based on what page they were on.

Young Design

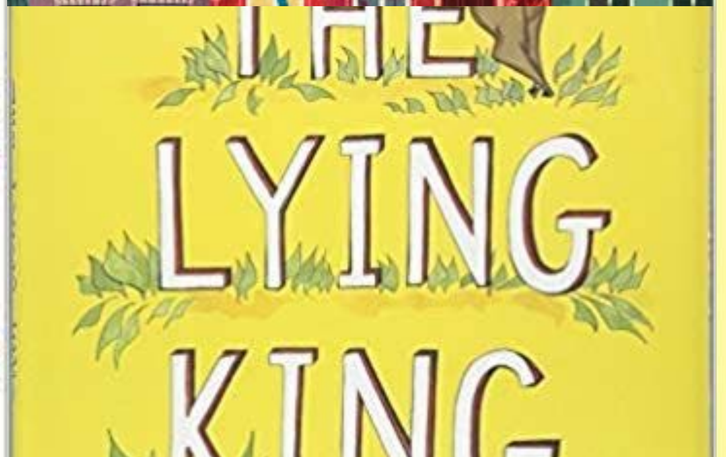
Exploring what design kids and teachers find intriguing and why.

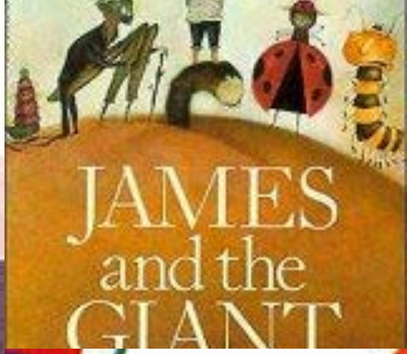

THE
BENEFITS
OF BEING
AN OCTOPU
ANN BRAD

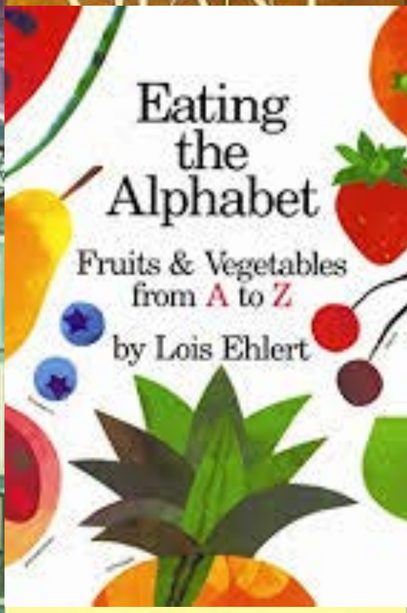

PIG the PUG

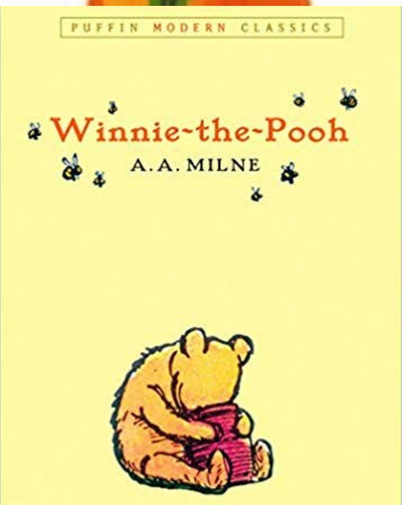

Alpha
Bugs

THE VANDERBEEKERS
of 141st STREET
"Utterly enchanting." —Linda Sue Park,

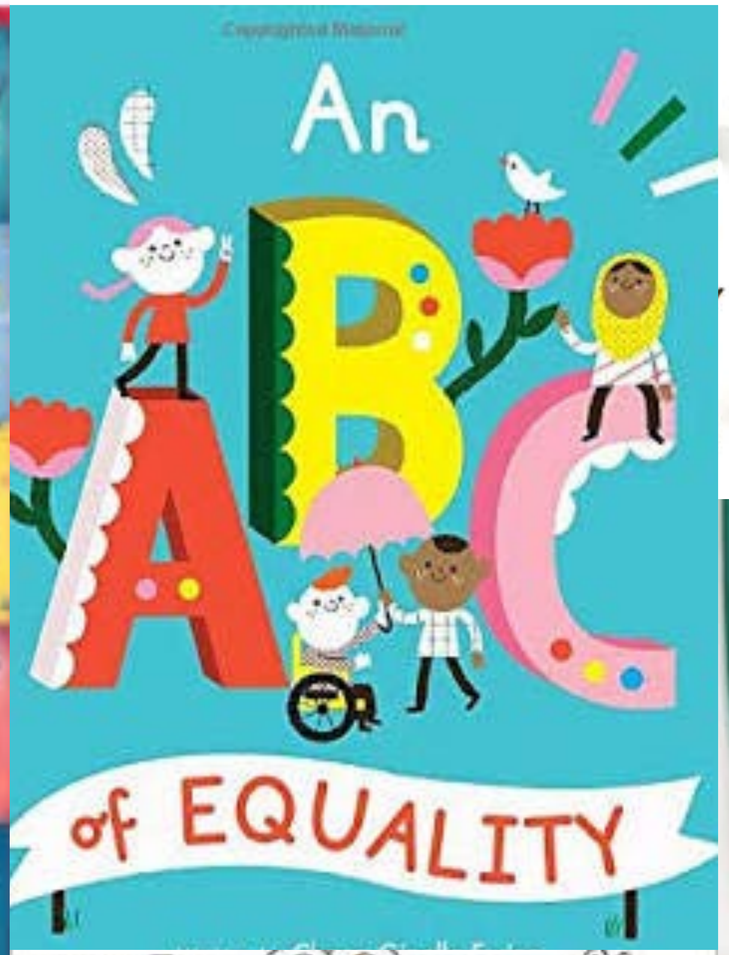

THE
LYING
KING

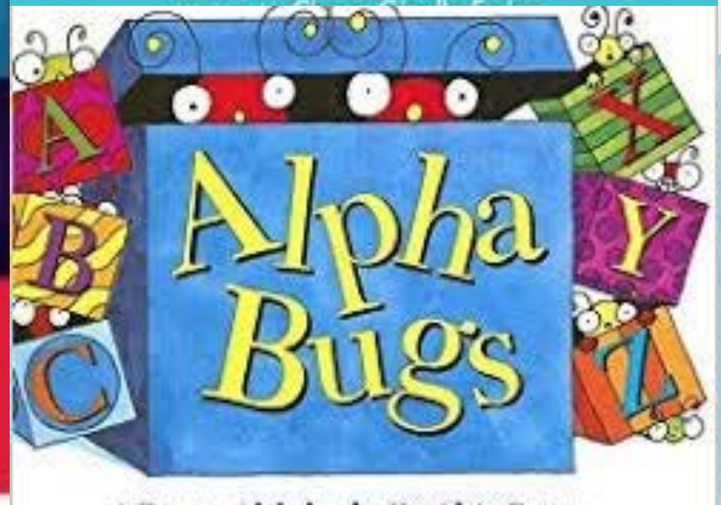

JAMES
and the
GIANT


Eating
the
Alphabet
Fruits & Vegetables
from A to Z
by Lois Ehlert


PUFFIN MODERN CLASSICS
Winnie-the-Pooh
A.A. MILNE

THE ABCs OF DISNEY
OH MY DISNEY

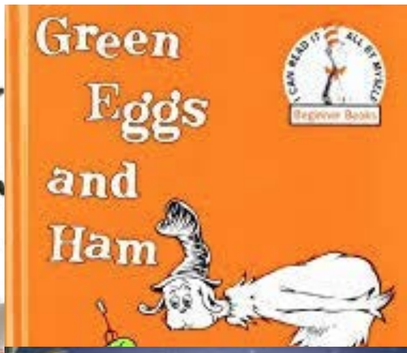

An
ABC
of EQUALITY

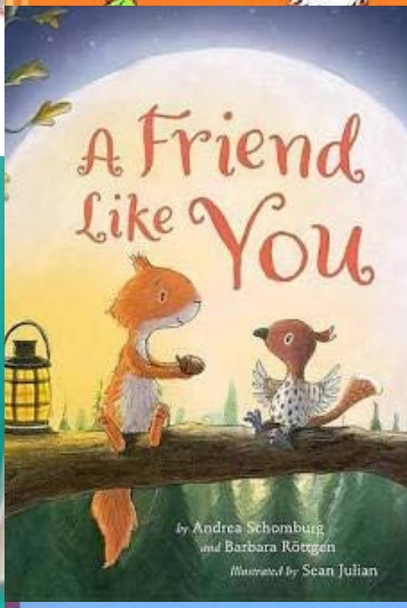

Alpha Bugs

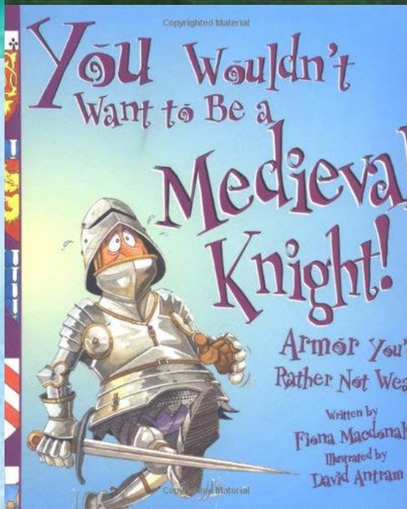
THE BAD SEED
THE GOOD EGG

rawr.

BE KIND


Green Eggs and Ham


A Friend Like You
by Andrea Schomburg
and Barbara Röttgen
Illustrated by Sean Julian


You Wouldn't Want to Be a Medieval Knight!

Visiting the classroom and getting a teachers view.

I visited a literacy specialists classroom who teaches 4th and 5th graders.

