

# Inclusive Diversity Engagement Activity Learning

April 2017 Work-in-Progress Presentation



IDEAL

Book

Game

Say  
Something!

# Background



# IDEAL - The Anti-Anti-Bullying Program

## Book:

- For use with K-3
- Series of books
- Introduces concepts, ideas, and characters
- Function within English/Language Arts curriculum

## Game:

- For use with 2-5
- Online game, à la *The Sims*
- Low-stakes environment
- Opportunity for students to try concepts without risk

## Say Something!:

- For use with K-5
- Real-world usage
- Various games, activities, and group work
- Students put into practice the concepts they have been learning

# The Brand



Princeton Orange  
#FA7921

Coral  
#FB3640

Android Green  
#86C440

Azure  
#007AFF

Davy's Gray  
#555555

#777777

#939393

#AFAFAF

Gainsboro  
#DFDFDF

# IDEAL

Bungee Inline - Logo Typeface  
Only to be used for logo and wordmark.

**Lore ipsum dolor sit amet.**

Righteous - Headline Typeface  
For use in situations to capture attention.

**Lore ipsum dolor sit amet.**

Noto Sans - Primary Typeface  
For professional applications and works.

**Lore ipsum dolor sit amet.**

Arial - Office Typeface  
For use in situations where Noto Sans may not be available.

# Color Palette & Type Card



IDEAL



IDEAL



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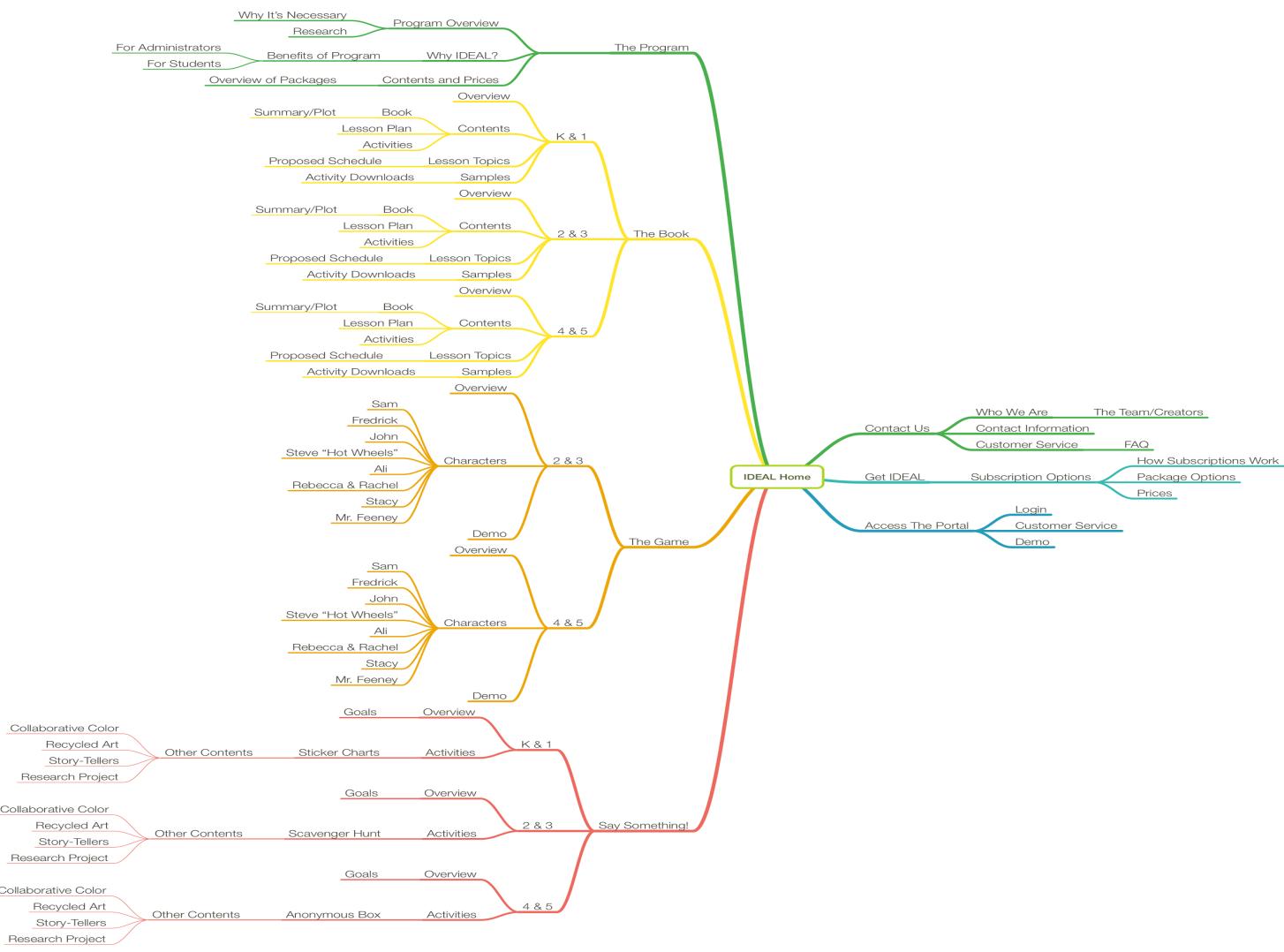
IDEAL

