

# **ABC's of Empowerment**

**Complete Process Deck**

# Communicating **Big** Concepts to **Little** People

## Prompt

Create a children's book which focuses on empowering young people to achieve whatever they set their minds to.

## Constraints

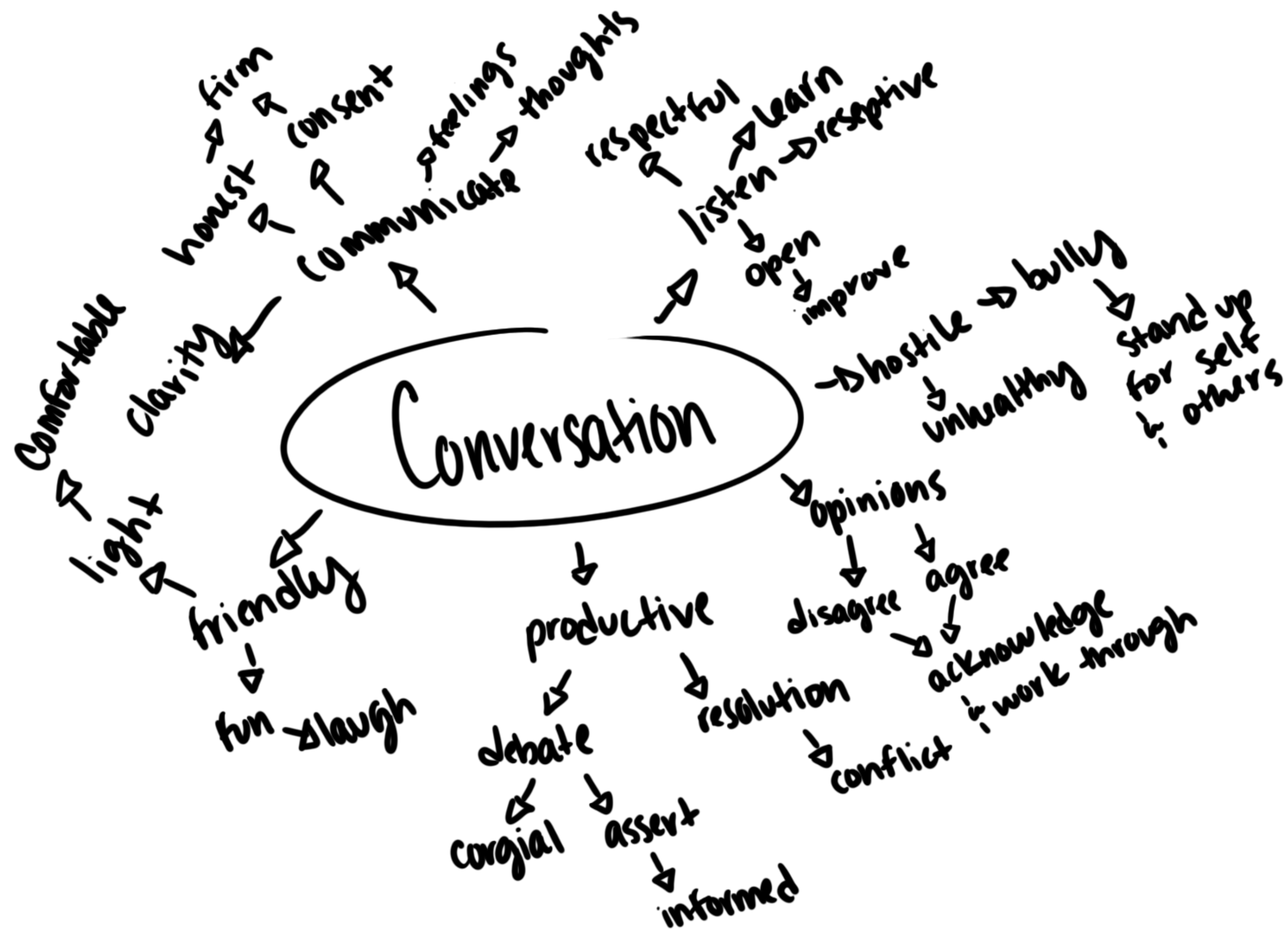
For our group's book, we decided to rhyme for each letter's message.

## Audience

This book was meant to cater to older children, ages 8 - 12.

# **C is for Conversation**

**Sharing & Listening**



# Ideation

## Mind Map Brainstorming

I started with mind mapping out the word “conversation” to grasp a better understanding of what direction I wanted to go. Eventually, I decided on encouraging children to be confident when expressing themselves to their peers. However, I also wanted to remind children of the importance of listening. After all, learning from those around us and sharing differing ideas is how we grow as individuals.