THE LEARNING ZONE

PHONICS REVIEW
blue
new
at
ful
Get the Pets

CARE
Listen to the speaker
Be nice to people
Raise your hand and wait
Clean up your mess.
Use a quiet voice.
Sit properly.
WEBSTER SCHOOLS

Reptiles

Cooperative
Accountable
Respectful
Excellent

Most Read Books

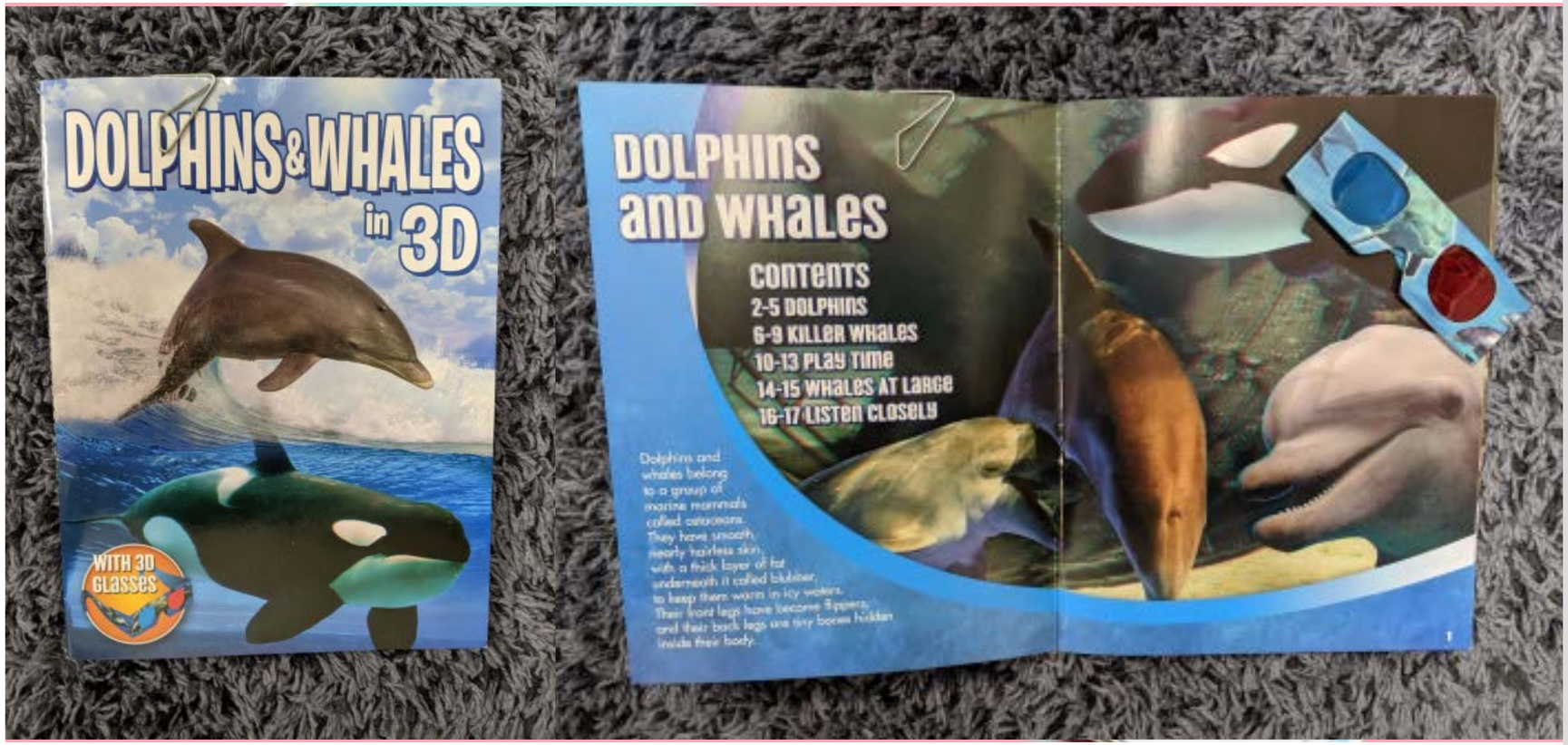
The Teacher picked out the most popular books between all of her students. The boys seemed to prefer “Dog Man” and “Diary of a Whimpy Kid” while the girls had less of a draw to those two books.

The kids seemed to like characters and lots of pictures with less text. The teacher pointed out that the kids like to find little easter eggs in detailed pictures and/or the numbering of the pages.

The Kids Favorite Book

The Teacher said that this book was one of the most engaging books that she had. Why? Because the book was 3D the large images came to life when the user put on the glasses.

Another reason the book might be popular is that the kids seemed to have a heightened interest in books with animals.



First-Hand Learning

I looked at all of the books and even put on the 3D glasses for the one. The 3D made the book more intriguing because it was something new. However, it did make it hard to focus on the text. I also got motion sick but the pro's of the book outweighed the cons.

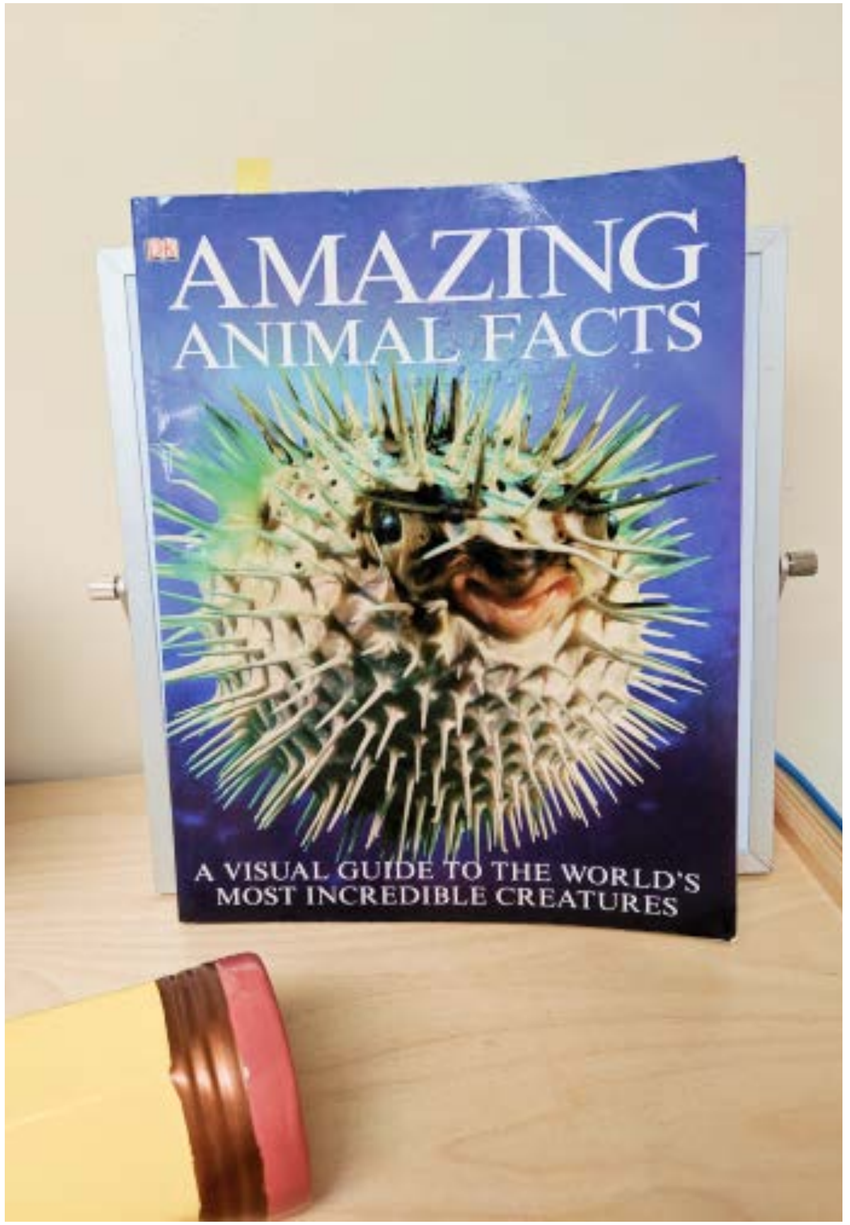
Children's Book Cover Design

How do children book covers compare? What makes a cover successful to an adult? Later we will explore why kids like certain books over others.

Amazing Animal Facts

Kids love looking at large pictures of happy animals. This cover also has one main point of focus on the pufferfish. This makes it easy for the kids to know what the book is about before even reading the title.

The teacher also pointed out that the most picked up books have imagery that catches the students eye. The bigger and stronger the image and less text the better chance it has of being selected



Shark School

A new book added to the classroom and already one of the favorites. It has a strong focal point like the other books. It also has an intriguing title. It is safe to say that most kids do know what this hypothetical shark school is like. Therefore this book does a good job of piquing the children's interest without actually revealing the full story.

Dog Man

A common theme is evolving between the books of having a strong subject matter as the focus with the title ranking second. Short titles are also common.

This illustration style seems to be geared more towards the male audience. Similar to the style of "Diary of a Wimpy Kid" they style paired with the title seems to detract female kids.

Therefore we should stay away from this style for our book. As we want to be appealing to the masses.

Children's Book Page Design

How do children book Layouts compare? What makes it successful?

Diary of a Wimpy Kid

The style of the book is very popular. Having short spurts of text broken up with supporting imagery makes the book have variation and keeps the kid's attention for longer.

However, this text is hard for the kids to read sometimes. The kids do better with plainer larger text.

ABC Animals

Kids love cute animals and real imagery of those animals. The layout is consistent throughout the book. With the primary text in the top left corner then the images taking up the rest of the space. This Lets the kids scan easily and focus on the pictures before the text. This can let the kids easily find a preferred page and then spend more time reading about the animal if they wish.

Dog Man

This comic book layout is becoming more and more popular with the kids. The short text with supporting imagery makes the amount of text feel less. Thus getting the kids to read more without them feeling like they are doing more work.

A Kids Perspective

I sat in the spot where kids normally sit down to focus on a book. I may have not fit on the bench as comfortable as they did, but it did give me some added perspective of a kid.

One it is hard to focus when other people are talking so close to you. Two it is hard to finish a book when there are so many to choose from. There is also not a clock in view for the kids to keep track of time encouraging longer reading. A cozy carpet and bean bag make all the difference when making a relaxing reading environment.

Interview Take Aways

Activities

A field trip is impractical for most teachers to do without a lesson spanning over multiple weeks. They are more likely to have a follow-up activity be on the Chromebook with a trusted secure website. That follow up activity should only take the kids about 15 minutes. Even that is a lot of time for the kids to focus on one thing.

Book Size

The teachers prefer larger books when showing it to the whole class. However, the 4th and 5th graders are less likely to pick up and read the larger sized books (12 or more inches). They are more inclined to choose journal sized books. The second graders in the classroom go for the large books even if the reading material is meant for a higher level.

Teacher Notes

The Teacher mentioned how helpful it was when books came with suggested questions to ask the students and writing prompts. This makes it easy for the teacher to make a new lesson plan. So the teacher may be more likely to choose a book that comes with question prompts than one that they have to spend hours writing a plan for.

Also the teachers love when the book has added trusted resources like quizzlet and secure websites.

Interview Take Aways

Acting it out

When the teachers are teaching the kids how to treat other students with respect and the classroom rules they act it out. They have the kids act out what not to do and then what to do. This gets the kids engaged, practicing the rules, helps the misbehaviors get it out of their system, and makes the lesson not feel like a lecture.

Think

Kids respond very well when hard topics are explained to them through scenarios that get them to think.

Example: Contents are what is inside of a mail package. You would want to know what is in the package, that is the contents.

This explains to the kids the importance of the table of contents in a more interactive way than just telling them it’s the information in the book.

Money

Teachers spend a lot of their own money on books. They often only buy one of them for the kids. It takes more work then we think for a teacher to request for the school to buy them a whole set of books for the classroom. Then the books are paperback and are involved with a larger lesson plan.