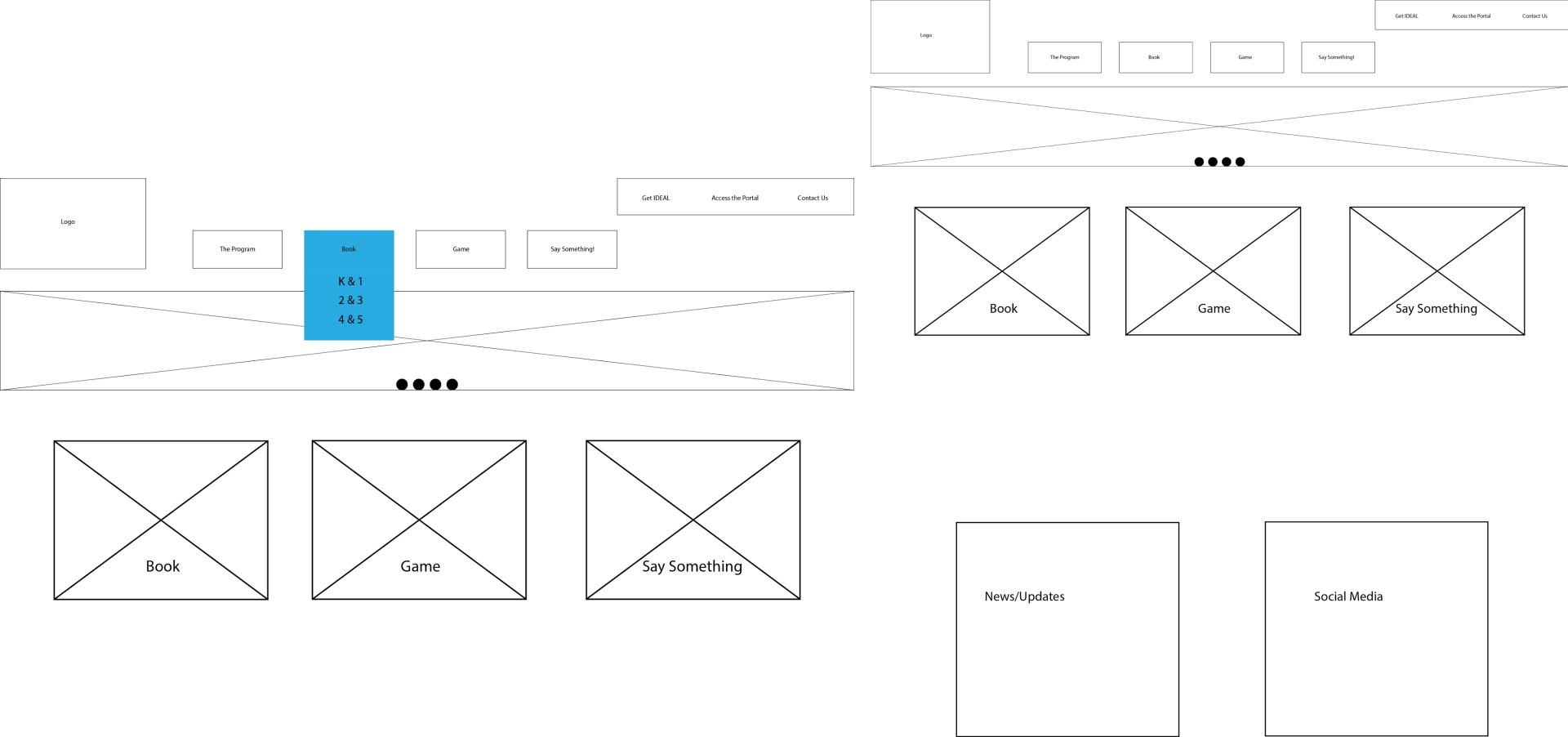
Logo

# Website

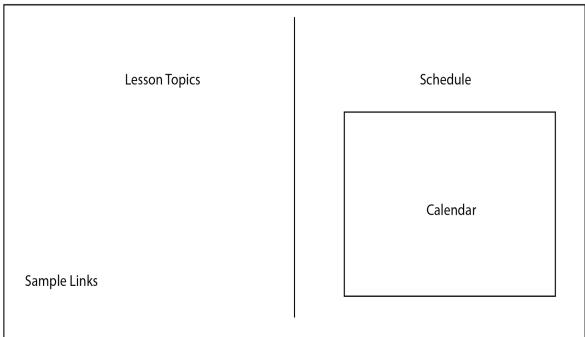
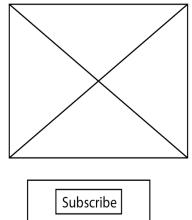
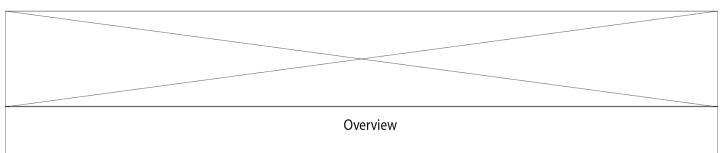