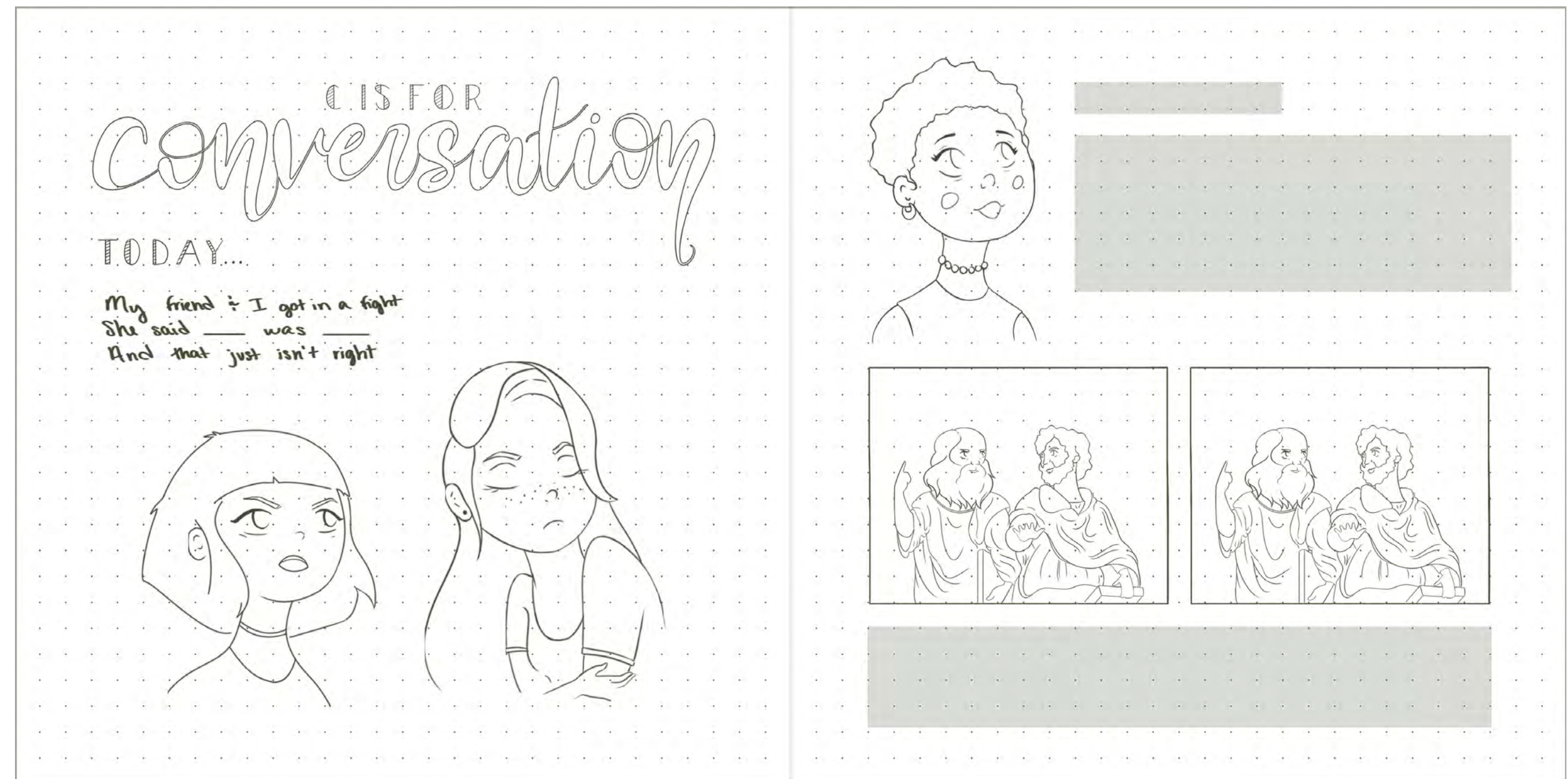


# Conversation Style Board

**Bullet Journal:** Hand drawn, colorful, feminine, bubbly, playful, fun, youthful, organic



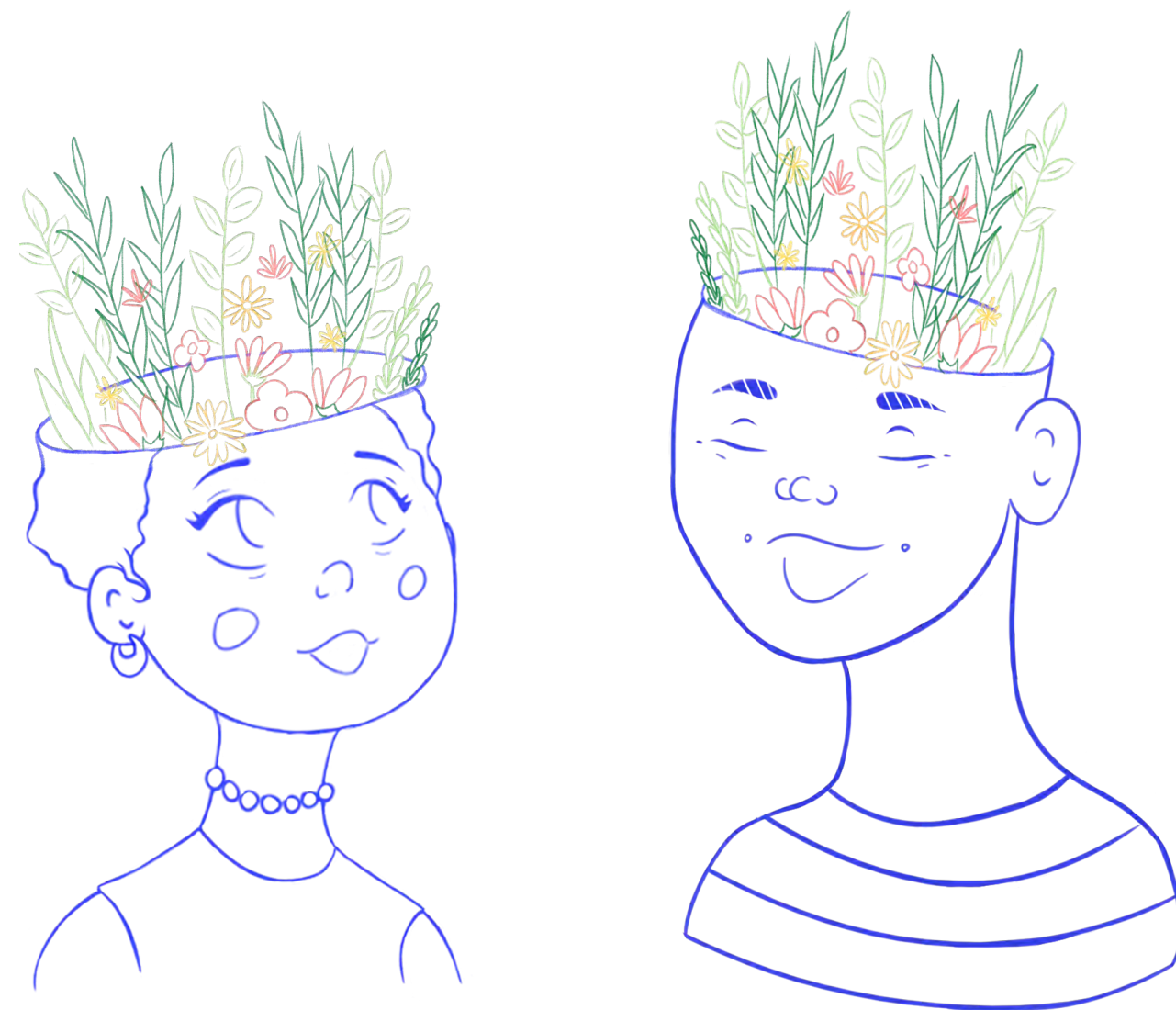




## Version #1: Personal Journal

Initially, I wanted to convey my message by depicting a young girl's journal entry where she recounted her day and the argument she got in with her friend. Unfortunately, time was not on my side and I had to go back to the drawing board.





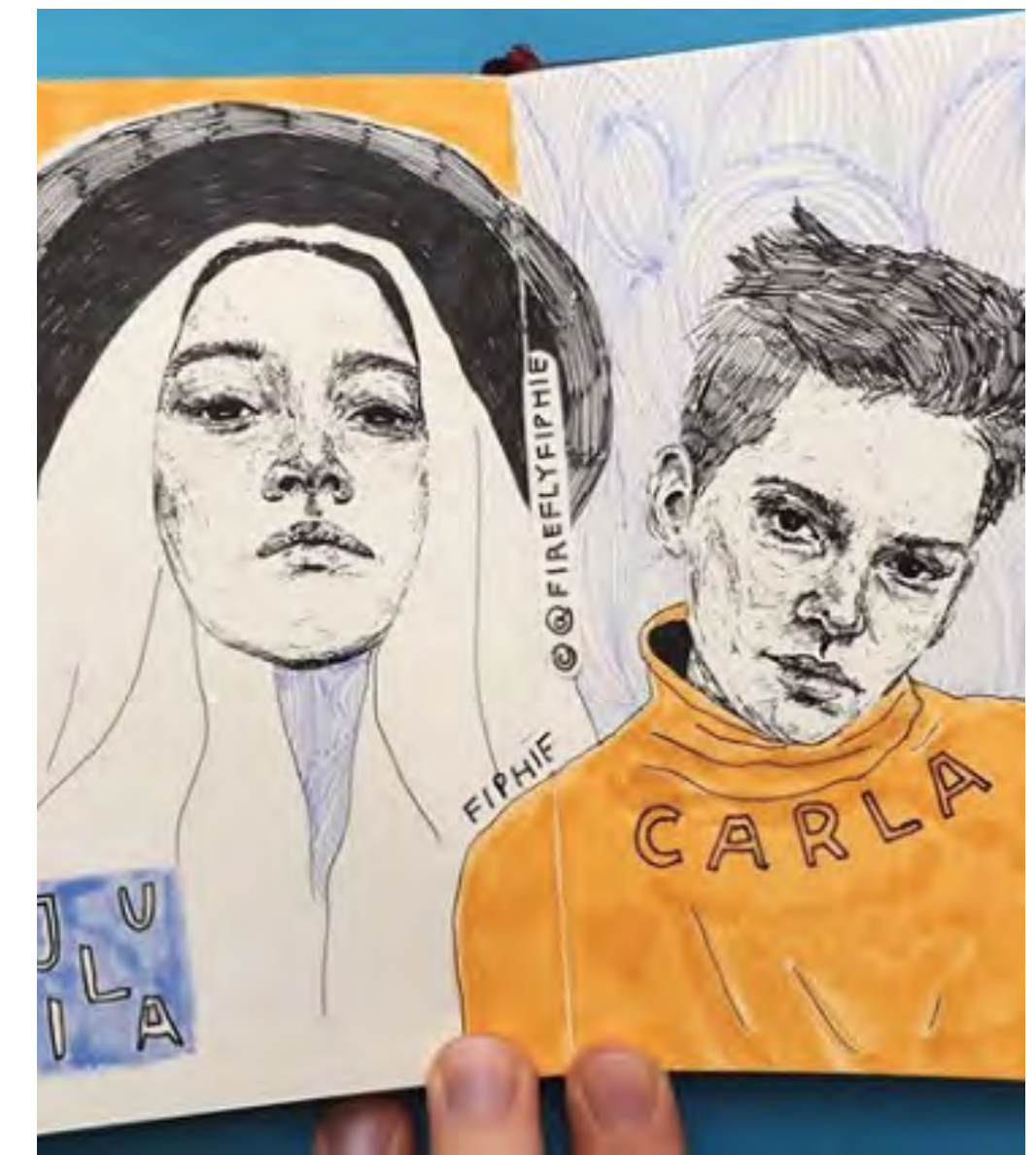
## Version #2: Bloom

For my second iteration, it was crucial that I simplify. In this version, I decided to portray two individuals having a conversation—conveying how much they learned from one another through the flowers blooming from their heads. Here the style of the characters felt very unfinished to me, so I decided to rethink the direction...



# Rethinking Style

**Personal Sketchbook:** Hand drawn, mature, detailed, lots of white space, pops of color, moody





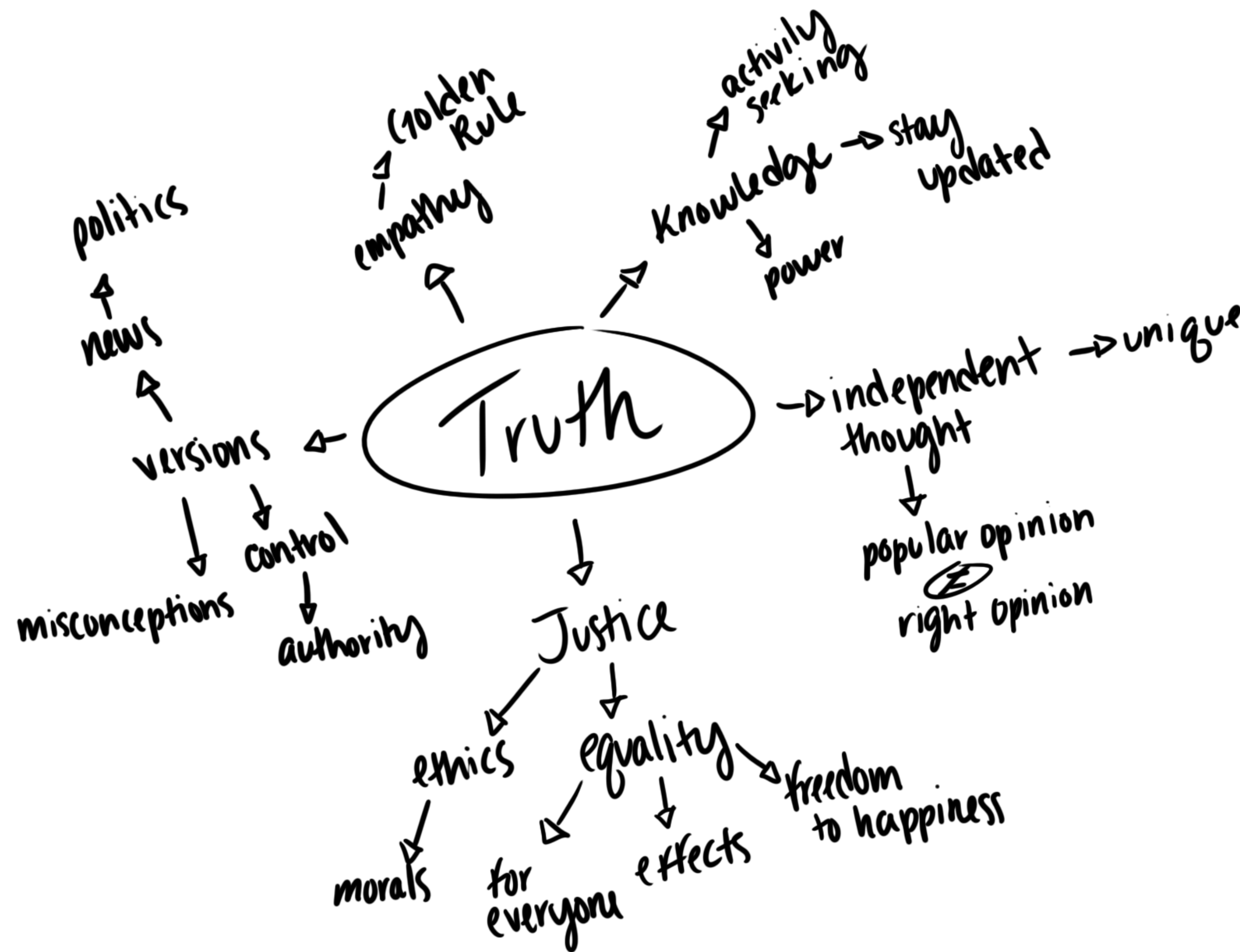
EVERY **CONVERSATION** IS AN OPPORTUNITY  
FOR THE MIND TO BLOOM. SO, LISTEN VERY  
CAREFULLY FOR A NOTION TO CONSUME.