Strong Museum of Play

Getting into a child’s mindset

Children's Mindset

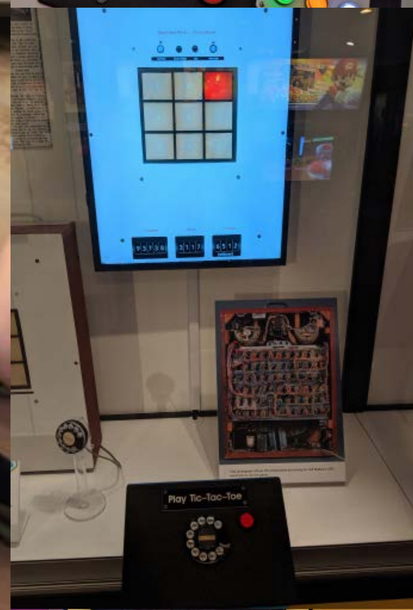
It has been a while since we have been kids. So naturally, we haven't done things that kids do in a while. We decided that we needed to see how designs target and engage kids. The solution was the Strong Museum of Play.

We went “shopping” at Wegmans, played Twister, Dimensional Tic Tack Toe, and just had fun. We let our designer minds take the backseat while there and just enjoyed ourselves. Then after we were done we assessed the designs.

A

5
5

Planet Sesame


Play Tic-Tac-Toe

help
TEMPLE RUN
PLAY!
PLAY!

Museum Take-Aways

Tactile

Interactions had large buttons, switches, or sliders that triggered a reaction. Some interactions went a step further by letting the kids play with sand and then project the height of the changing terrain. These interactions were much more engaging than a flat-screen or computer. The experience was focused on getting the kids to engage with their environment and do something out of the norm.

Color

Color association was the quickest way to indicate change and intractability. All the buttons were glowing. But the best “button” was this sphere that you would roll to move the character around. It wasn't only different it was a more engaging interaction than pressing a button.

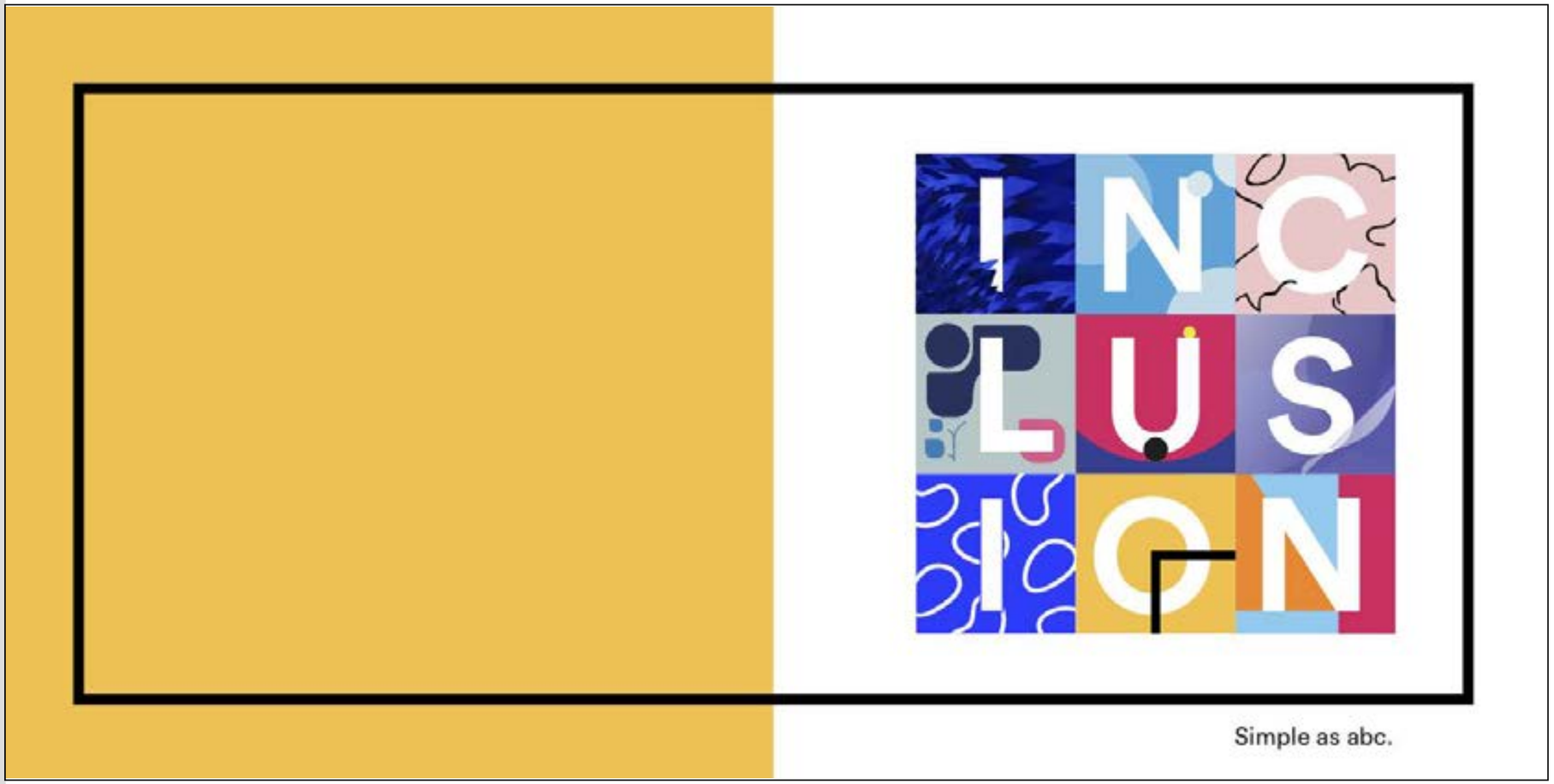
Proportions

Oversized or personally small. The exhibits were put lower on the kids level. The kids could see and reach everything. The perfect example was the mini Wegmans, all the produce was eye level for kids.

Also, the oversized items were engaging because they broke out of normal expectations. For example and oversized ABC book, Light Brite, or Jack in the box. A common theme was that the most engaging things were the ones that broke expectations. They caught the kids eye and kept their engagement.

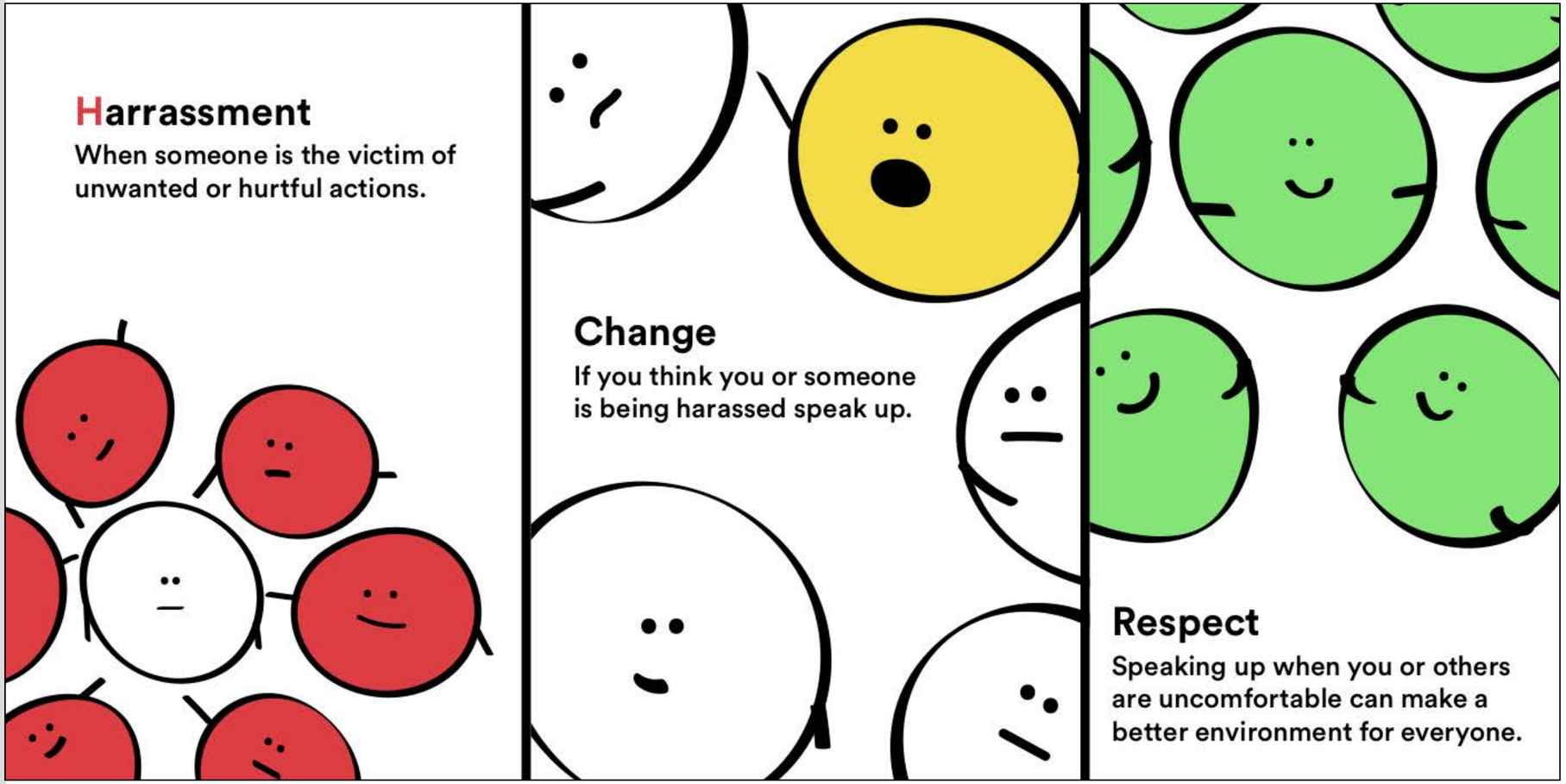
Design

Exploring what designs for the different pages.



