

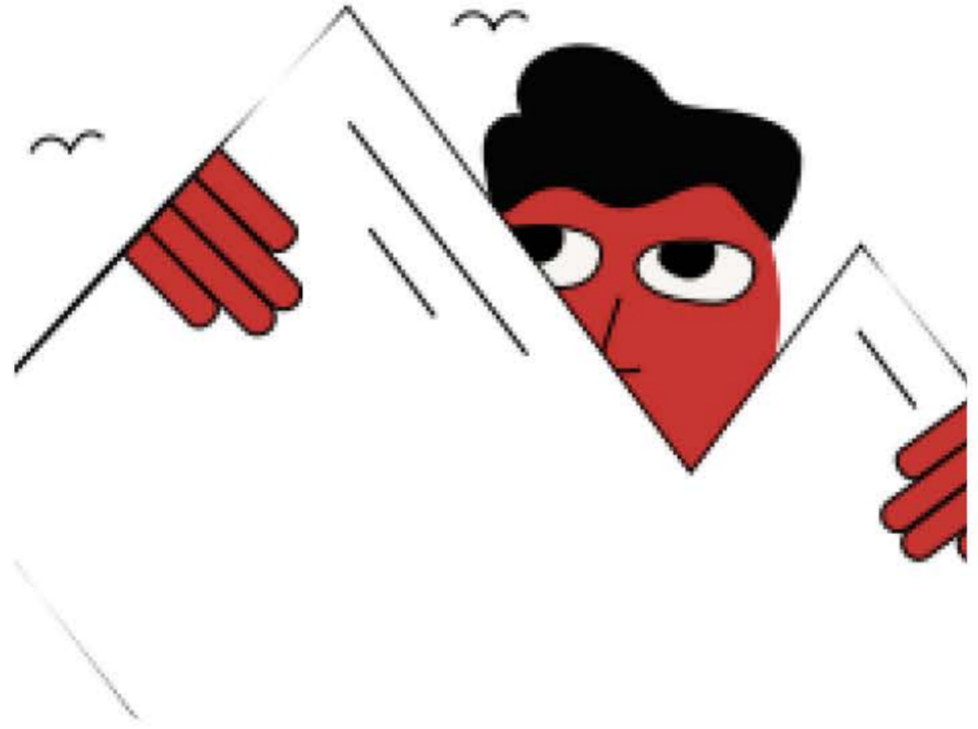
The Letters Of

EMPOWERMENT

My Letters



I is for Identity



Q is for Queer



X is for Mx

“Helping children feel empowered and confident”

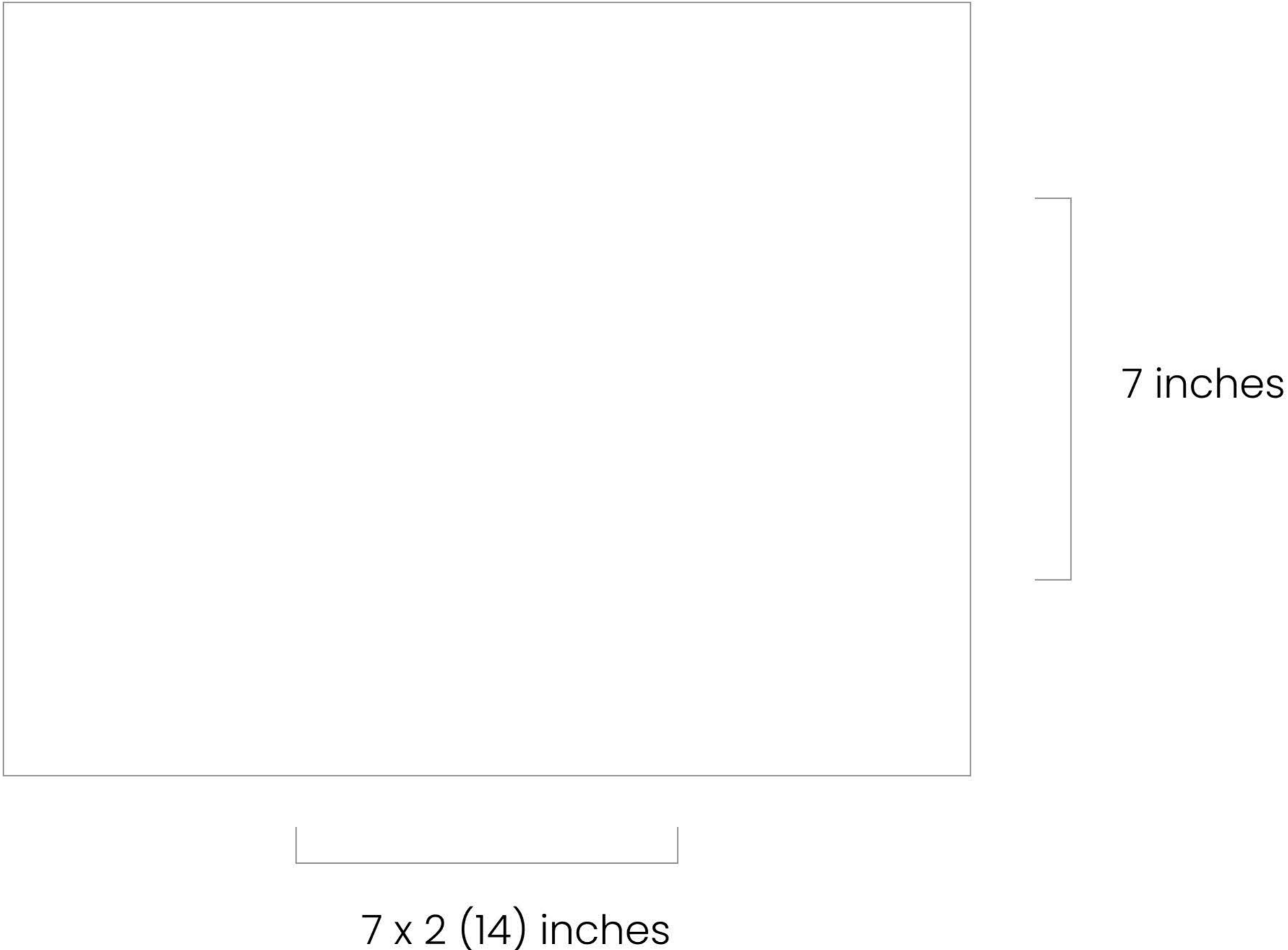
Who?

Children 9-12

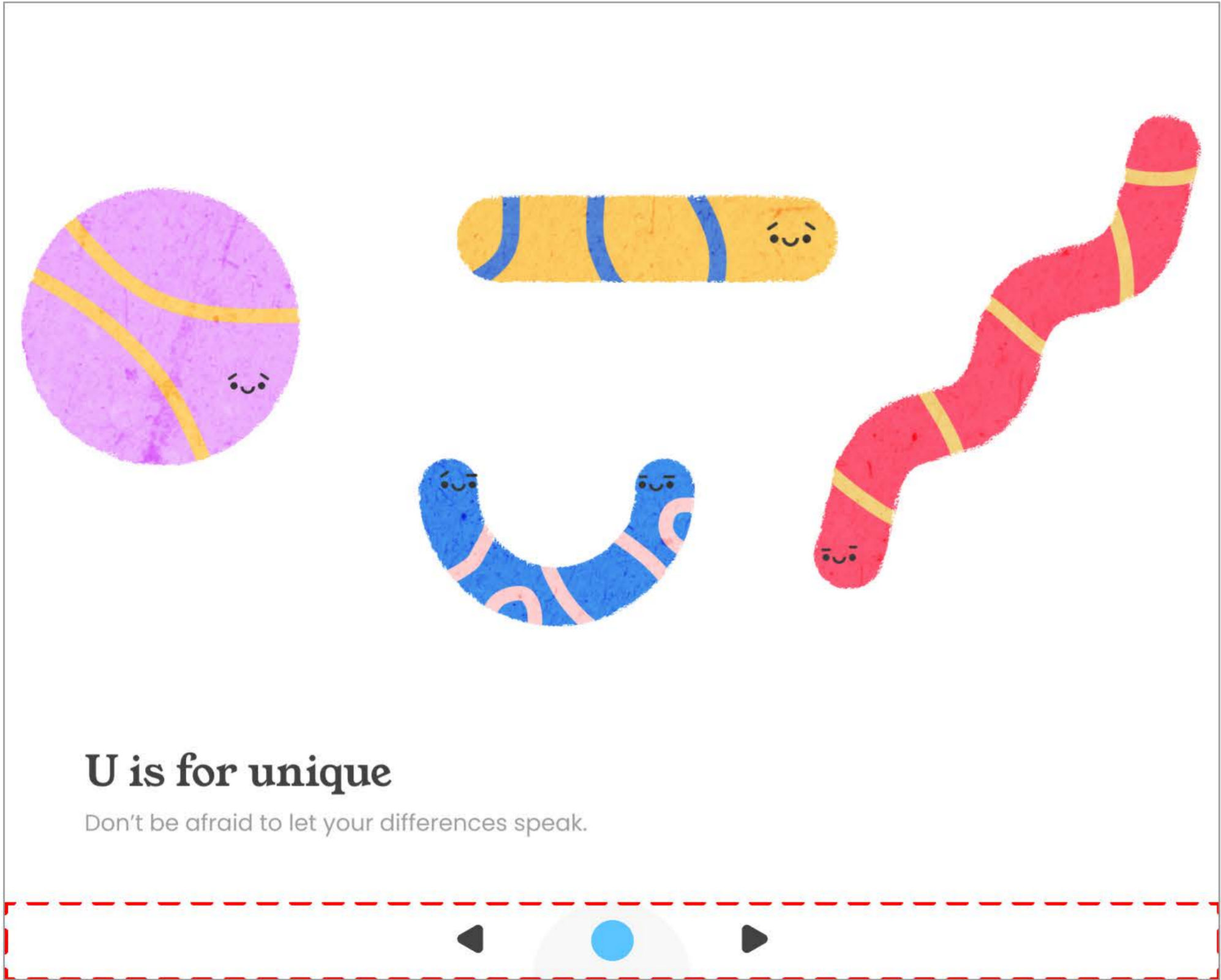
What?