# Site Map

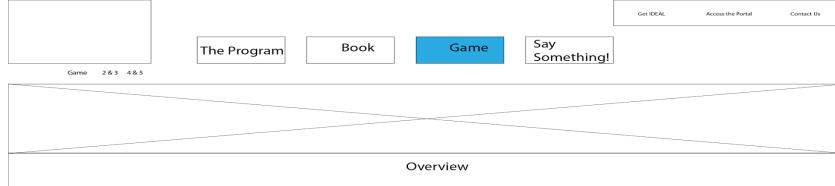




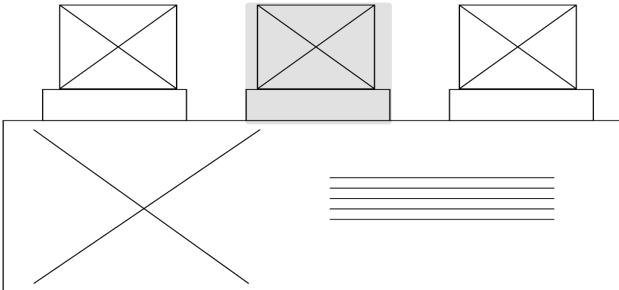
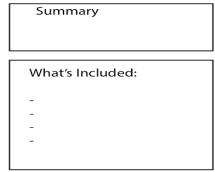
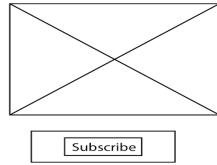
# Wireframes



