

the ABCs of —

Inclusivity

LETTERS

B

is for Bias

D

is for Diversity

E

is for Equity
vs. Equality

GOAL

**Explain the concept of inclusivity
with an ABC book.**

Why?

To stop the onset of bullying
and exclusion from a young age

How?

A print book and an
interactive tablet experience

Who?

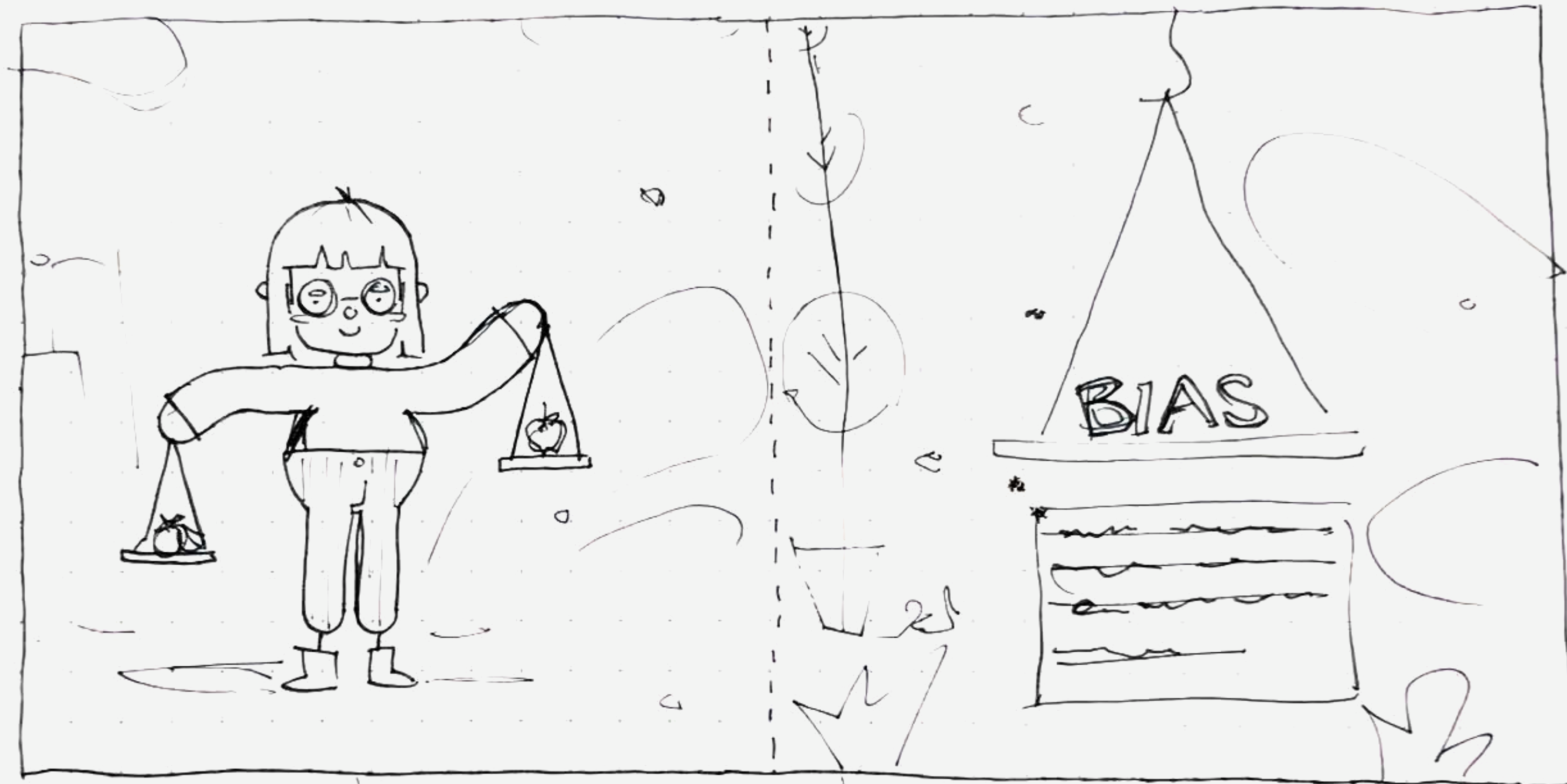
Kids grade 4-6

B IS FOR

Bias

Biases cause us to unfairly make decisions in favor of what we are familiar with. Understanding that we are different, and befriending people who are different than you can help to challenge bias.

IDEATION



MOOD / STYLE

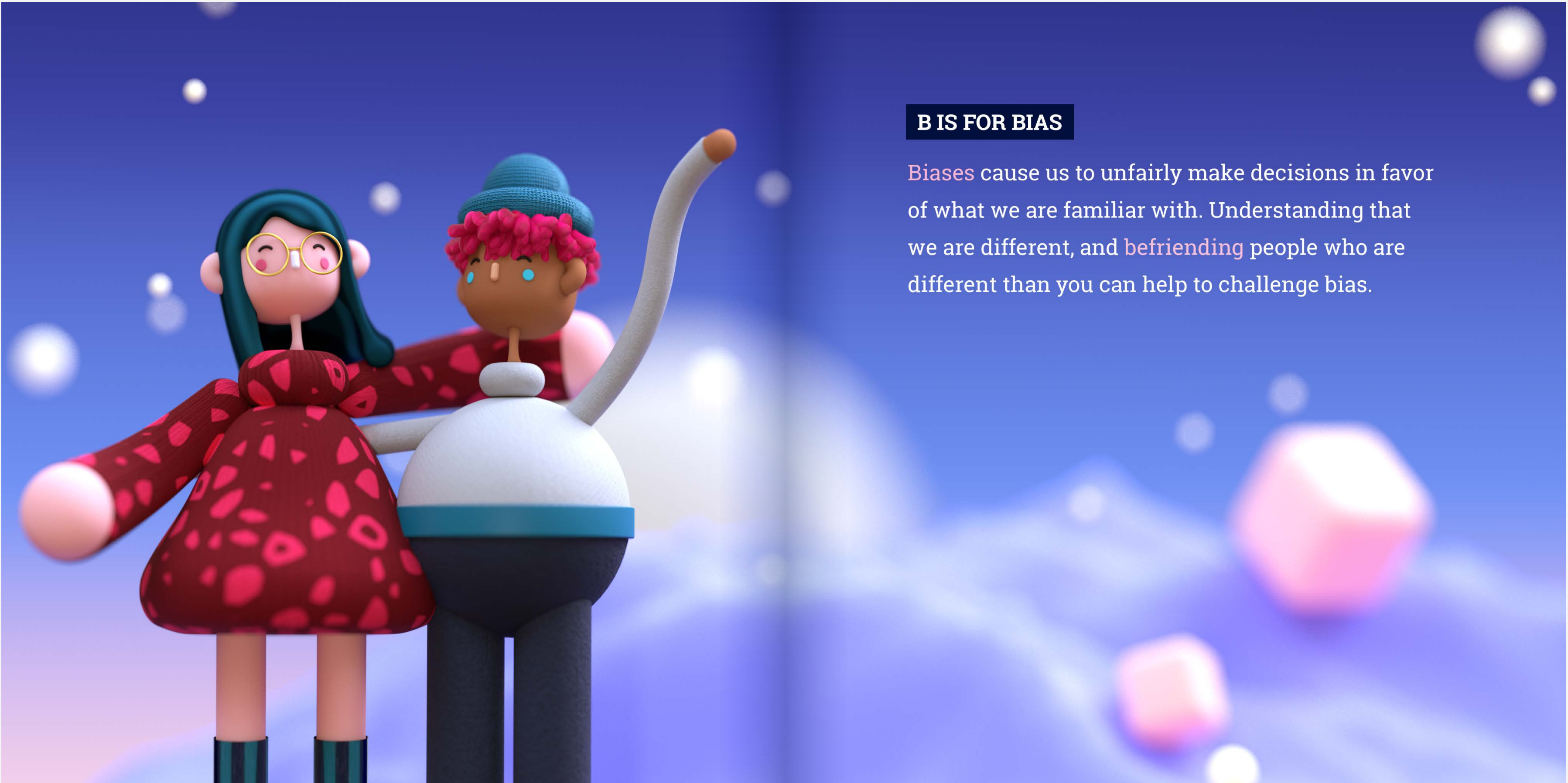
Simplistic 3D shapes and characters, bright colors, realistic textures