HAVE A DIFFERING OPINION? THAT'S QUITE  
ALRIGHT! HEARING DIFFERENT PERSPECTIVES  
ALLOWS THE BRAIN TO IGNITE.

# **T is for Truth**

**Relying on Facts**





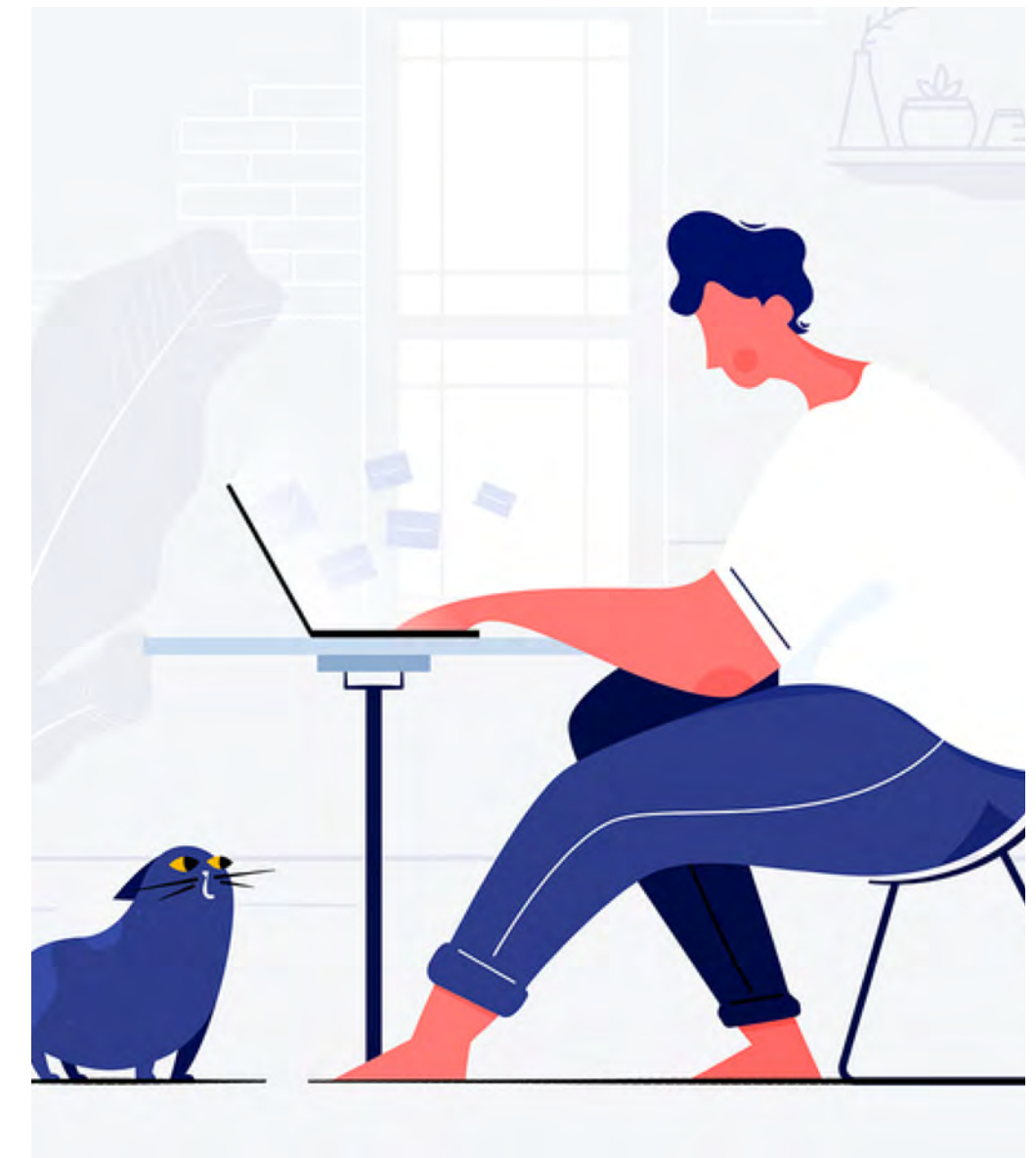
# Ideation

## Mind Map Brainstorming

As with “conversation,” I started brainstorming by mind mapping. It became clear that I wanted to inspire my audience to think independently and seek out their own truth. The truth is so easily skewed, so I wanted to be sure I defined it clearly— the truth is not an opinion or belief, it is factual. It is important for children to understand that when seeking out information or forming their individual opinions, that they should be well researched and informed on the unbiased facts first.

# Truth Style Board

**Key Words:** Vector, simplistic, blue, faceless, clean, floral

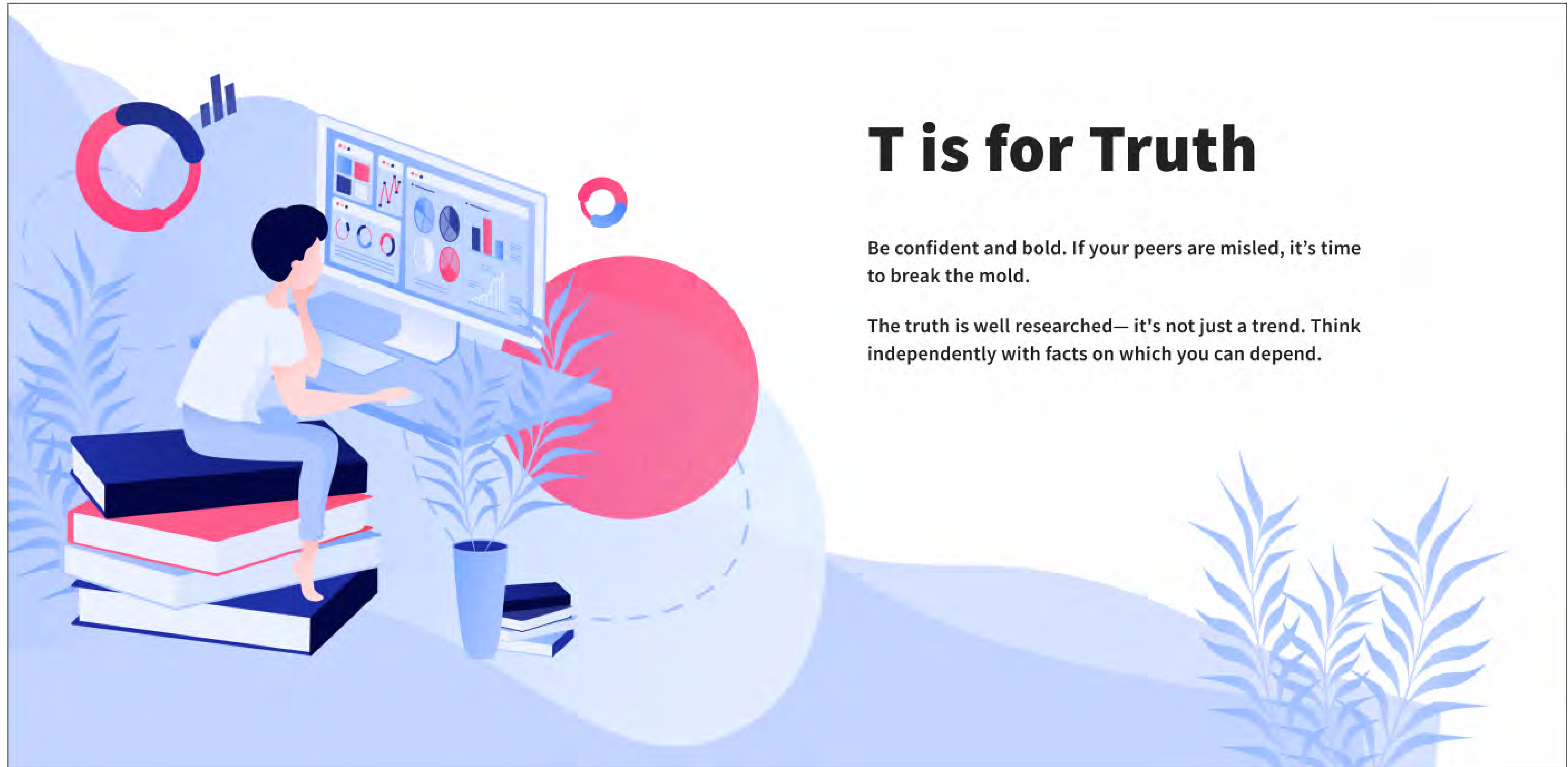






# Iterations

I went through numerous iterations of my illustration depicting a person seeking out information on their computer. I wanted to convey the amount of research it takes to truly understand the difference between facts and opinions.