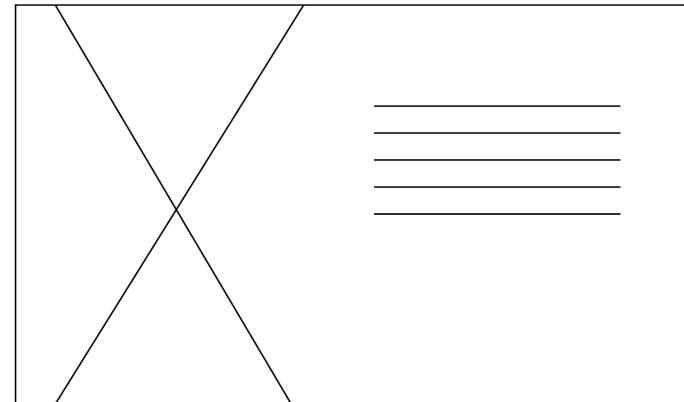
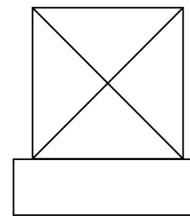
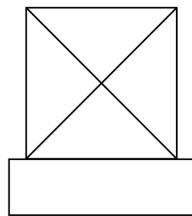
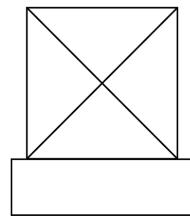
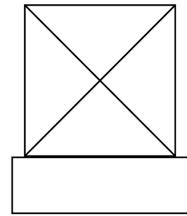
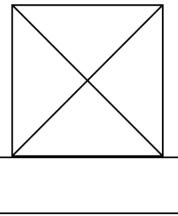
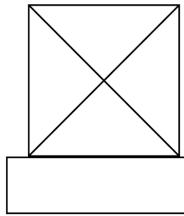
# Wireframes



Overview



Characters



Wireframes



# Design Prototype

# New Characters

# 12

When reworking the number of characters for use in the books and game, we believed that 12 would allow for the right amount of diversity we were looking for.

# Our Cast

## Ken Amori

Ken is a gay Japanese-American who loves music and is already learning how to play the guitar. Ken is shy and quiet, but he's trying to break out of his shell.



## Aliza Epstein

Aliza is blind, but does not let that affect her ability to enjoy school, activities, and her friends. Aliza is the class clown. She has an identical twin, Maya. She is also Jewish.



## Maya Epstein

Maya is Aliza's twin sister. Conjoined at the hip to her sister Aliza, Maya has also always been her helper and assistant. When she isn't with her sister, she likes exploring the scientific world. Her favorite experiment is always a big, huge volcano!



# Our Cast

## Steve Jones

Steve is a hyper young boy, liked by all in his class, yet still somewhat lonely. He is a bit of a geek, with his older brother introducing him to video games before he even started school. The only downside in Steve's life—his allergy to peanuts.



## Tomás Martinez

Tomás is a first-generation American, born to Mexican immigrants. As the main source of trouble in his class, he has become quite famous around the school. He remains positive and happy, even if it means he loses a little bit of recess time.



## Kalana Palakiko

Kalana is a native-born Hawaiian. Her family has moved around a lot because her father is in the military, but she doesn't let the frequent uprooting bring her down. Outside of school, she is often hanging out with her friends and her dog, Sadie.



# Our Cast

## Friedrich Schmidt

Friedrich is a very tense student, yet still the peacekeeper of the class among the students. He is very concerned about his performance in class, always afraid of giving the wrong answer.



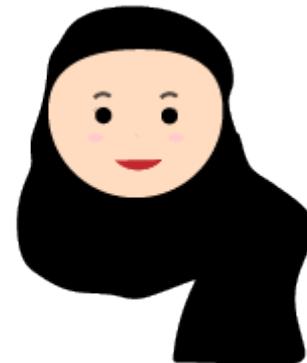
## John Stevens

John is an African American boy who loves arts and crafts. He is a very open minded kid who falls victim to stereotypes too frequently.