Both a printed book
and an interactive book

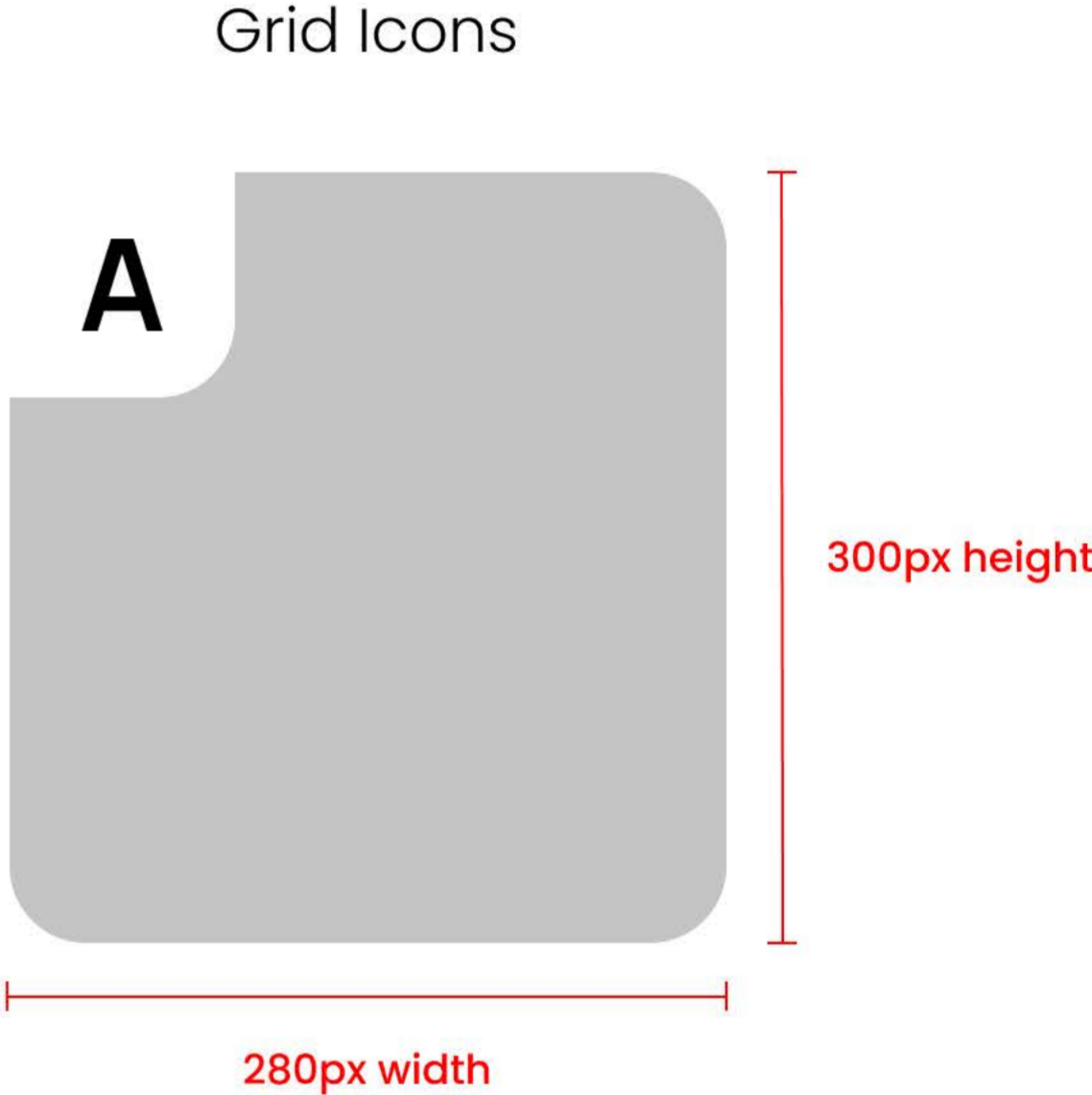
Book Dimensions



Tablet dimensions



↑ 66px Height



I is for

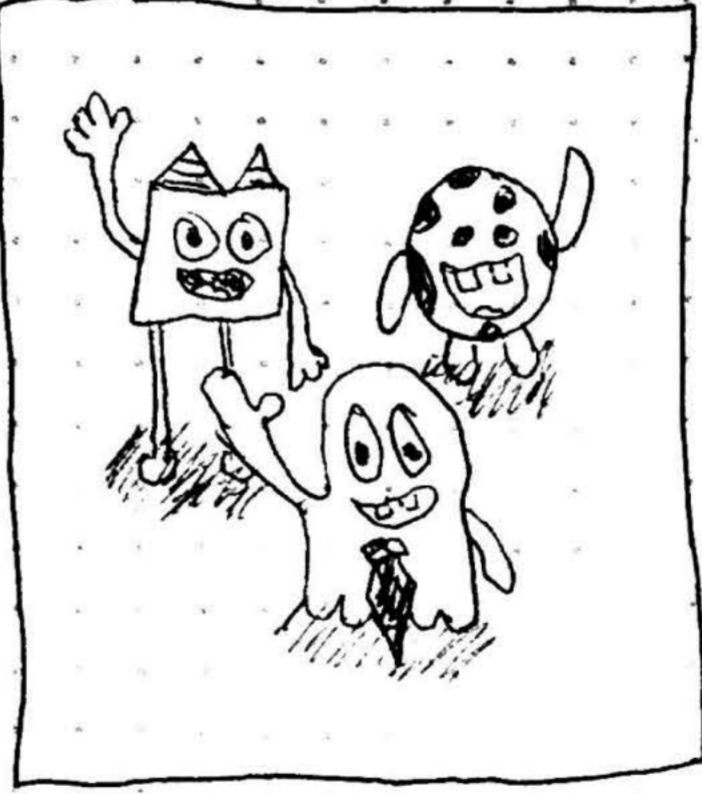
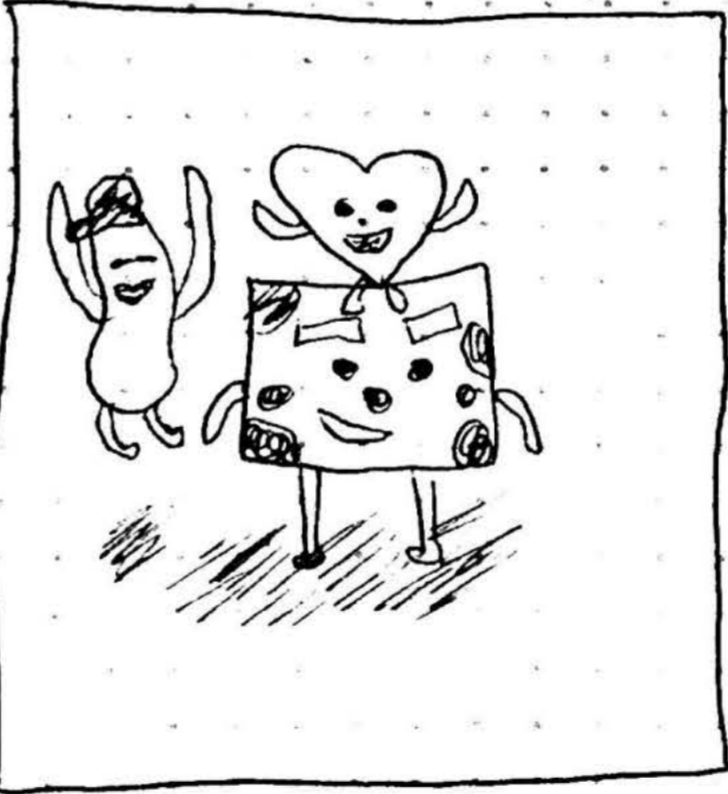
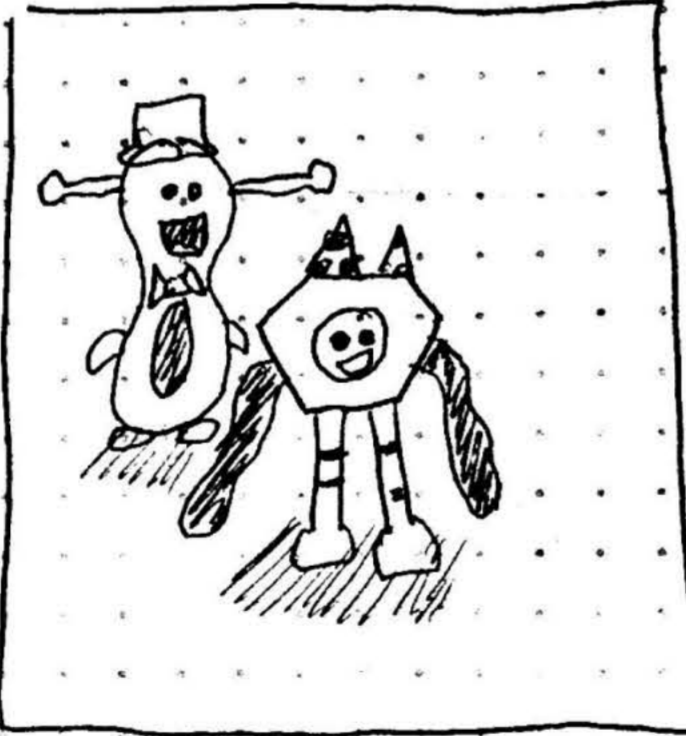
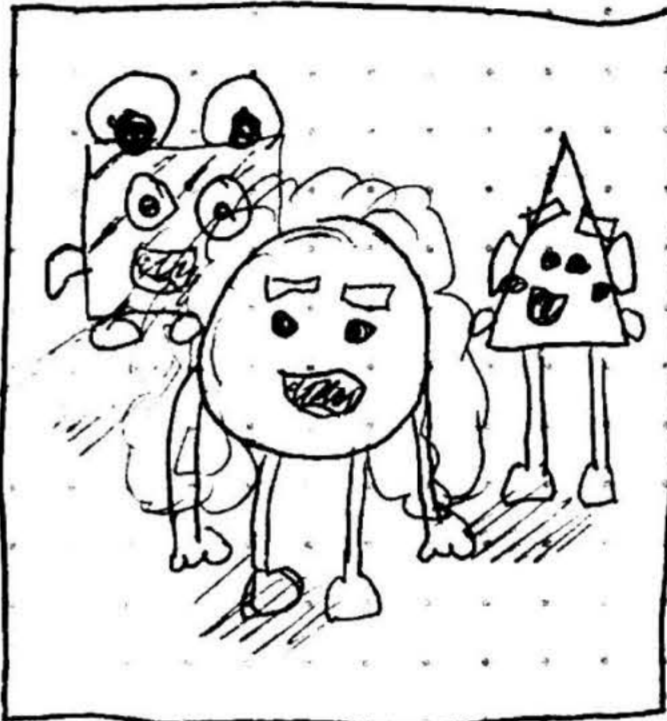
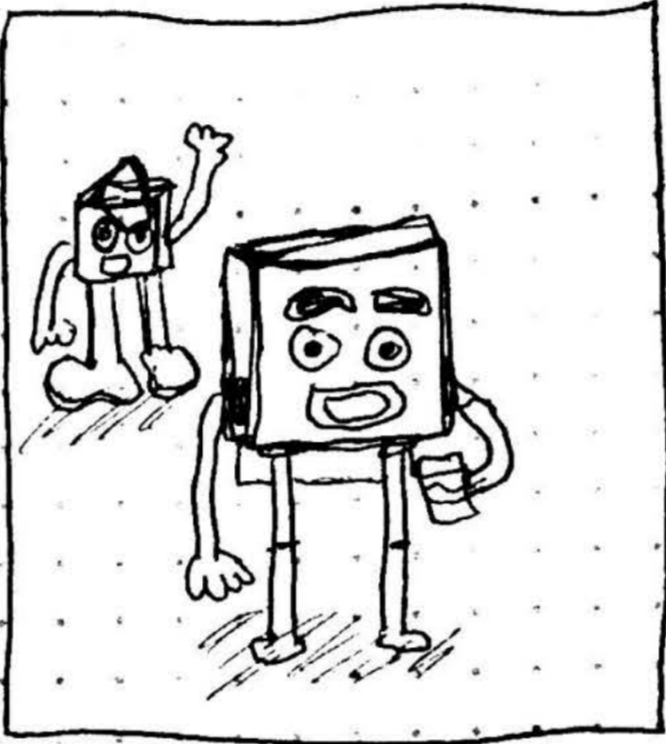
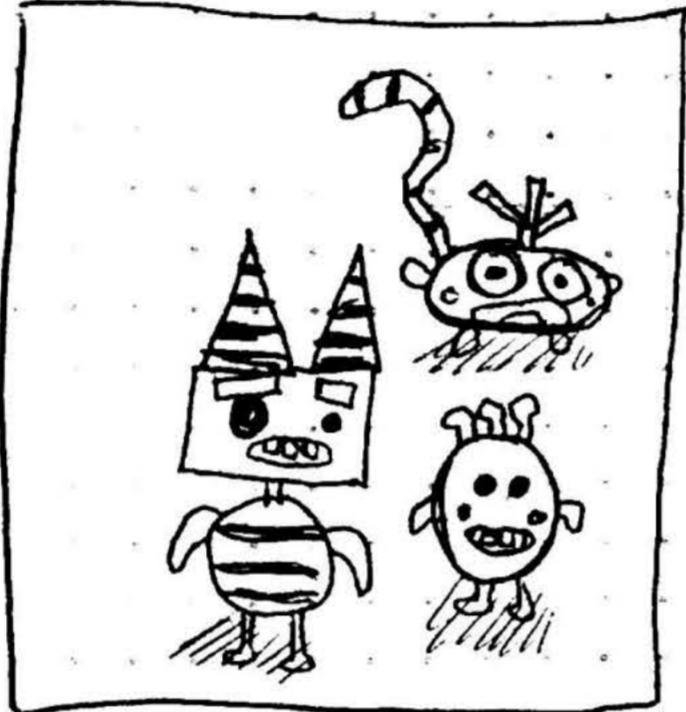
Identity...

“Identity relates to our basic values that dictate the choices we make (e.g., relationships, career)”

Research

A major task of self-development during early adolescence is the **differentiation of multiple selves** as a function of social context (e.g., self with father, mother, close friends) with an awareness of the **potential contradictions**.

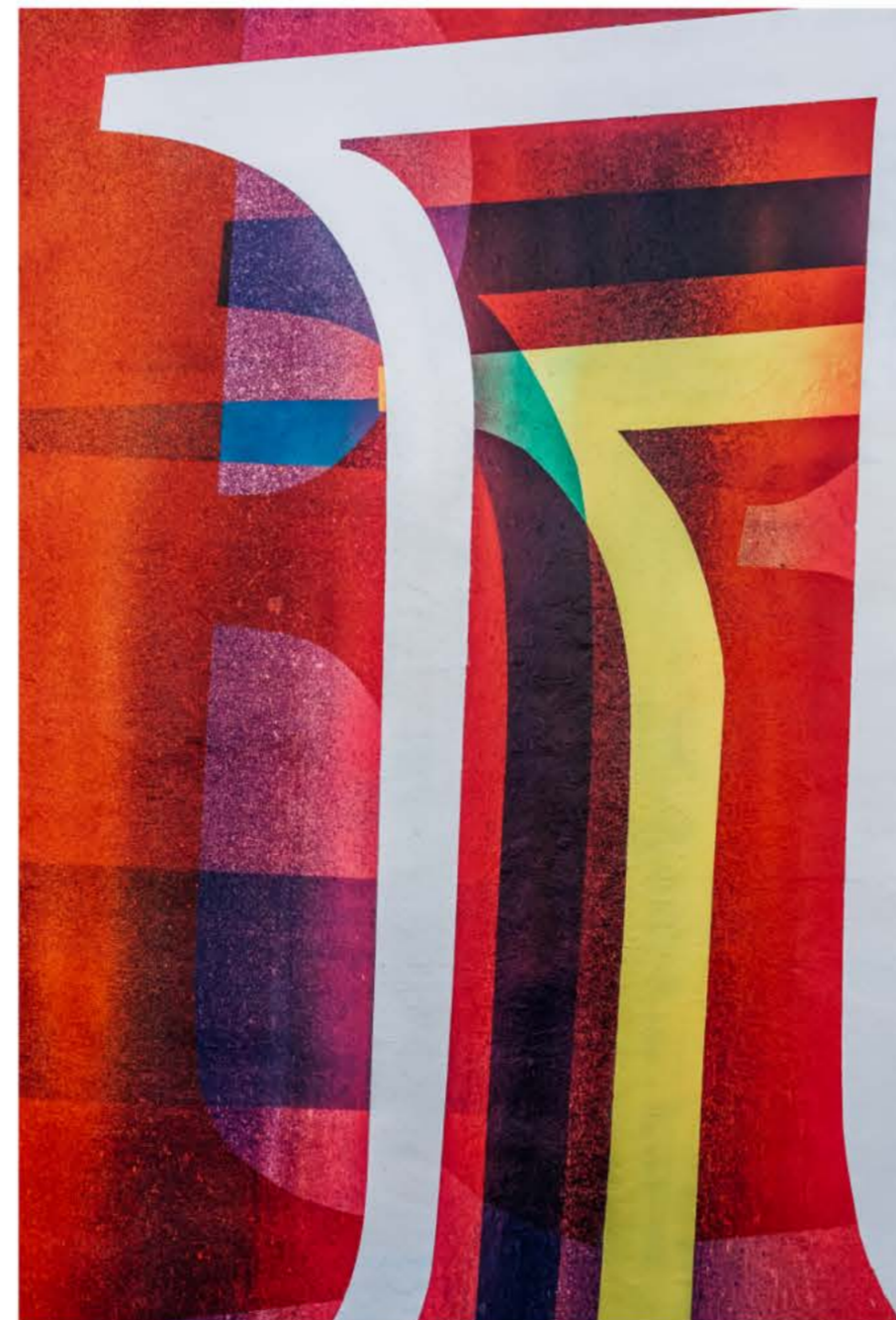
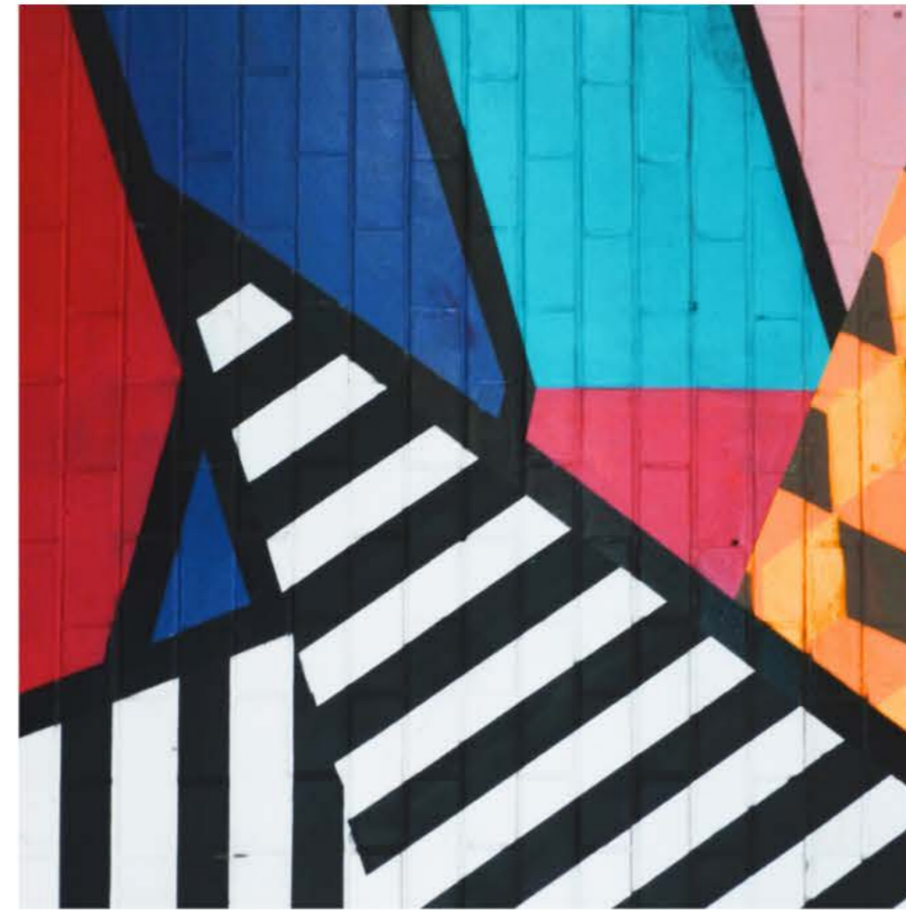
Sketches