# T is for Truth

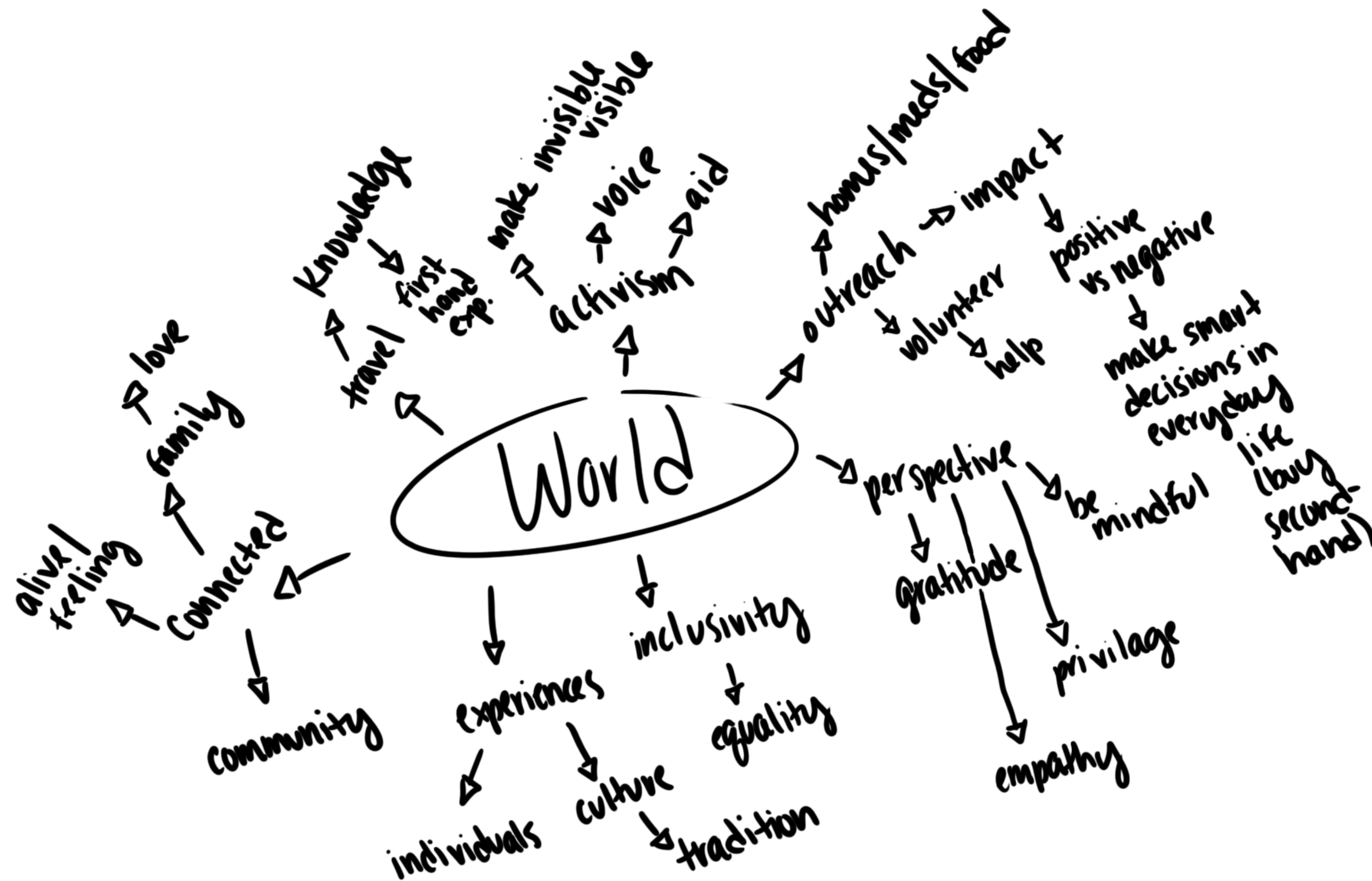
Be confident and bold. If your peers are misled, it's time to break the mold.

The truth is well researched— it's not just a trend. Think independently with facts on which you can depend.

# **W is for World**

**Making Positive Impacts**





# Ideation

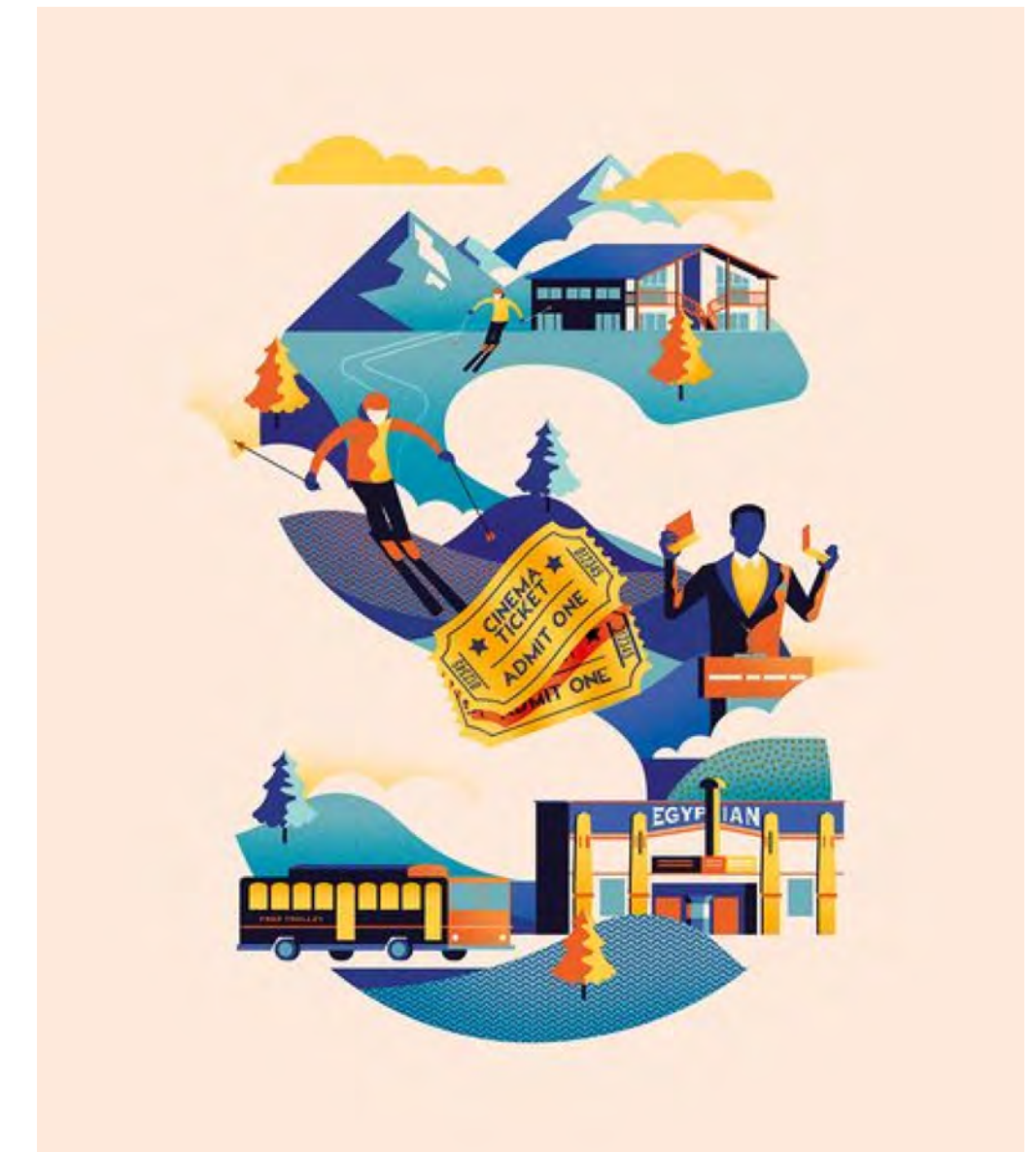
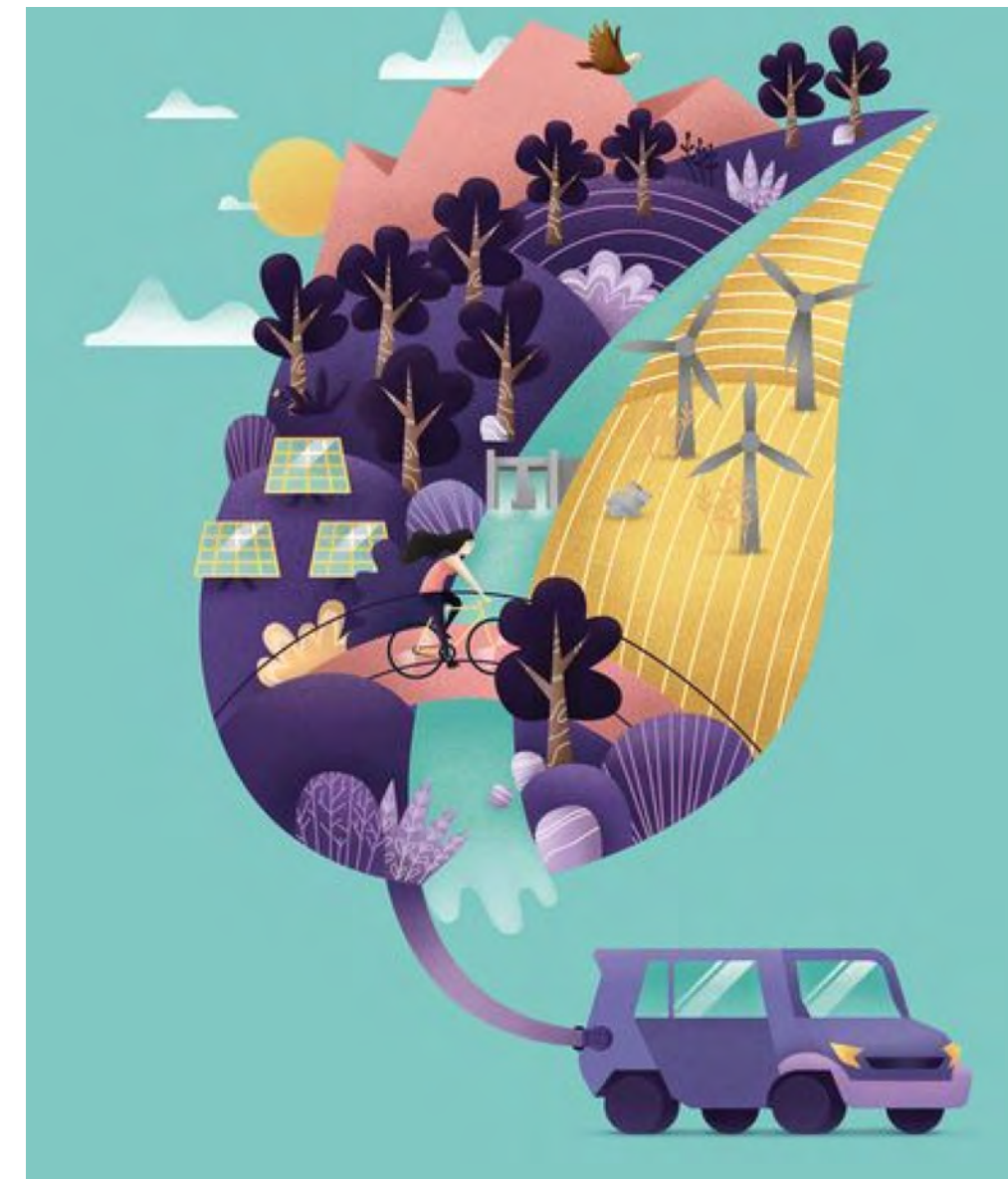
## Mind Map Brainstorming