PRINT LAYOUT



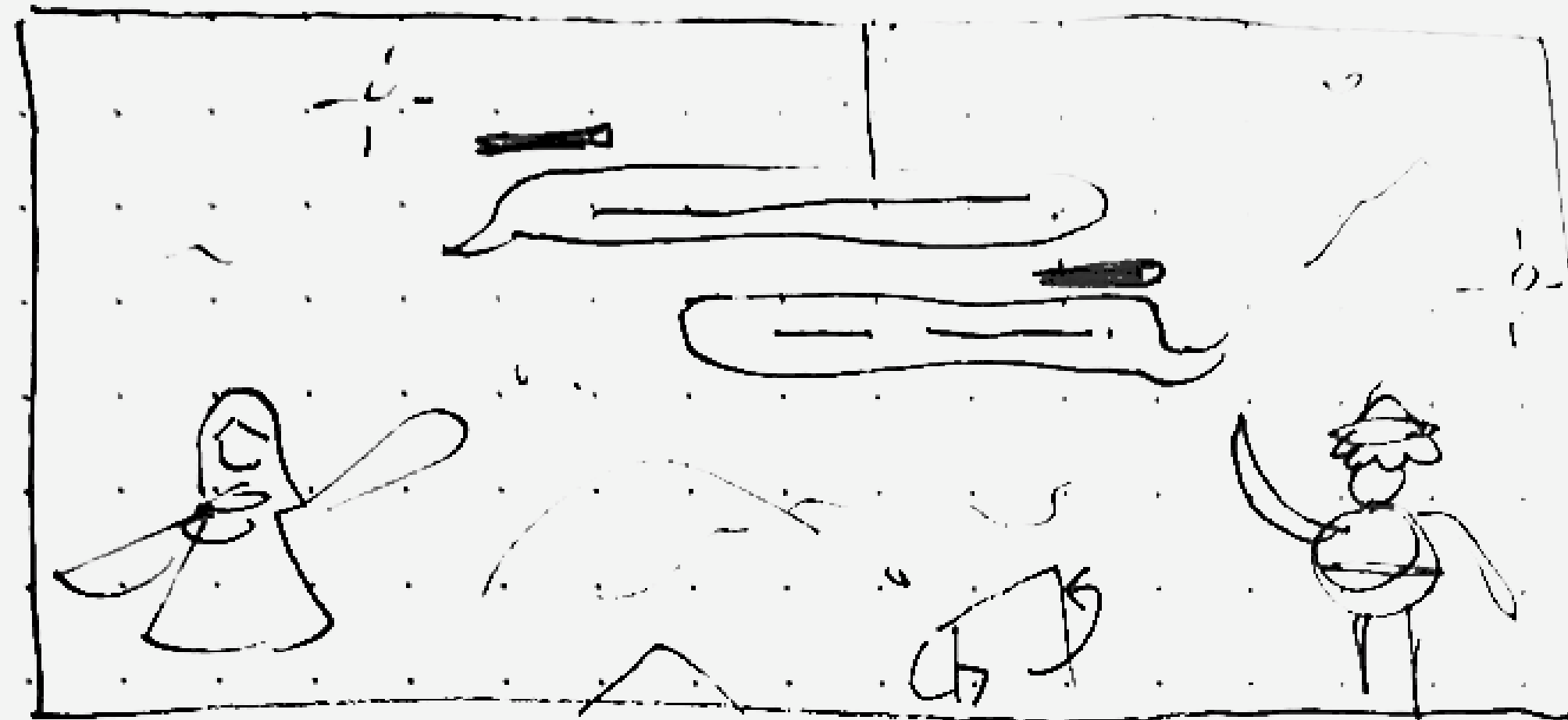
PRINT LAYOUT



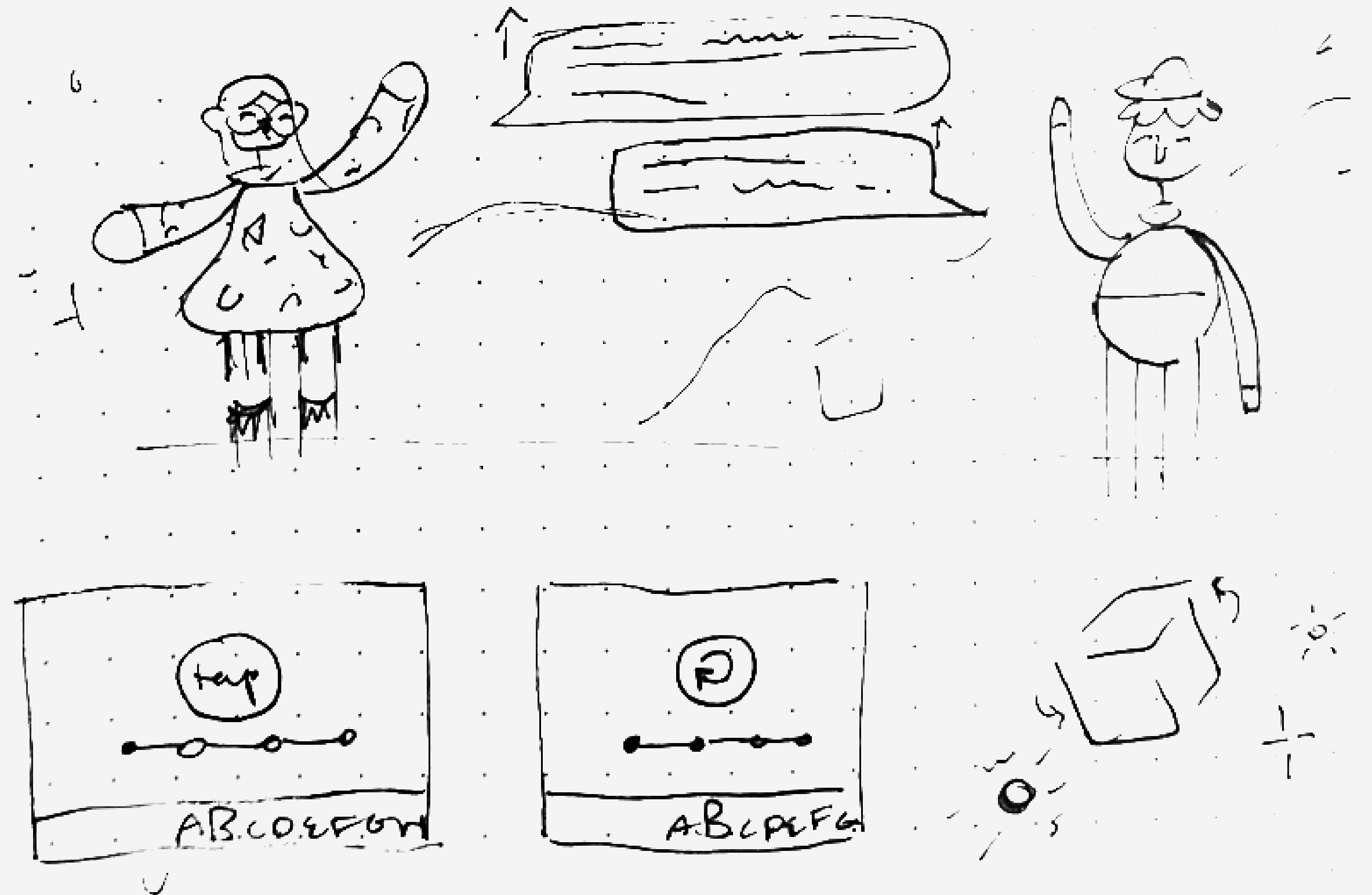
B IS FOR BIAS

Biases cause us to unfairly make decisions in favor of what we are familiar with. Understanding that we are different, and *befriending* people who are different than you can help to challenge bias.