"Identity"

Feeling **Puzzled**

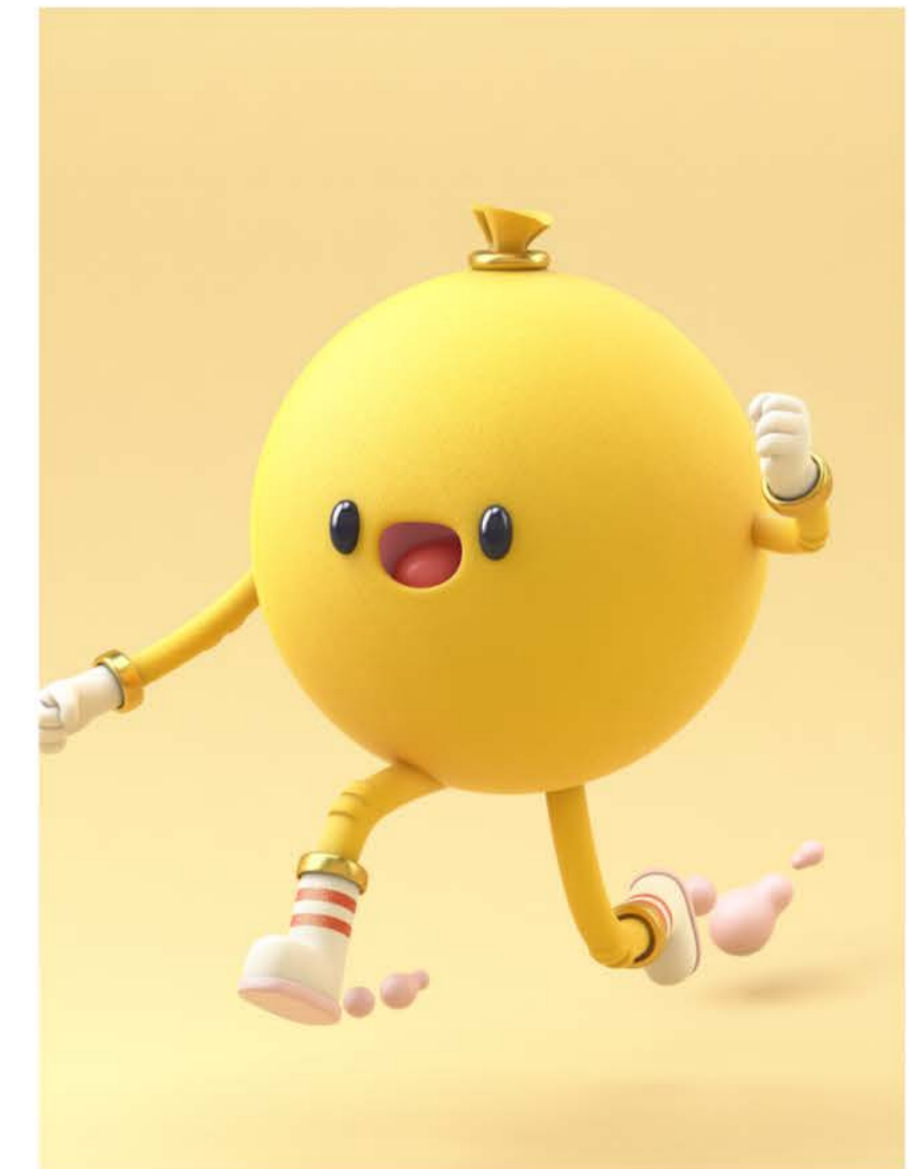
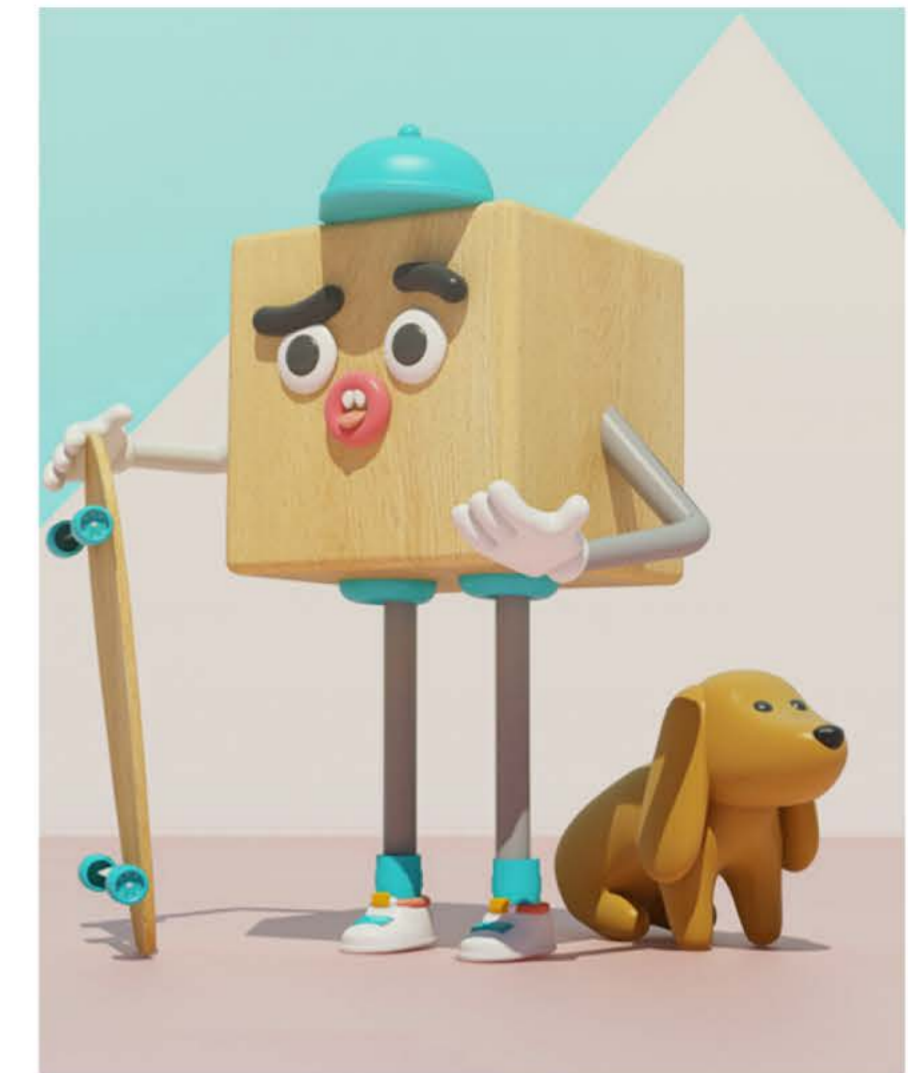
I want children to feel the complexities that make up one's identity. Simple to understand, but still eccentric by nature.



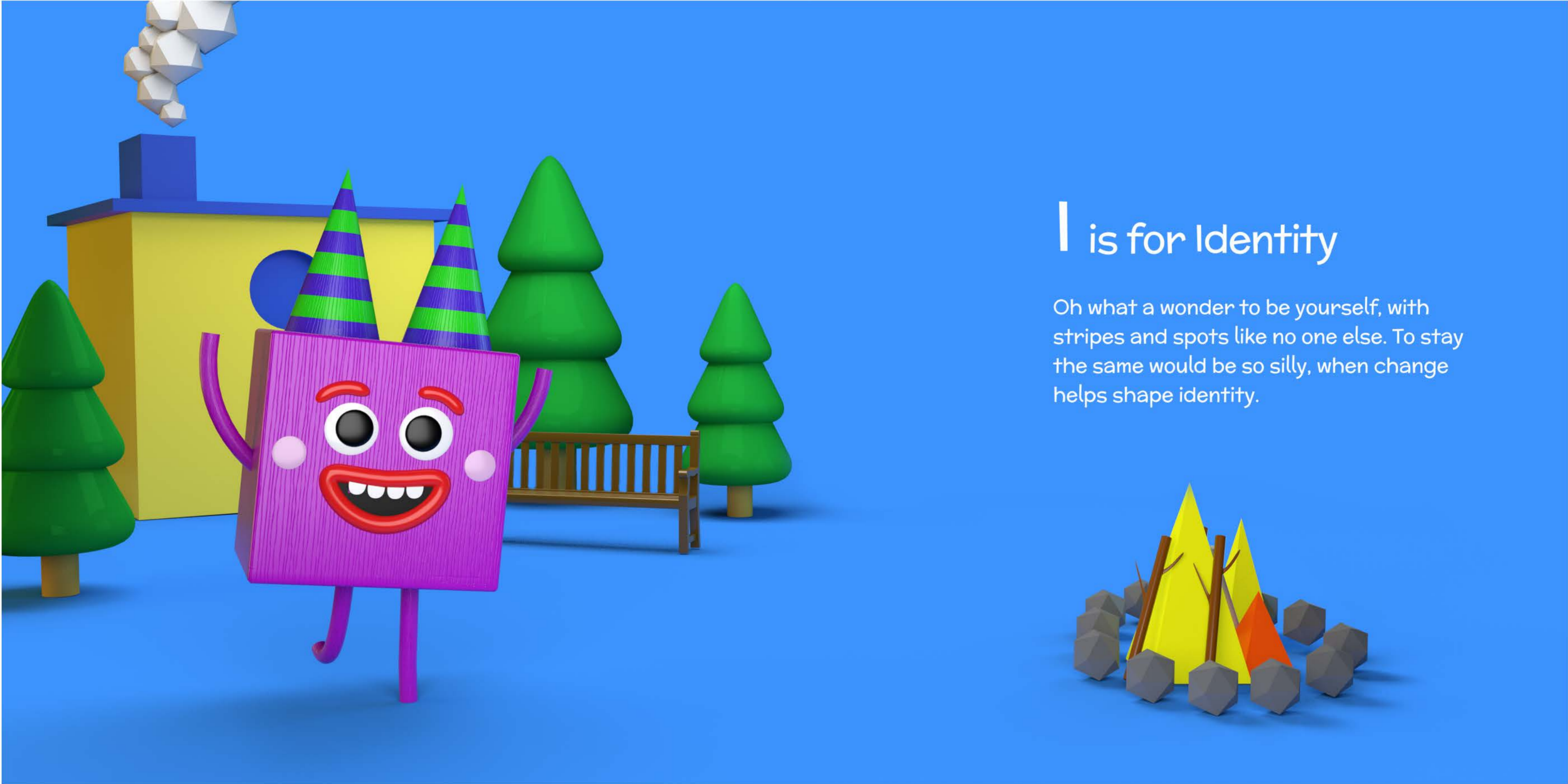
“Identity”

Style Board

When thinking of a visual direction, I immediately thought of tamagotchis and characters for children. They're unique and have the flexibility to be many different things.



Iteration #1



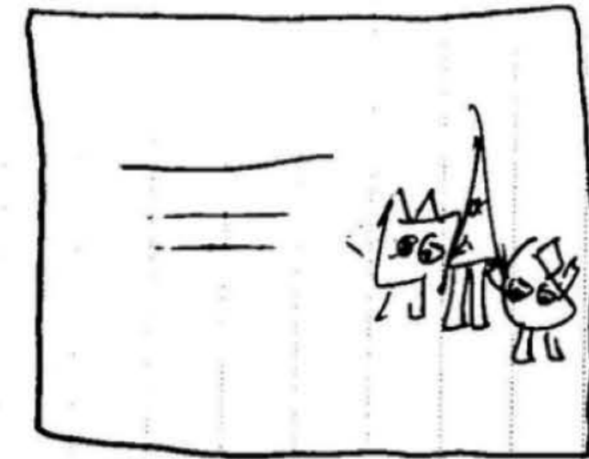
I is for Identity

Oh what a wonder to be yourself, with stripes and spots like no one else. To stay the same would be so silly, when change helps shape identity.

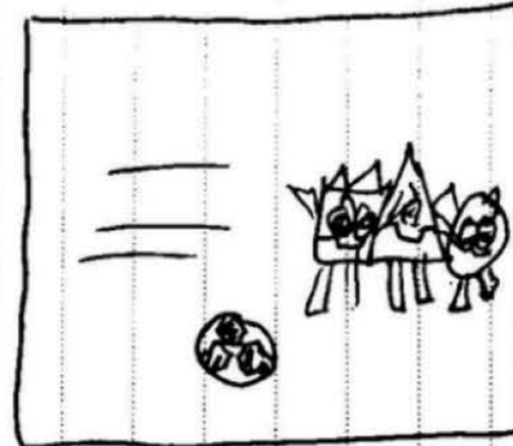
Final Printed spread



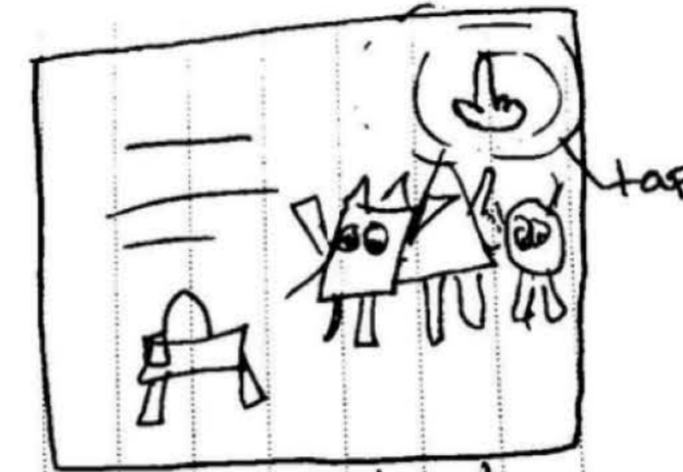
Planned Interaction



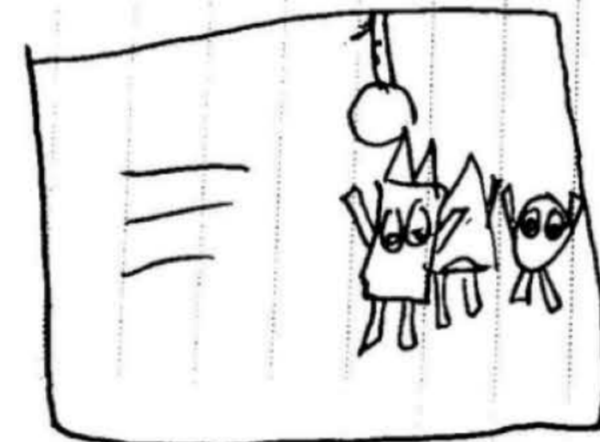
user taps on screen



background color changes + color of monsters. Added prop (Ex. Soccerball) slides in