It's so easy to get caught up with all the horrendous things we hear in the news every day, so I wanted to empower children with the knowledge that they can make a positive difference every day in their lives with the choices they make. Whether it be the food we eat or the clothes we buy, impacts on society are made with our collective decisions.



# World Inspiration Board

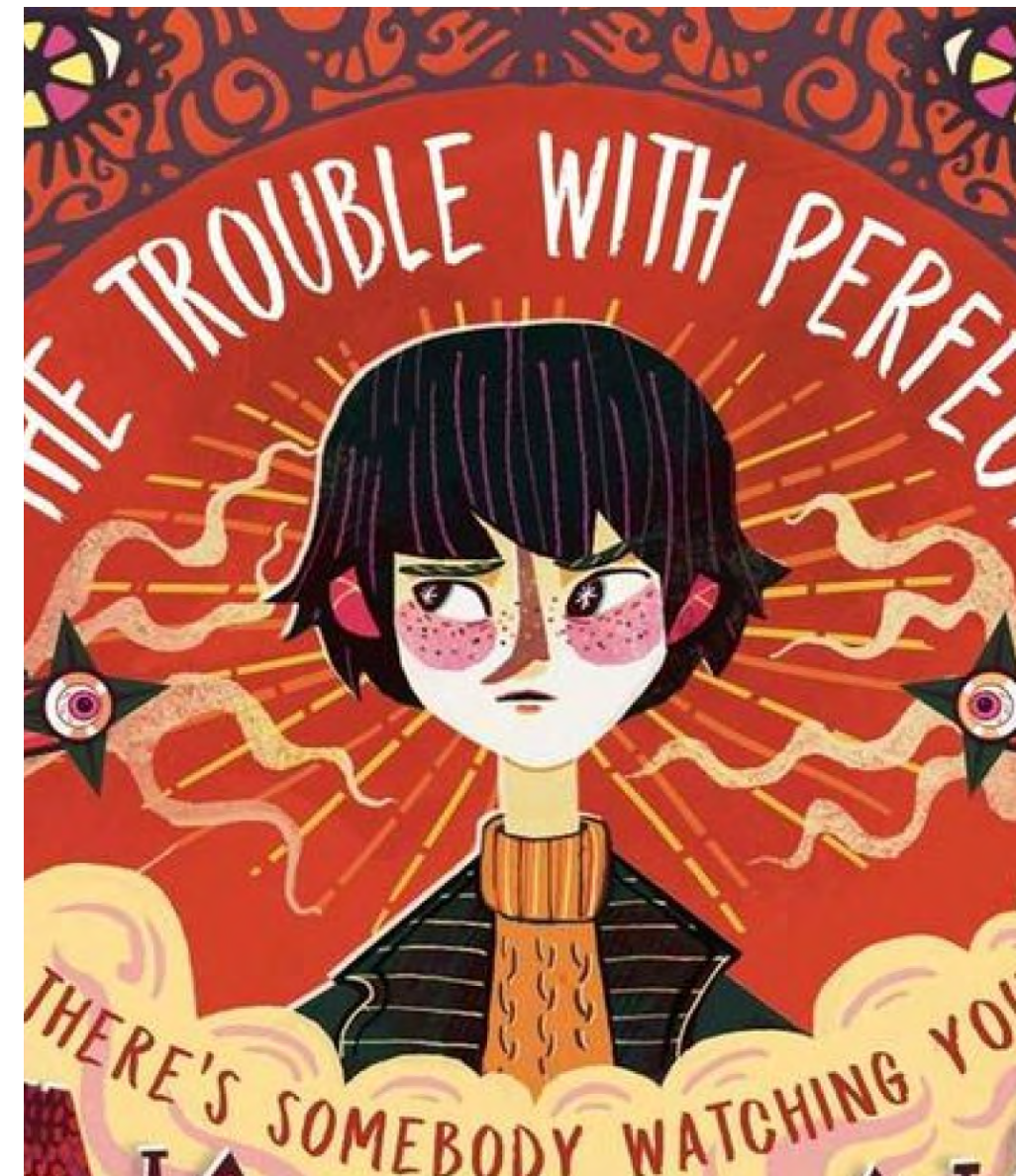
**Evolving Story:** Researching illustrations that transformed/transitioned into correlating images





# World Style Board

**Storybook:** Colorful, hand drawn, detailed, personality, illustrative, playful





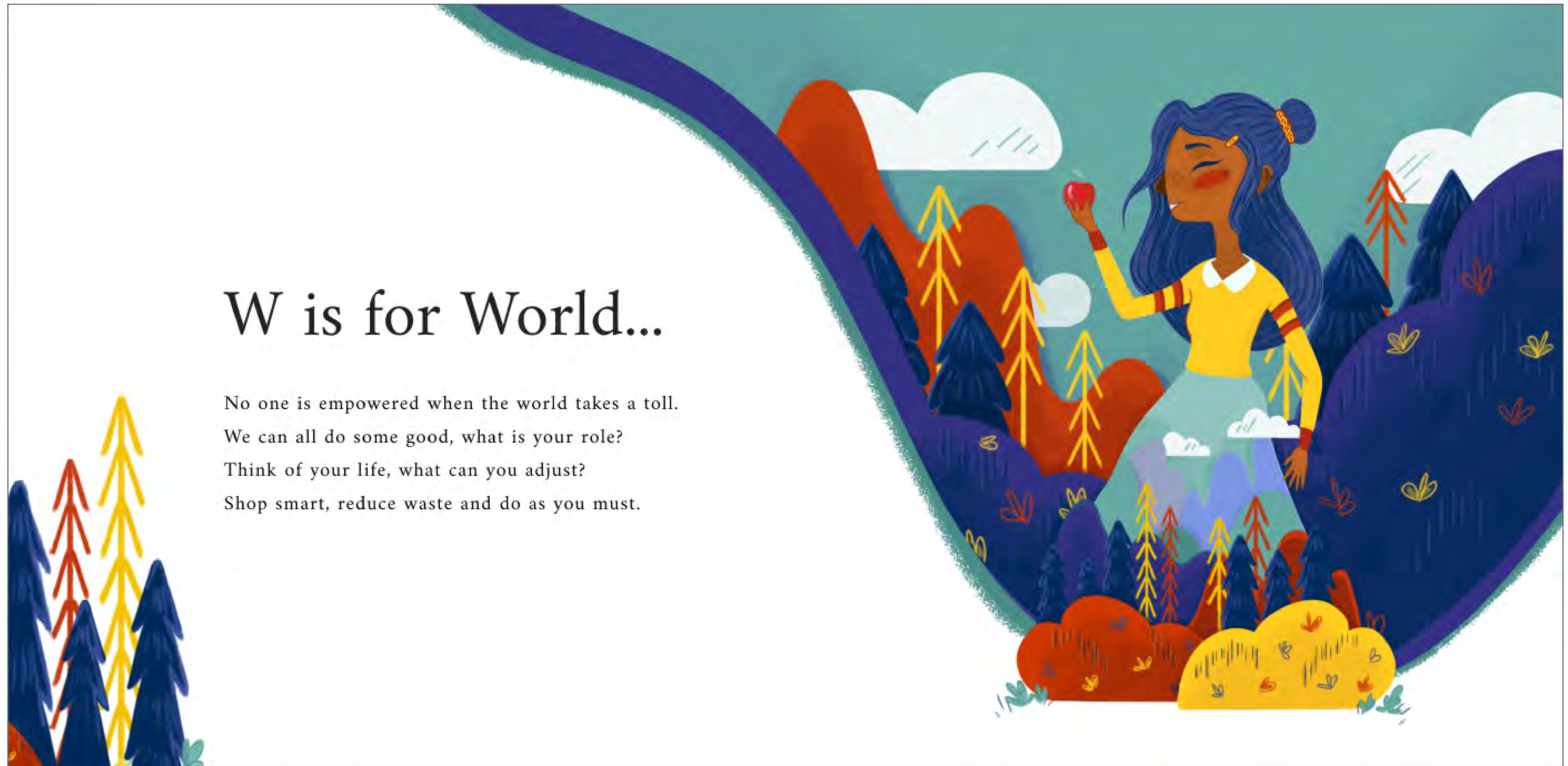


## Illustration Goal

I wanted to create an image that displayed how our actions can have a very real impact. By performing one positive action (here it's eating sustainably) you can see the impacts it has on the world around you.