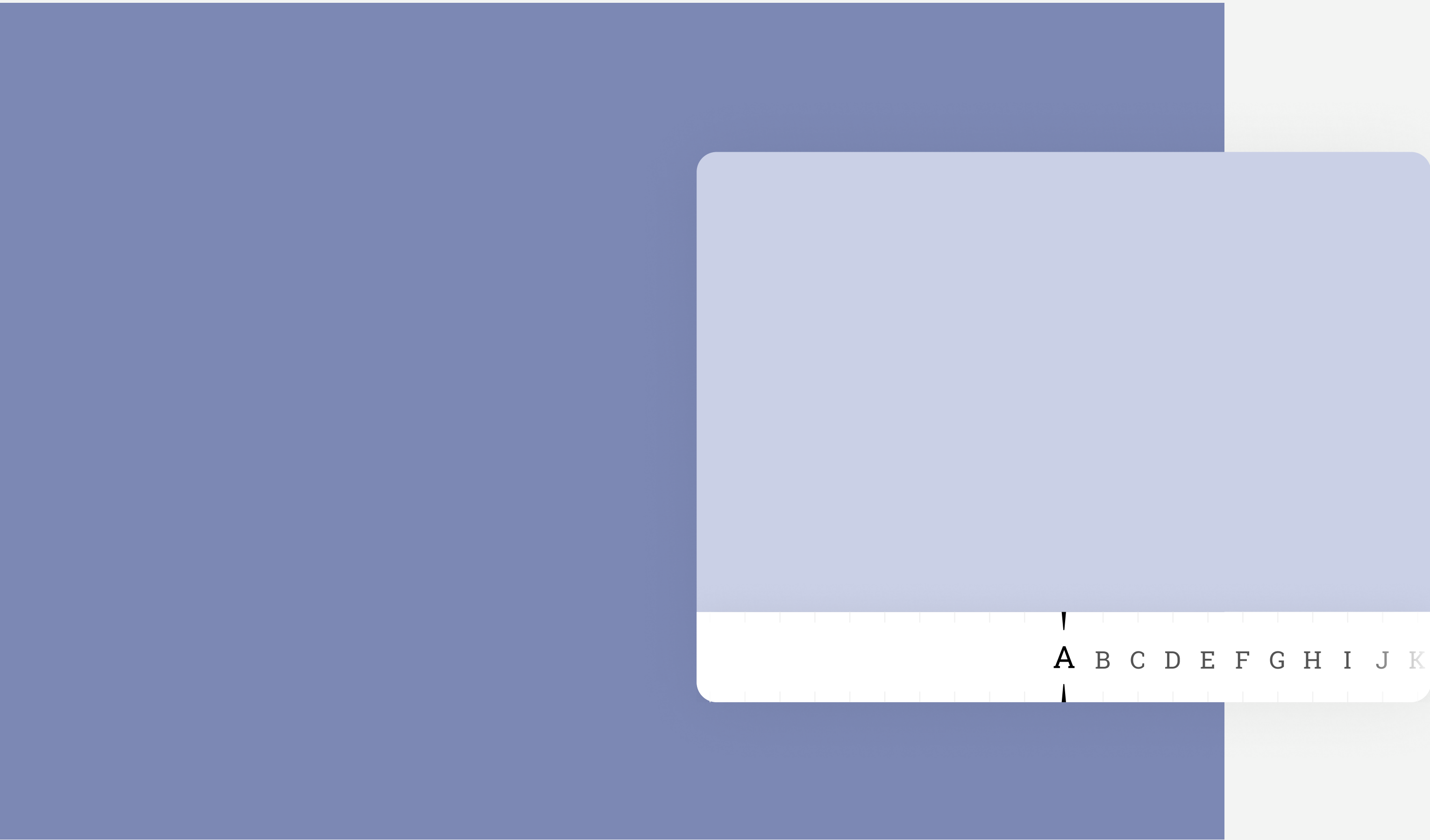
INTERACTION IDEATION



-explain types of bias -



INTERACTION IDEATION

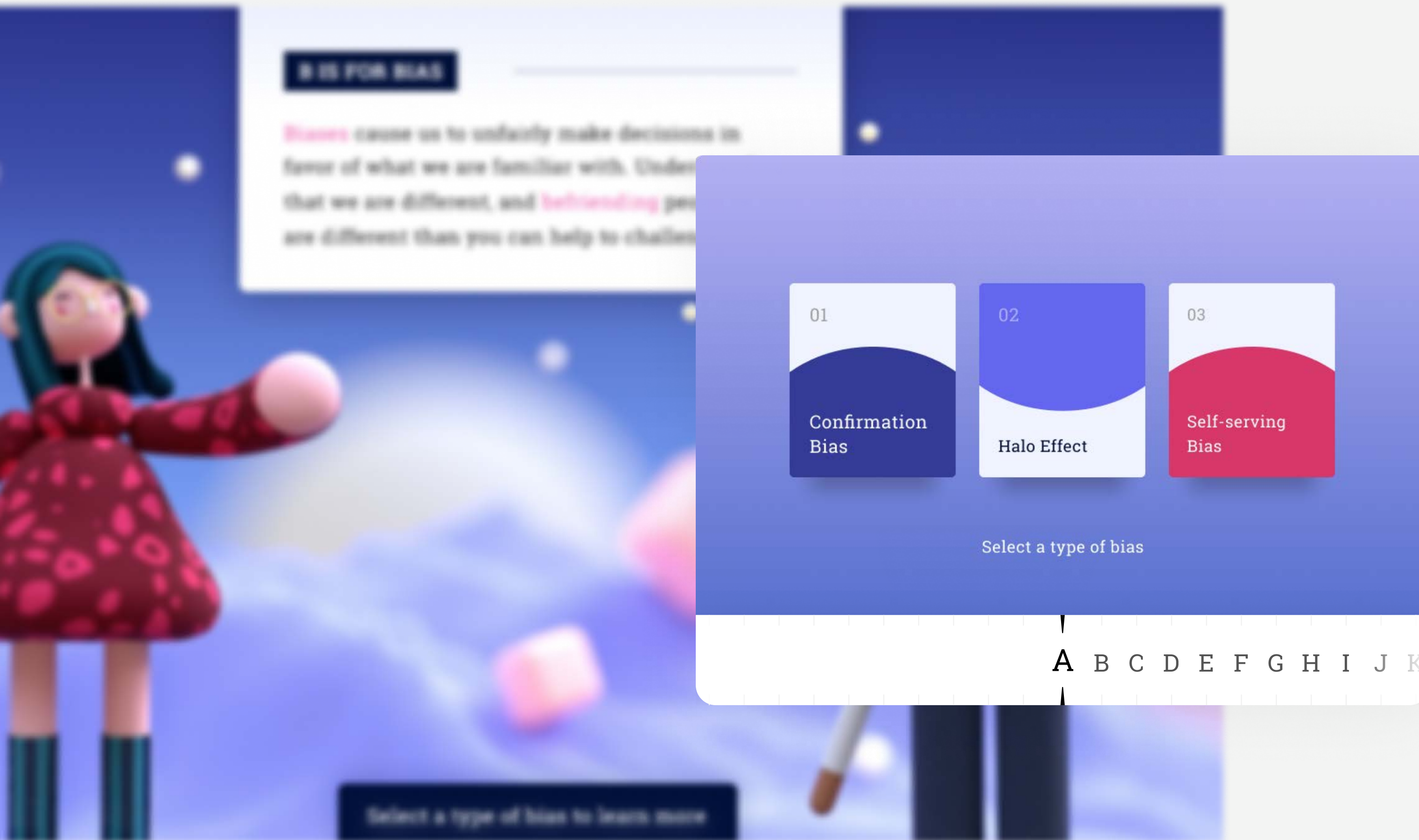


Interaction Layout

The general layout for all interactions is an iPad controller with an interaction, and a large screen that changes when the iPad is interacted with.

The result is an immersive museum experience with simple interactions.