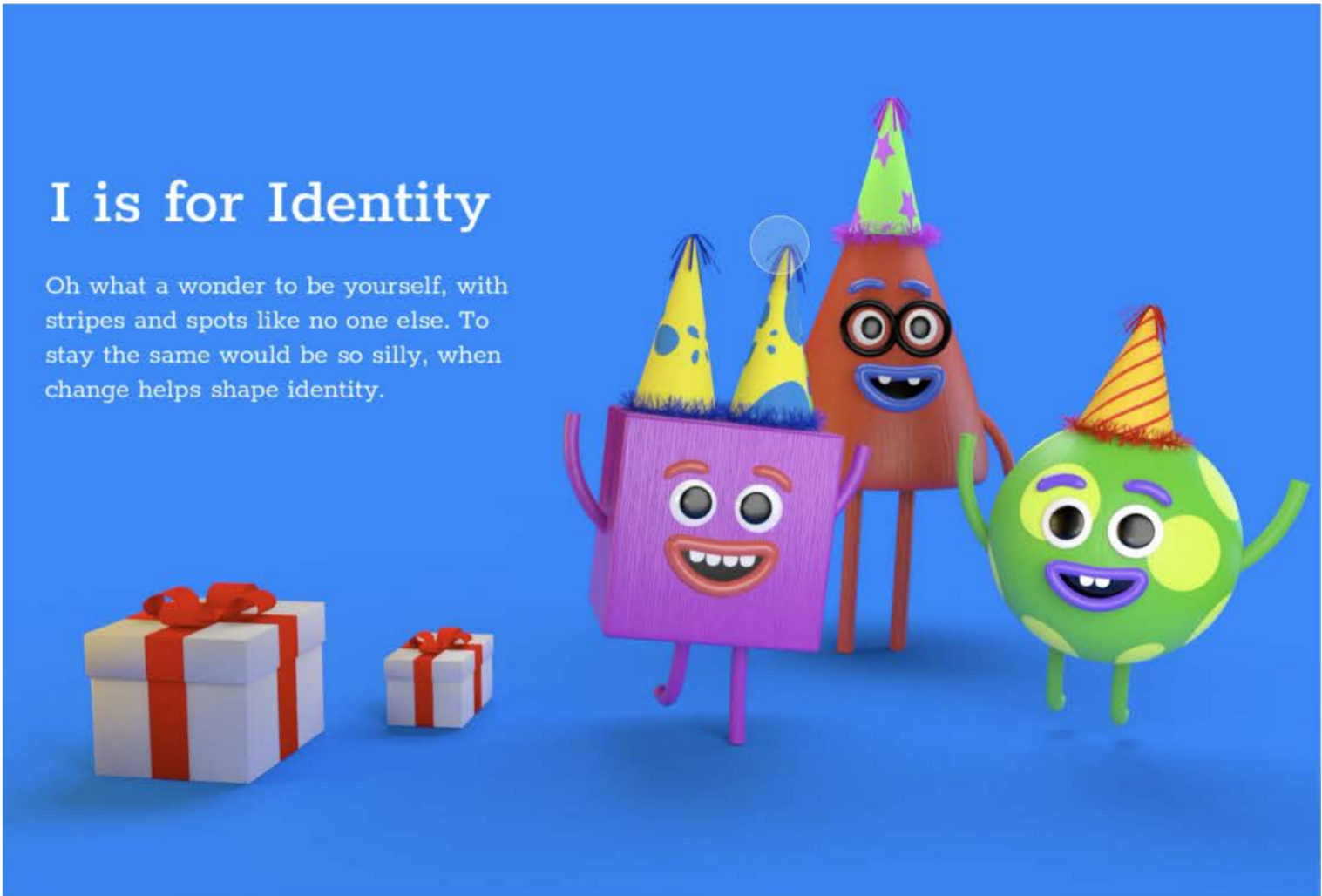
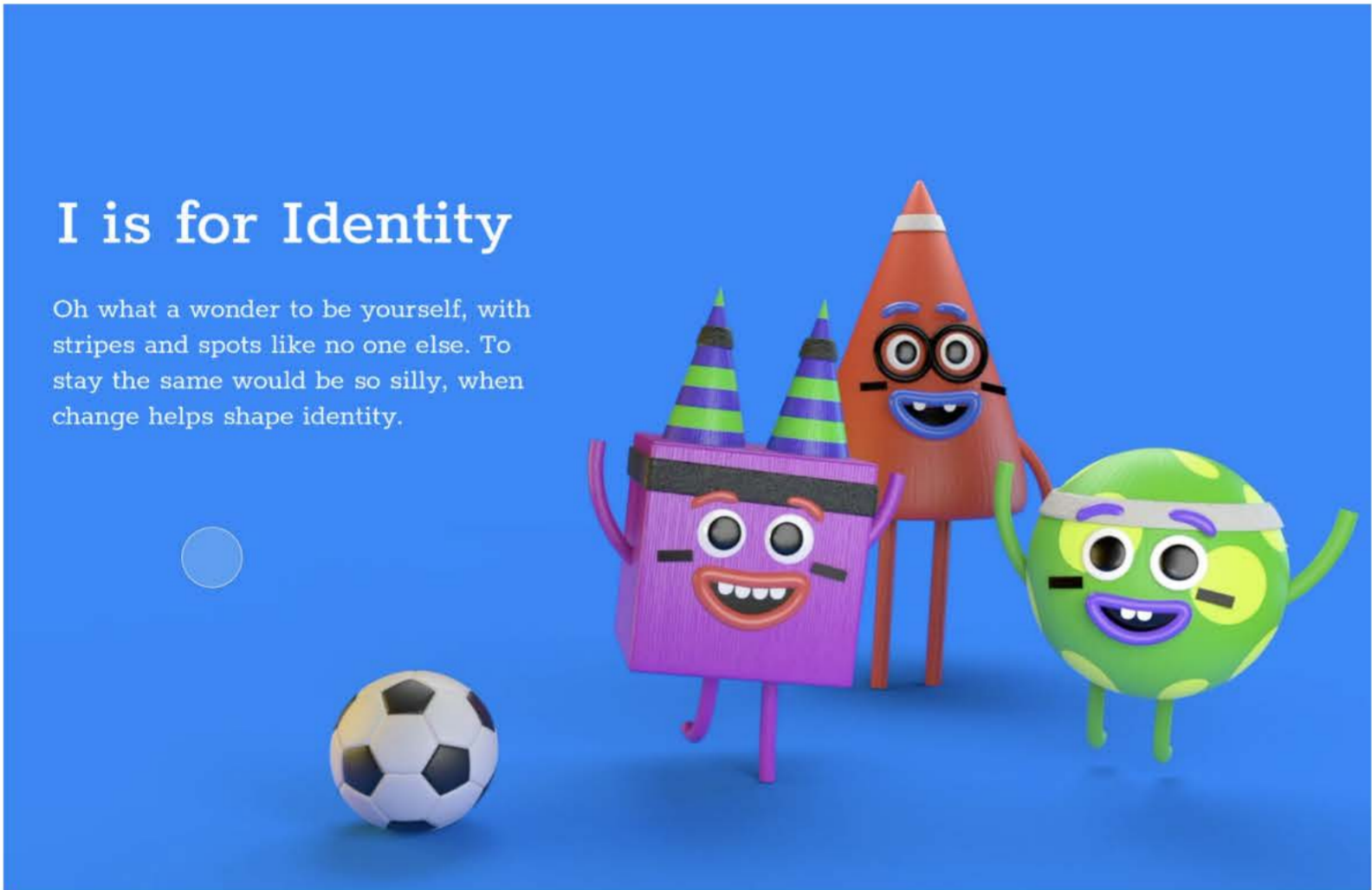
office desk slides in and they wear ties/formal clothing



disco ball drops down and they're wearing party supplies

I wanted the interactions to be simple, so the user would tap on the screen and the background color would change, as well as the monsters. Props would slide in for each scene indicating that they're in a new environment as well.

Interaction



Q is for

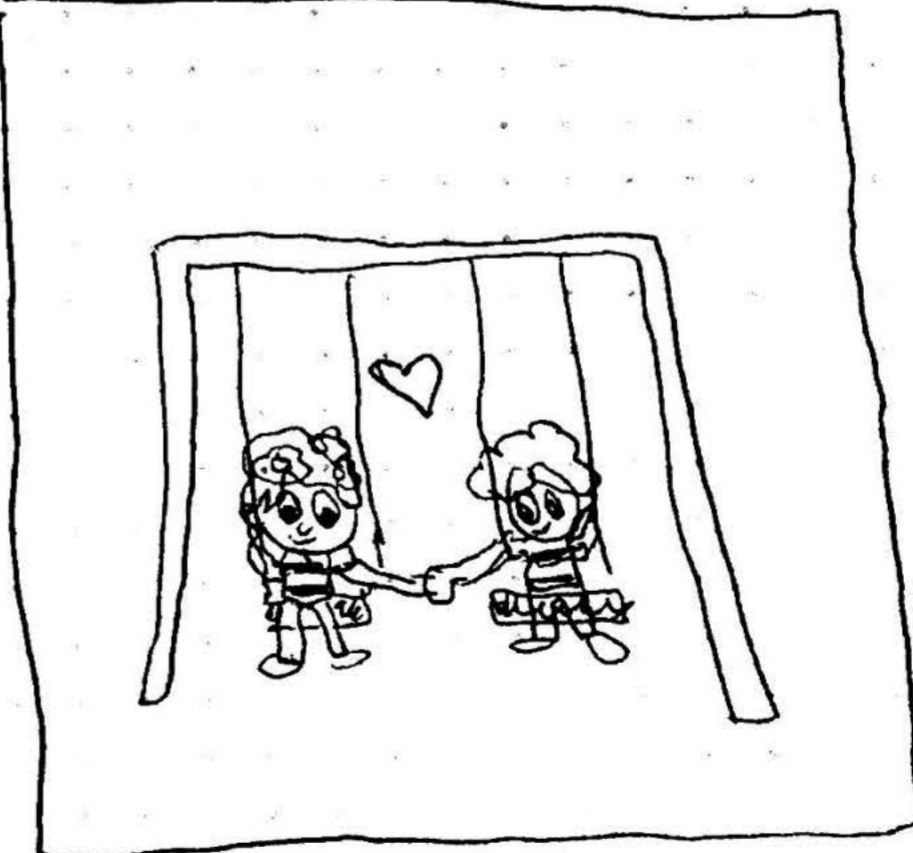
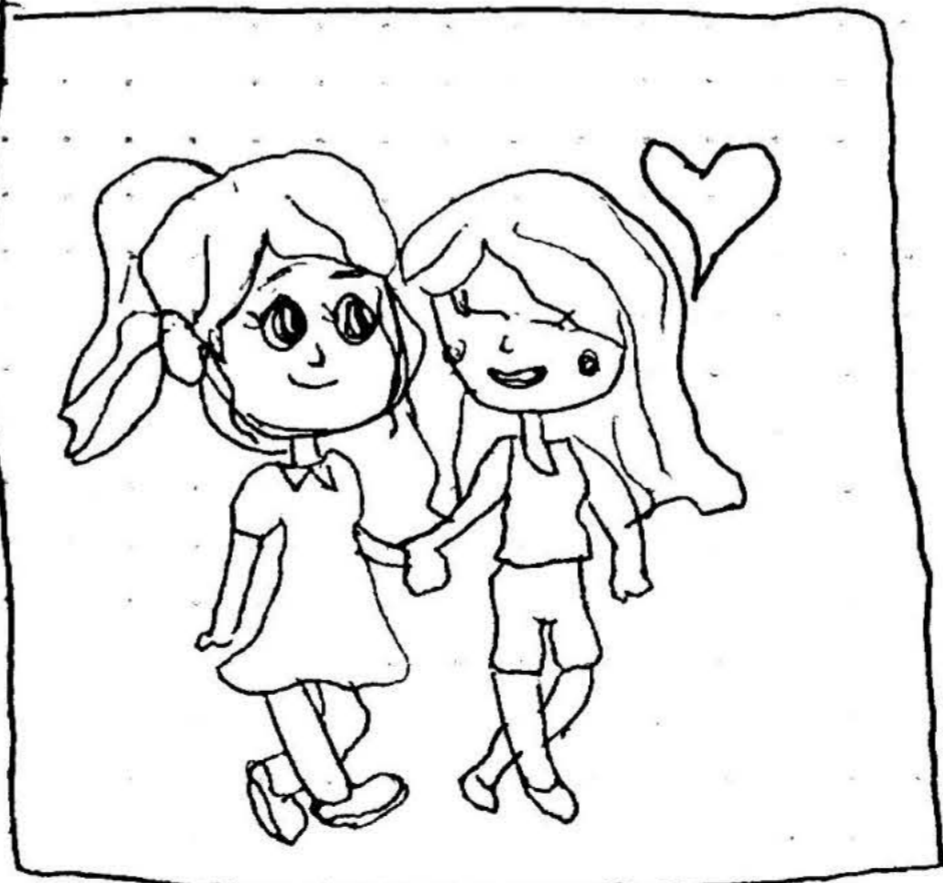
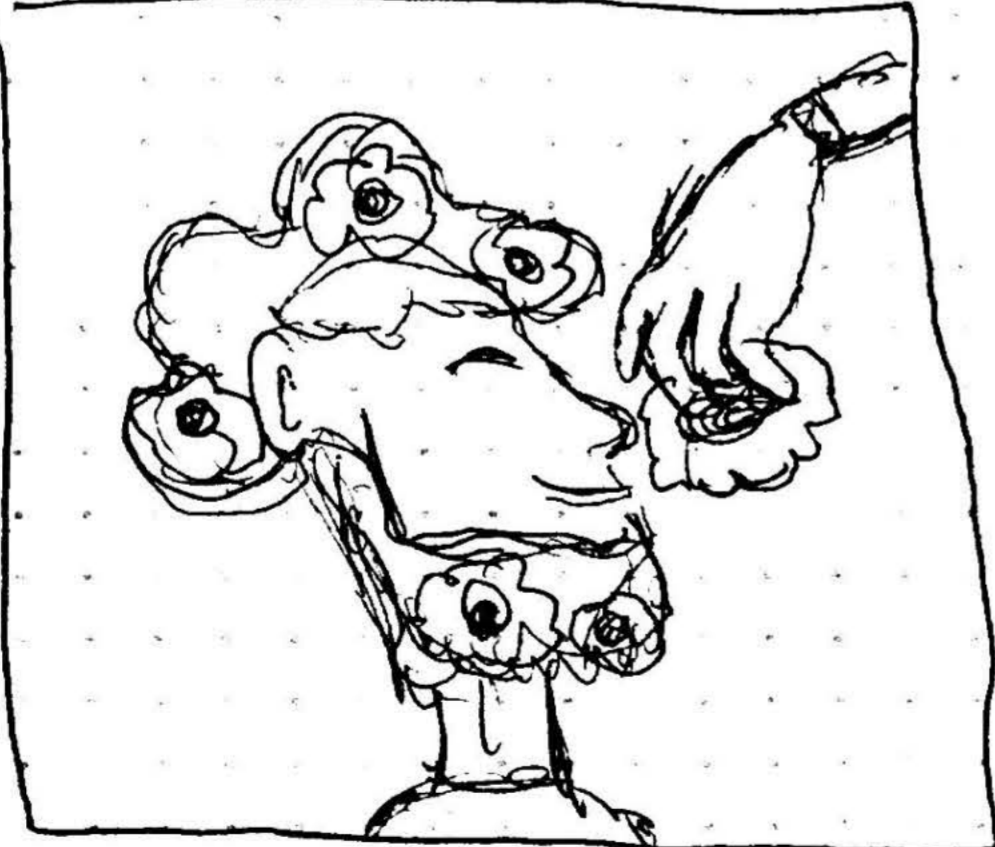
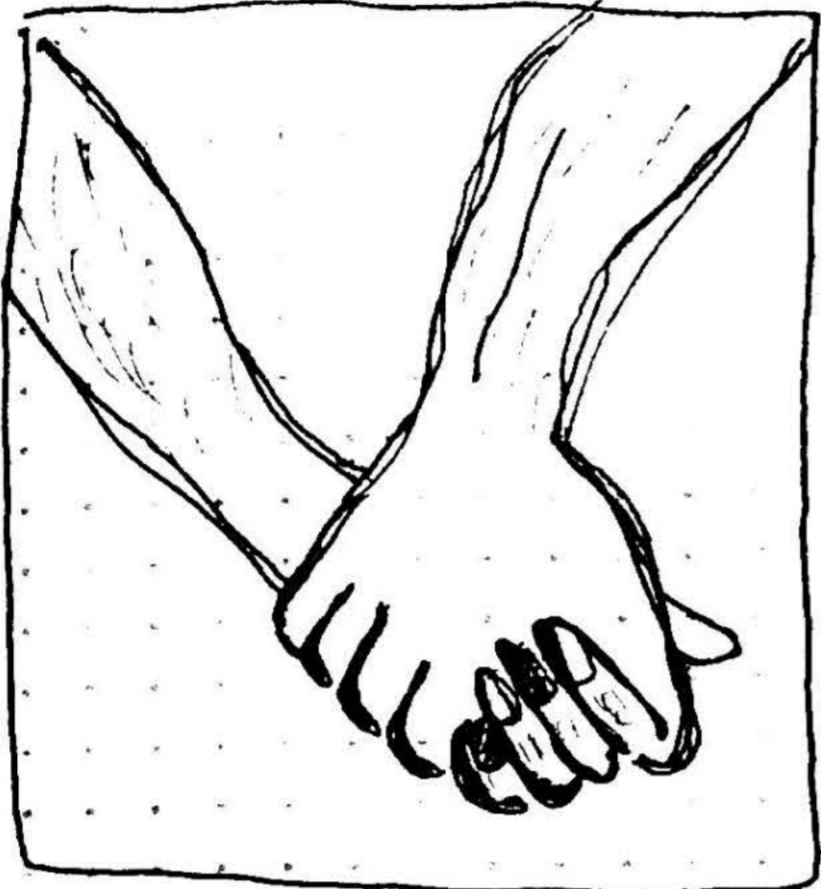
Queer...

