

ABC book: Empowerment

Letters J, P, and Z

Theresa Piersall

Our Goal

To create an alphabet book covering topics of empowerment that targets **ages 8-12**.

We want to help kids better understand these difficult topics and **encourage them to feel empowered** and **empower others**.

Visual Research

Moodboard

Empowerment Book - Letters J, P, Z

Theresa Piersall

Empowerment can be a heavy topic. I don't want kids to feel intimidated or afraid when faced with these ideas.

- Light Hearted
- Uplifting
- Calming
- Friendly
- Positive



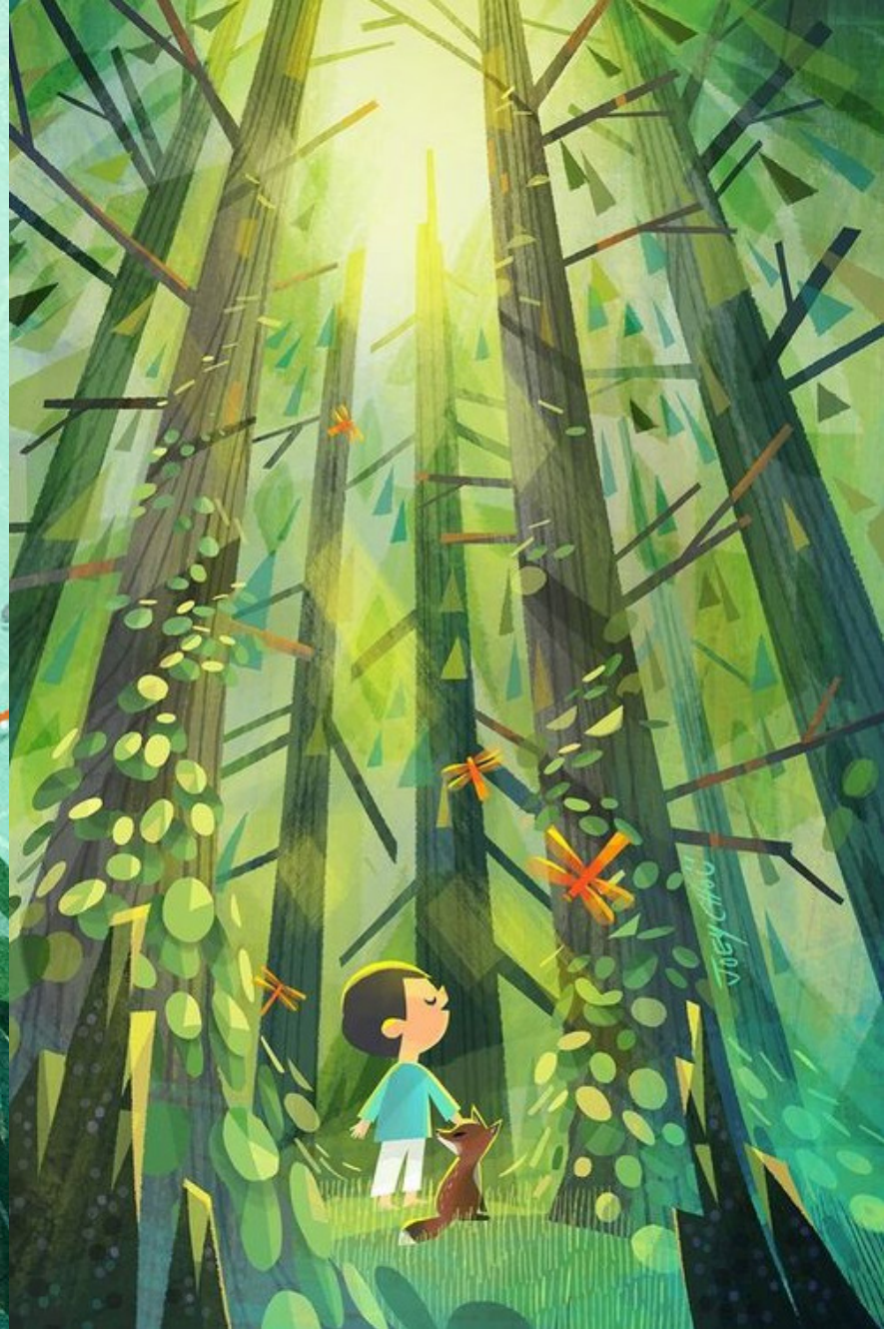
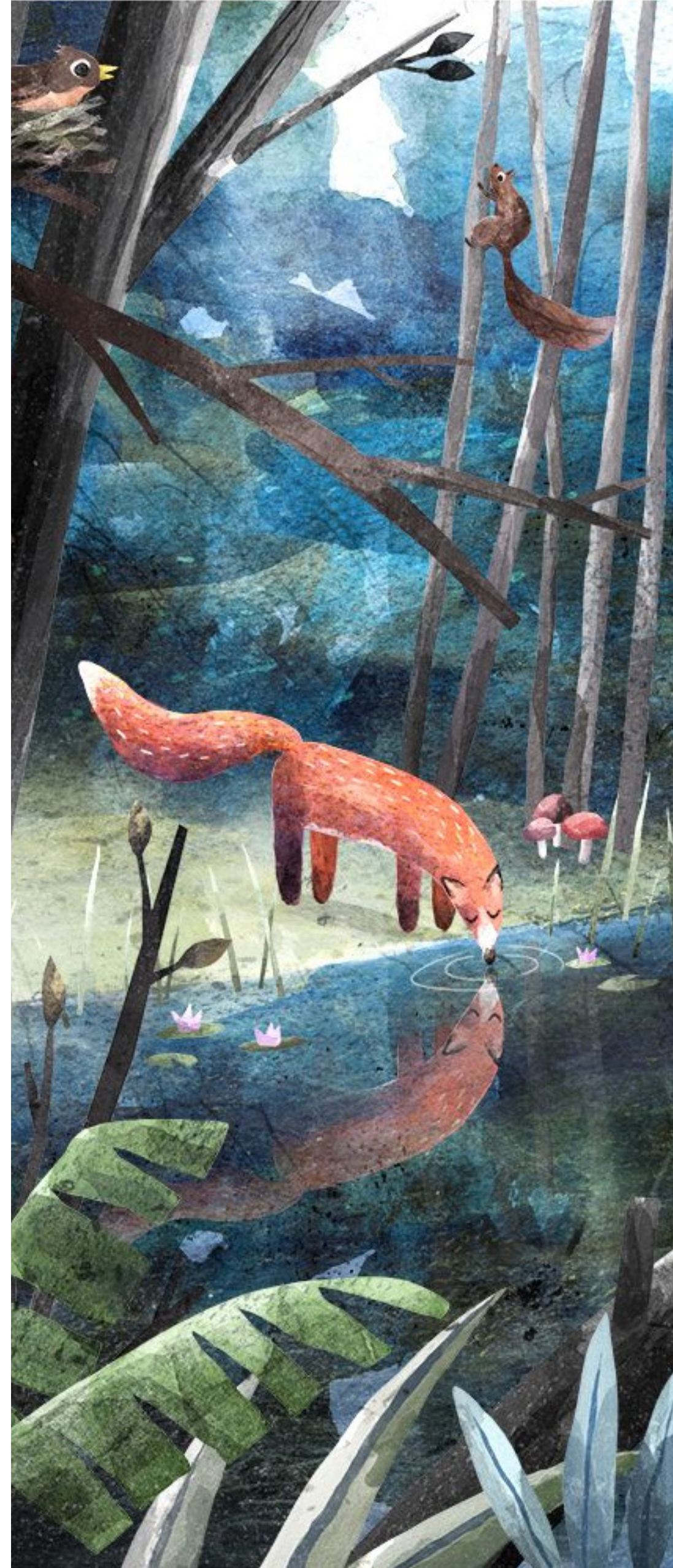
Inspiration Board

Empowerment Book - Letters J, P, Z

Theresa Piersall

I'm inspired by these images since in my pages I would like to explore some different and fun styles seen in children's illustration.