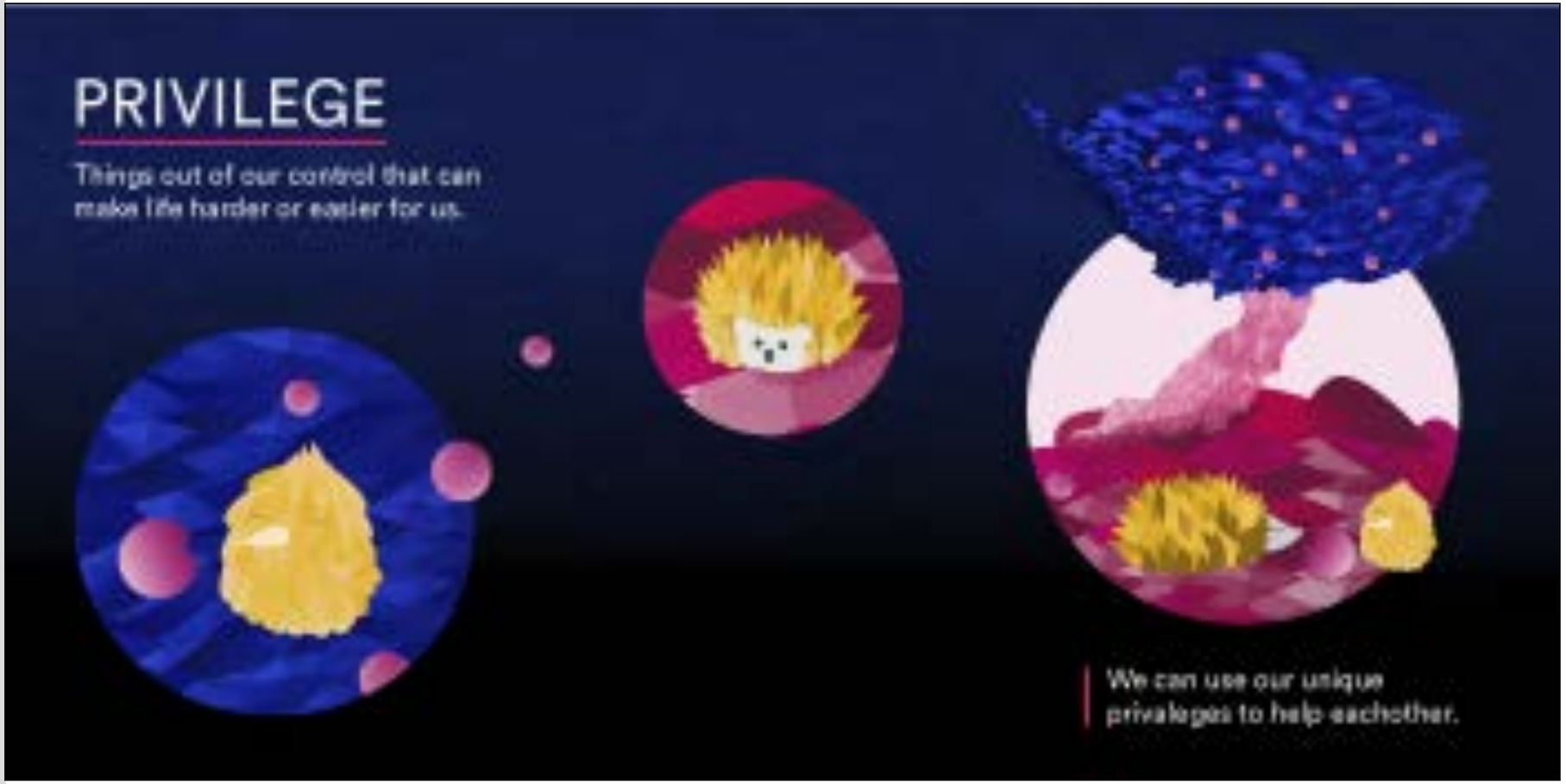
Cover

The cover encompasses all of the designer's styles who worked on the book. The design also plays off the idea that people are different but they all need to be included with the black line circling the design. The tag line lets the users know that this is an ABC book without making it feel like it is for a younger audience then it is actually intended for.



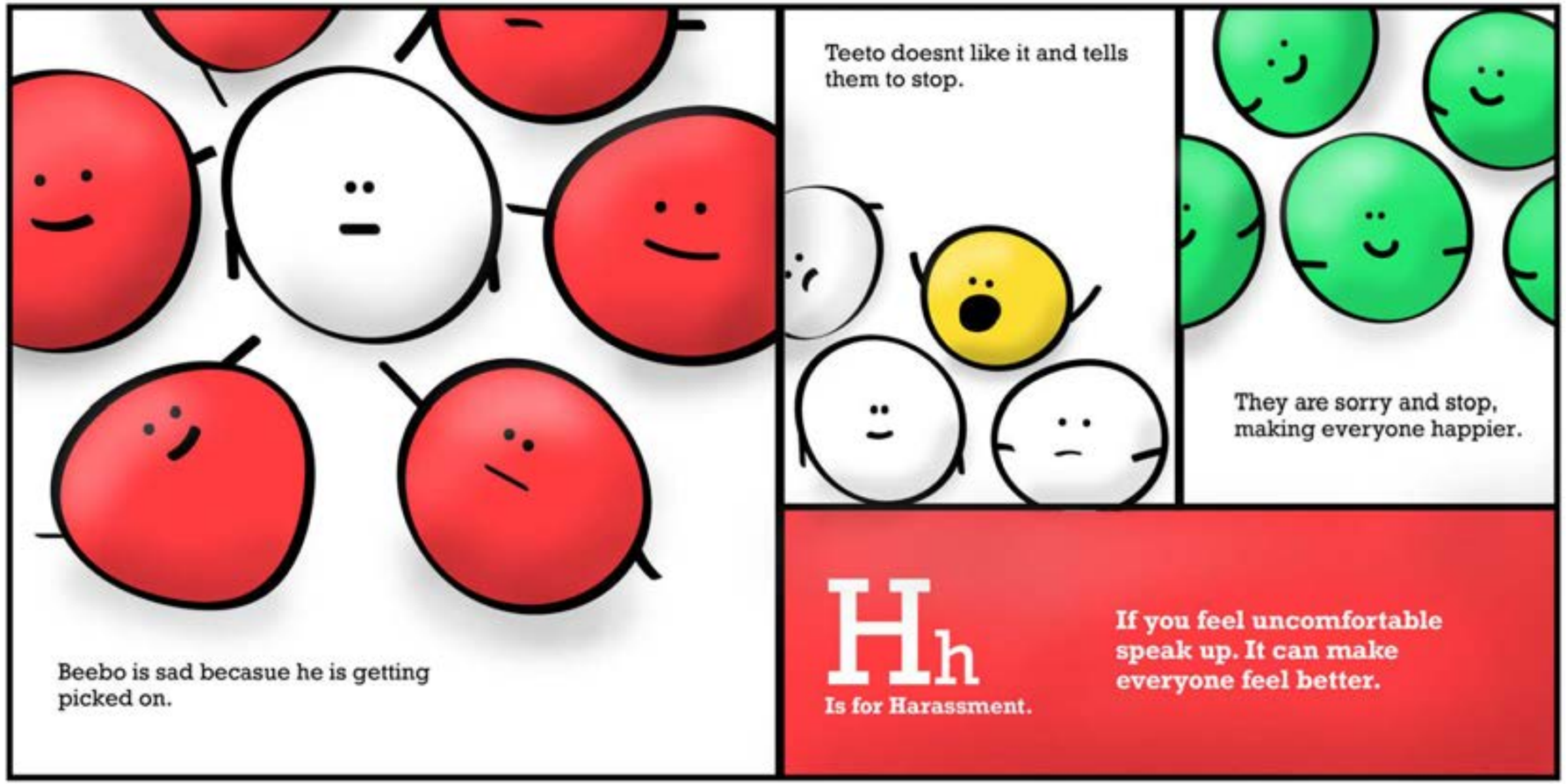
Harrassment

These pages encourage the kids to speak up if they think they are getting harassed in any way, or if they see others getting harassed. This page is trying to start a change and tell the kids how to deal with the problem rather than just telling them about the problem. The stoplight influence could also help teachers when teaching harassment, red is bad green is good. Simple concepts that the kids should already grasp.



Privilege

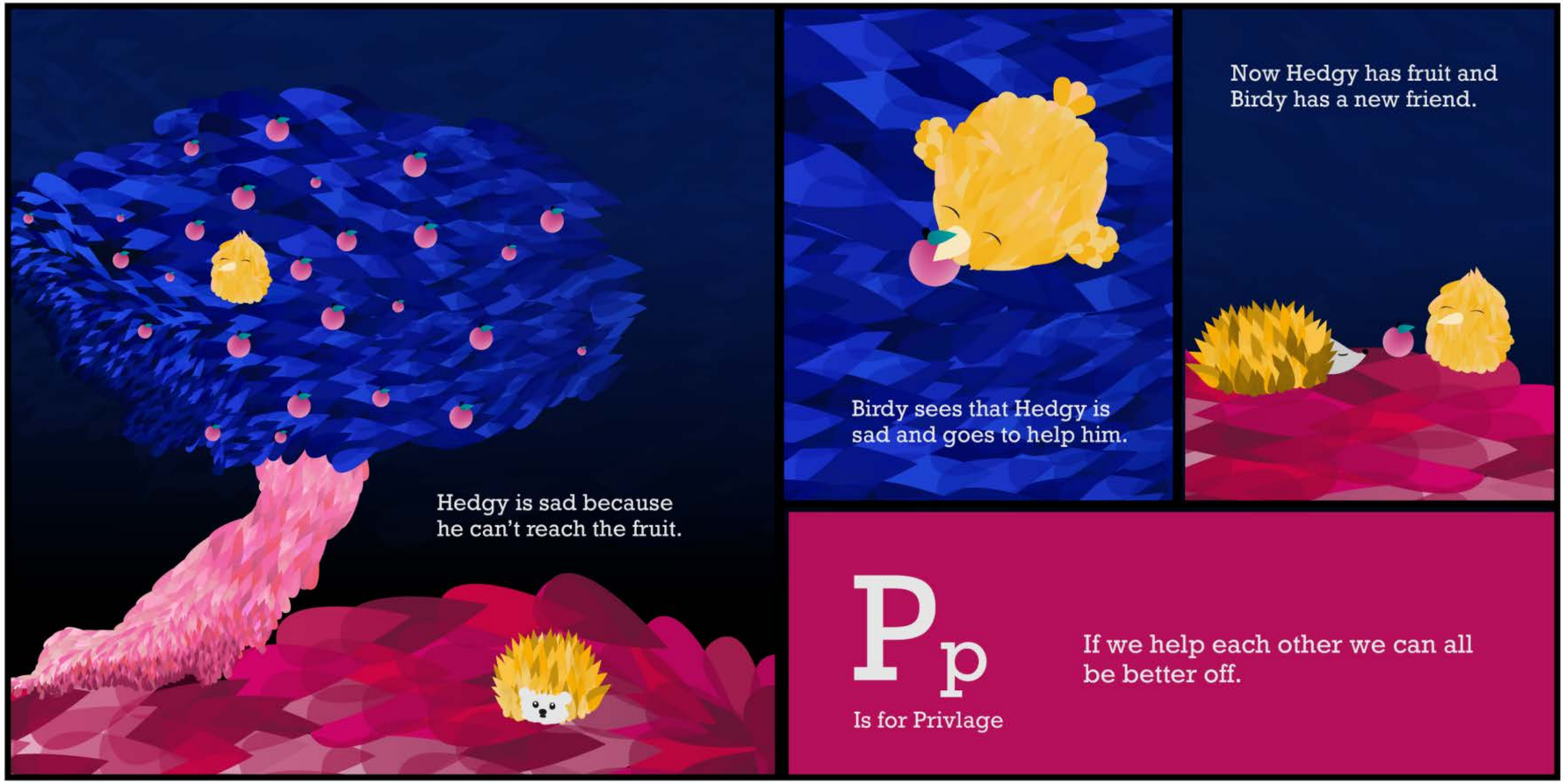
This again encourages kids to make a change. If they notice that they are privileged in some way they could use it to help others. They could make a friend or get help in some way. The goal was to not make kids feel bad for being over of underprivileged. Focusing more on the positives that they can do rather than the negatives.



Harrassment

Theis version adds depth with shading. The scenes being broken up into sections with an establishing shot helps the kids with pacing.