“Queer is a word that describes sexual and gender identities other than straight and cisgender”

Research

Any art that can be considered "queer" refers to the re-appropriation of the term in the 1980s/ Queer Art has used photography, portraiture, abstract painting, sculpture, and collage to explore the varieties and depths of queer identity.

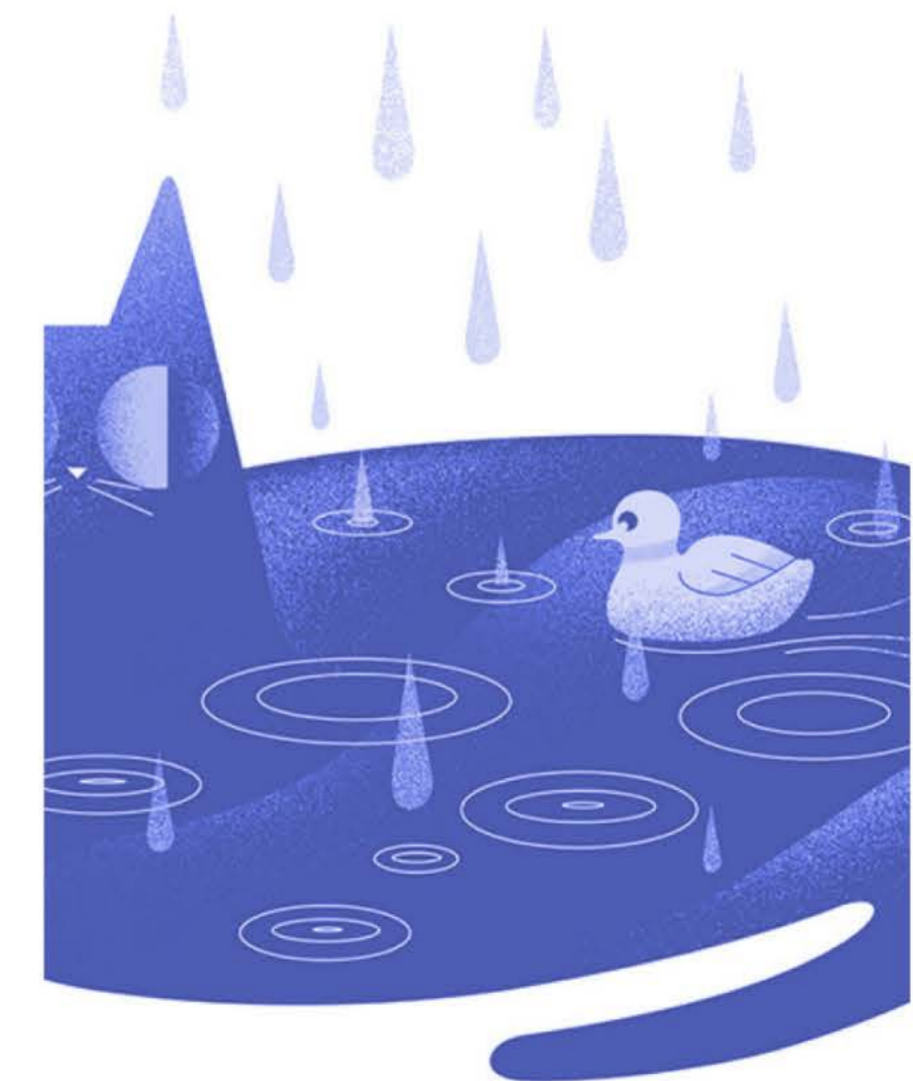
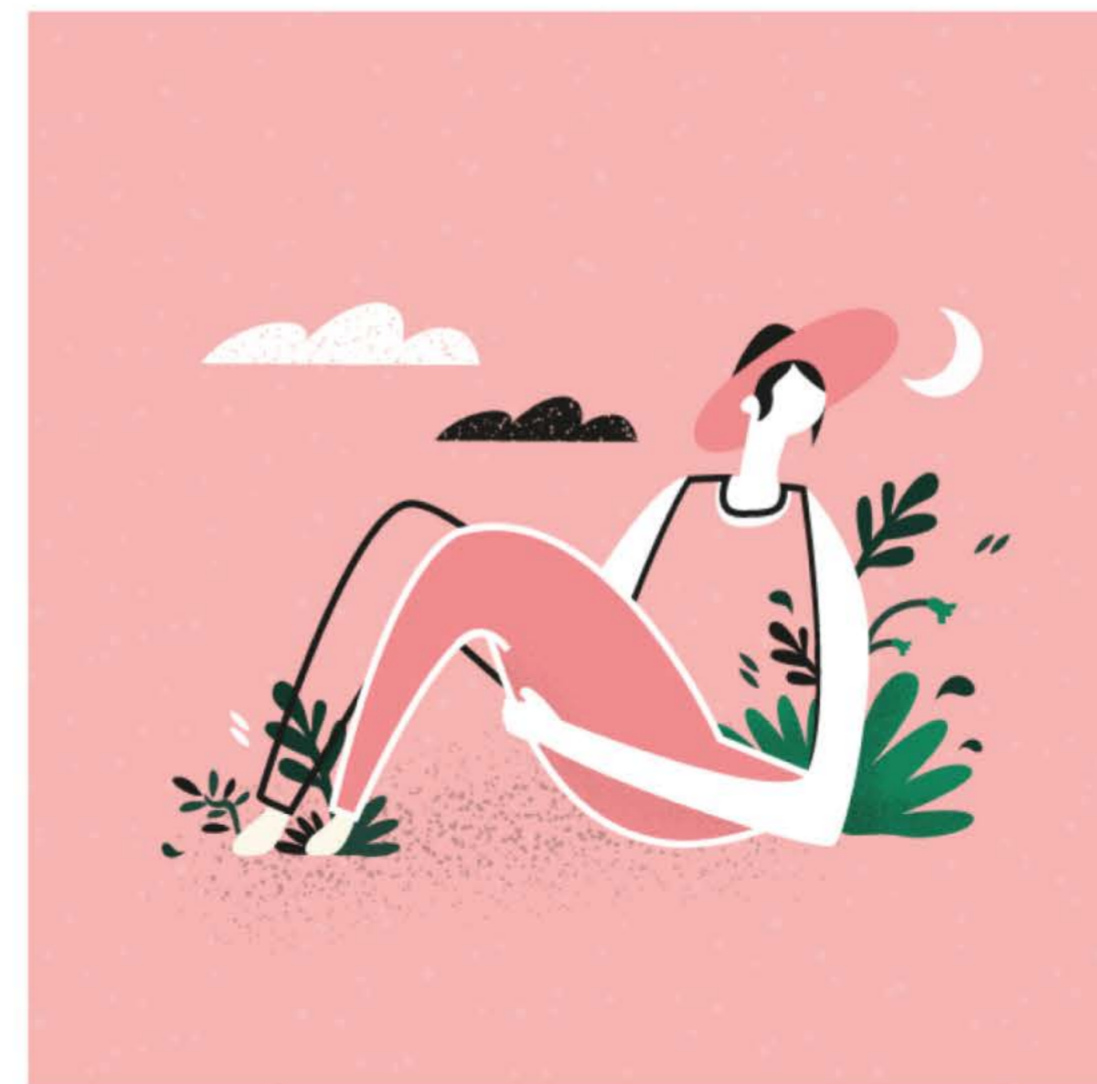
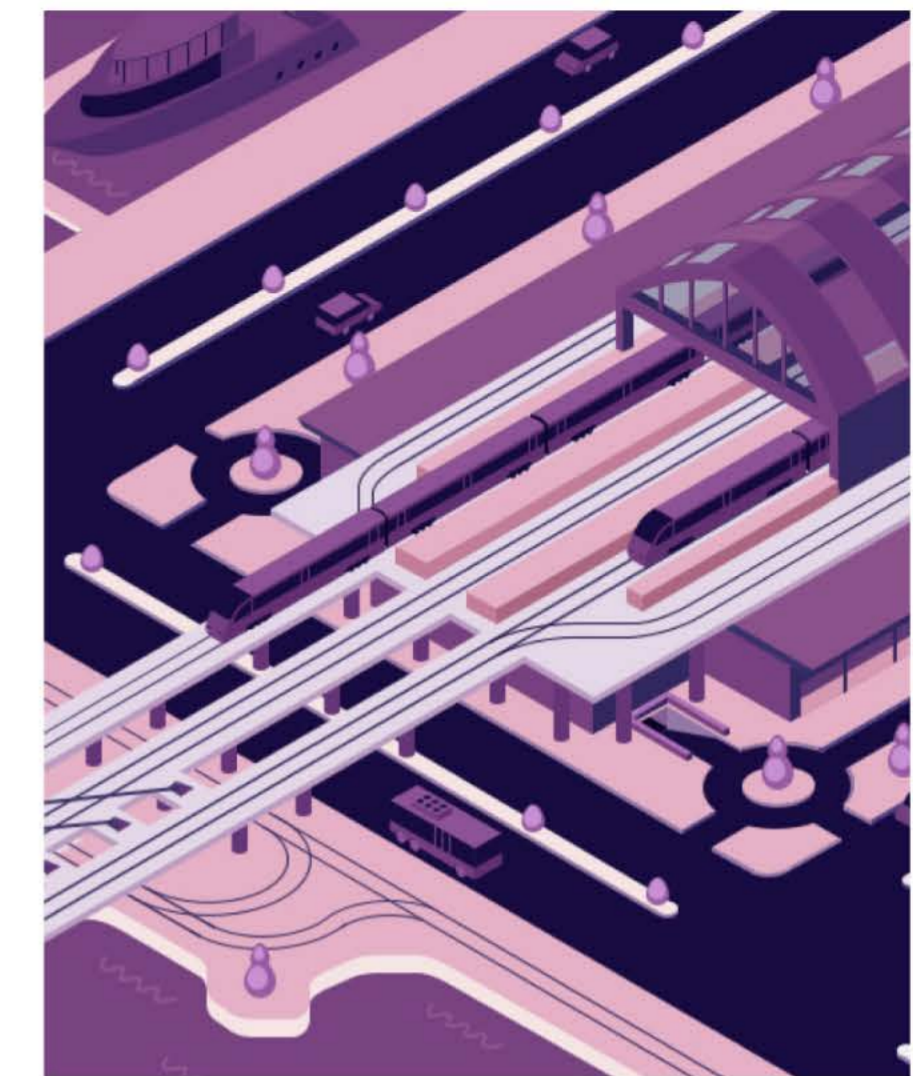
Sketches



"Queer"

A tad less **Colorful**

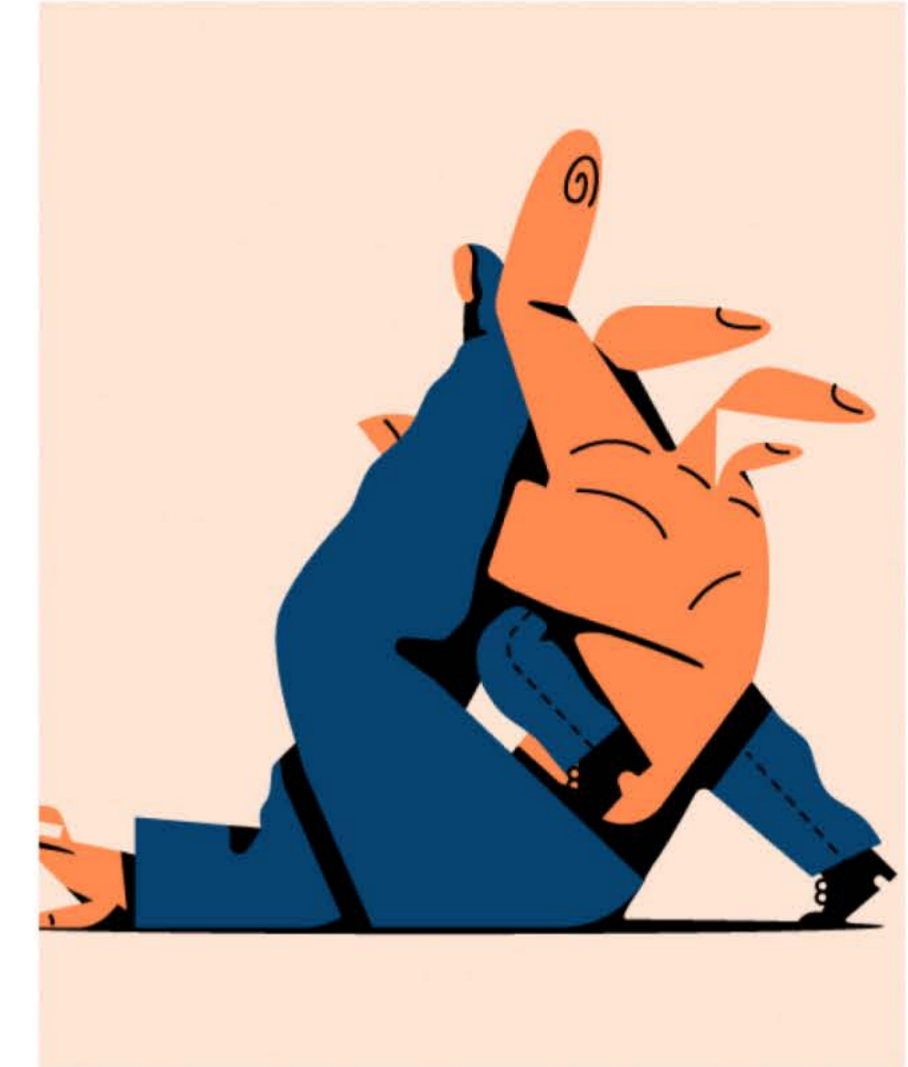
My approach is to empower children to see queerness aside from the popular symbols: rainbows, flags, ribbons, etc. My intention is for them to recognize queerness in unexpected places.