- Illustrative
- Fun
- Textured
- Classic



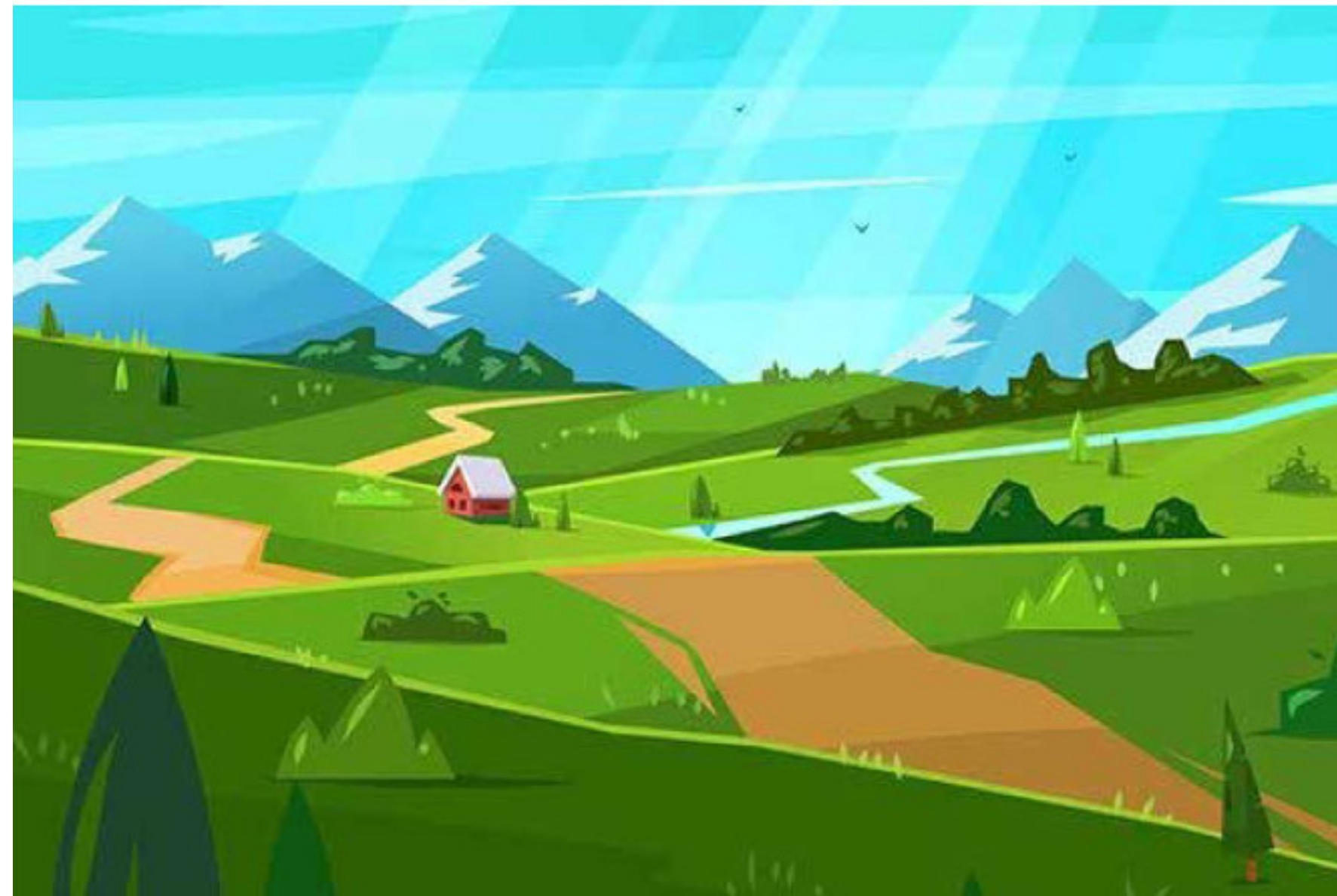
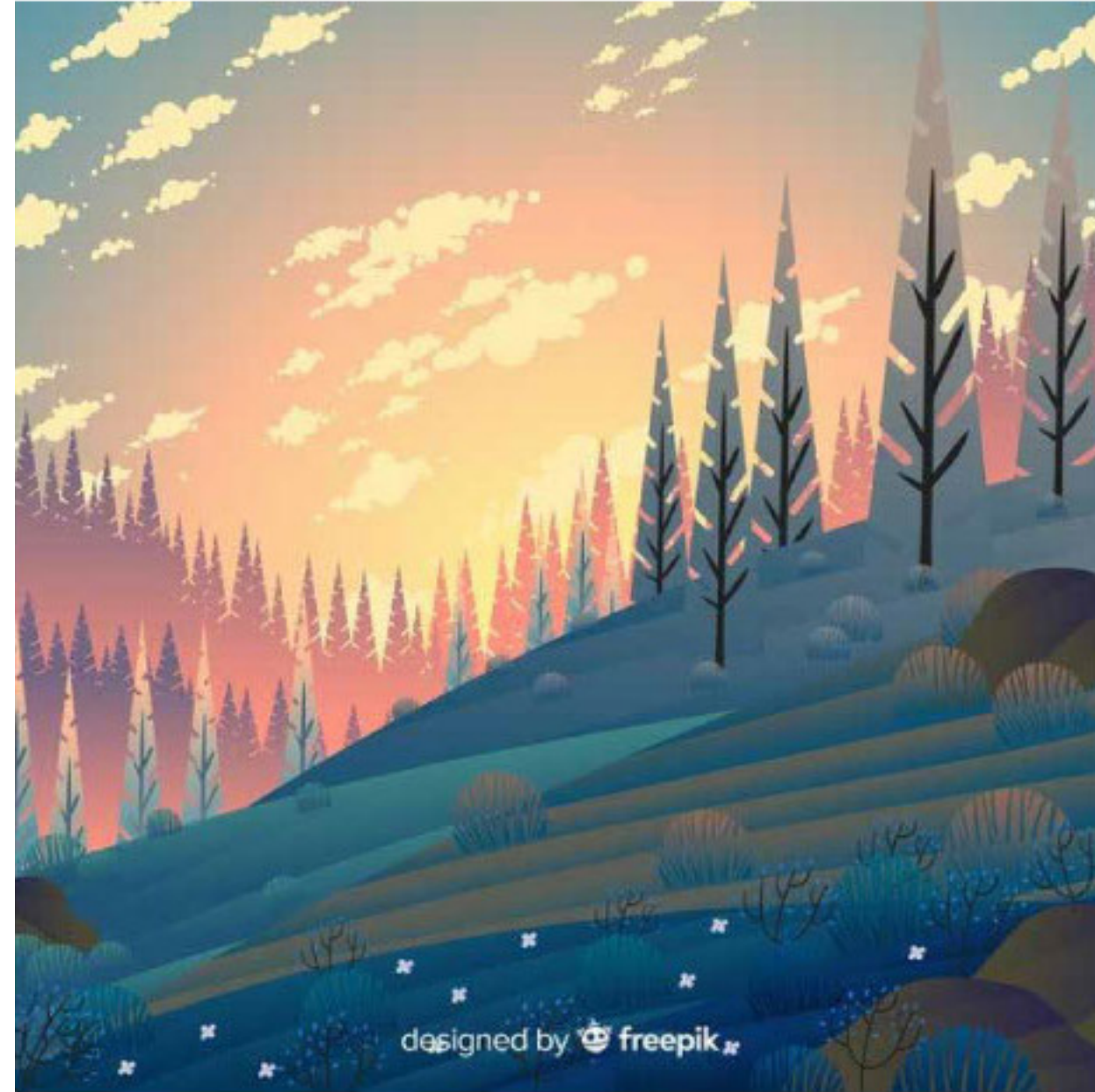
Link to Pinterest Inspirations:
<https://www.pinterest.com/tmp2109/>

J is for Journey

J is for Journey

Inspiration and Visual reference board

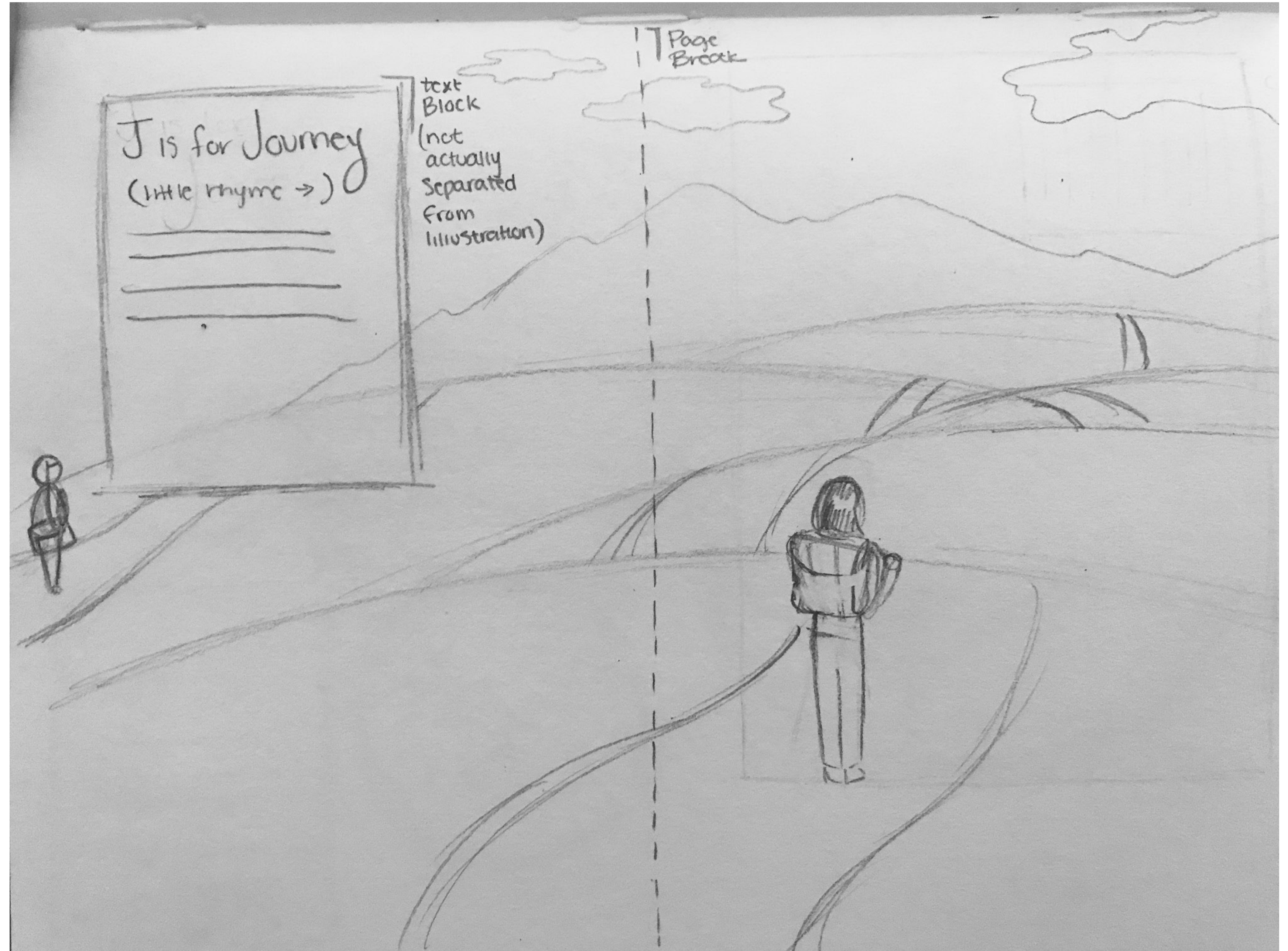
Vector and real life landscape examples to aid with realistic lighting and effective landscape layout.