INTERACTION



Bias Interaction

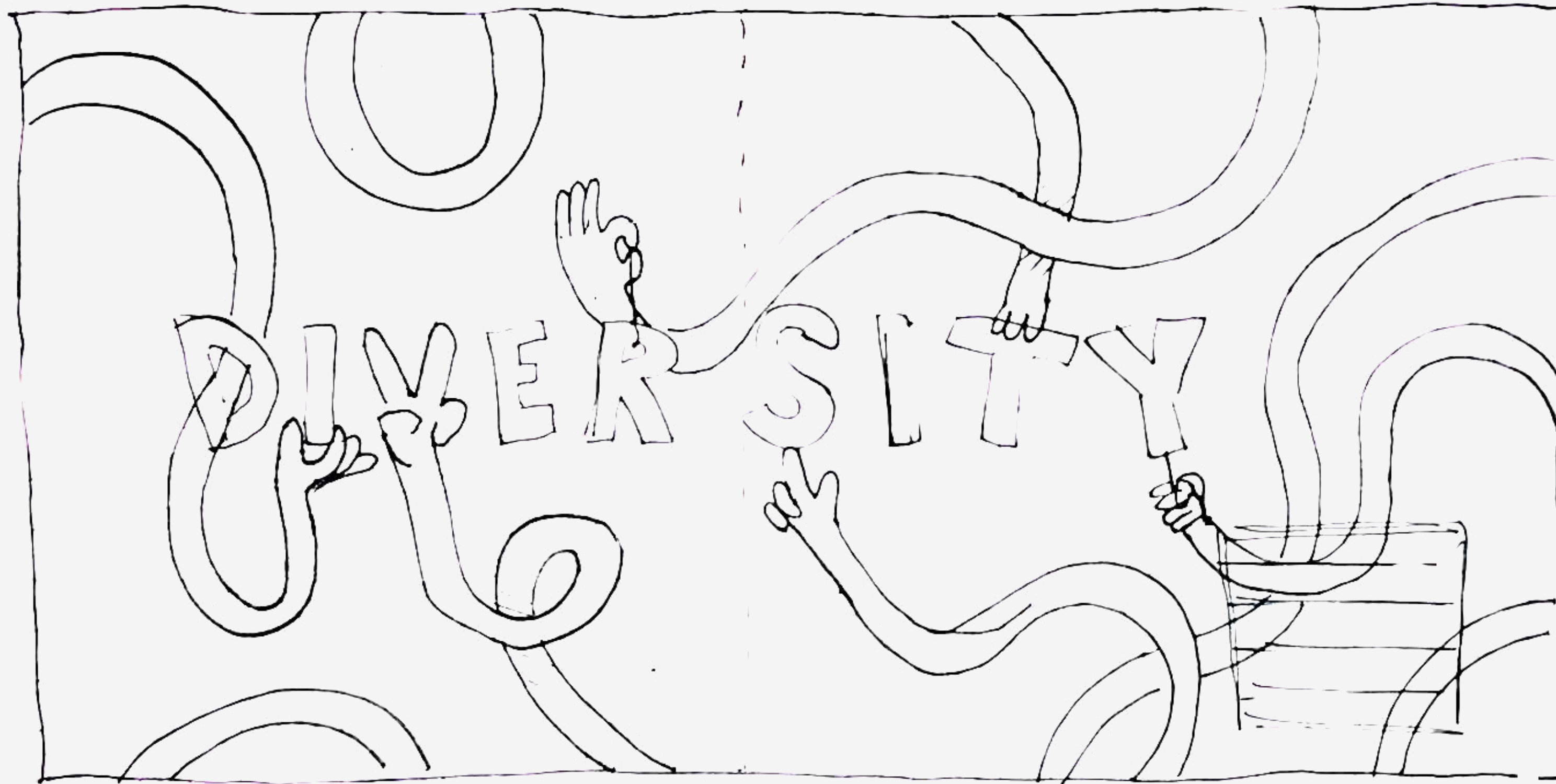
The interaction for bias features cards that can be selected to learn more about different kinds of bias, while an animation of the characters loops in the background.

D IS FOR

Diversity

Diversity is embracing our differences that make us unique, from our culture to our appearance, race, gender, religion, and everything in between.