"Queer"

Style Board

I wanted the style to be more line-art and textured. This style could work to convey the message without revealing too much detail at first glance.



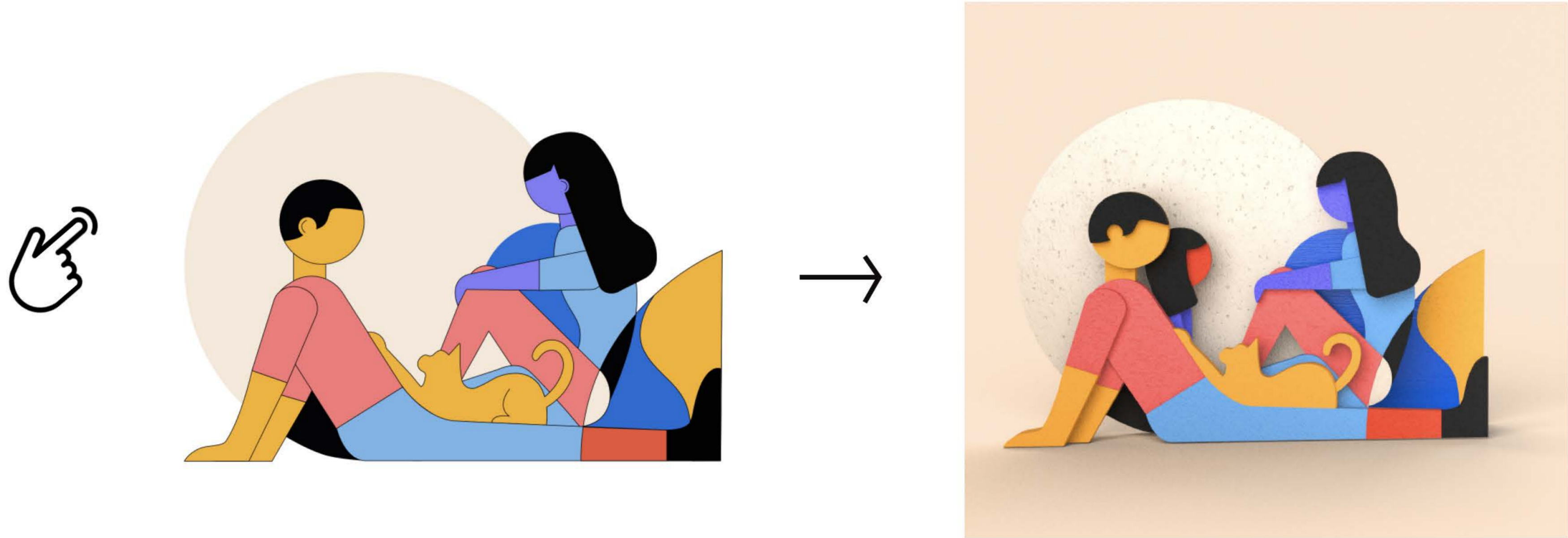
Iteration #1



Final Printed spread



Interaction



X is for

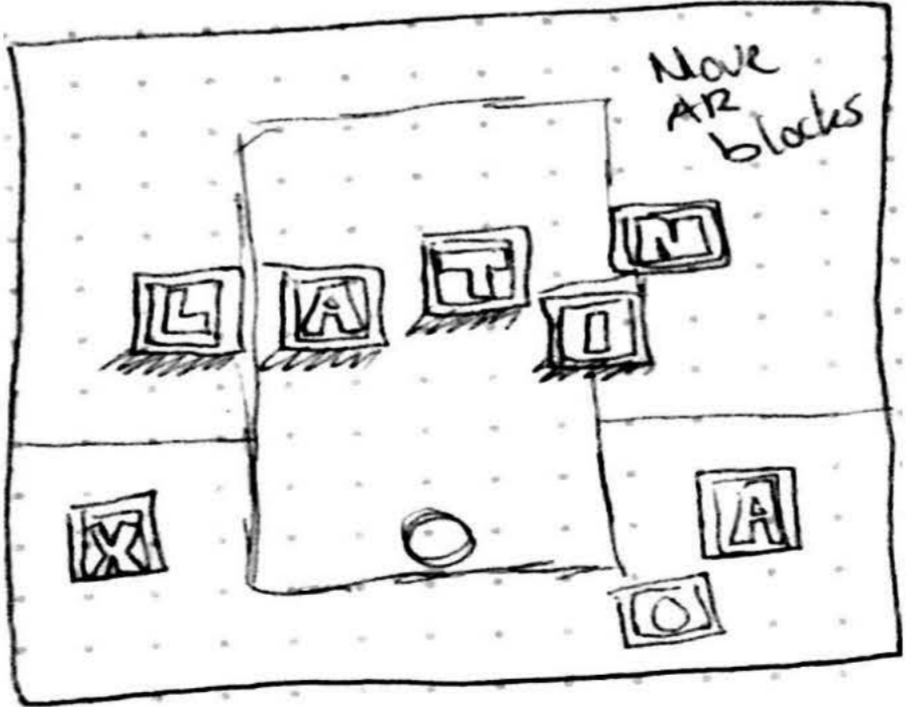
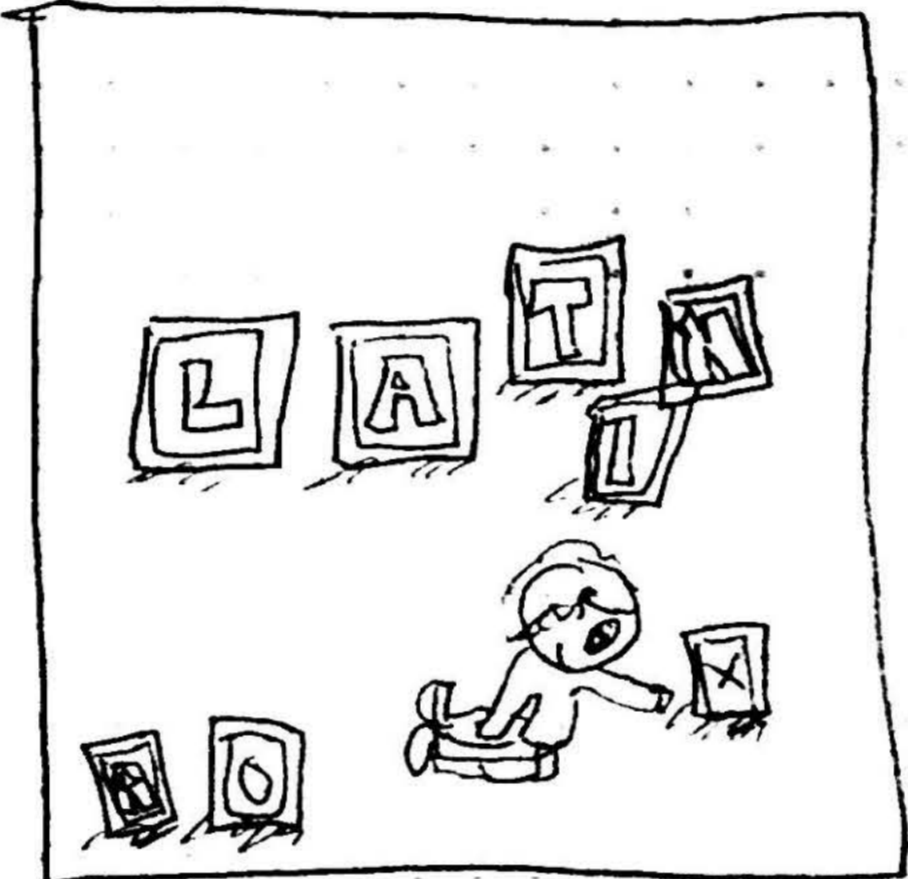
Mx...

“Is an English language neologistic honorific that does not indicate gender”

Research

The word "Mx" was first suggested in the late-1970s as a feminist word for those who didn't want their gender to be revealed in their title, and there are many men and women who use Mx for similar reasons today.