J for Journey

Sketch showing multiple people walking multiple different paths.

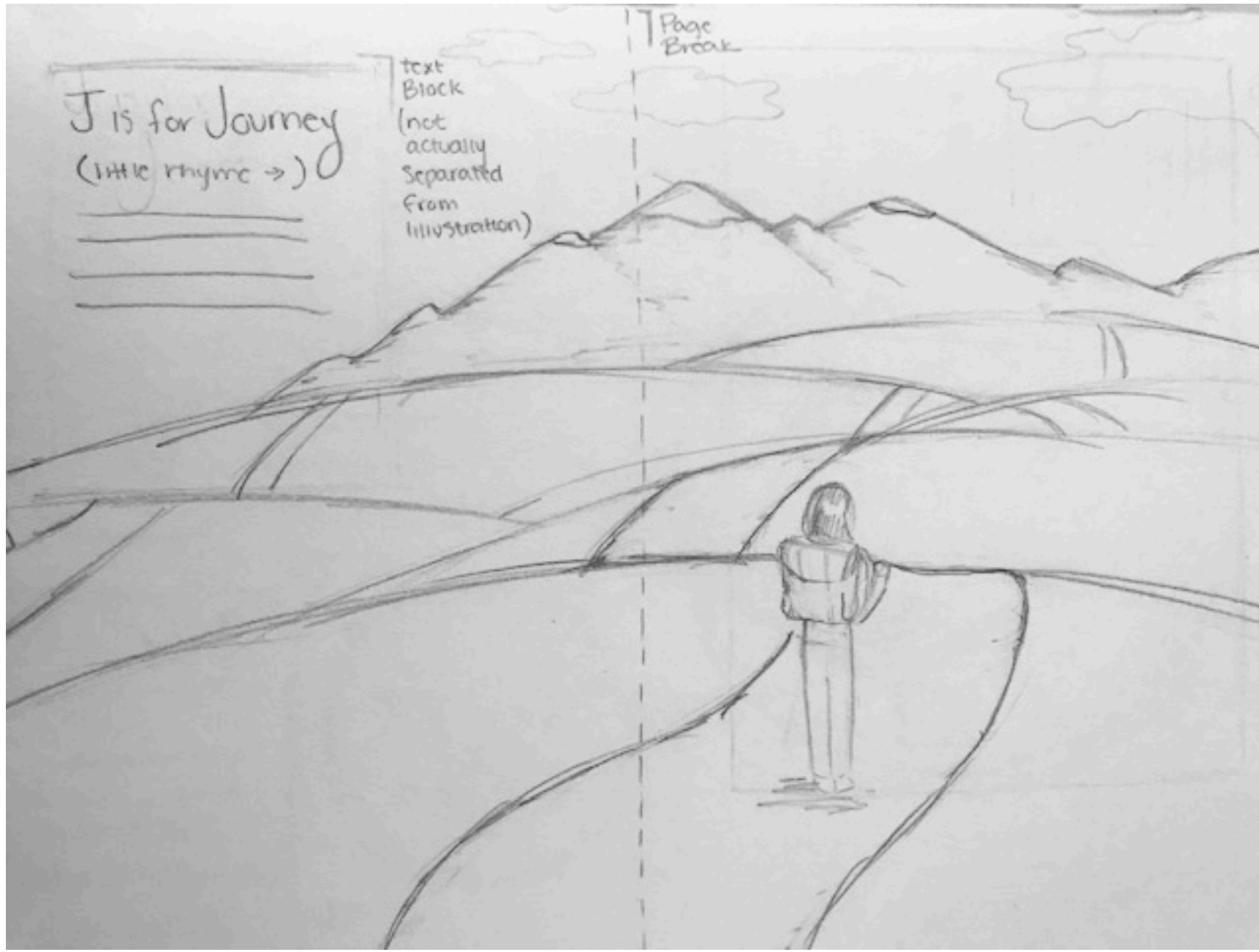
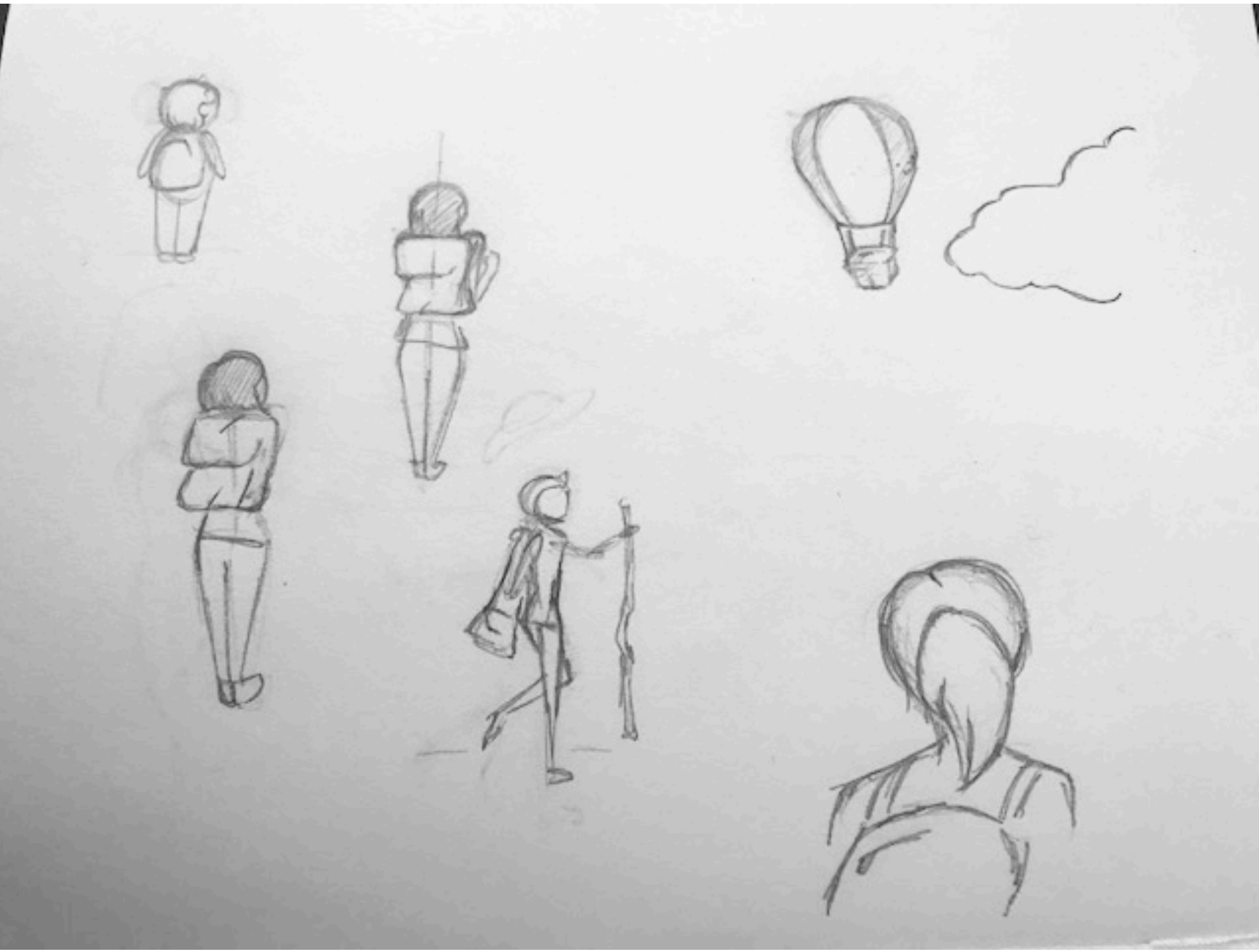
The interactive component will then expand on this idea.



J for Journey

Revised main sketch and component sketches

The character didn't feel quite right so I went back in and tried to revise until I found something that fit with the style and the landscape.