IDEATION



MOOD / STYLE

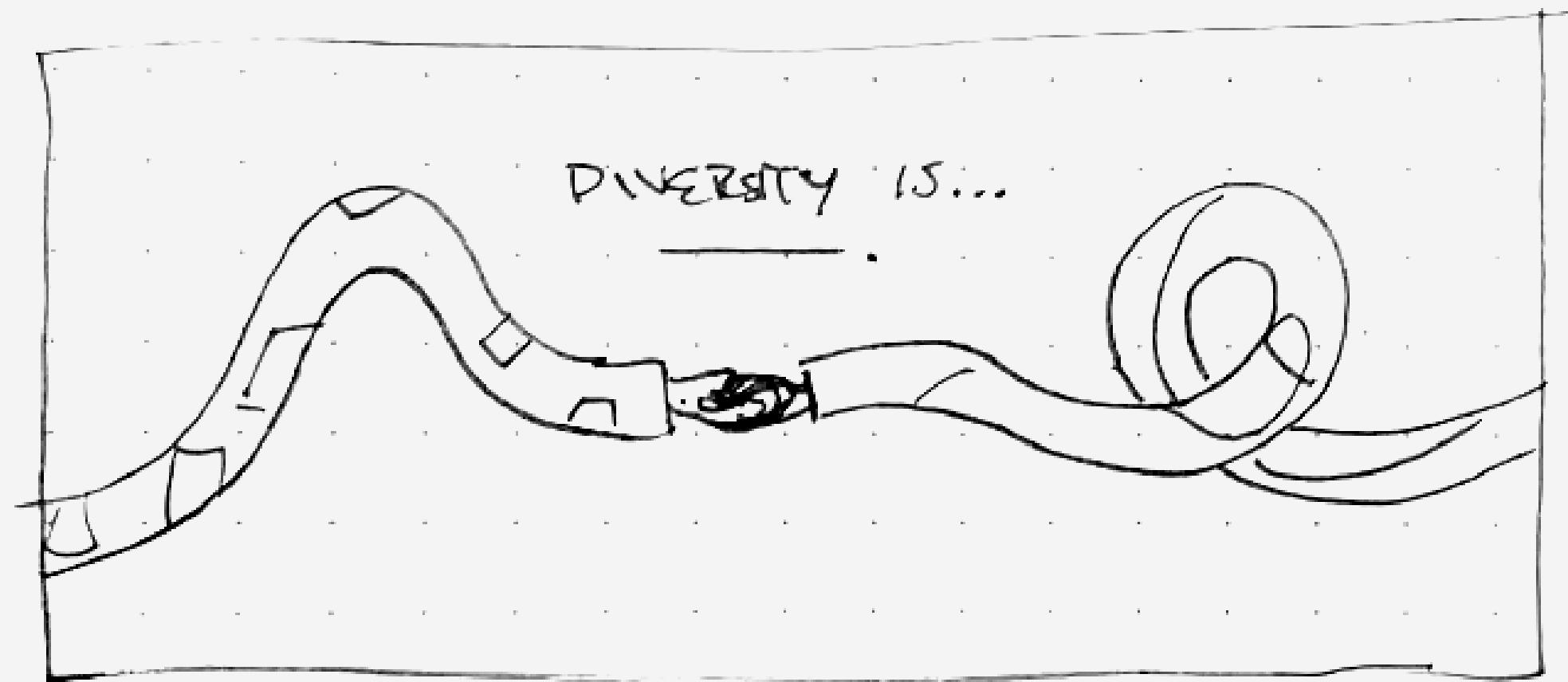
Flat textured illustration, working together, different textures & skin tones



PRINT LAYOUT



INTERACTION IDEATION

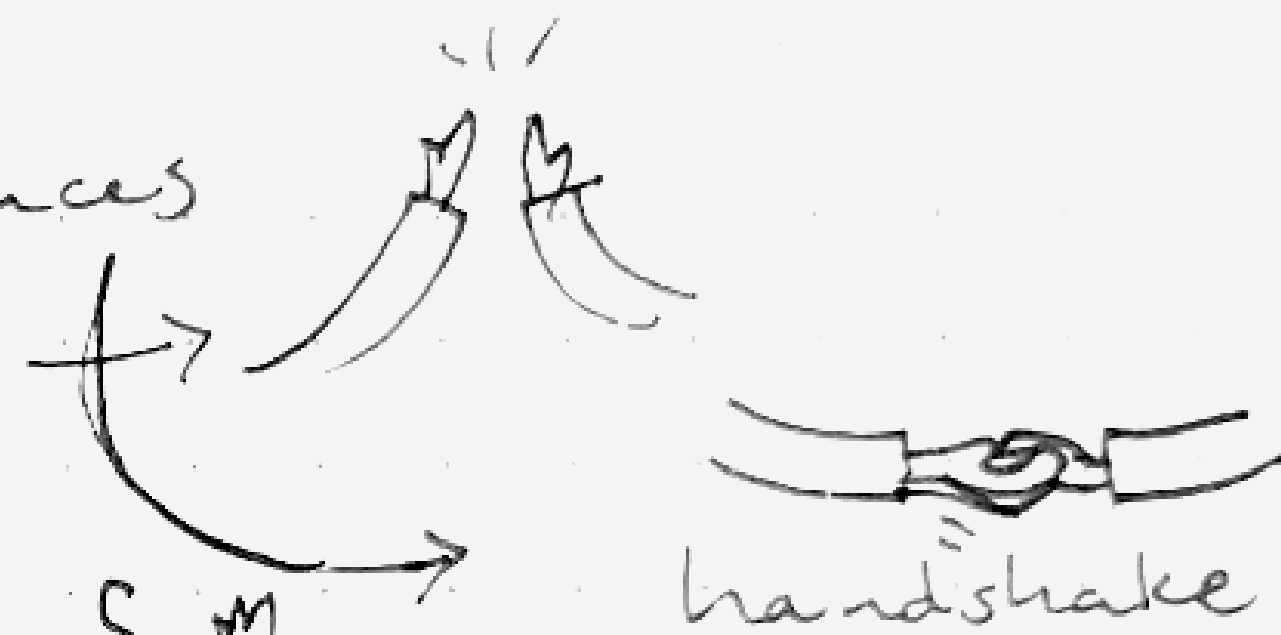
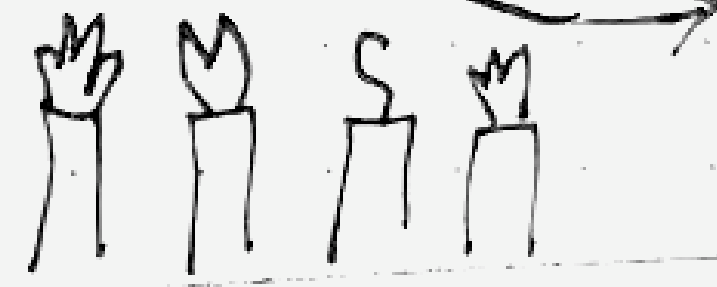


- embracing our ~~differences~~ individuality
- being unique
- understanding our differences (appreciating?)