The changeing color associates red with bad, yellow with change and caution, and green with good. This encourages the color associations that the kids should already have established.



Privilege

The sectrioned layout encourages focus and sets the scene for the kids. It also helps with focus .

The bright color brings attention to the message of the page.

Kids Feedback

I visited an art class and showed them the pages and had them take a quick survey to get their feedback.

Art Class

I went into a 5th-grade art class to present the pages I created. I talked about why I was there and then read the pages to the kids. Then I answered their questions.

After the presentation was over and all the questions were answered I passed out a survey.

Survey

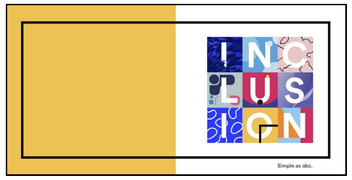
Shown is the survey the kids filled out after the pages were presented.

I wanted to find out how much the kids liked the pages and more importantly what they didn't like. They also were excited about picking names for the characters so they also gave me those suggestions on the back page.

NAME _____

★ Disliked
★★ Liked
★★★ Really Liked

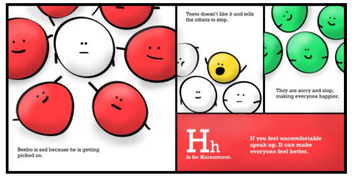
1



How much did you like this page?

☆ ☆ ☆

2



How much did you like this page?

☆ ☆ ☆

3

How much did you like this page?

☆ ☆ ☆

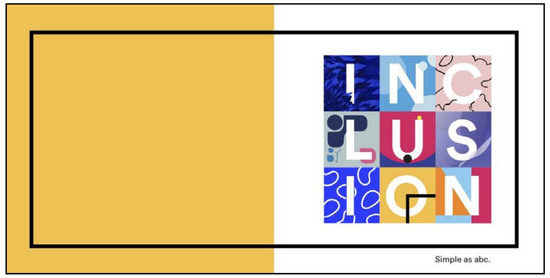
Write one thing you did **NOT** like.

What is one thing you learned?

Cover

This was the least liked page by the kids but favored by the adults. Some of the kids were confused by the layout of the letters. They did not understand that it spelled out the word inclusion.

This could be solved with a definition of inclusion on the back, a simple explanation, writing out the word on one line, ect.



How much did you like page 1?

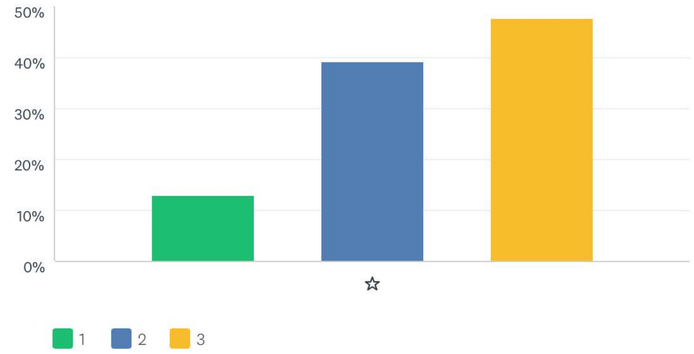
Answered: 23 Skipped: 0

2.4★
average rating

	1	2	3	TOTAL	WEIGHTED AVERAGE
☆	13.04% 3	39.13% 9	47.83% 11	23	2.35

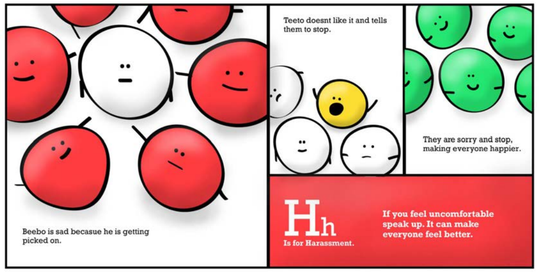
How much did you like page 1?

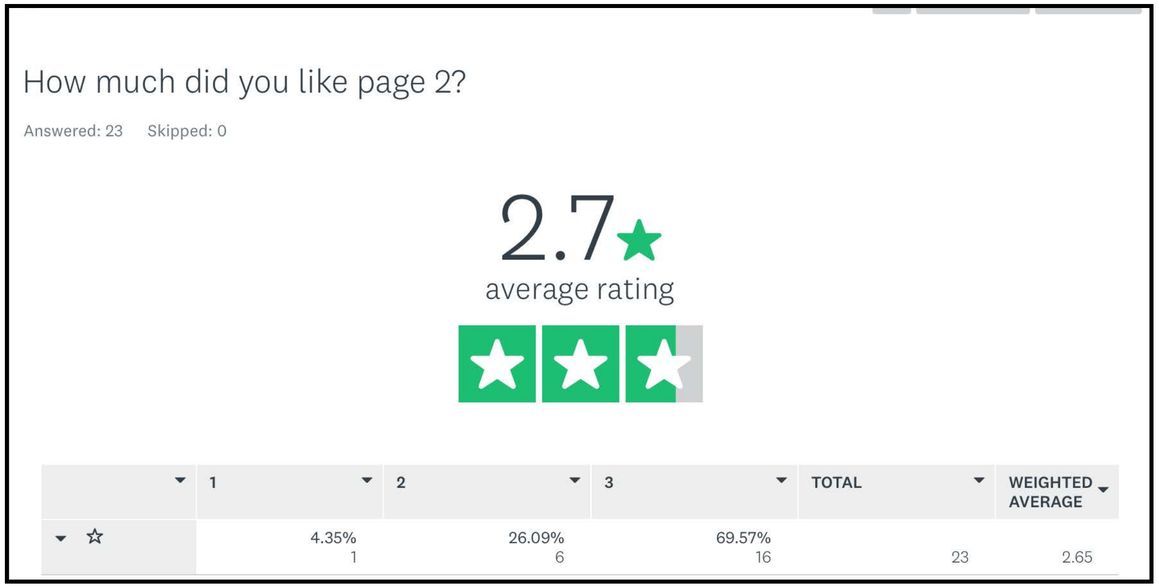
Answered: 23 Skipped: 0

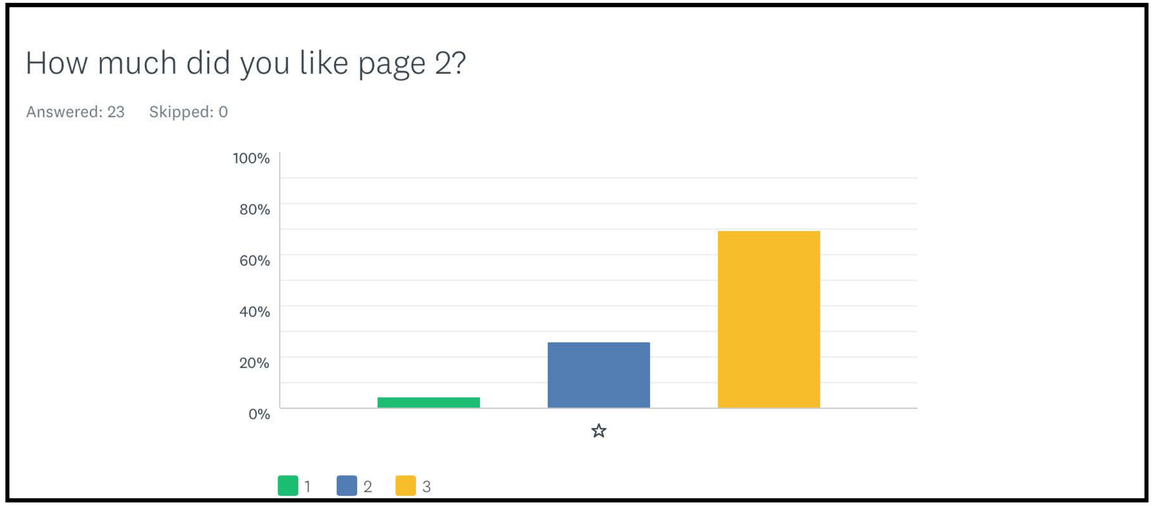


Harrassment

A few kids wrote that they were confused about the characters changing color. However, it is hard to tell if this was really their opinion or if they were just copying this one student who was very vocal about not liking the color change. The character names were confusing for some.

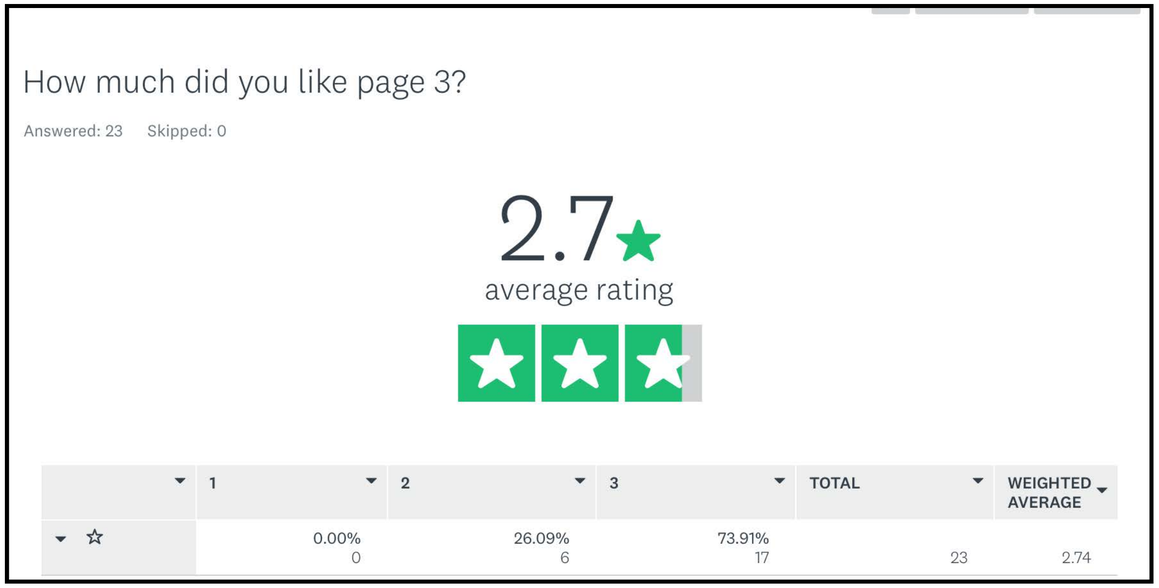


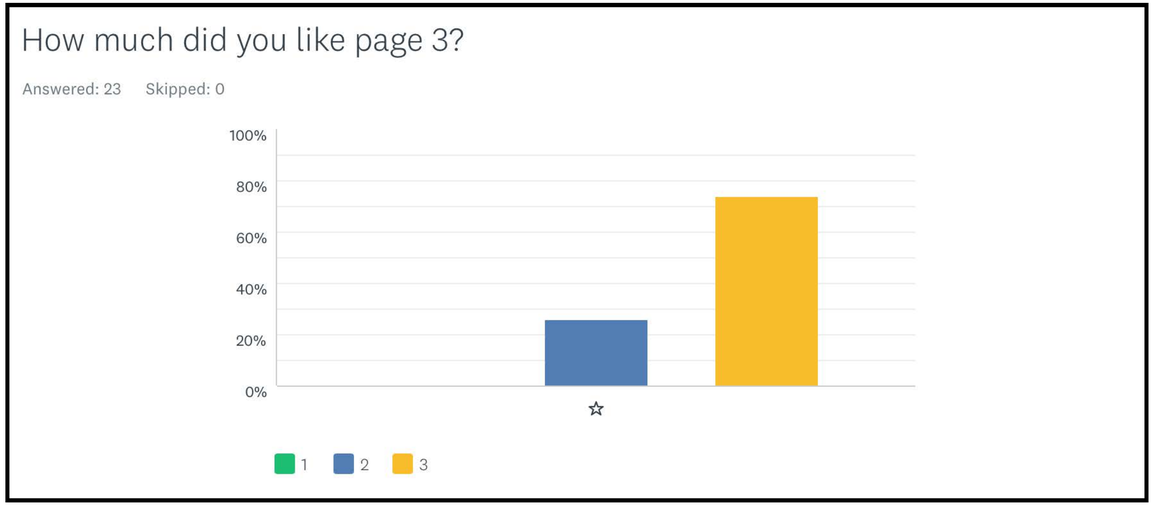




Privlage

The most liked page by the kids. One student and the teachers suggested adding a short definition of the word to the page. They also seemed to like the textures.