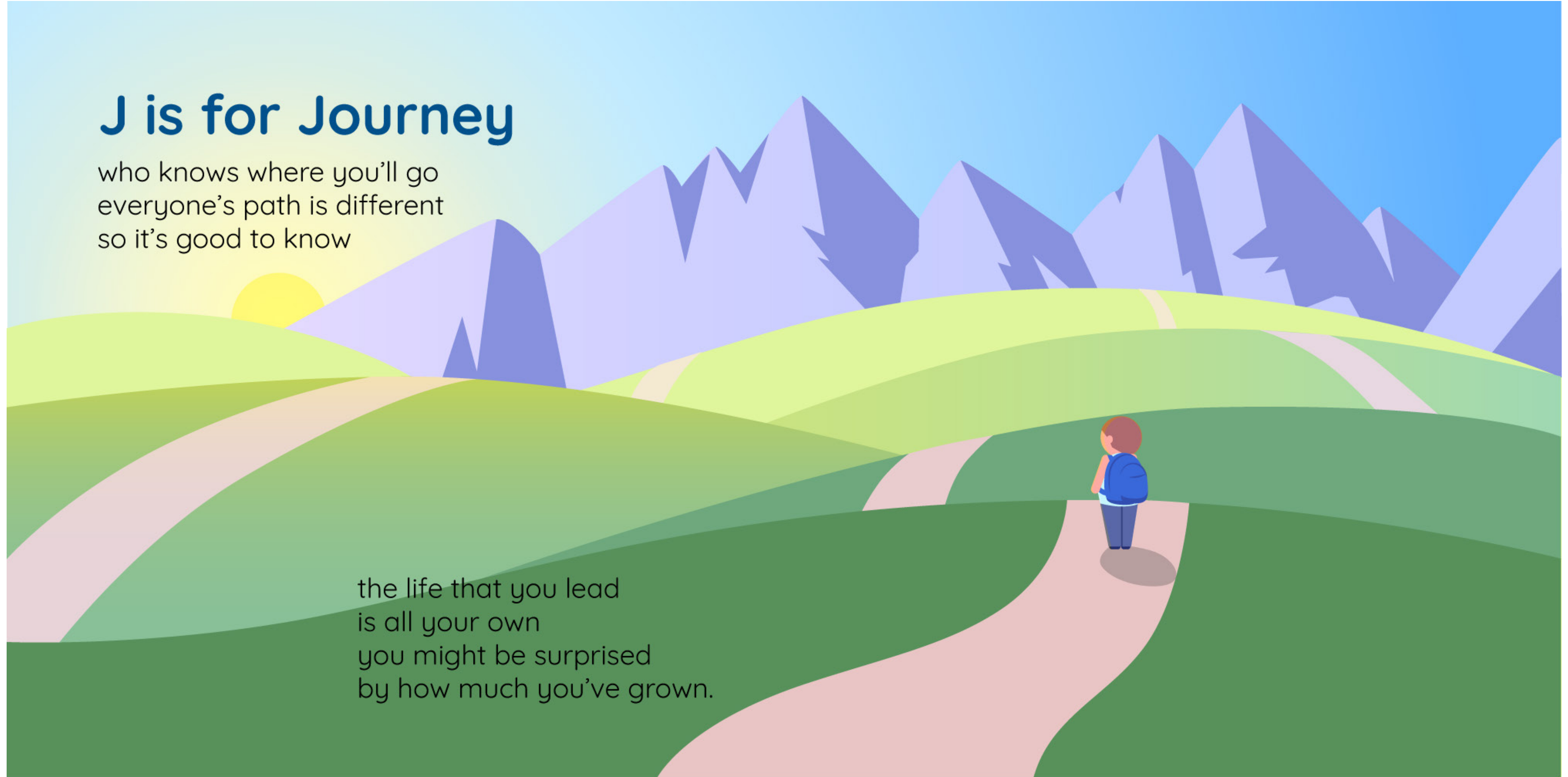


J for Journey - Print 1

J is for Journey

who knows where you'll go
everyone's path is different
so it's good to know

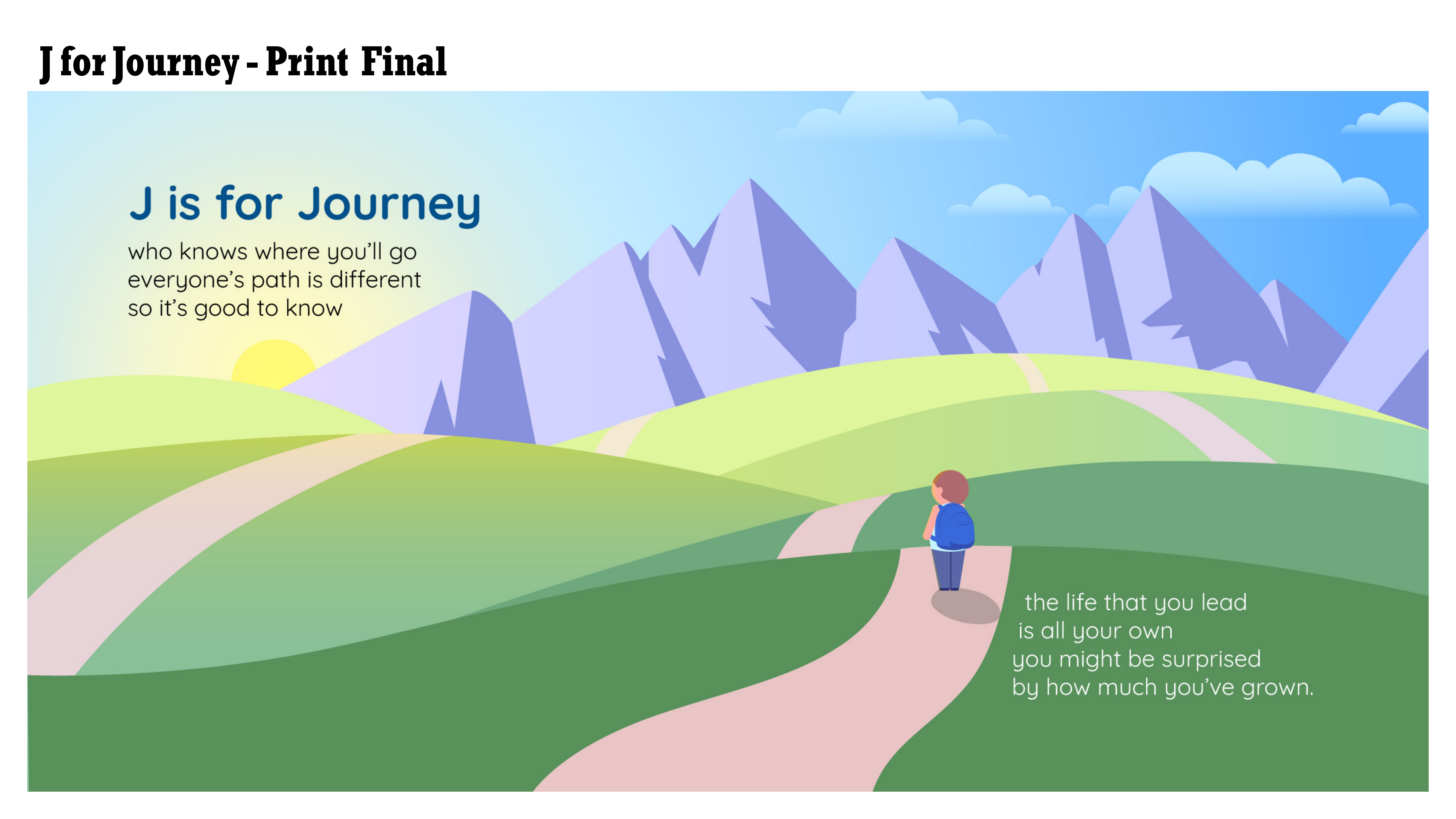
the life that you lead
is all your own
you might be surprised
by how much you've grown.



J for Journey - Print Final

J is for Journey

who knows where you'll go
everyone's path is different
so it's good to know



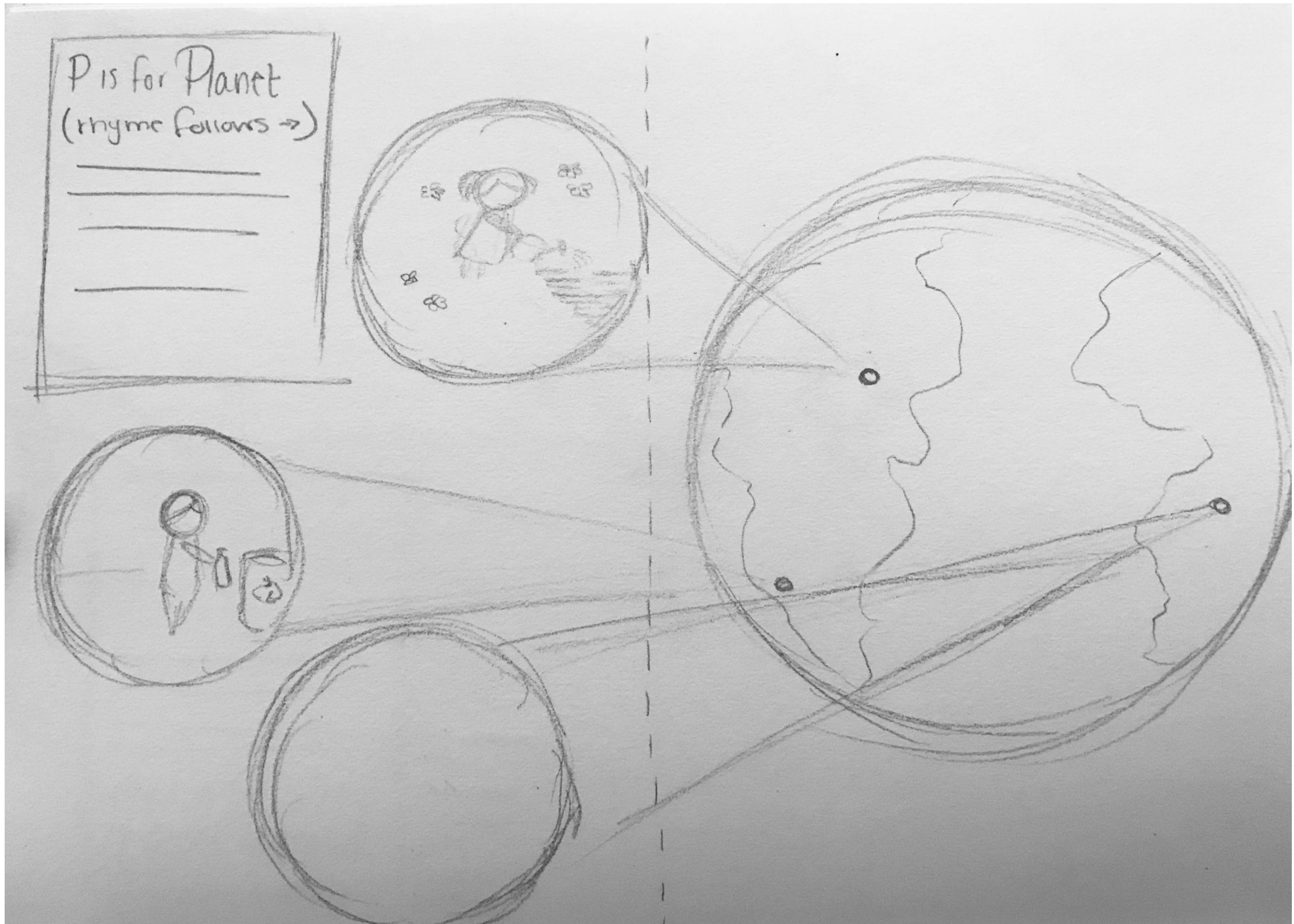
the life that you lead
is all your own
you might be surprised
by how much you've grown.