DIVERSITY IS

- appreciating our differences
- ~~embracing our~~ including everyone
- being unique



INTERACTION



Diversity Interaction

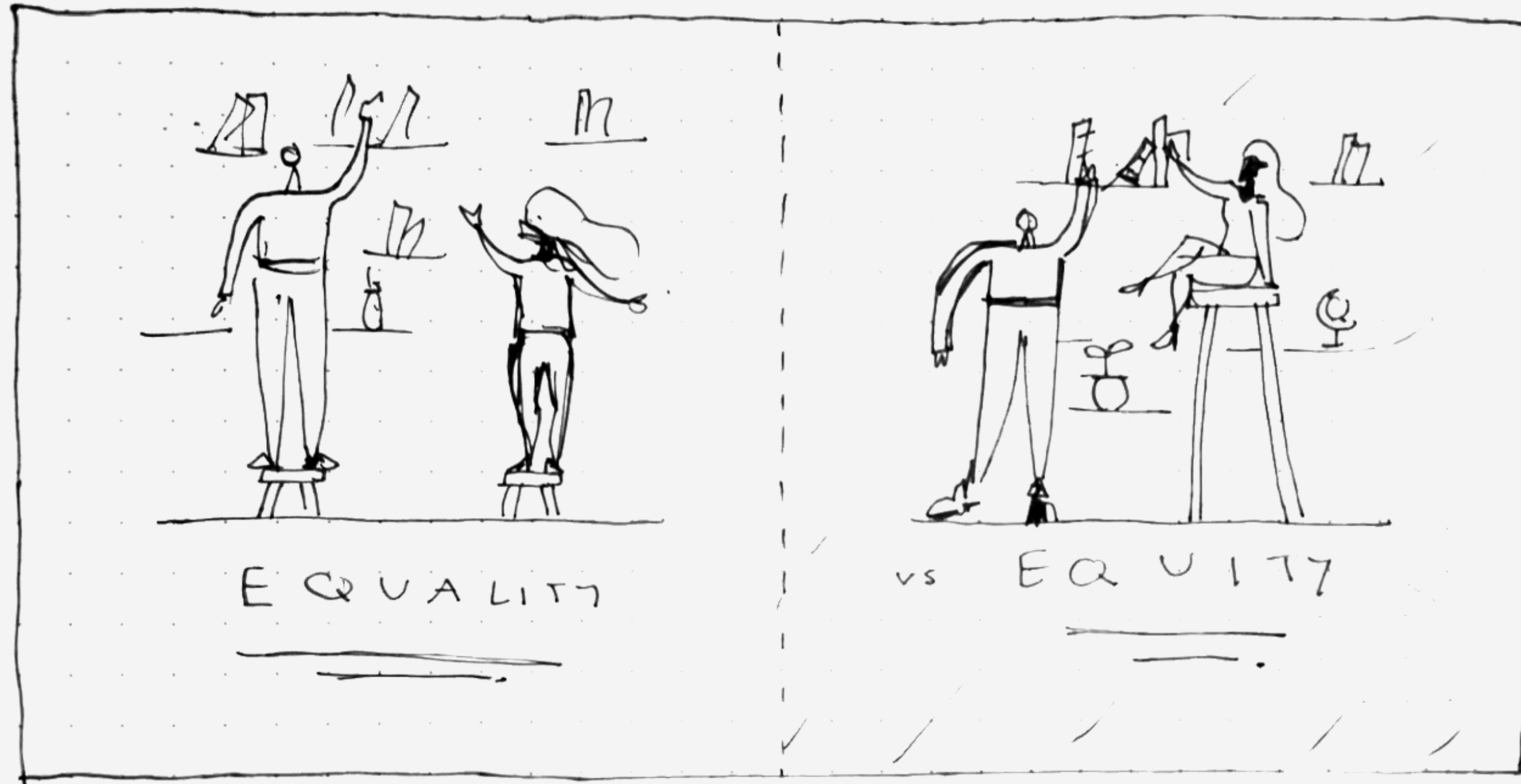
The interaction for diversity features a selection of 3 animations. Each animation shows a different definition of what diversity is: appreciating our differences, including everyone, and being unique.

E IS FOR

Equity

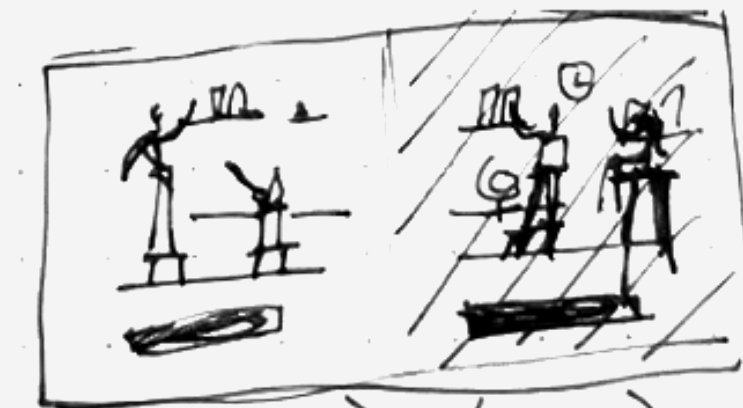
Equality sounds fair, but it assumes everyone needs the same things to succeed. Equity is making sure everyone has what they need for equal opportunity.

IDEATION



white page

blue? page (inverse)



(white) (blue)

MOOD / STYLE

Outline & fill illustration, high contrast, limited color



PRINT LAYOUT V1



EQUALITY

You might think equality sounds fair, but it assumes everyone needs the same things to succeed.