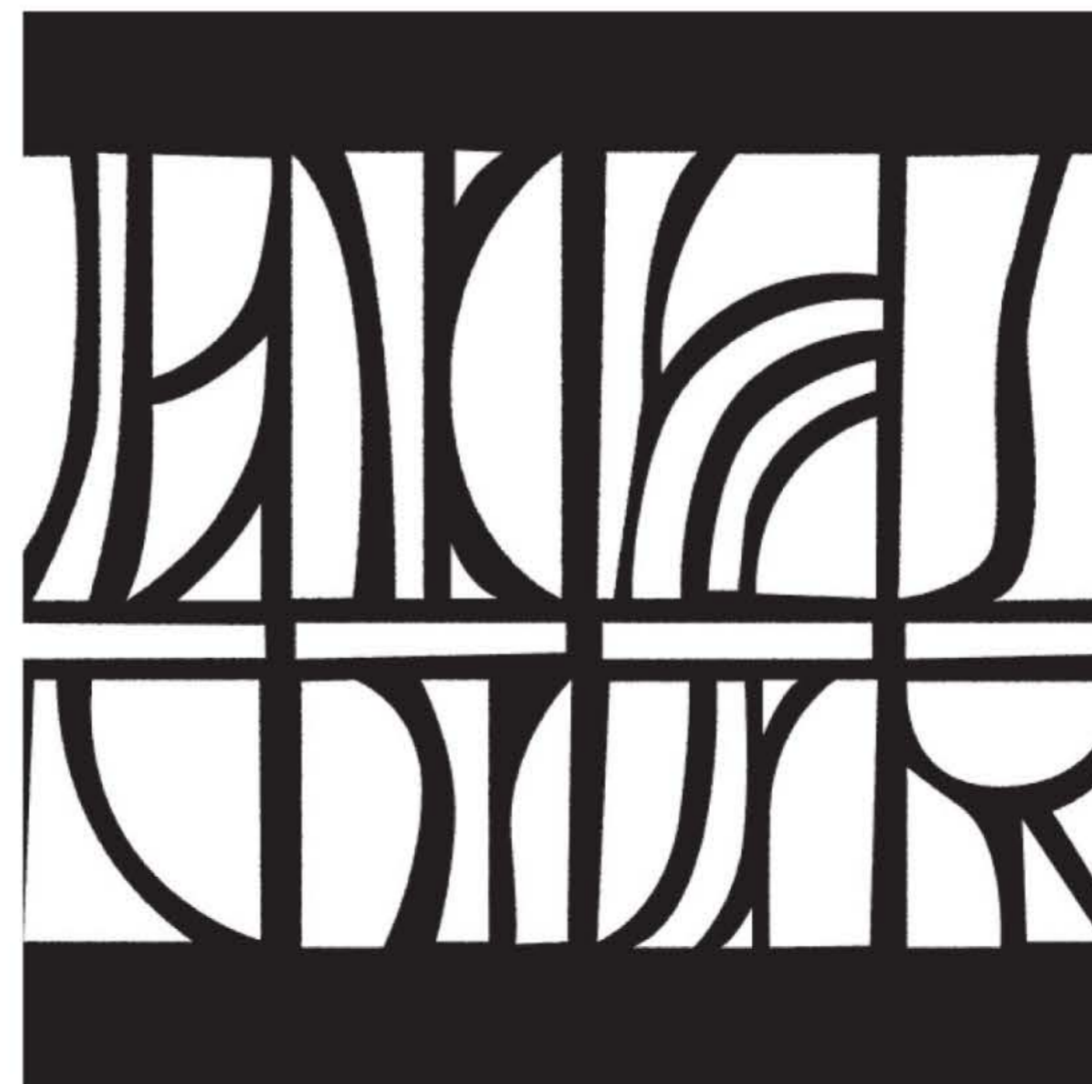
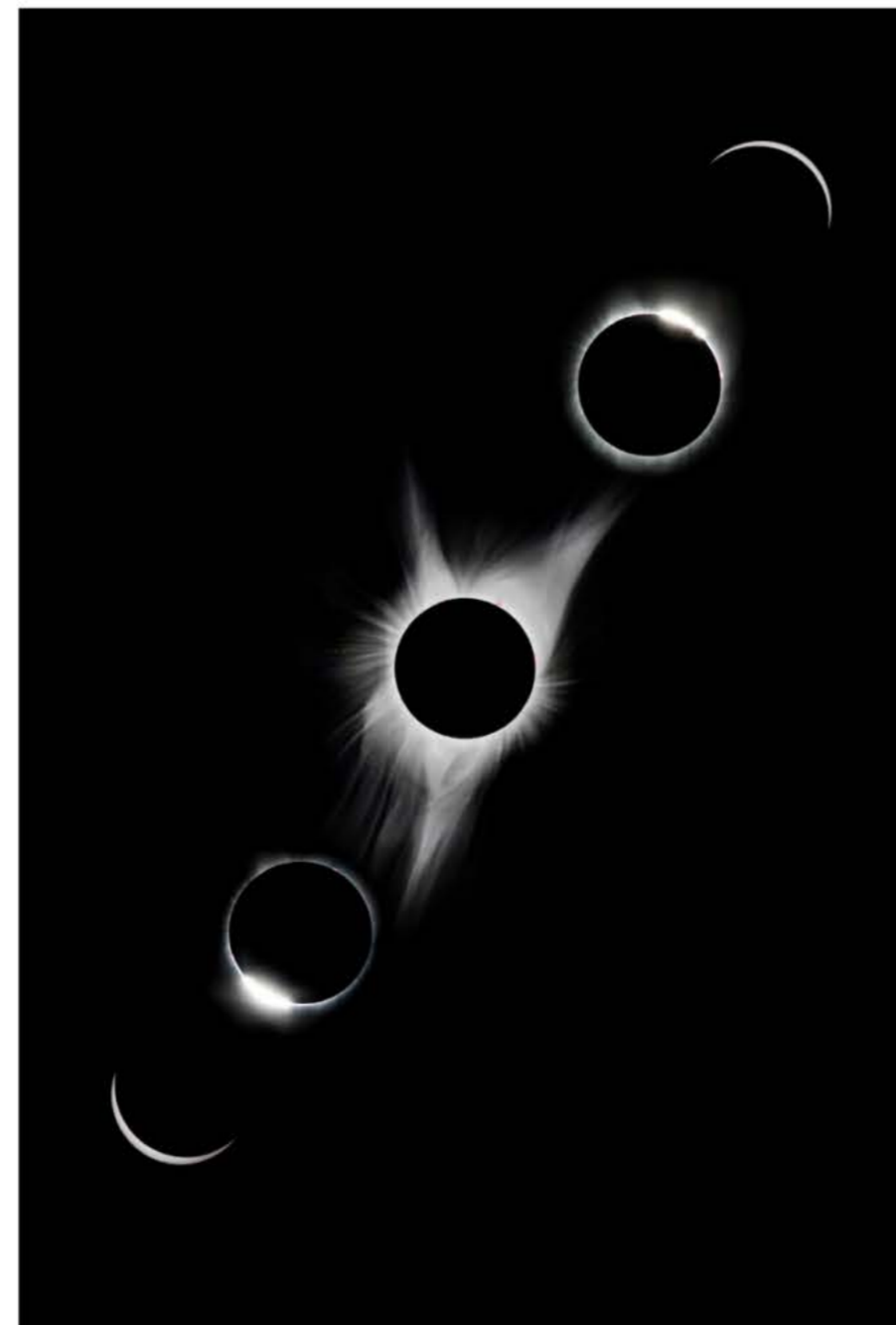
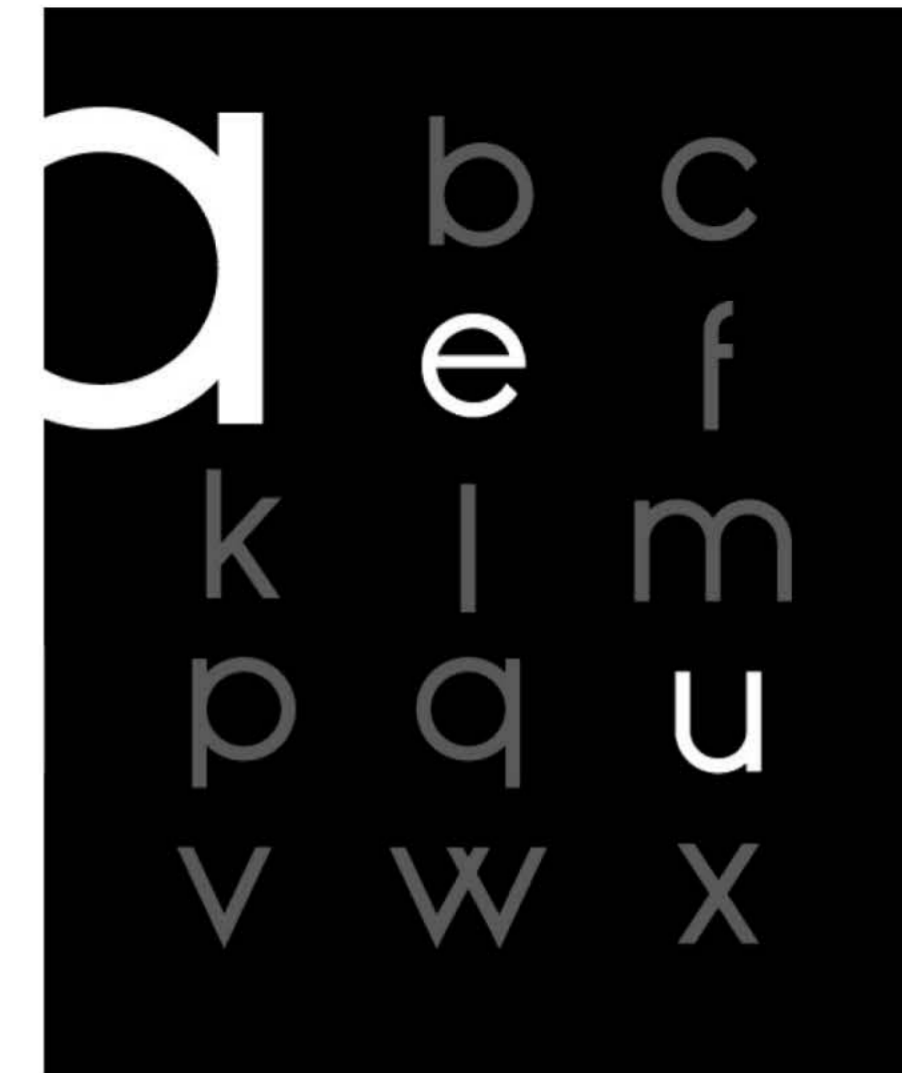
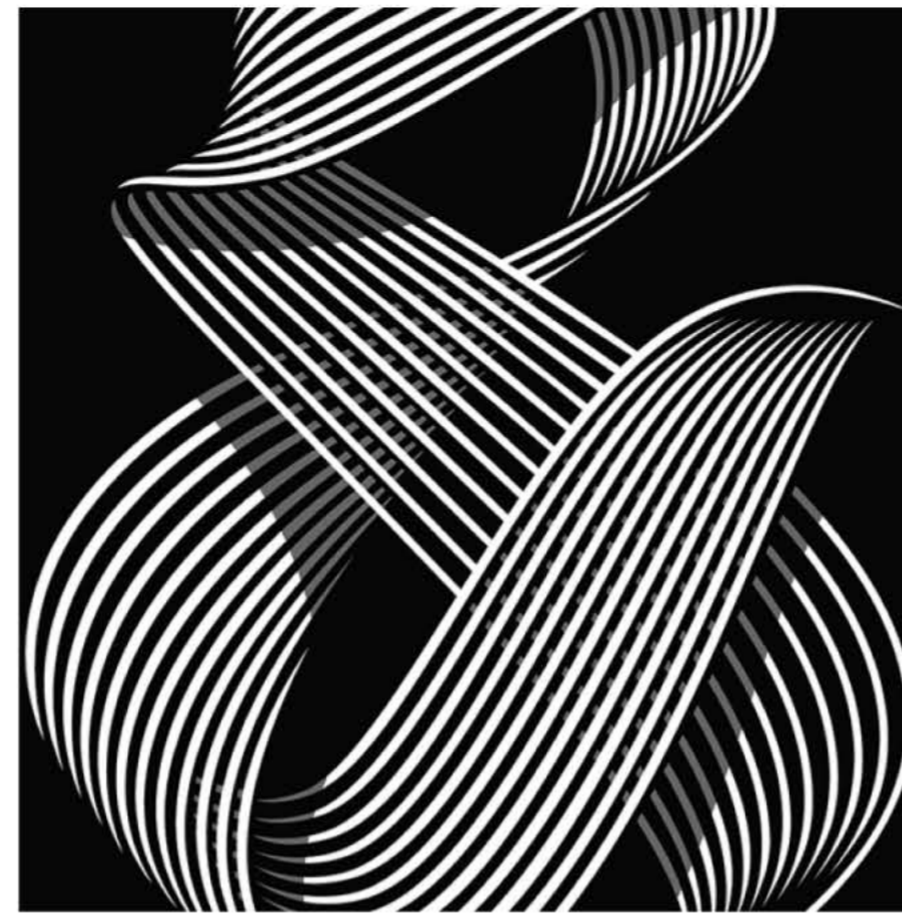
Old Sketches (Pre-Mx)



“Latinx”

Absence of **Light**

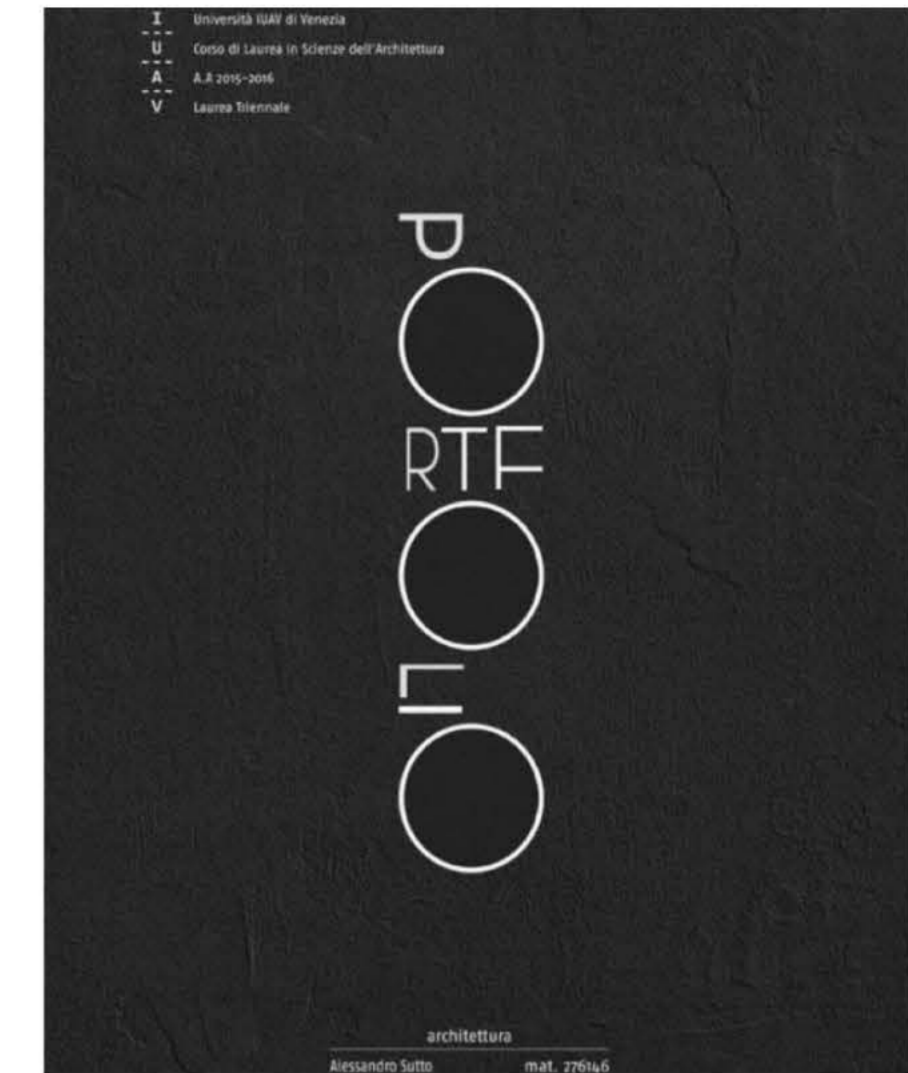
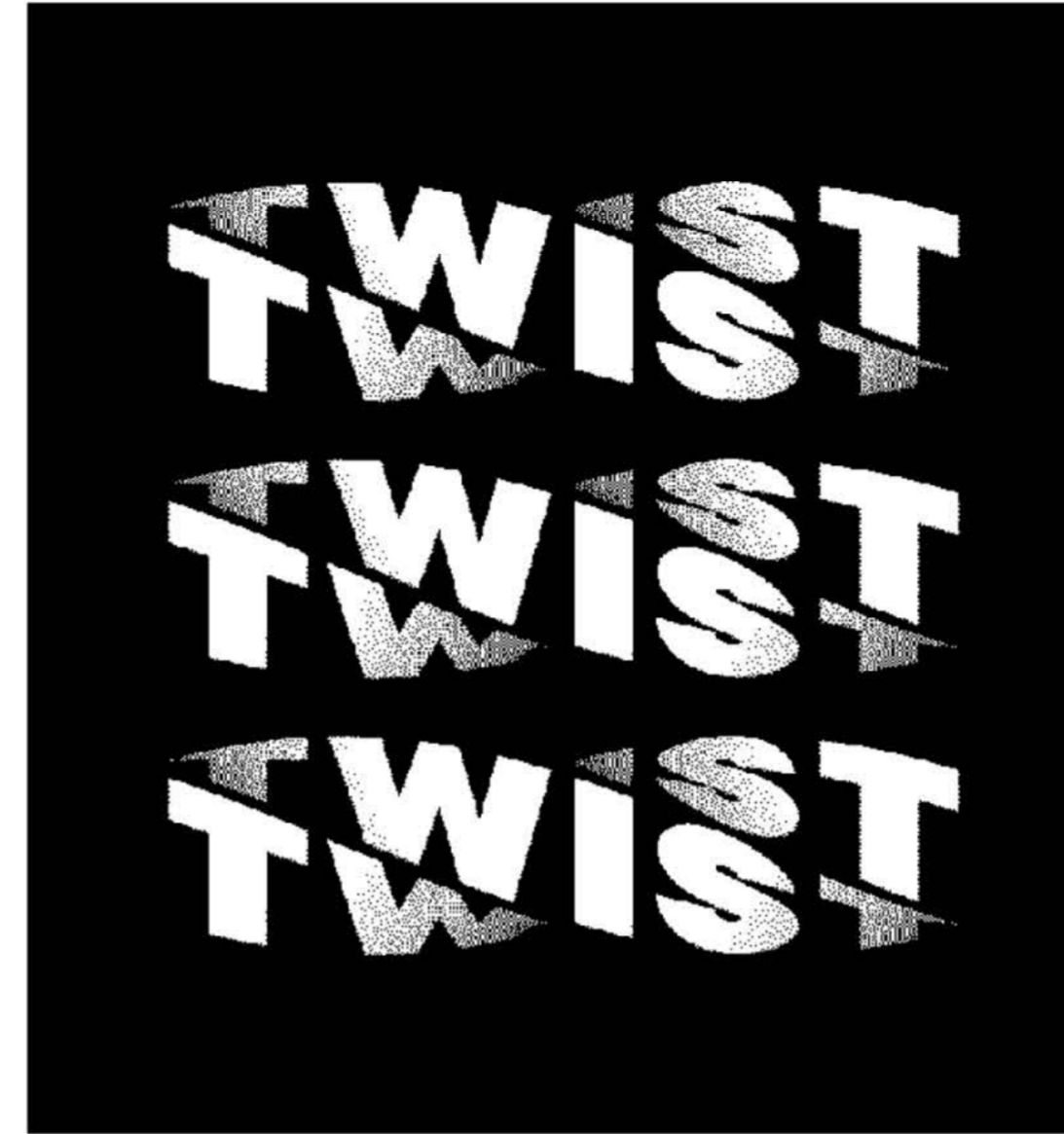
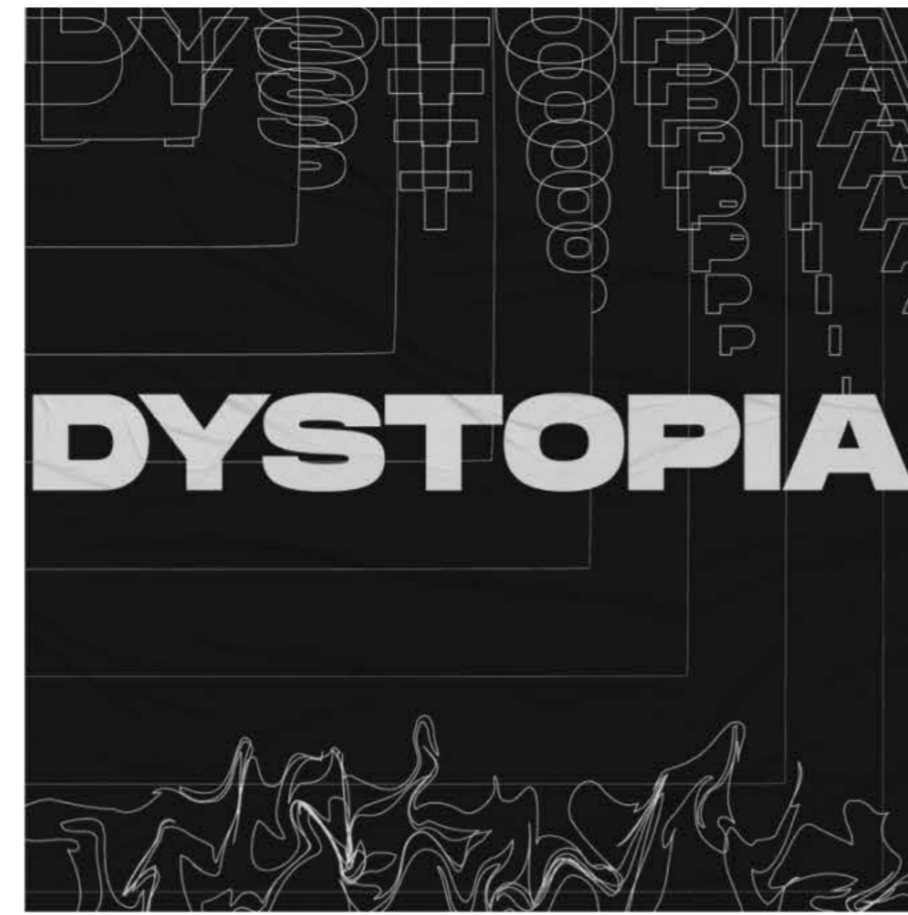
I wanted to try a direction that was black and white since my others utilize a lot of color. I think this is appropriate for Latinx because of our history/dif backgrounds– there are both white and black latinx people.