Quotes from the kids

“Stop bullying"
“Sharing is Caring”
“To stand up for people”
“To be kind to everyone”
“I learned privileges can be shared”
“to be nice and to help”

What did the kids learn?

Overall the kids learned to be nice to others, to stop bullying if they are, and to stand up for others.

This was encouraging because even the kids who did not like the designs as much understood the message.

Character Names

The kids wrote down new names for the characters. Some are very creative. I chose a few from the list to implement.

Name Ideas - Kids spelling

Bob
Luthar
Kenny
Puffy
Alfred
Froggy
Tube
Bingo
Pepy
Naruto
Buruto
Cailou
Barney
Chong
Joe
Jeff

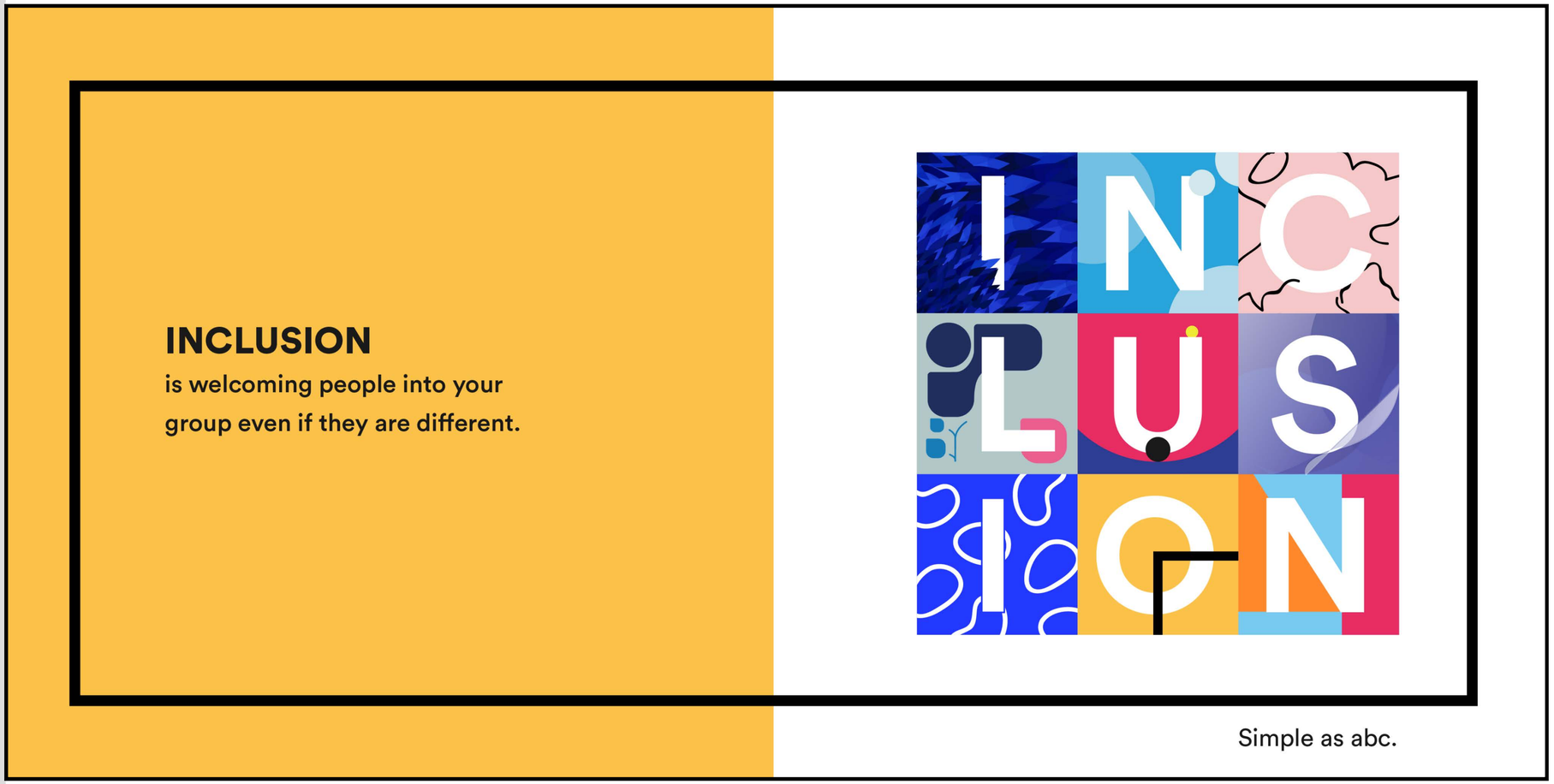
Flofy
Bowey
Sploy
Spude
Blop
Bloop
Bleep
Woodrick
Mama Lisa
Poofy
Ploofy
Mari
Snoopy
Banana
Dixon
Oriole

Manny
Draco
Gerorge
Dora
Fluffy
Poppy
Bing
Flip
Bow
Flop
Becky
Riley
Supercalifragilisticexpialidocious
Dotty
Peppy
Leppa

Rocky
Wooky
Gnoto
Squido
Squiggles
Billno
Foota
Sati
Cartio
Sati
Ku
Wedo
Swerve
Lilly
Clifford
Petunia

Updated Designs

After listening to the kid's feedback these are the designs that I came up with.

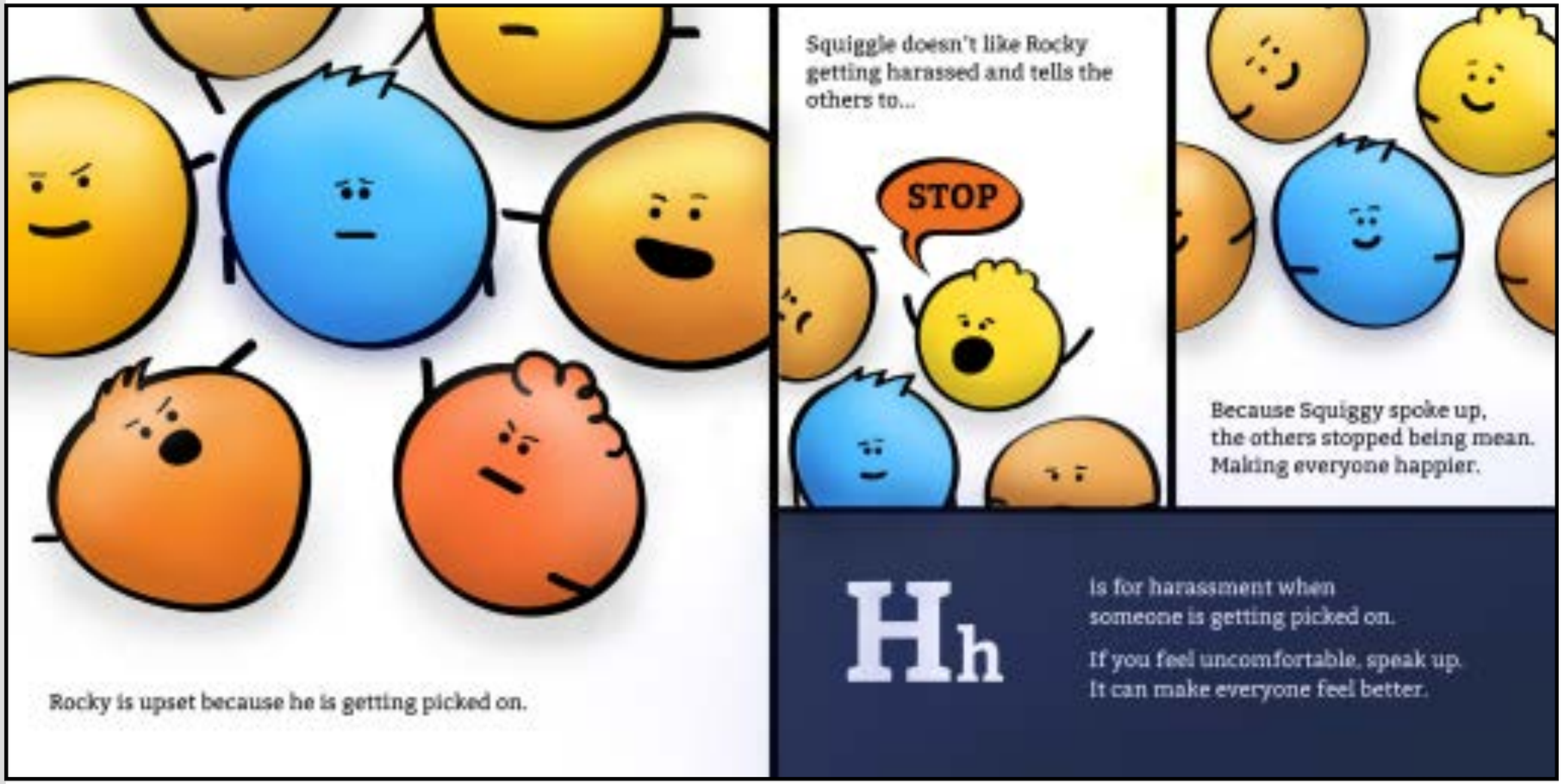


Cover

The cover is designed more sophisticated to appeal to the teachers. They are the ones we are targeting to buy and assign/teach the concepts in the book.

A kid-friendly definition was added to the cover to explain what inclusion is if the teacher is not there or if the kid does not understand the cover design.

The page styles are less sophisticated, designed to appeal to kids in 4-6th grade.



Harrassment

It was hard for the kids to keep track of the characters. So I kept their color consistent and gave them hair to make them more distinct. I also added eyebrows to make their emotions more apparent. The main character is now blue so he stands out in the orange group.

I also changed the names because the ones before were too similar causing confusion.

Privilege

I incorporated some of the names that the kids came up with and adjusted the language to be a little more mature.