# W is for World...

No one is empowered when the world takes a toll.  
We can all do some good, what is your role?  
Think of your life, what can you adjust?  
Shop smart, reduce waste and do as you must.





# Interactions

**Digital Explorations**

# Interaction Goals

## C is for Conversation

My main goal with all of these interactions was to continue on the story of each letter. I thought it would be interesting to show a few different scenarios that commonly happen during one on one conversations, showing how these situations can be taken as opportunities to learn from your peer.

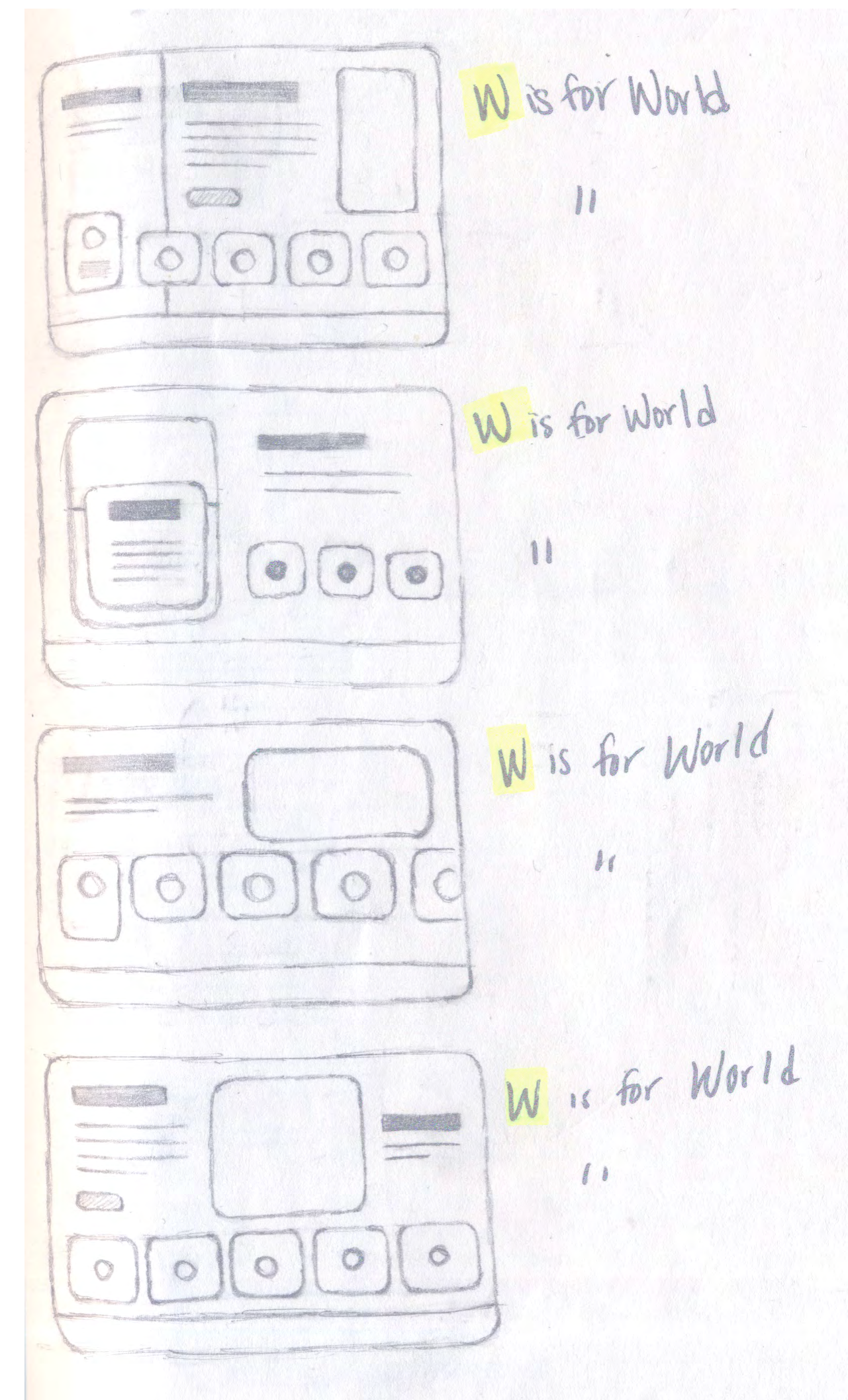
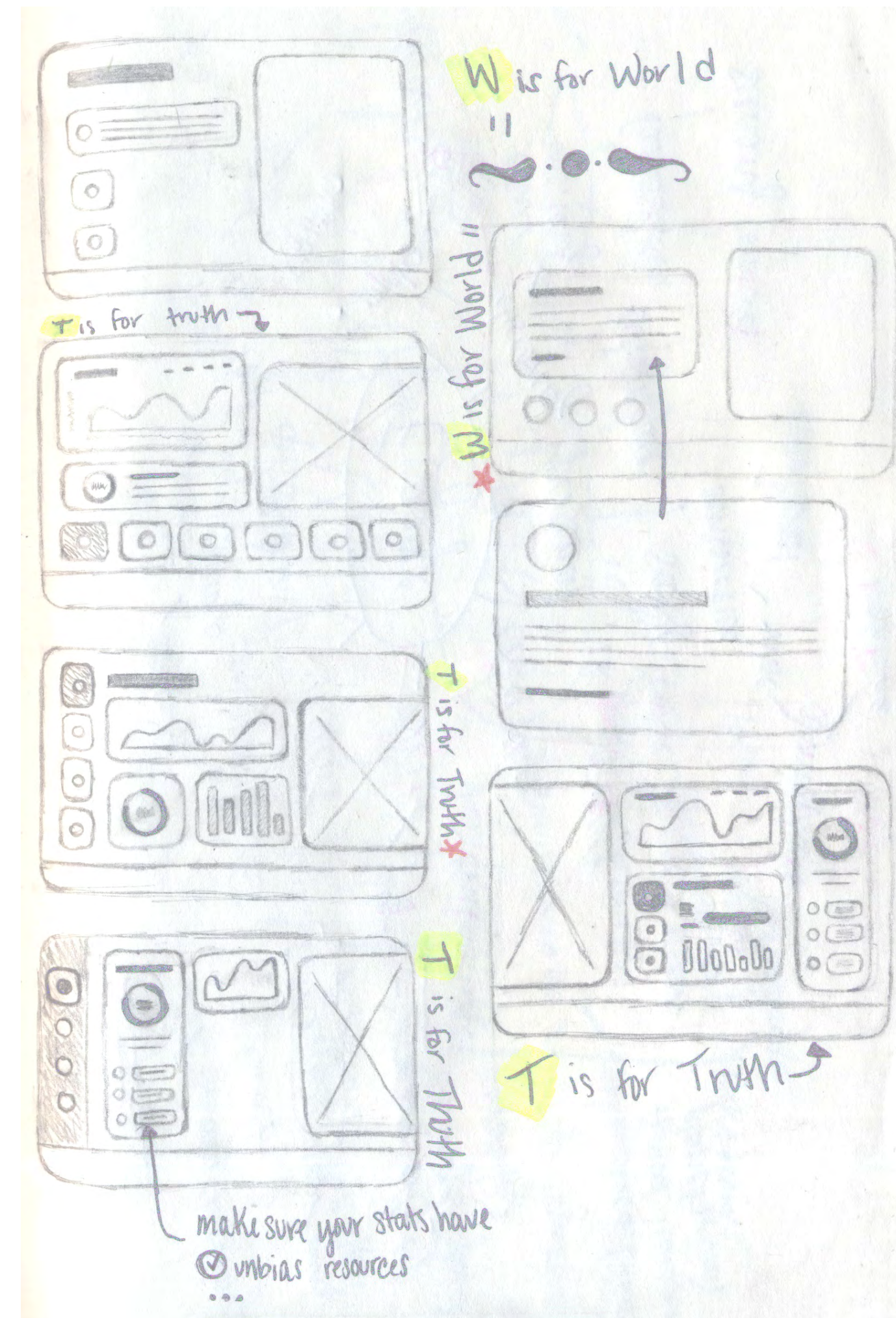
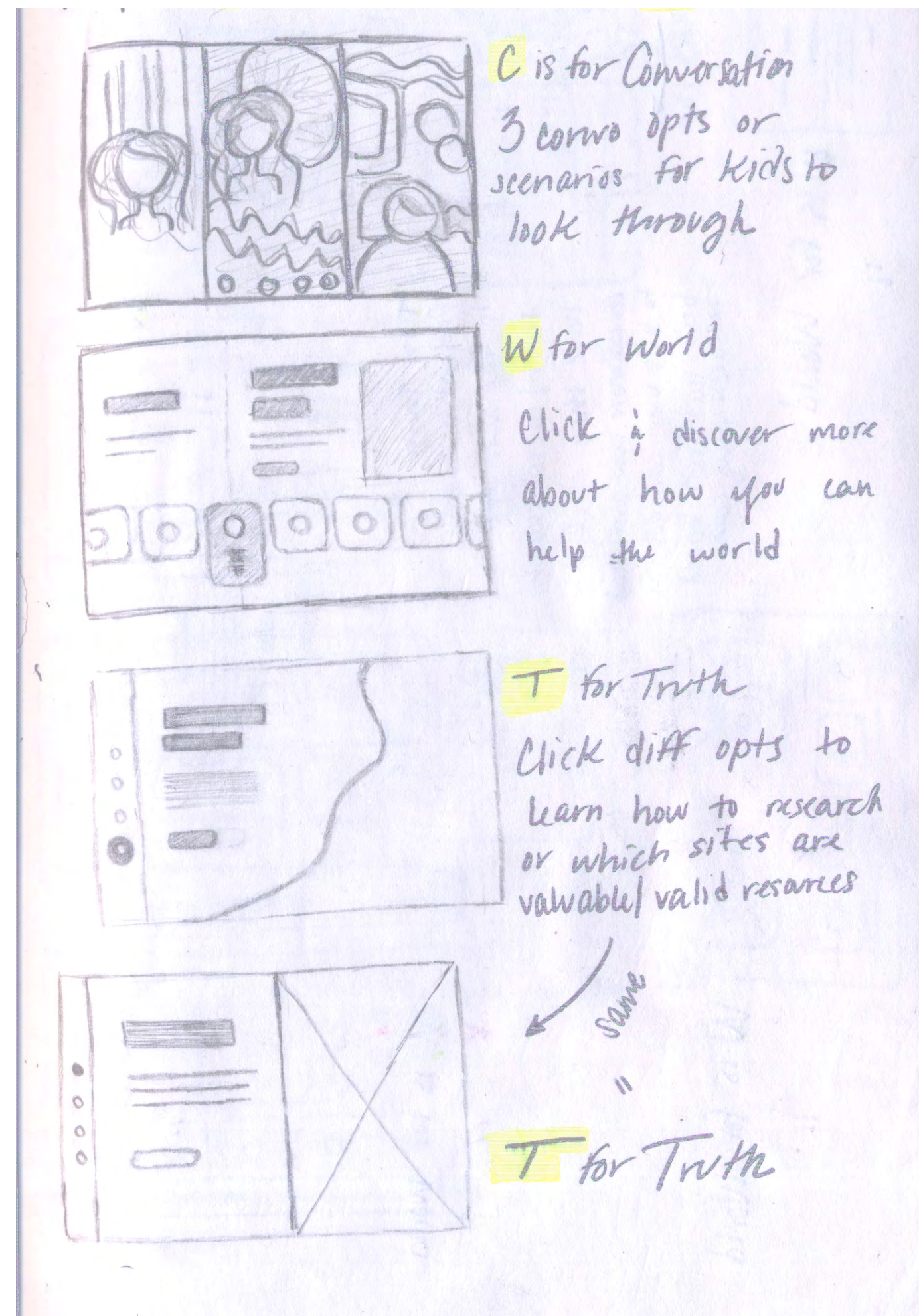
## T is for Truth