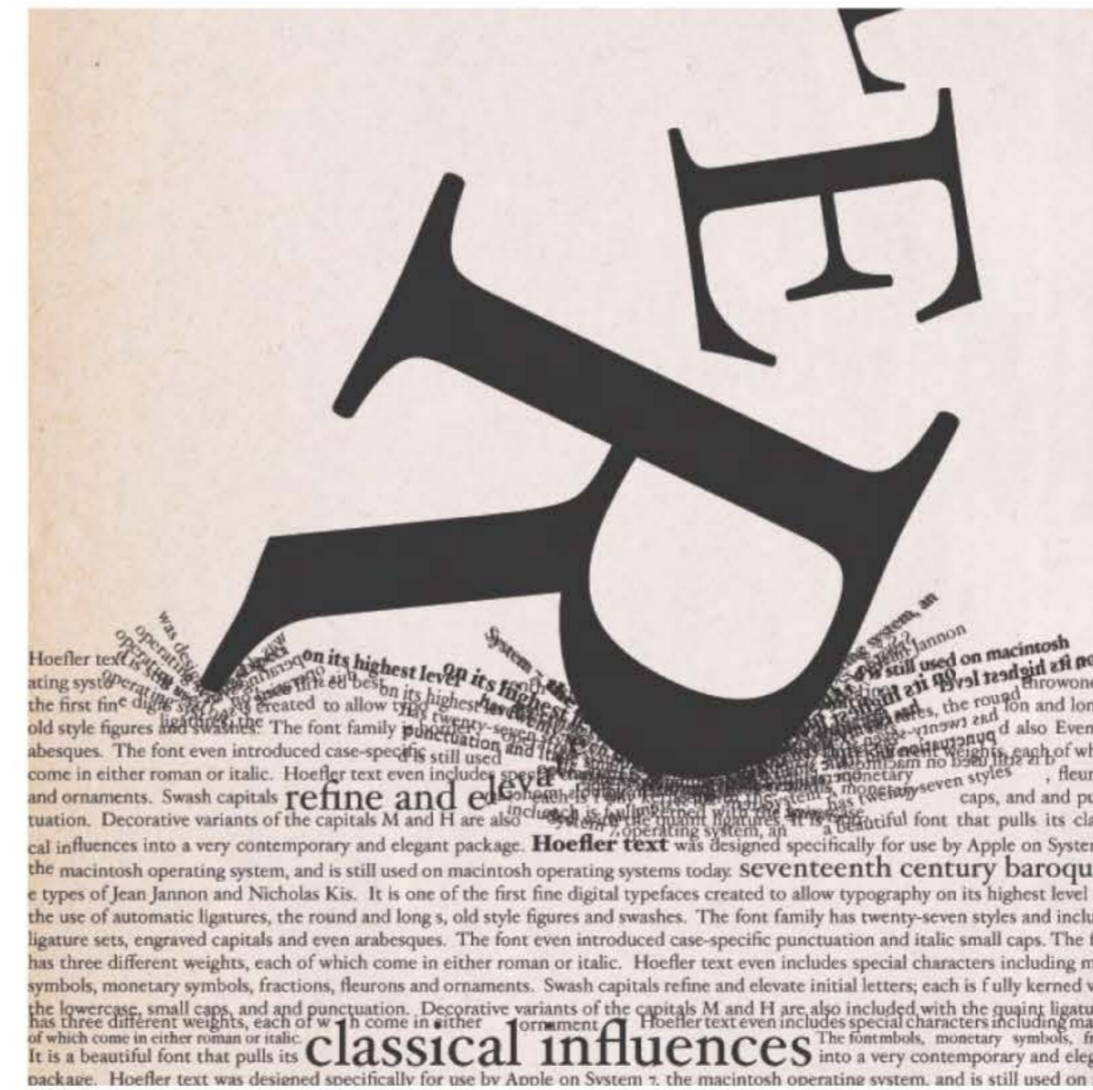
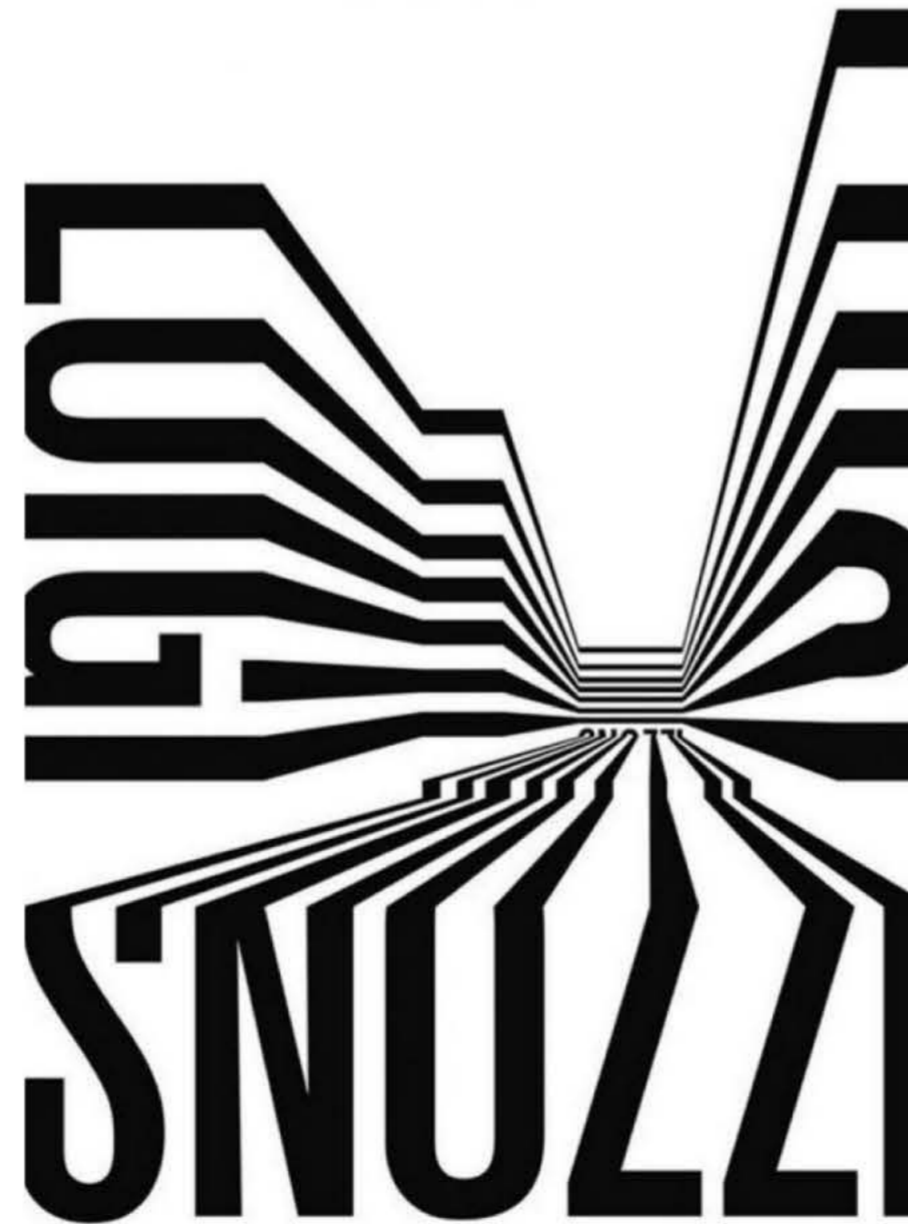
"Latinx"

Style Board

I thought utilizing type would be a cool idea since the X in latinx is a suffix. Doing something interesting with that X is my biggest goal/challenge.



Luigi Snozzi
Locarno
26.05.15 / 19.00
Audimax
m18.uni-weimar.de/horizonte



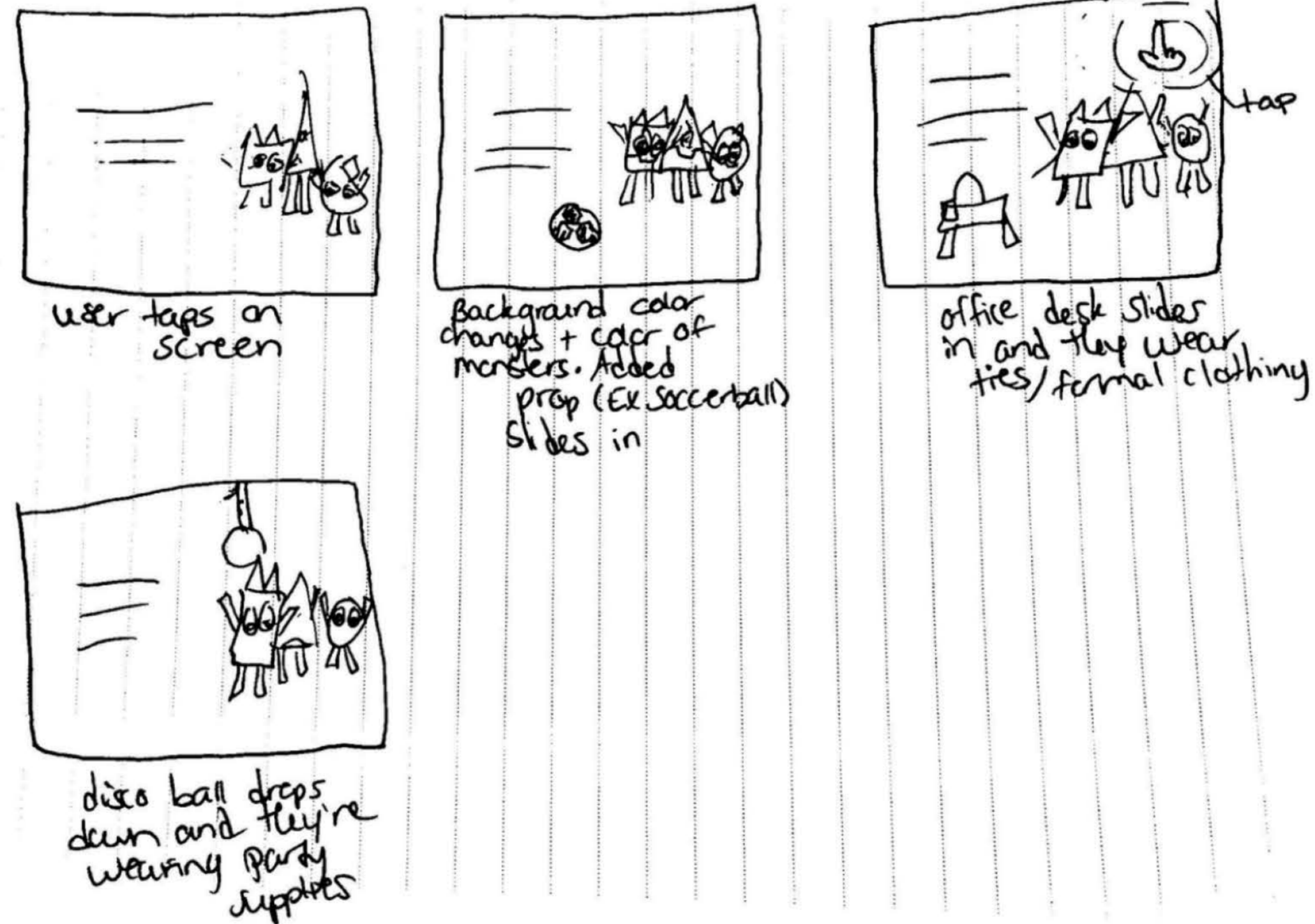
Iteration #1



Final Printed spread



Planned Interaction



I wanted the interactions to be simple, so the user would tap on the screen and the background color would change, as well as the monsters. Props would slide in for each scene indicating that they're in a new environment as well.

Interaction


Scene activates



X is for Mx

We work together to build a home, for those misheard and left alone. A space where gender welcomes the next, with Mr and Mrs, but also Mx.

References

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<https://dribbble.com/shots/7779851-Three-Windows>

<https://dribbble.com/shots/5501399-Mr-Eye-Brows>

<https://dribbble.com/shots/6506019-Grow-Up>

THANK YOU :))