EQUITY

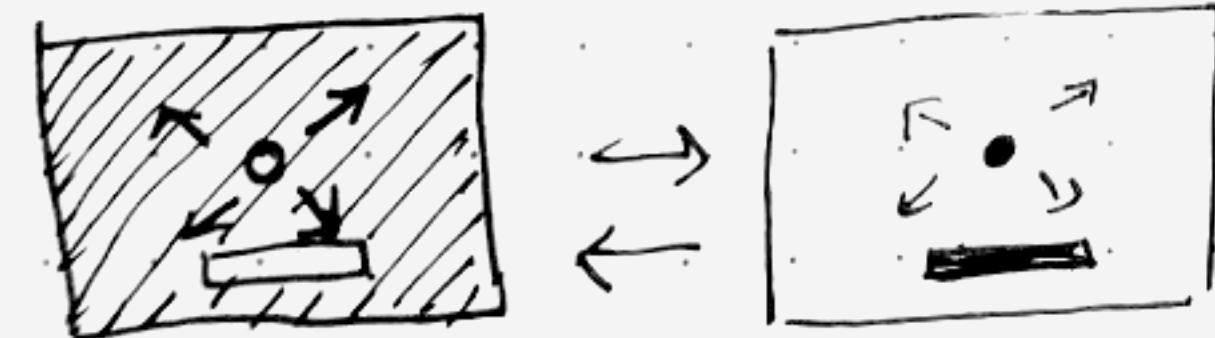
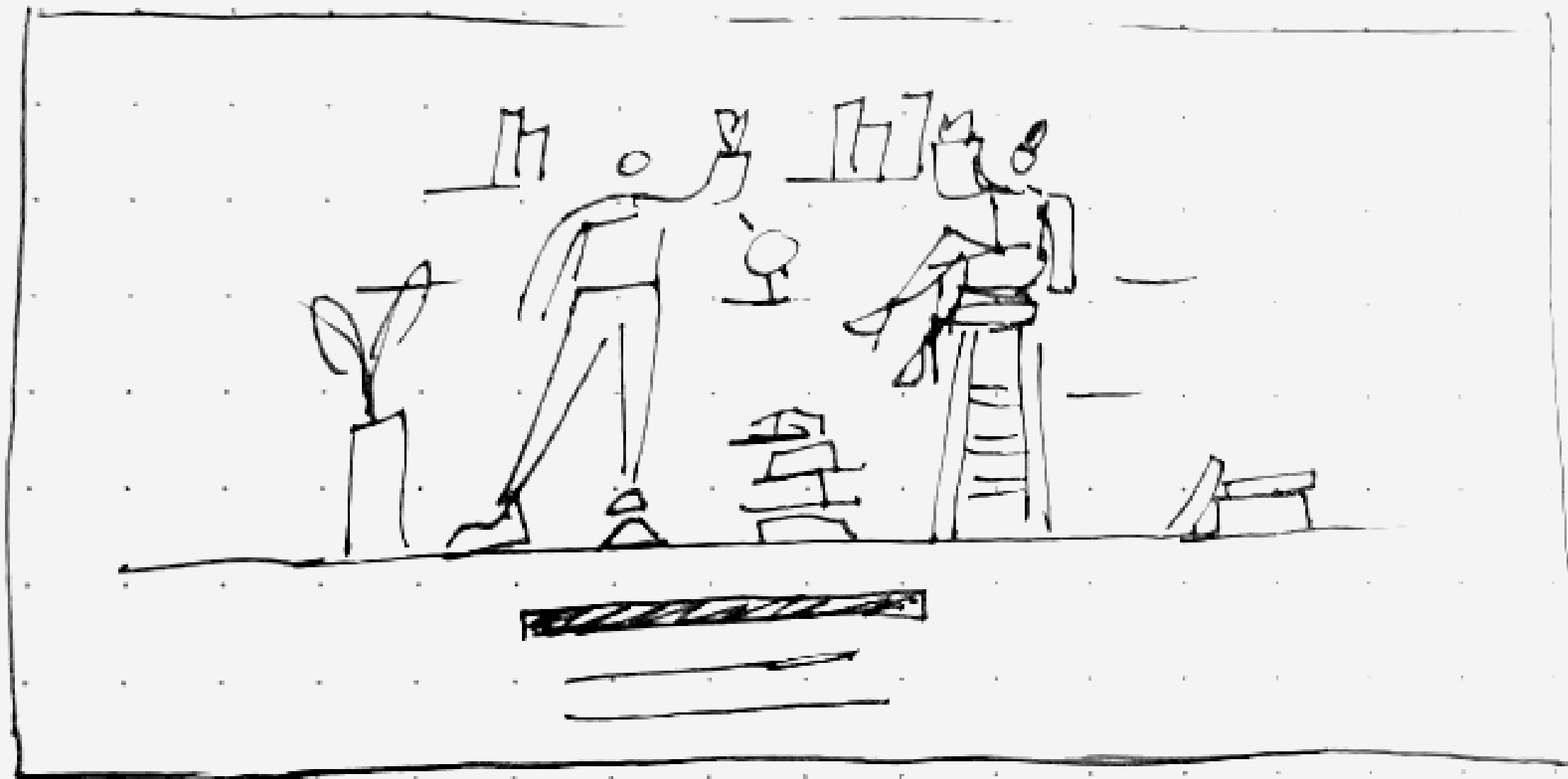
Equity is true fairness. It's about making sure everyone has what they need for equal opportunity.

EQUALITY VS EQUITY

Equality sounds fair, but it assumes everyone needs the same things to succeed. Equity is making sure everyone has what they need for equal opportunity.