With this interaction, I wanted to show the young audience how easy it is to get the facts wrong when one doesn't do their own research. Here, children can click on the statistic buttons and read what fun facts they reveal.

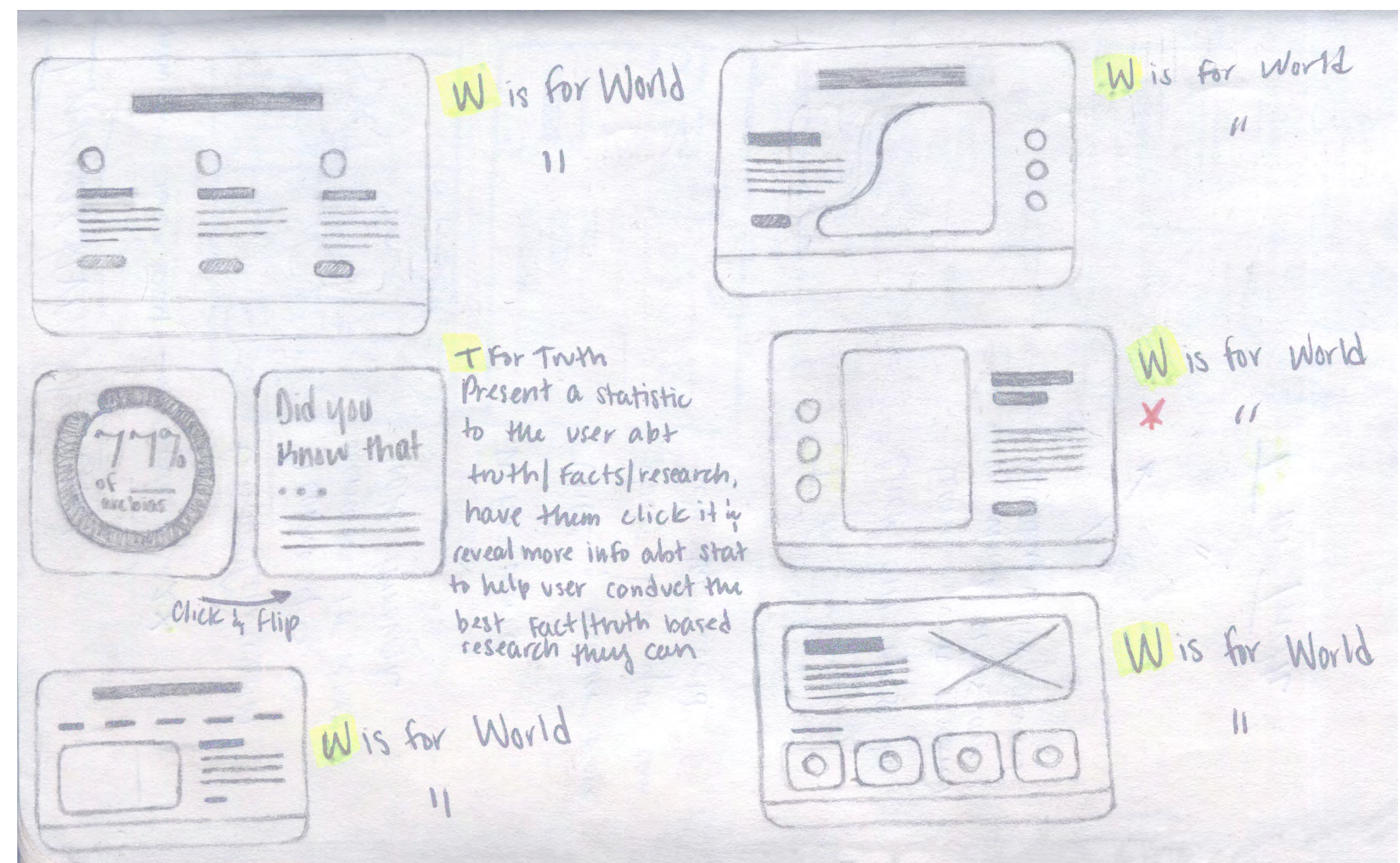
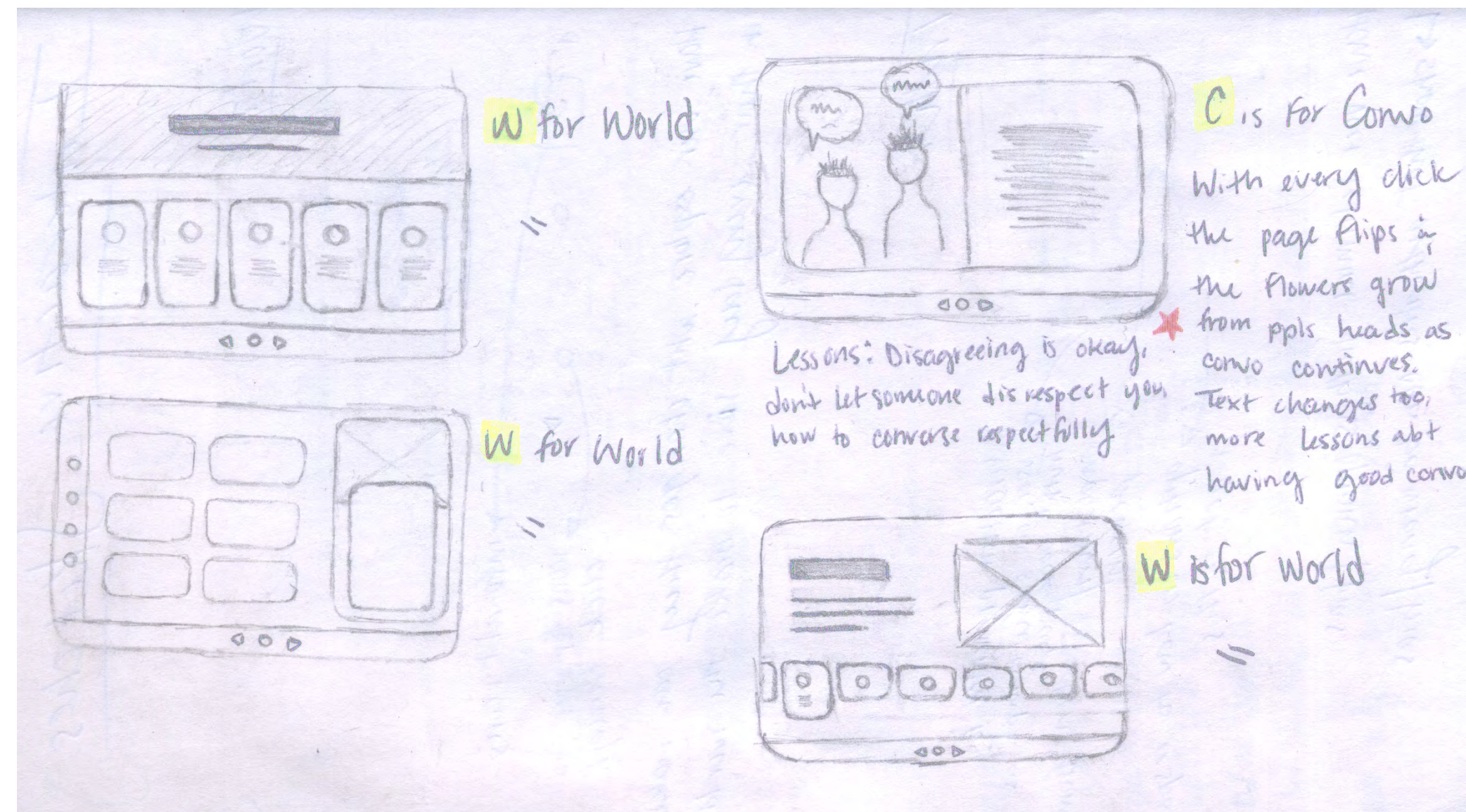
## W is for World

I wanted to give students resources and pointers as to where they could possibly start making even more of a positive difference on the planet throughout their every day lives.

