Eureka - Project Brief

Eureka offers hand-on science activity kits for students from grade 3-8. The company (ThinkLabs Technosolutions) wanted a complete visual facelift for this product.

These kits were aimed at helping students, understand the physical/practical applications of all the concepts they learn in textbooks. It was an interesting challenge to provide the best hands-on experience in a pocket friendly range, such that the product was easily accessible to as many students as possible. To start off, we gamified the activities by adding attractive visuals corresponding to each activity, thereby making it more engaging and fun for the students.

Activity, Mirror Mania: I illustrated the product visuals here, to gamify an activity on 'Reflection' into a treasure hunt game. The background visuals were also created by me using paper cut outs, for the product photoshoot.

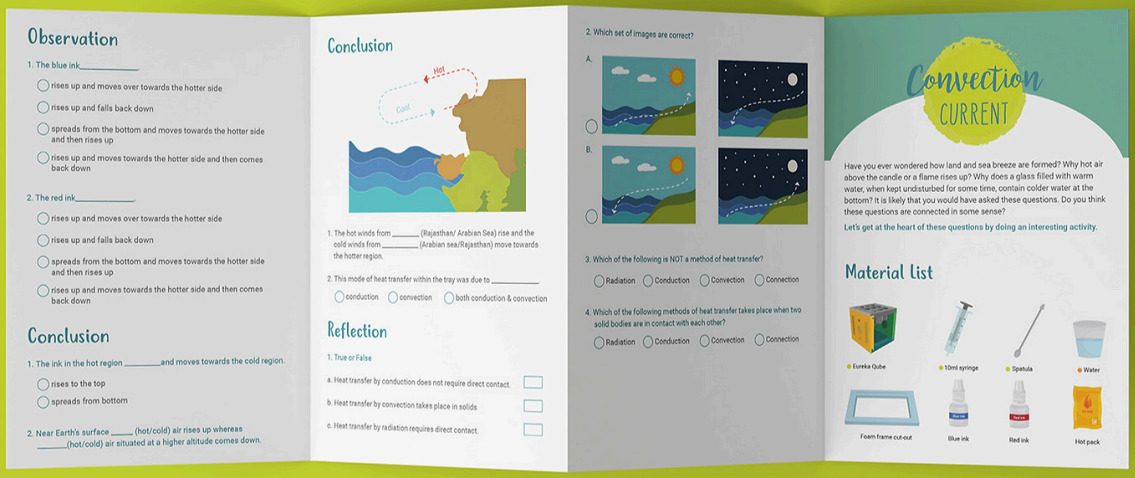
Learner Notes: The instruction manuals with every activity (which we called Learner Notes) were also a very important part of this kit. These learner notes not only had instructions to conduct the activity, but also had related questions and helped in better understanding the concept behind each activity.

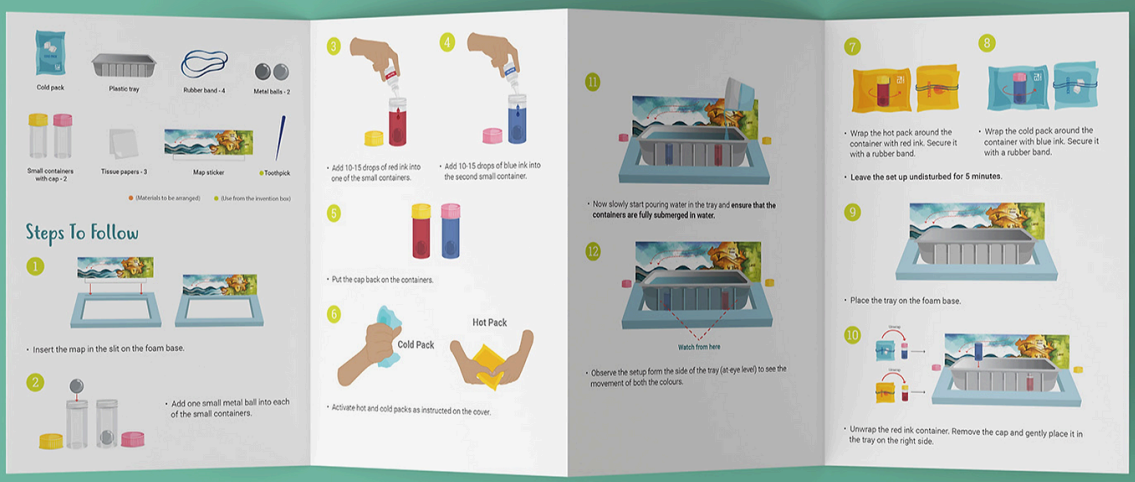
I redesigned these Learner Notes ensuring that they are informative, functional and yet attractive and fun for the kids. Keeping in mind the age groups of the users my design was more vibrant, visual and playful for the younger age group (grade 3-5) whereas for grade 6-8 I used a relatively more matured visual style.

Learner Notes: Since stories can be a great way of learning, for grade 3-5 (younger age group), I used visual storytelling as a medium to explain the scientific concepts . The illustrated stories help the students understand and retain the concepts better, it also evokes a feeling of curiosity and excitement with every activity box .

Learner Notes: Another spot illustration from one of the learner manuals

Learner Notes - Grades 6-8




Cold pack
Plastic tray
Rubber band - 4
Metal balls - 2
Small containers with cap - 2
Tissue papers - 3
Map sticker
Toothpick
(Materials to be arranged)
(Use from the invention box)
Steps To Follow
1
• Insert the map in the slit on the foam base.
2
• Add one small metal ball into each of the small containers.
3
• Add 10-15 drops of red ink into one of the small containers.
4
• Add 10-15 drops of blue ink into the second small container.
5
• Put the cap back on the containers.
6
Cold Pack
Hot Pack
• Activate hot and cold packs as instructed on the cover.
11
• Now slowly start pouring water in the tray and ensure that the containers are fully submerged in water.
12
Watch from here
• Observe the setup form the side of the tray (at eye level) to see the movement of both the colours.
7
• Wrap the hot pack around the container with red ink. Secure it with a rubber band.
8
• Wrap the cold pack around the container with blue ink. Secure it with a rubber band.
• Leave the set up undisturbed for 5 minutes.
9
• Place the tray on the foam base.
10
• Unwrap the red ink container. Remove the cap and gently place it in the tray on the right side.