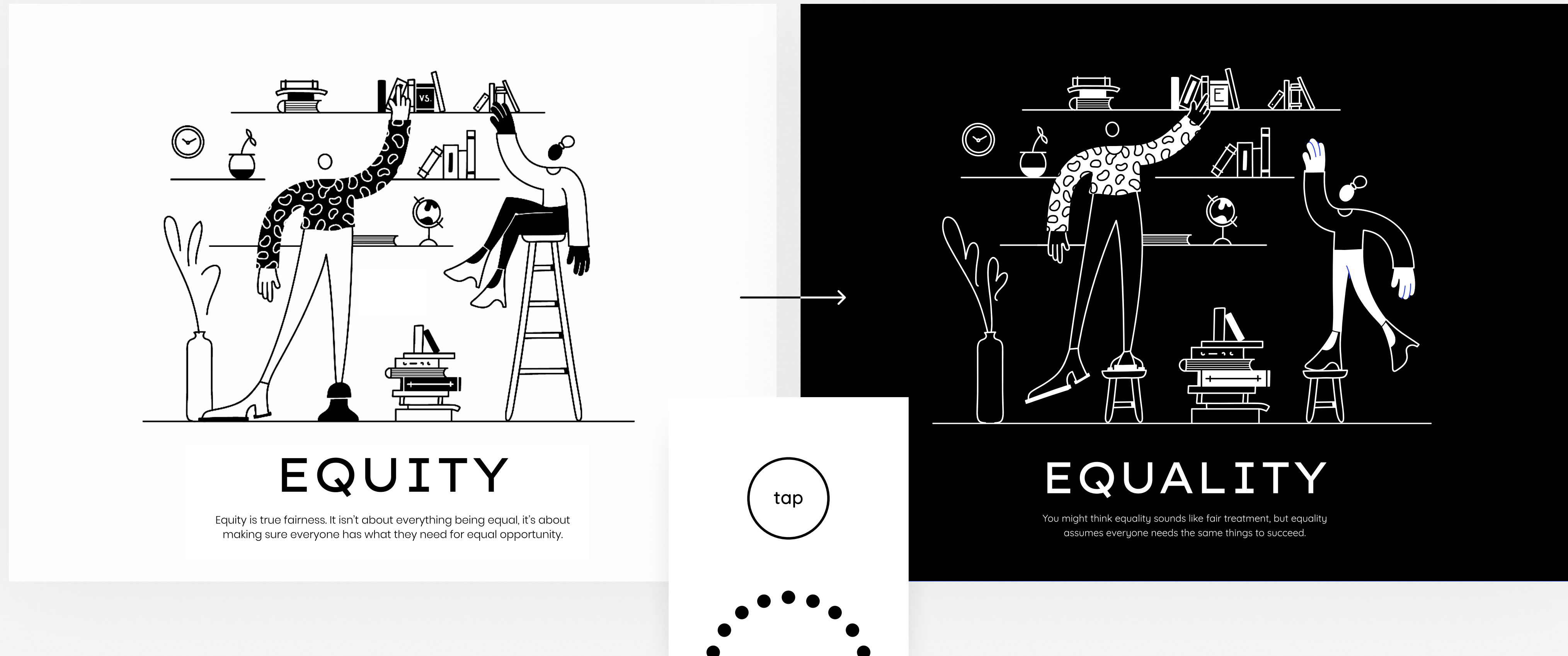
INTERACTION IDEATION



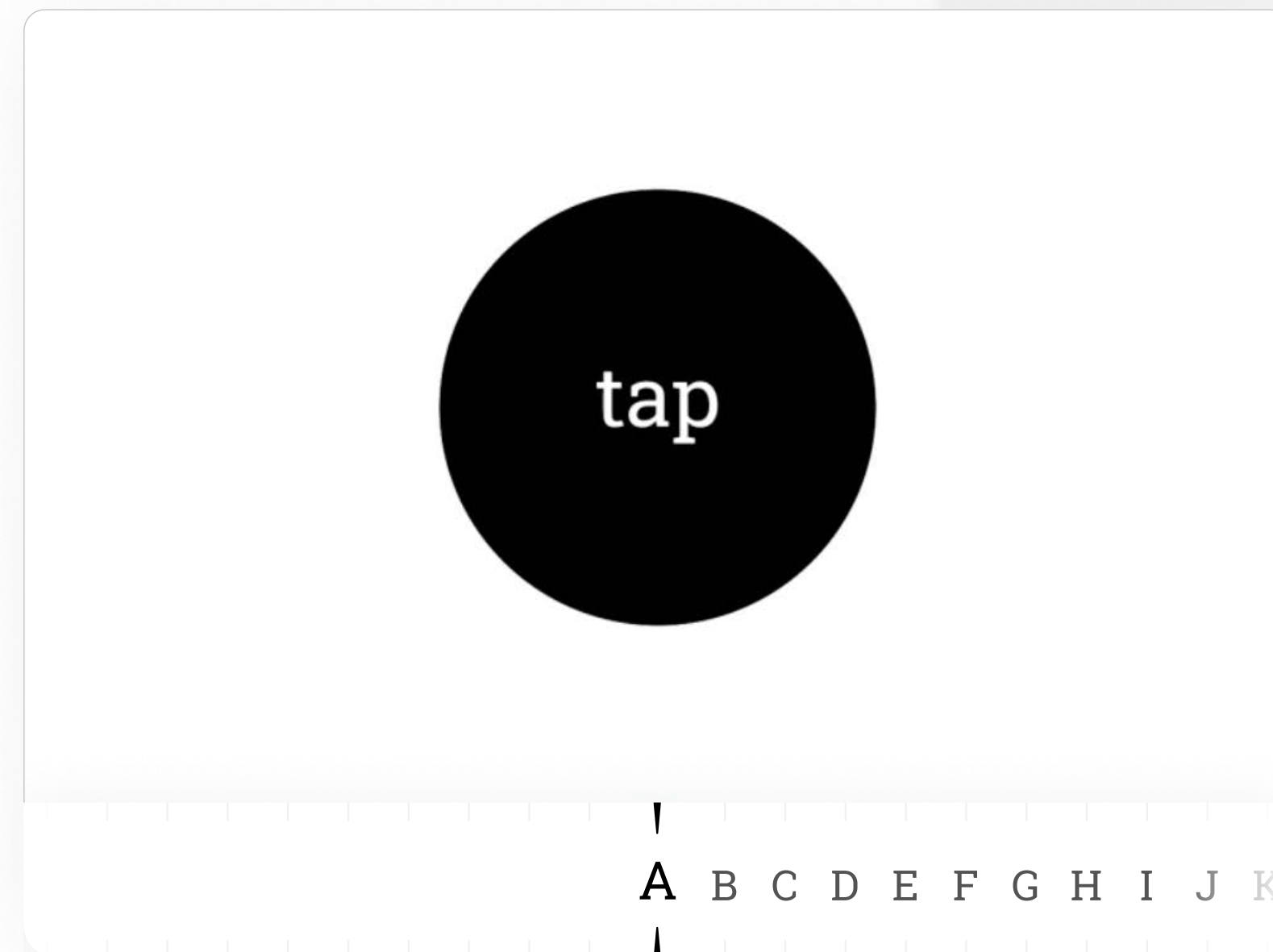
- tap toggles between equity & equality

INTERACTION IDEATION

Toggle between equity & equality with animation



INTERACTION



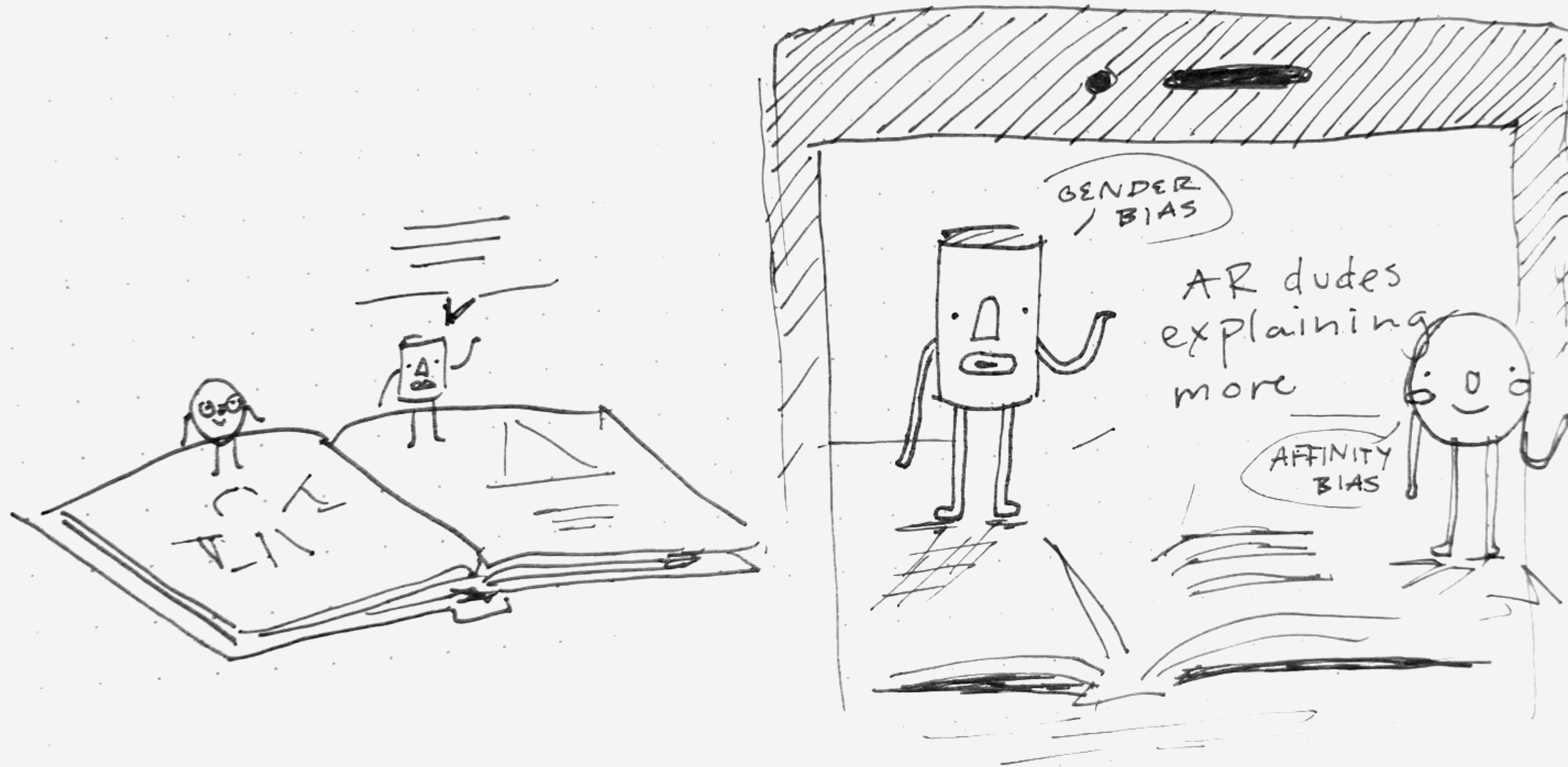
Equity Interaction

The interaction for equity is a tap that triggers an animation which toggles between equality and equity, with text describing the differences.

INTERACTION

AR

AR IDEATION



REFERENCES

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Thanks