I added more movement to the middle blue scene. Also, I added peaches to the scene so it was more apparent that the bird was flying down from the tree.

Test Print

After feedback, it was time for the first test print.

INCLUSION

Rocky is upset because he is getting picked on.
Squiggle doesn't like Rocky getting harassed and tells the others to...
STOP
Because Squiggle spoke up, the others stopped being mean. Making everyone happier.
Hh
is for Harassment when someone is getting picked on.
If you feel uncomfortable, speak up. It can make everyone feel better.

Pip the Hedgehog is hungry, but can't reach the fruit, making him sad.
Floofy the Bird notices that Pip is upset and flies down to help.
Because Floofy helped, Pip is happy and Floofy has a new friend.
Pp
is for **Privilege**. It is when something out of our control is easier for us.
We can use our unique advantages to help each other.

Final Pages

After feedback and test prints these were the final designs.

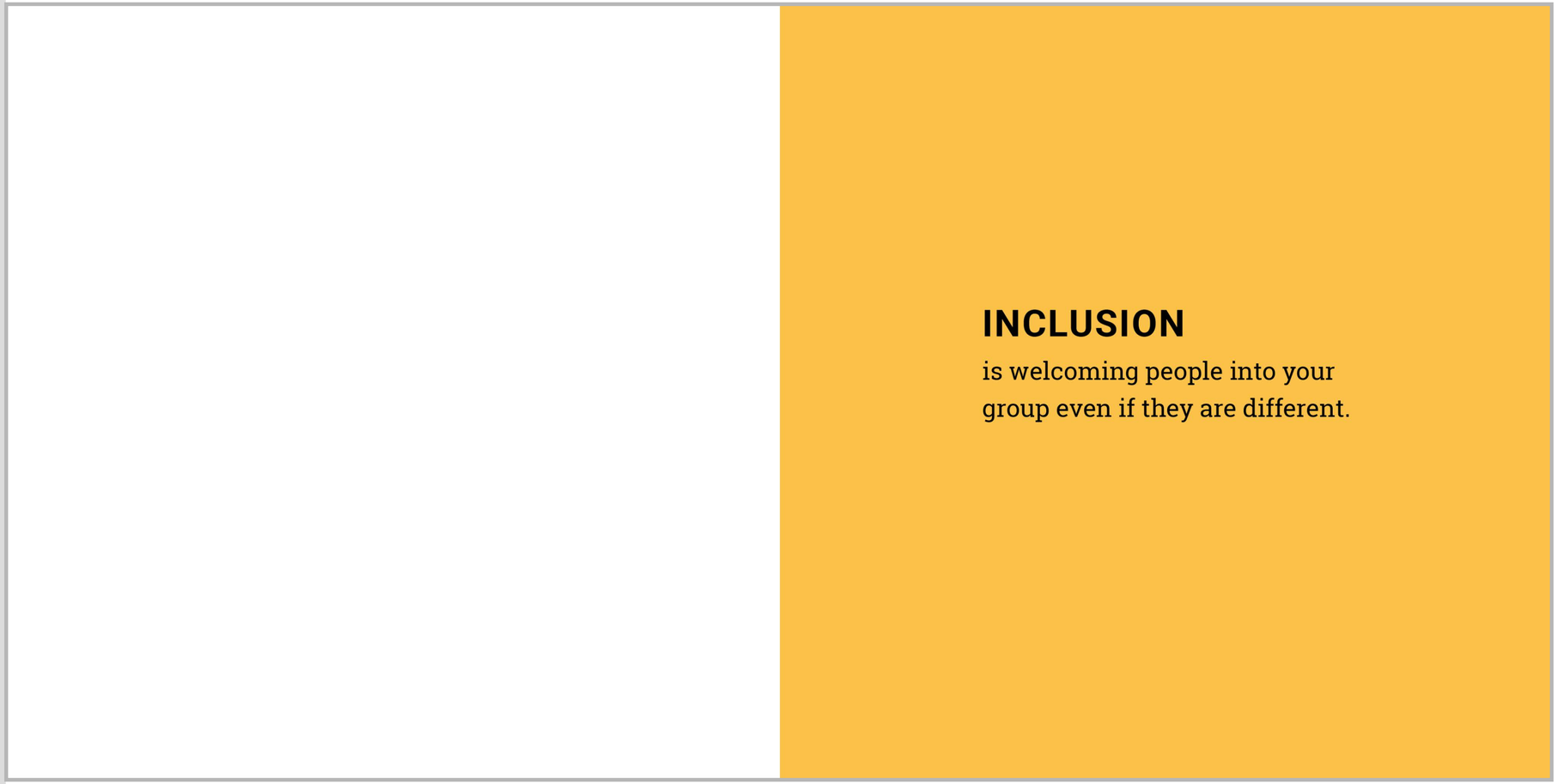
Simple as ABC.

INCLUSION: Simple as ABC.

Cover

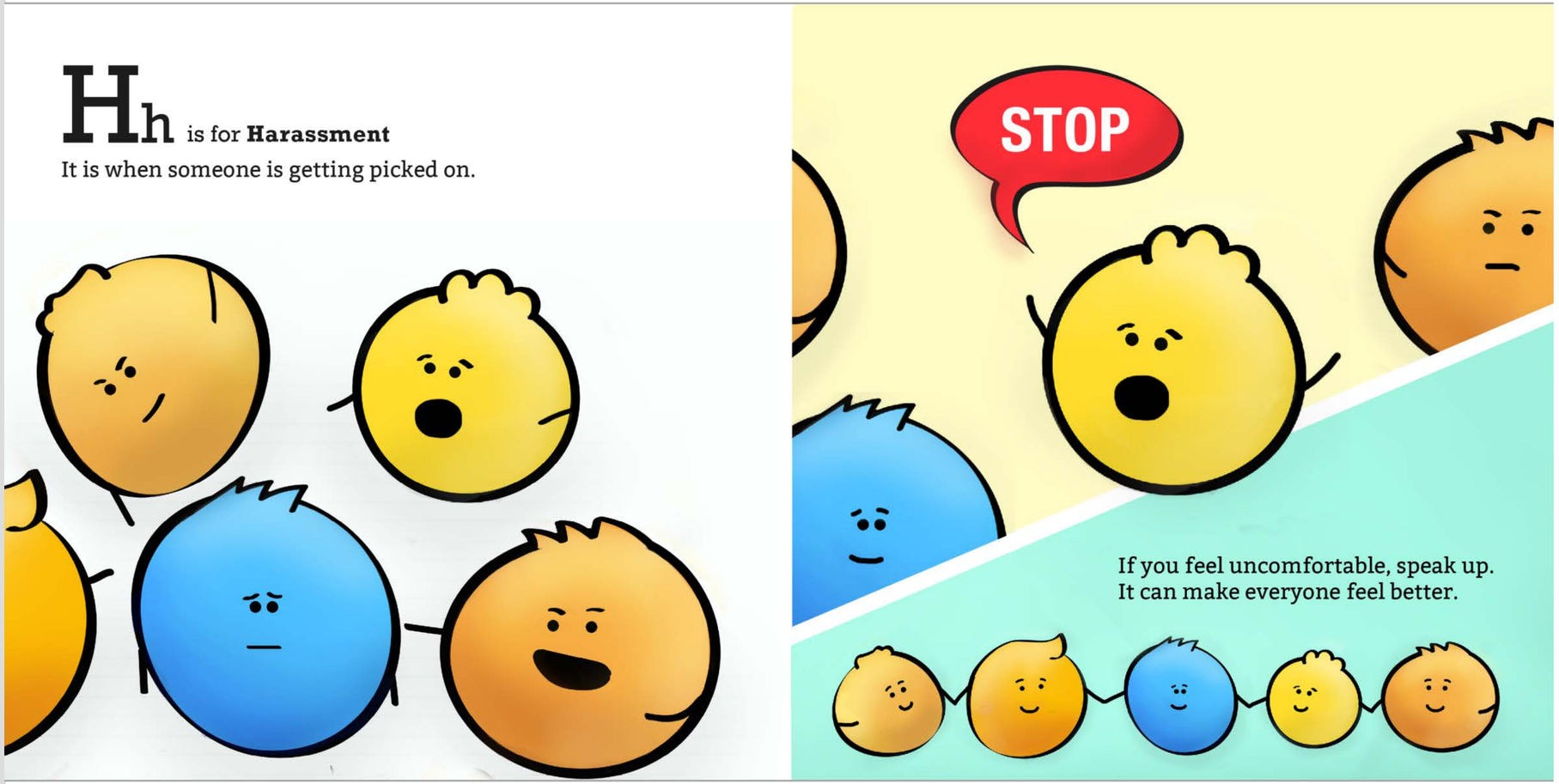
The cover design stayed fairly the same with only a few tweaks.

- The outline was removed
- “Simple as ABC” what placed on the back cover.
- The definition of inclusion was added to the inside cover.
- The title was added to the spline



Definition

The definition of inclusion is the first page the kids see when they open up the book. This is to solve the problem of some kids not being able to read the front cover.



H

There was too much text to read and the compositions were too similar. I got rid of the supporting text for the short story and changed the layout to appear dynamic.

This decision makes the message more digestible for the kids. It is relying on the pictures to tell the story instead of the words.

P

I removed the supporting text for this page as well. I also added more contrast in size and made the hedgehog blue.

The hierarchy is stronger which will help the kids focus and further their understanding of the story.

DESIGNED BY

A Jaymart Yabo
B Sarah Danseglio
C Emily Frebowitz
D Sarah Danseglio
E Sarah Danseglio
F Jaymart Yabo
G Lindsay Constantino
H Rebecca Moran
I Dylan Davis
J Emily Frebowitz
K Jiayun Li
L Vanasa Liu
M Jaymart Yabo
N Jaycee Masucci
O Jaycee Masucci
P Rebecca Moran
Q Lindsay Constantino
R Vanasa Liu
S Vanasa Liu
T Jiayun Li
U Dylan Davis
V Jaycee Masucci
W Jiayun Li
X Lindsay Constantino
Y Dylan Davis
Z Emily Frebowitz
Cover Rebecca Moran