P is for Planet

P is for Planet

Shows multiple methods of simple ways to take care of the Earth.

I want to represent people all over the globe as well all working towards the same goal.



P is for Planet

Details of the planet zooms and character styles defined.

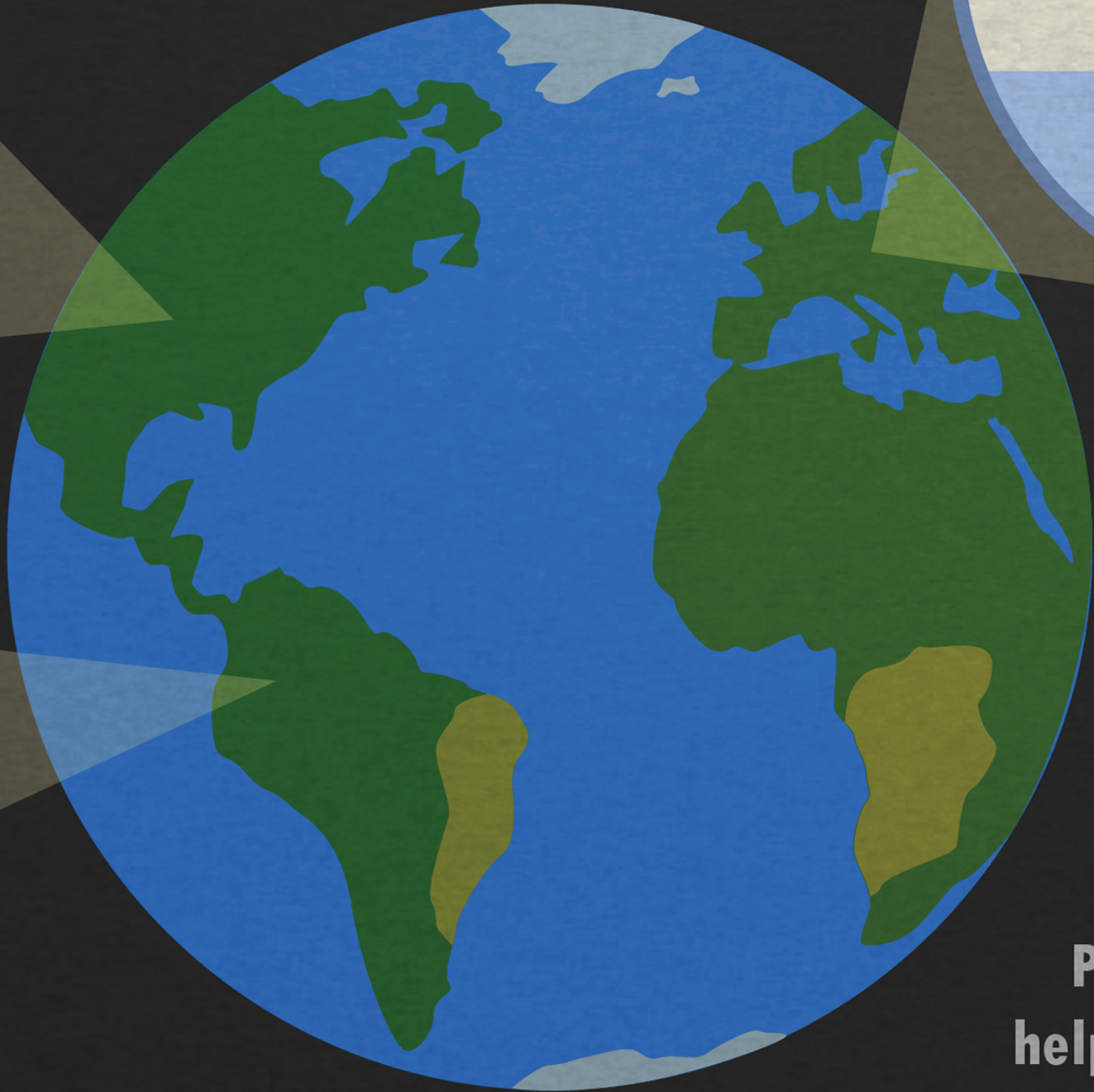
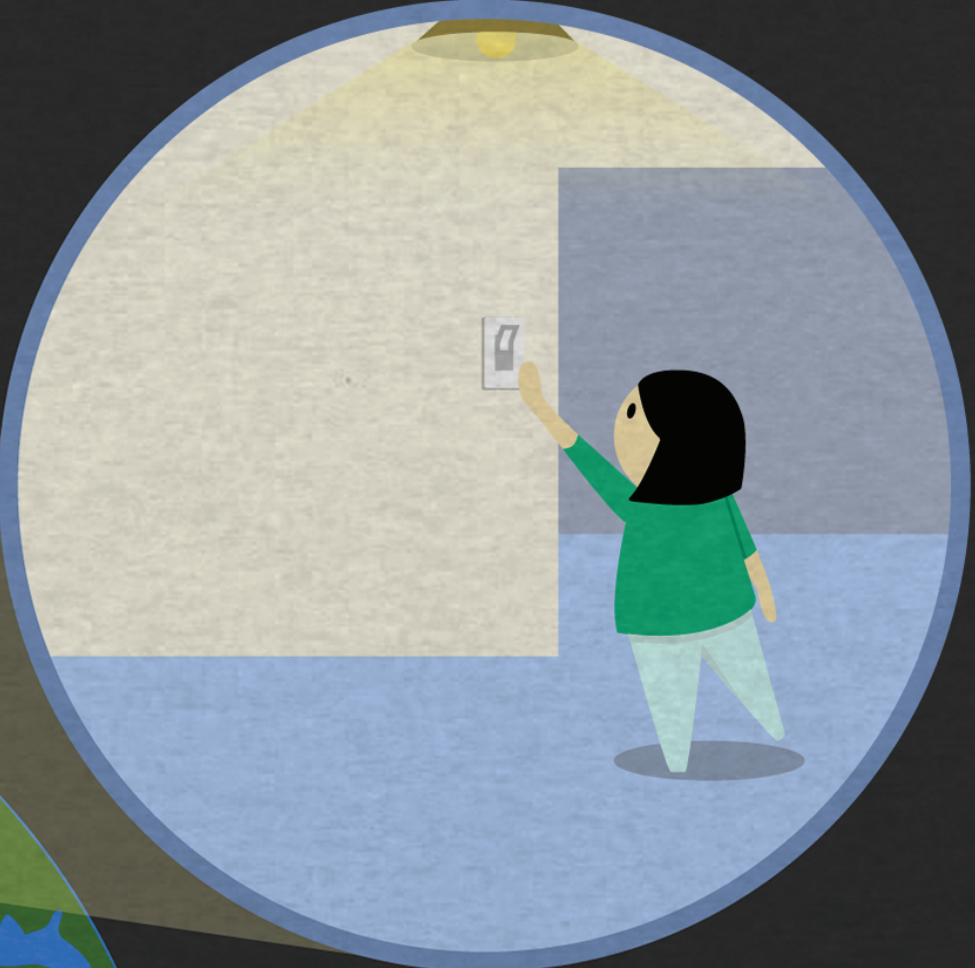
Had to pick what kids I would have doing what jobs and how they'd represent other people from other cultures.