## Aaliyah Taheri

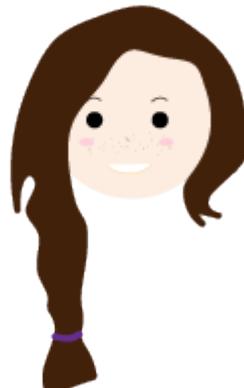
Aaliyah is a practicing Muslim from the United Arab Emirates. She is the daughter of immigrants. She loves fashion.



# Our Cast

## Sam Wescott

Sam loves to play sports all the time. Sam is quite popular and wealthy, and at times can be quite influential throughout the class.



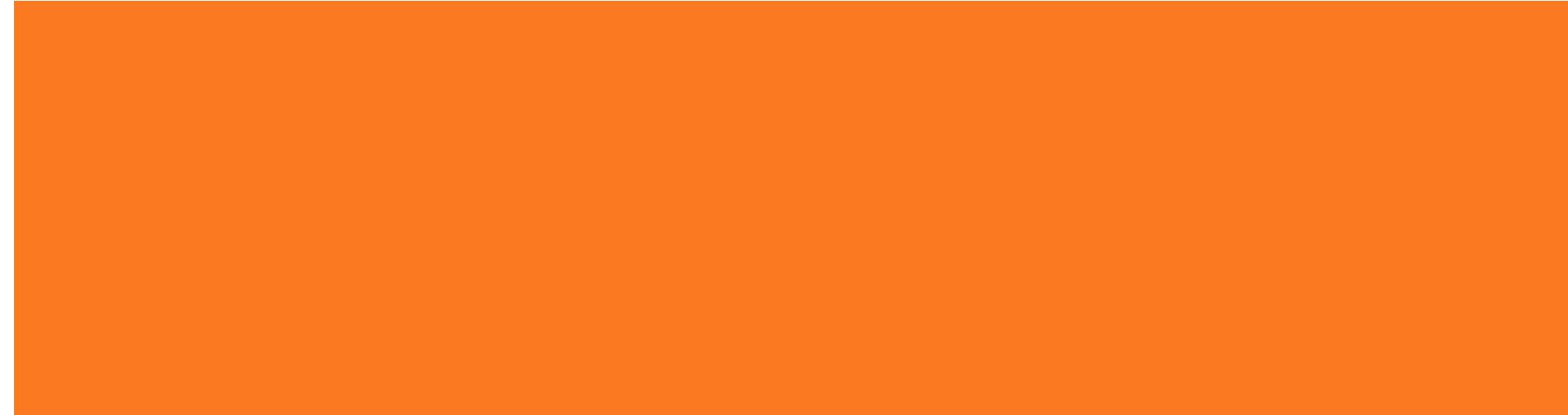
## Mr. Daniel Lee (teacher)

Mr. Lee is a Korean-American male. He is the funny, approachable teacher who tries his best to make every student comfortable in his class.

## Ms. Olivia Spencer (aide/ student teacher)

While Olivia is a typical college student, she also happens to be a transgender female. She knows how to have fun and brings that to the classroom, but also takes her work seriously.