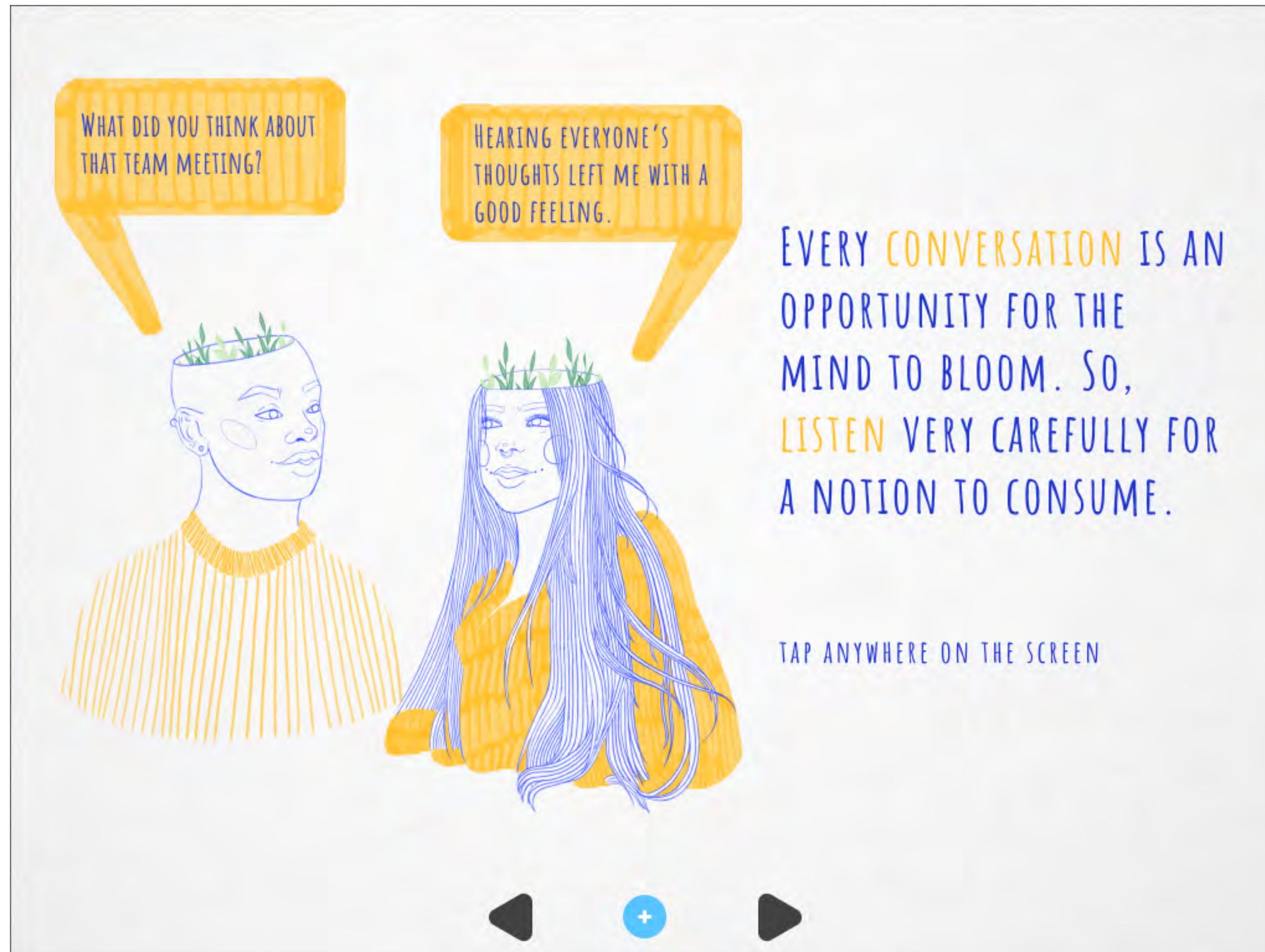




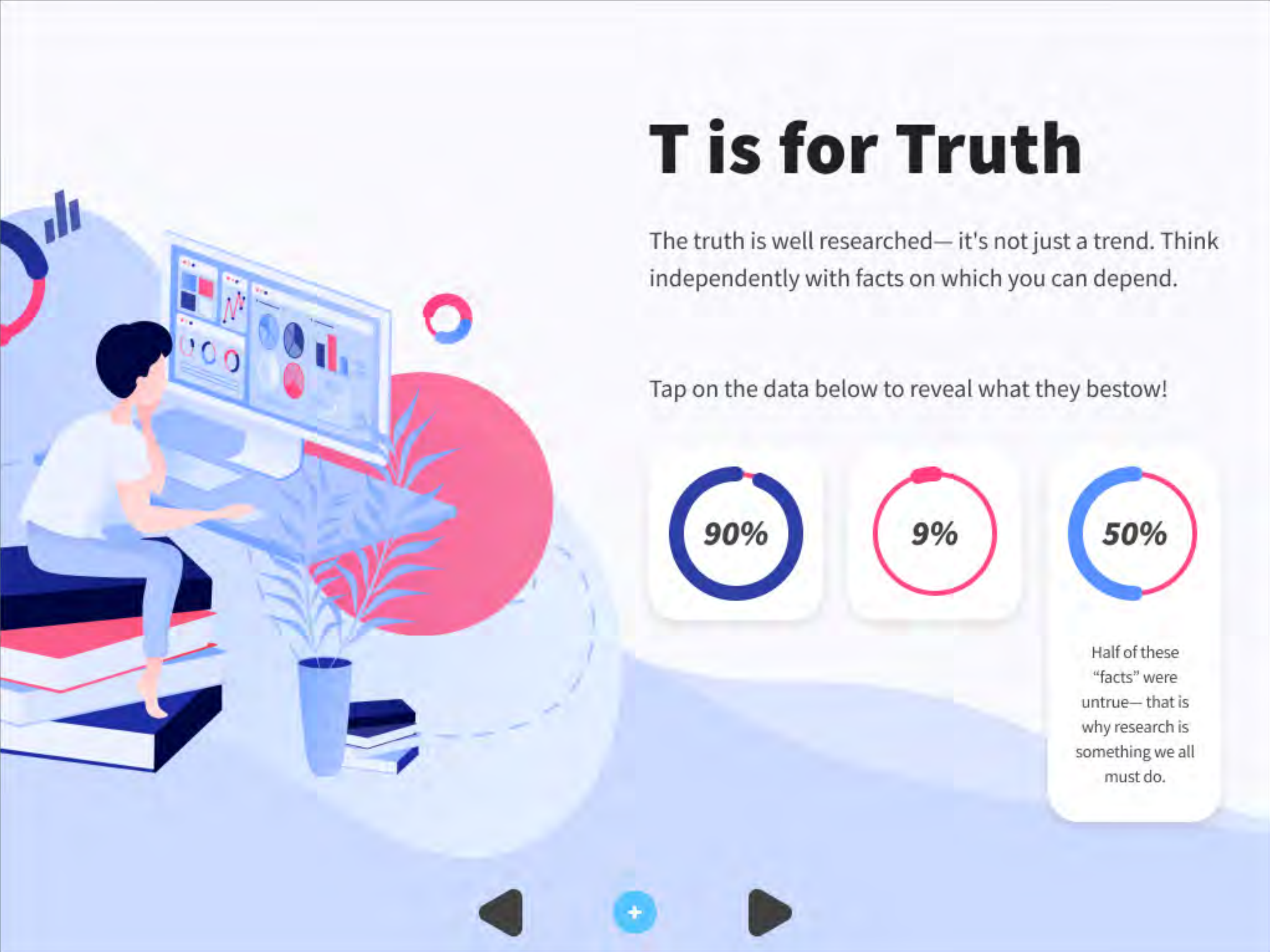












# W is for World

Tap on the icons below to reveal knowledge they bestow!



## Eat Responsibly

Eating more fruits and veggies, while passing on meat, helps our planet get back on its feet. Animal based foods contribute to pollution, and if you can buy local based produce that's a great substitution.





# Take Aways

## Know Your Audience

It was really challenging to go back to the mind of a child for these illustrations/interactions. A project such as this required a lot of brainstorming and iterations to come up with a concept that would connect with the younger demographic. I feel as though I learned a lot about the importance of knowing your audience and how to put yourself in their shoes to better engage them.

## Group Dynamics

Working in a group this large, it was challenging at times to get everyone on the same page at times. Though this project, I learned a lot about the importance of communication and flexibility that needs to be had when working on a team of this size.

## Constraints

Producing work while staying true to the rhyming constraint was definitely a challenge. With this team constraint, it forced me to get creative with my content so that I could still get across my message while, simultaneously, following my group's set guidelines.



**Thank you :)**