P is for Planet - Print 1

P is for planet

it needs some care too
there's a whole bunch of things
that you can do

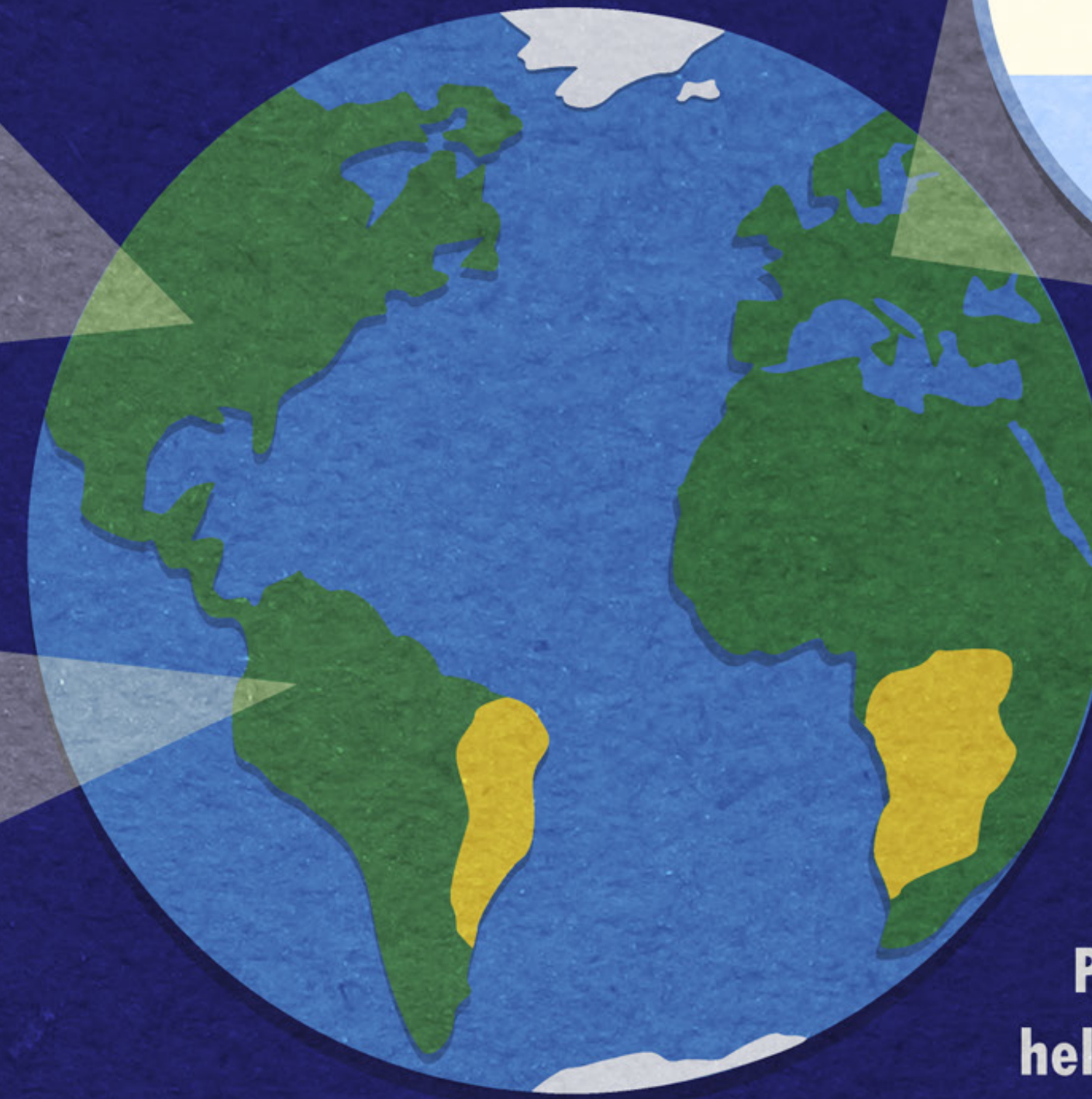


Plant a garden, recycle,
help the earth grow
save energy, and you will see
how the planet thanks you so

P is for Planet- Print Final

P is for planet

it needs some care too
there's a whole bunch of things
that you can do



Plant a garden, recycle,
help the earth grow
save energy, and you will see
how the planet thanks you so

Z is for Zzz

Z is for Zzz (Sleep)

In this case it's pretty straight forward. Showing someone sleeping. It doesn't need to be that deep.

The fun in this one will really be in the interactions rather than trying to find some deeper meaning in the illustration.



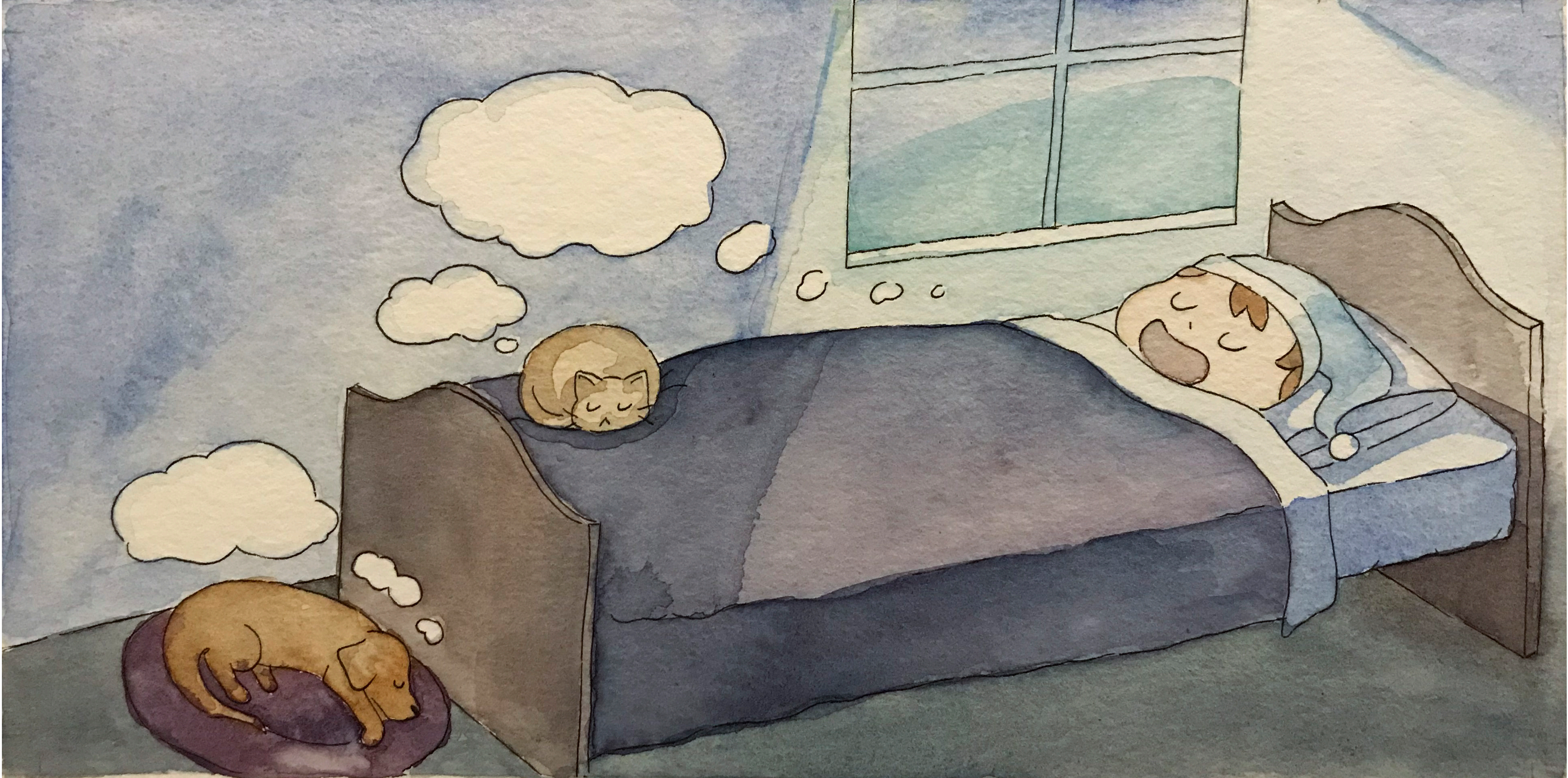
Z is for Zzz (Sleep)

Revised sketches to better encompass and understand the composition and the emotion I was trying to convey.

I zoomed in the scene and added pets to make the illustration and the interaction more engaging.