# Sample Book

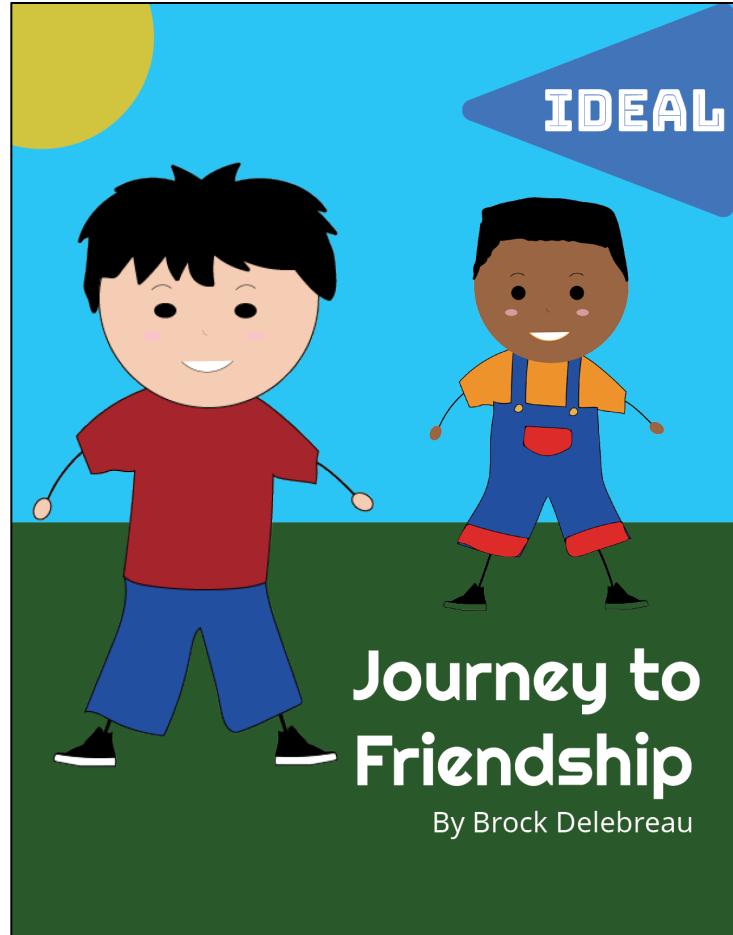


# General Book Structure (Grades 2-3)

- Front cover
- Blank page
- Title page
- Copyright
- Table of contents
- Character biographies
- Story
- Glossary
- Blank page
- Back cover

# “Ken” Book Concept

- **Plot:** Shy student Ken attempts to find best friends
- **4 Stages:**
  - Introduction
  - Finding friend #1
  - Finding friend #2
  - Closing
- **Interaction:** Students choose from 3 characters to spend time with, two times in the story



Steve 14

Bond w/ Ken around video games. ~~Ken is his best friend.~~

Tomas' birthday, brought treats in for class - has peanuts but forgot about Steve's allergy.

Steve has one of the treats and starts having a reaction. - can't breathe, throat closing.

Mr. Lee comes & uses medicine to help Steve - goes home for rest of week.  
(Time jump. =>)

Next week, Mr. Lee tells Steve that Ken noticed him having problems & got help.

Steve goes over during lunch and asks to sit w/ Ken. He thanks him for what he did.

Ken says it's no problem. He then mentions he saw Steve w/ the new Nintendo System & says that's really cool.

Steve says "Yeah" and boasting about brother introducing to video game hypers. (He character does)

Ken mentions how it's cool & says he has one too.  
↓  
Invites Steve over after school to play.

Ken says they should do this again. ~~Steve says he should do this again.~~

Steve agrees and they say goodbye.

Ken tells his parents about his day and goes to bed happy to have made a new friend.

World have never considered

(fact: in movie at intro to)

Steve says he had no clue Ken liked games.

Steve says "yeah". Then they go home together.

They play all night until Steve's mom comes to pick him up.  
(At 6, of course)

But to him, he wants more than just a gaming buddy & continues trying to get to know everybody.

Main idea  
Ken breaking out of his shell  
- walk through everything  
✓  
Steve Aliza  
(Too complex?) 8/10 checked