RIT New Media Design • Interactive IV
Professor Miguel Cardona
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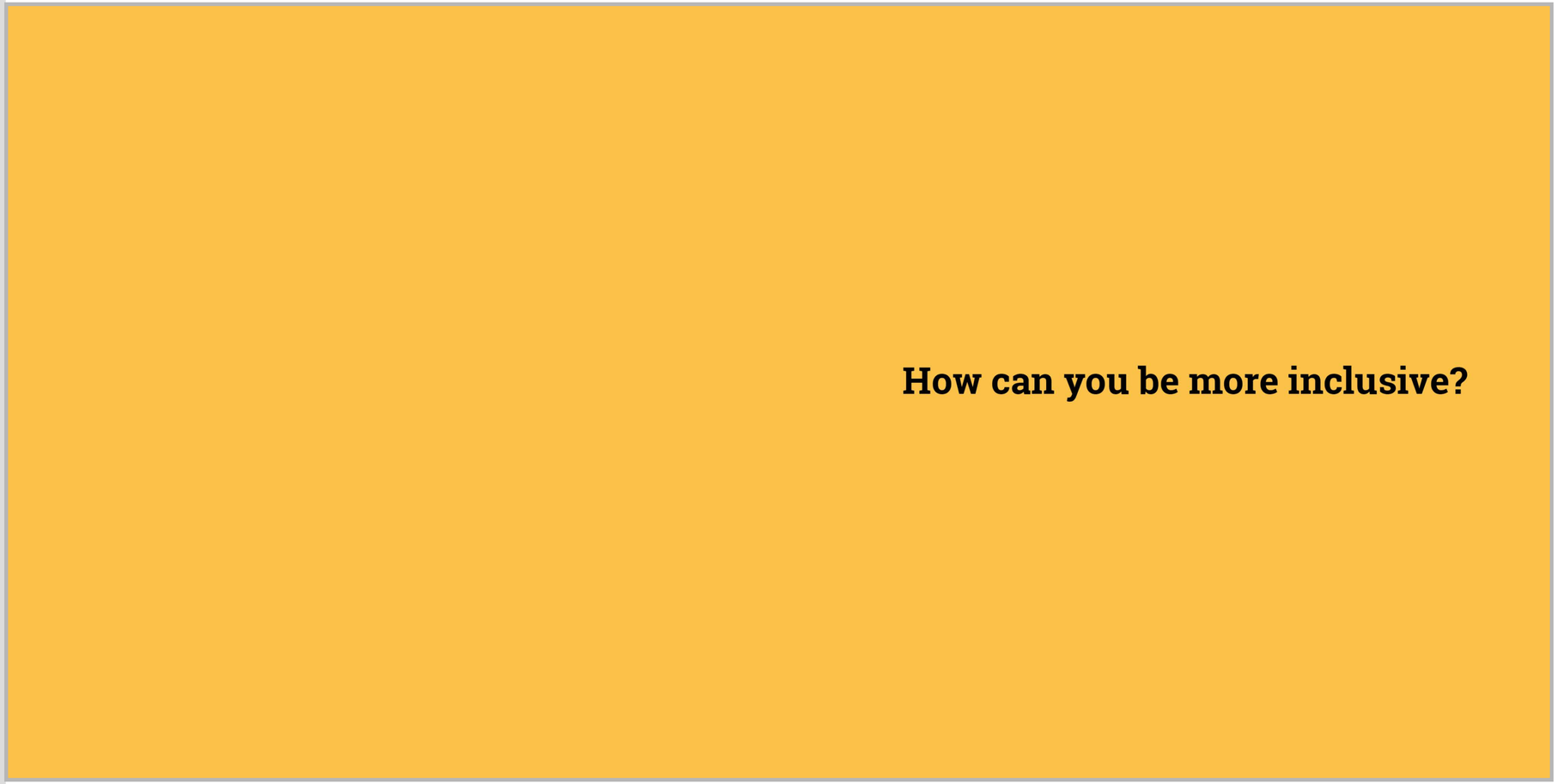
Designers

The credits page of everyone who helped out and designed the book.



Conclusion

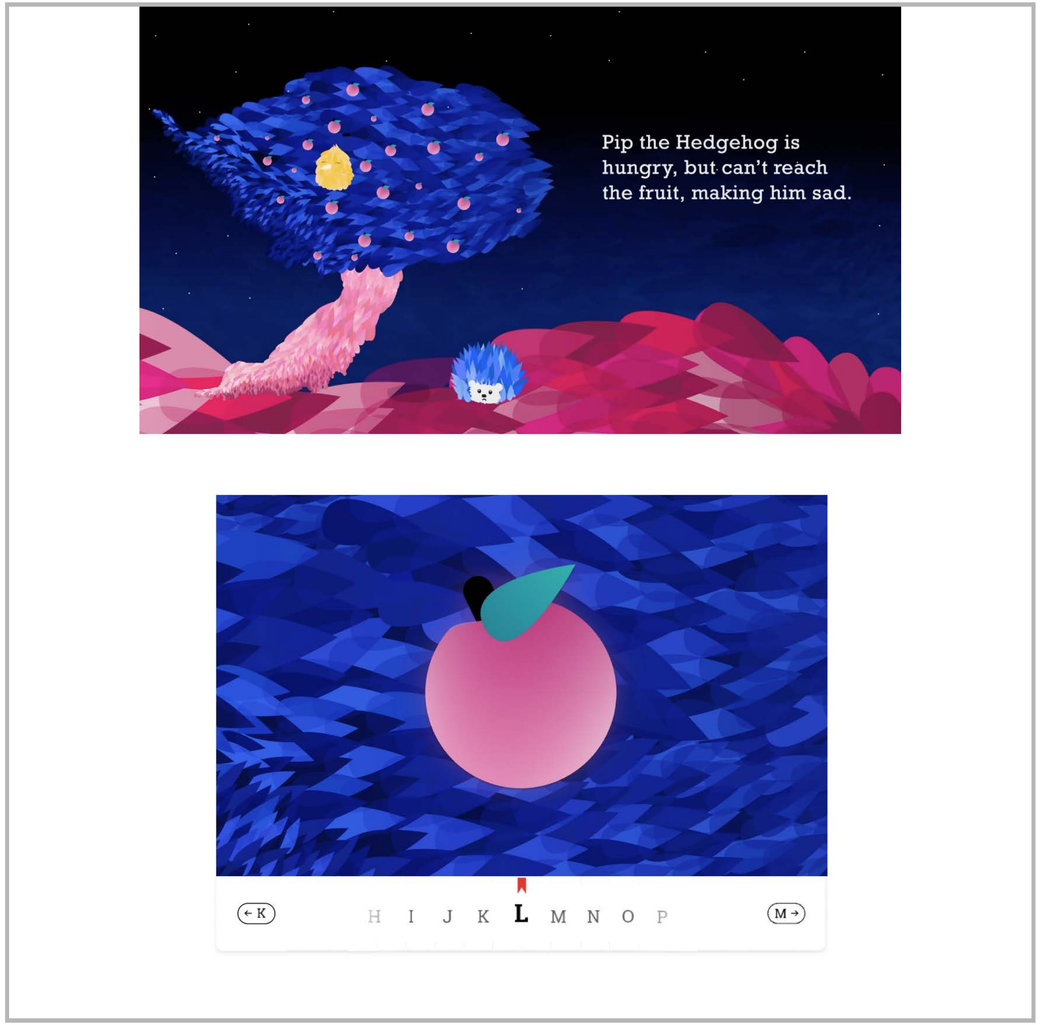
The last page is a call to action for kids. It gets them to start thinking about how they can start implementing the lessons they learned.

Museum Experience

We created a mock-up for how our book would be viewed in a museum. The kids would interact with an iPad and a large curved screen would react.

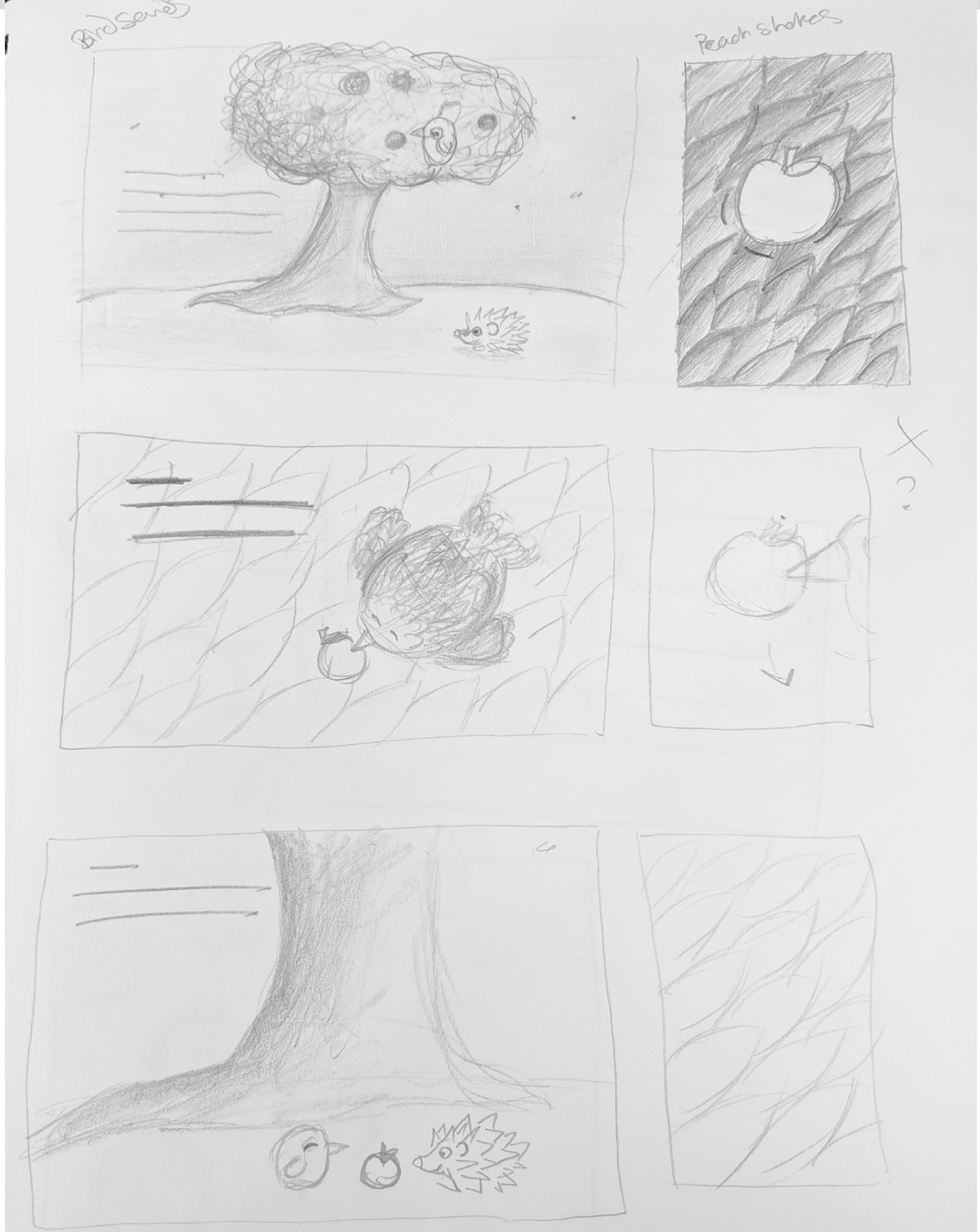
View the mock-ups:

http://students.miguelcardona.com/courses/2019/interactive-iv/inclusion/rebecca_moran/



Interaction Story Board

Laying out the scenes to be used in the museum experience both on the iPad and the large screen.



iPad

Big Screen

Pip the Hedgehog is hungry, but can’t reach the fruit, making him sad.

Floofy the Bird notices that Pip is upset and flies down to help.

Big Screen

Because Floofy helped, Pip is happy and Floofy has a new friend.

Pp

is for Privilege.

It is when something out of our control is easier for us.

We can use our unique advantages to help each other.

View the mock-ups:

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Rebecca Moran

Thank you