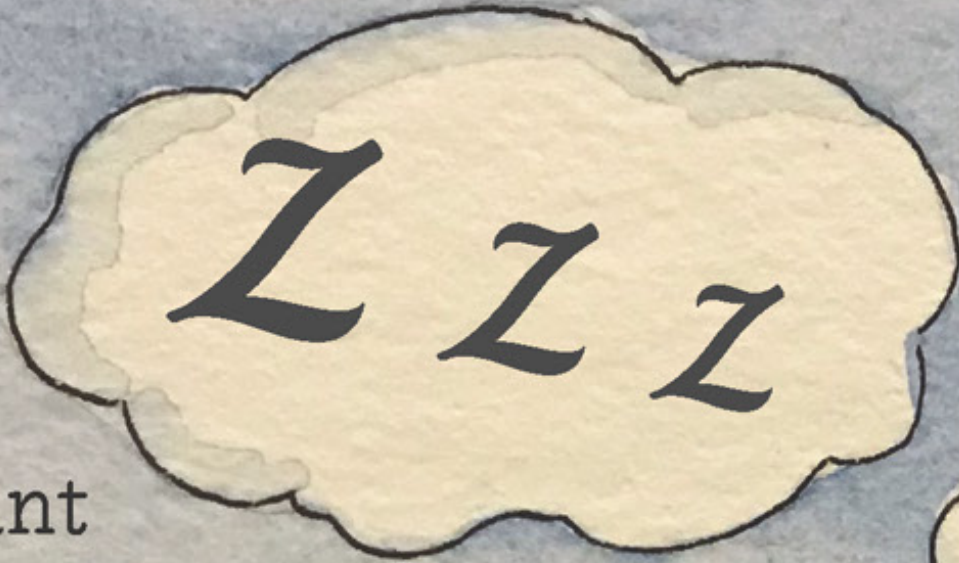
Z is for Zzz (Sleep) - Print 1



Z is for Zzz (Sleep) - Print Final

Z is for

at the end of the day
sleep is very important
in so many ways



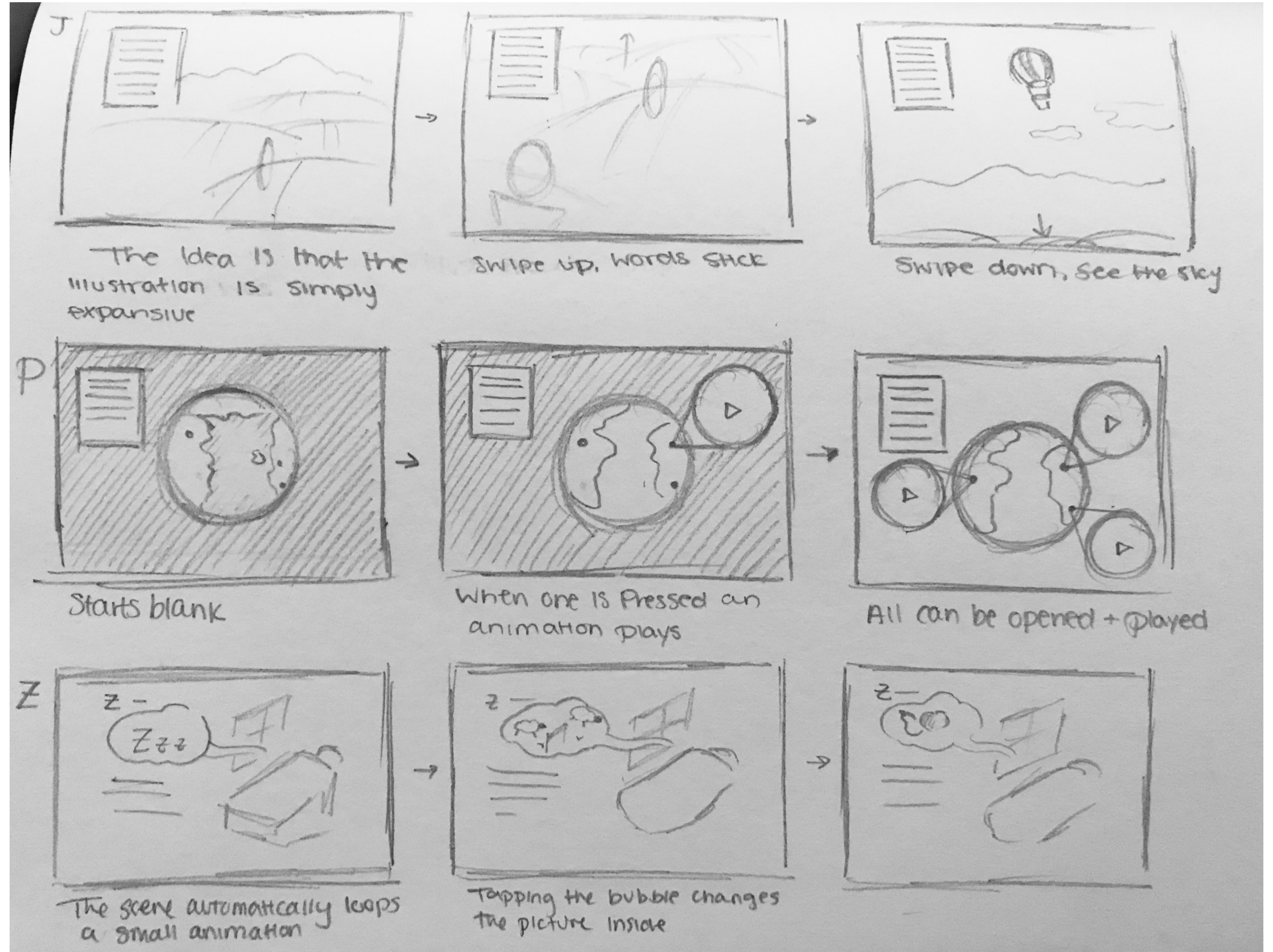
to be your very best self,
you need to take care of you
say "goodnight!" and drift off
and you'll feel good as new.



Interactions

Storyboards

Initial interaction storyboards.



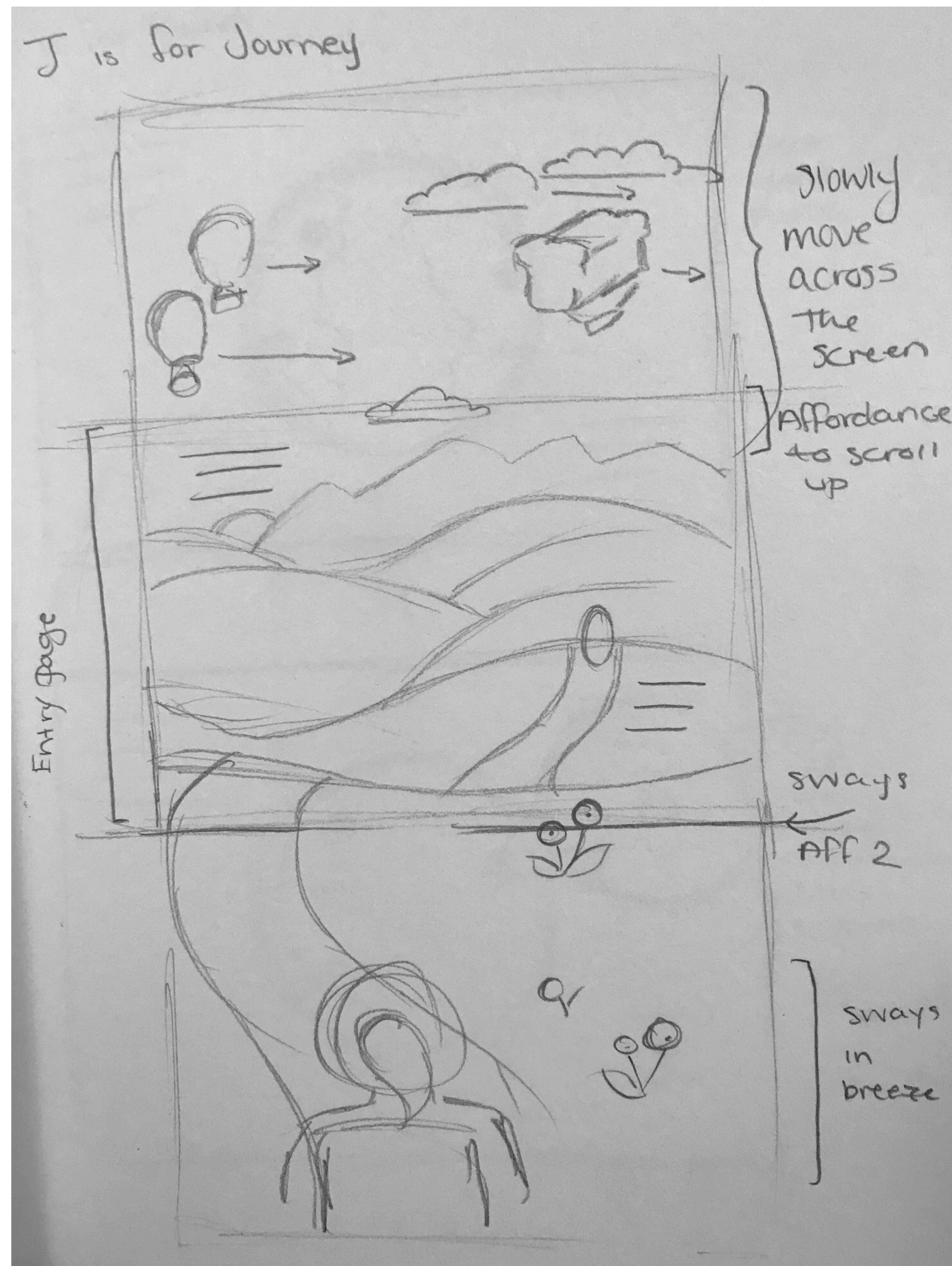
Interaction Sketch

J is for Journey

The idea here is to be able to scroll and discover content that's hidden in the top and bottom.

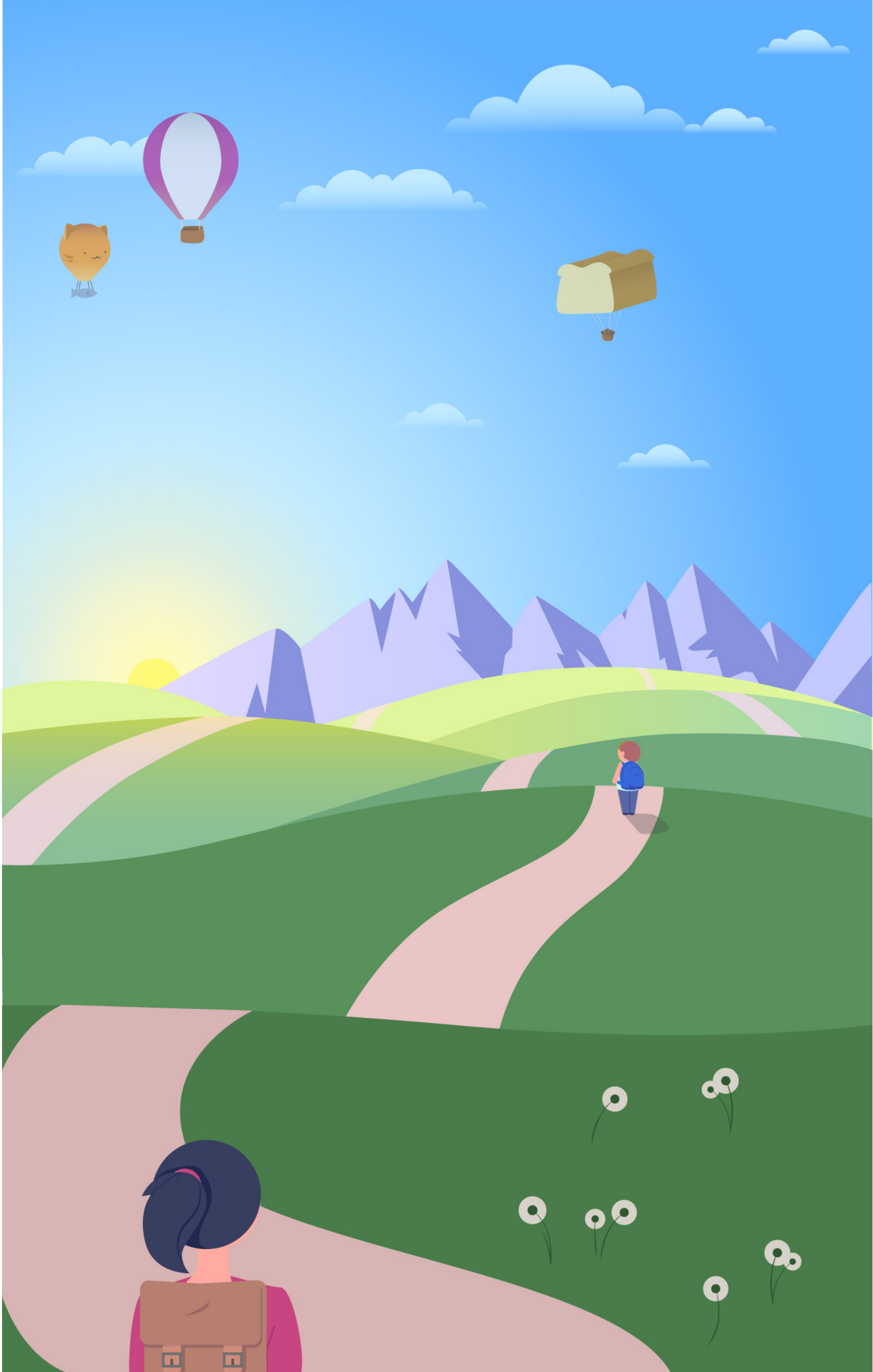
The little elements will be animated to make the scene more fun.