Mr. Lee (Ch. 1) LL

Ken 12

Aaliyah 13a

Friedrich 13b

Maya 13c

Katana 15a

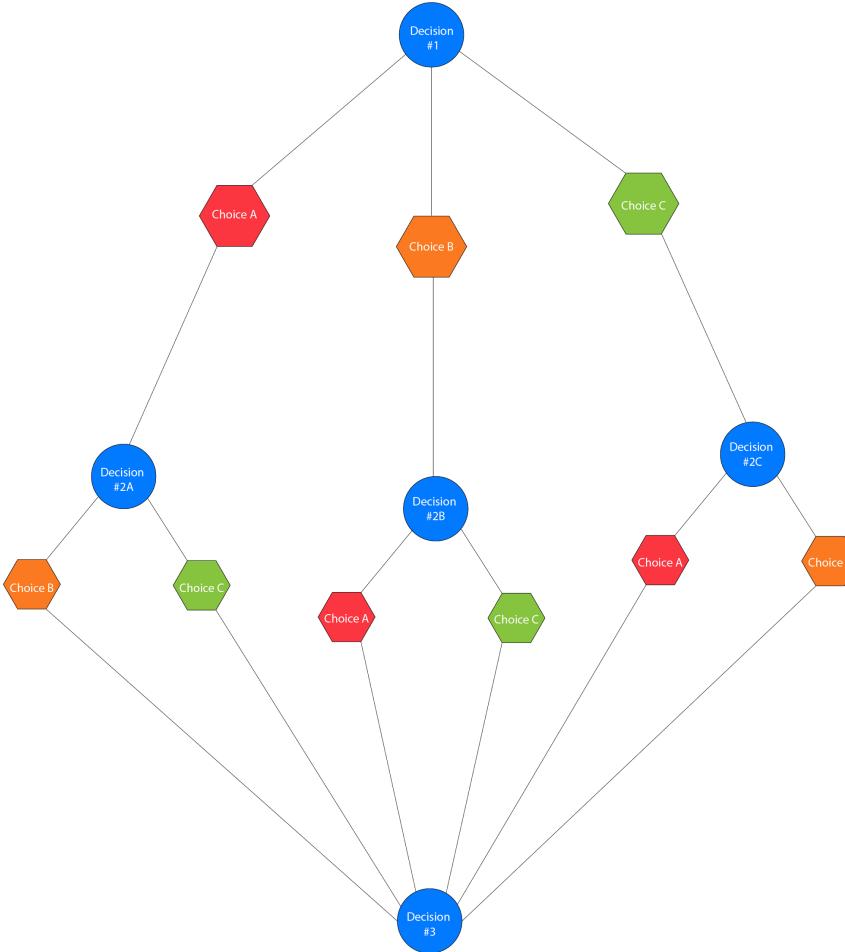
John 16

Sam 15c

Aliza 16

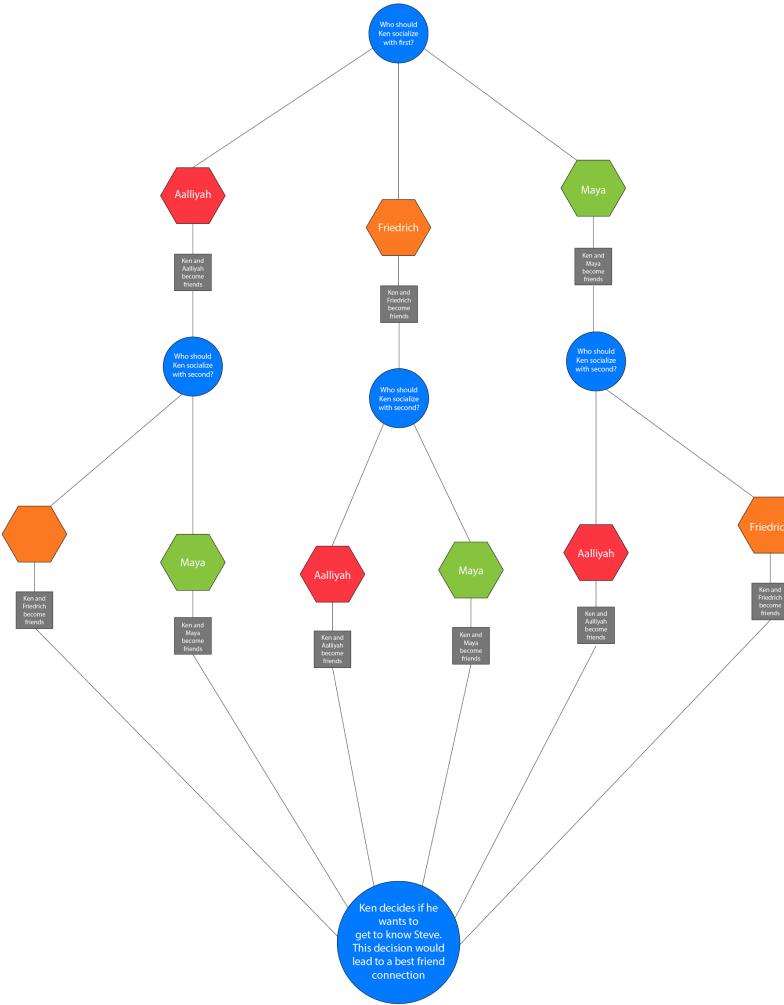
Ken 17

# Storyboarding



# User Experience Flow

# User Experience Flow



# Spreads

## Meet the Class

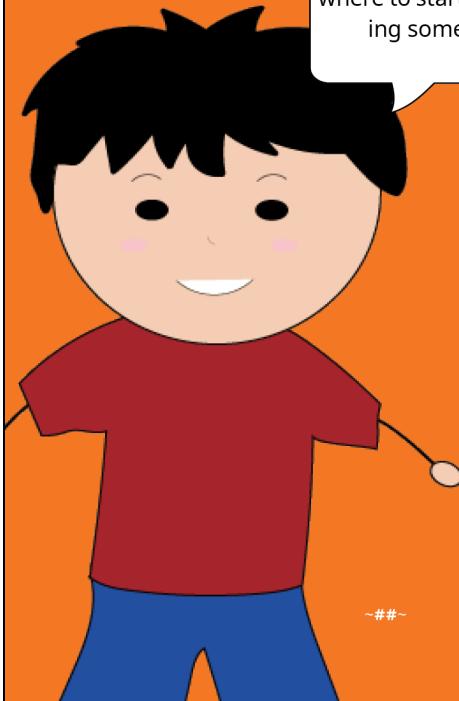
Hi! I'm Ken. I love playing my guitar, but when I'm around my classmates, I get a little shy and scared. Because of this, I feel lonely sometimes. Maybe you and I can change that though!

Ken Amori



## Decision #1

Why am I always left out and alone?  
I guess I should try and make some  
new friends here. But I don't know  
where to start. Help me out by pick-  
ing someone to play with.



## Decision #1

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ro tristique turpis sagittis molestie. In pretium suscipit dui vitae sollicitudin.  
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lorem quis posuere.

To hang out with Aaliyah turn to the *next red section, page ##*.

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To meet up with Friedrich, turn to the *next blue section, page ##*.