There will be movement cut off on the top and bottom to create an affordance to scroll.



J Extended Comp

The unanimated composition for J. The upper sky and lower path will be hidden until revealed by the scroll.

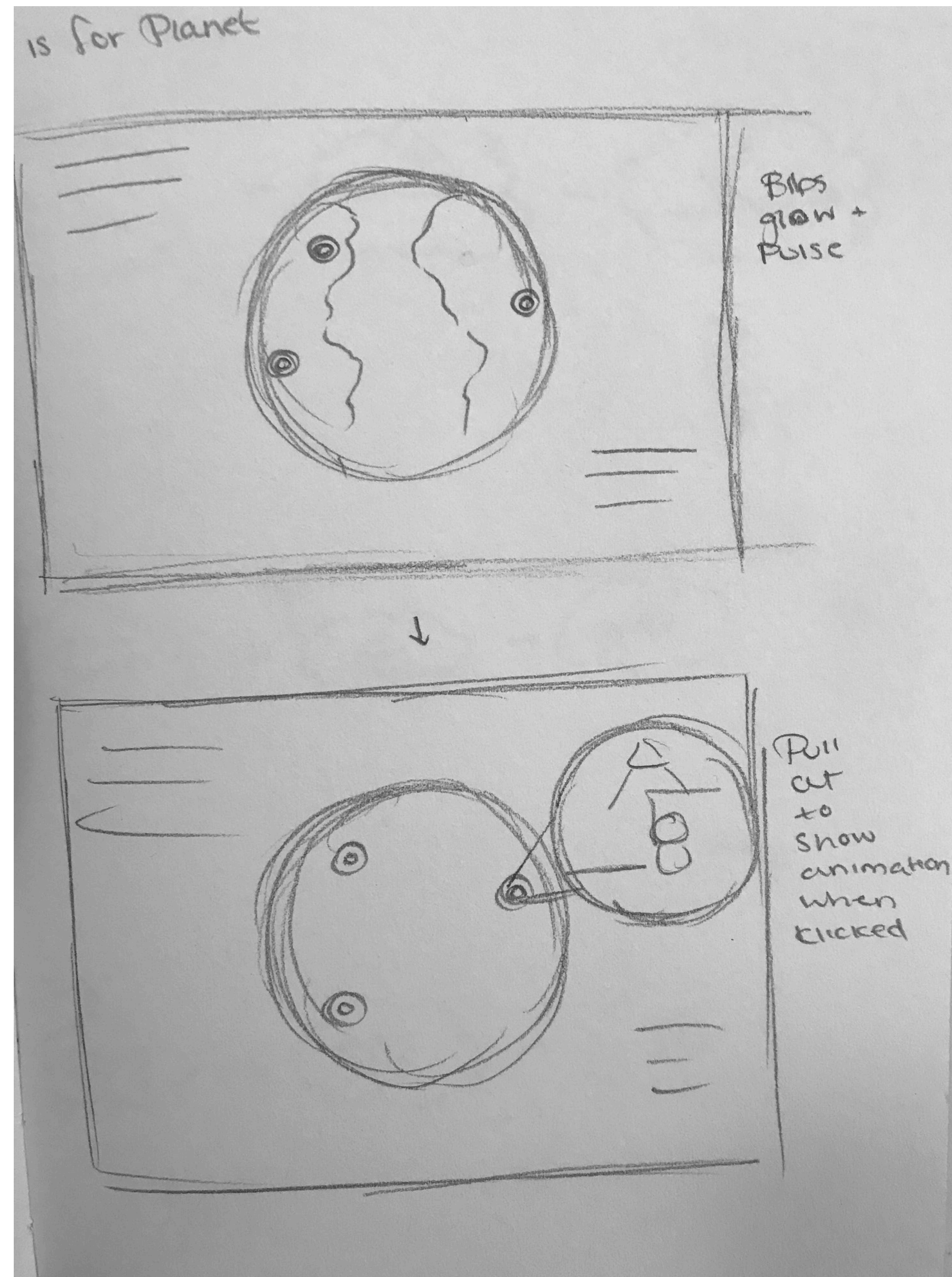


Interaction Sketch

P is for Planet

The interaction will consist of world dots that will glow and pulse as an affordance they can be tapped.

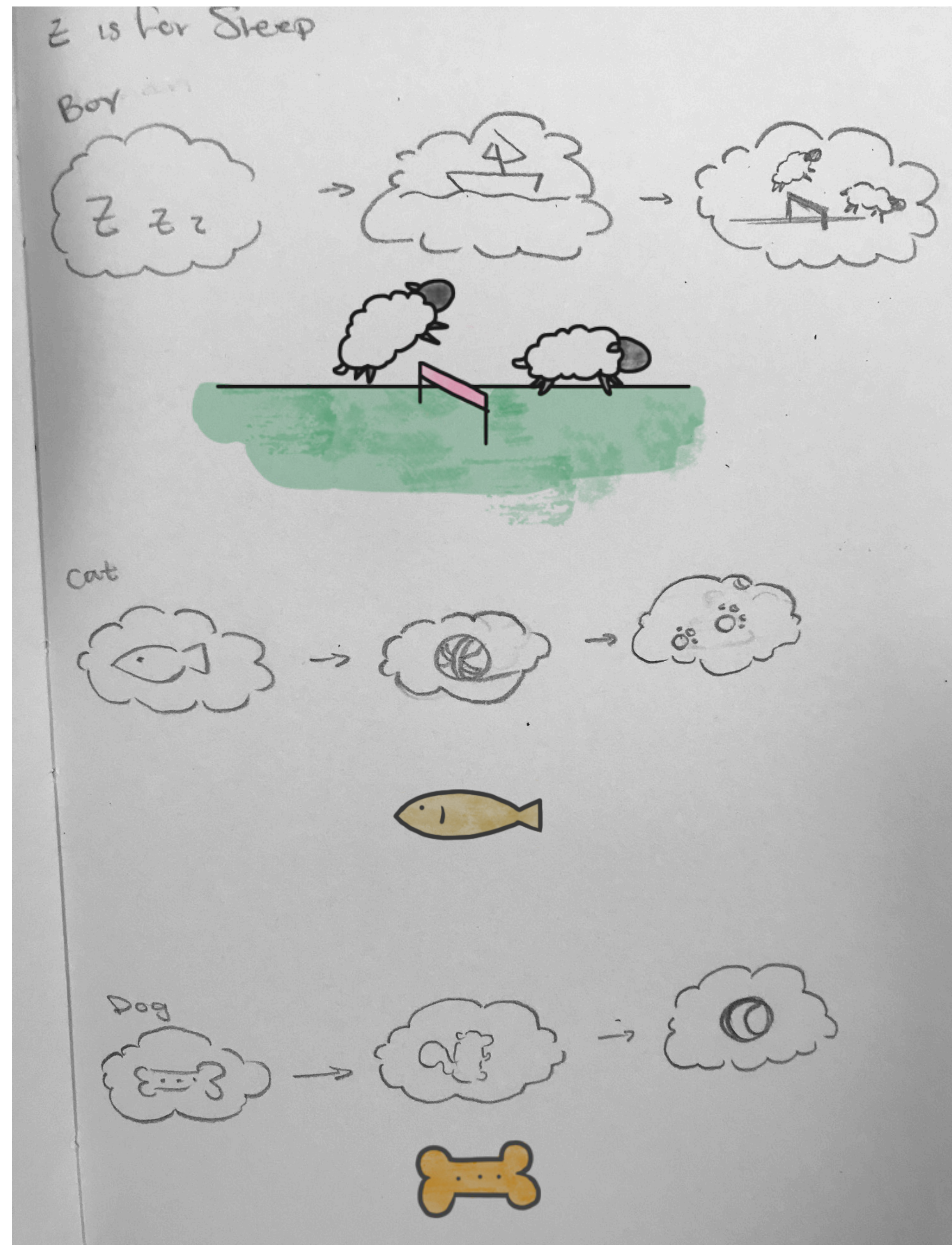
Once opened they will pop up with a little animation of the character in the bubble.



Interaction Sketch

Z is for Sleep

All the dream bubbles will be able to be tapped and they'll cycle through images for the Boy, the Cat and the Dog's dreams.



Thanks!