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lorem quis posuere.

To play with Maya, turn to the *second red section, page ##*.

~##~

# Spreads

## Chapter 3a

### Aaliyah

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-##-

## Chapter 3a

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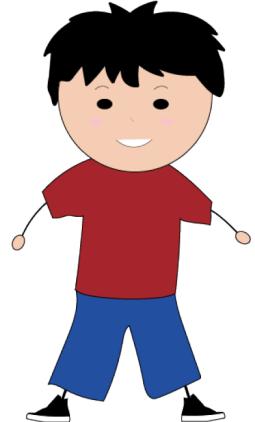


## Aaliyah

Aliquam nec interdum dui. Nunc cursus, est ac cursus rhoncus, quam ante tincidunt augue, sit amet condimentum augue nibh non ante. Sed et vehicula nulla. Praesent dolor nisl, accumsan nec diam a, faucibus blandit libero. Pellentesque id venenatis justo. Curabitur euismod eros sit amet sodales interdum. Proin nec turpis ac est molestie viverra. Integer tempor ante a neque dictum sodales. Duis turpis lectus, dignissim sit amet lectus quis, mattis semper orci. Fusce interdum feugiat erat, sit amet pellentesque neque aliquam ac. Pellentesque blandit, velit id fringilla ultrices, mi diam tincidunt augue, a malesuada dui neque sit amet velit. Quisque a enim justo.

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-##~



# Any Questions?



IDEAL

Book

Game

Say  
Something!