

**ISEA2017**  
**23rd INTERNATIONAL SYMPOSIUM ON ELECTRONIC ART**  
**XVI INTERNATIONAL IMAGE FESTIVAL**  
**CREATIVE CALL**

**1. Title**

The world of Wug  
(Temporary name)

**2. Organizers and presenters' names and affiliations**

Dani Macedo from the University of California Davis

**3. URL of the demo website or video**

<https://dnmacedo.github.io/des157/>

**4. Abstract (ready for diffusion). 200 words maximum.**

At a research University, I am surrounded by classmates and friends with interesting cultural backgrounds, most of who are bilingual or multilingual, with English as their second language. In my psychology class I read an article and learned that people who are multilingual vary in their second language proficiency in adulthood depending on their early life upbringing. Those who were exposed to English words during early childhood show better comprehension, production, reading and writing proficiency. The later the language is learned, the less proficient individuals will be. English is a complex language and I'm gathering intel about people's experience with both English and their native language. I want to know their biggest struggles and address them in hopes of improving their experience with the English language. I want to make an interface of games that help this unique demographic learn the most complex and frustrating quirks of English in a fun, yet educational way. Apps out there related to my idea are either dry, information heavy, or they don't exist. I wish to find the best interface for improving English skills and encouraging its use with others, despite the struggles that come with it.

**5. General description of the Project**

My project will consist of a broad range of games that are categorized and organized for all learners of English, regardless of proficiency. The game topics range from sentence structure to idioms, and they will cover speech production and comprehension, reading, writing, vocabulary, English culture like slang, grammar, and the irregular exceptions in the language. My hopes are that any multilingual hoping to learn

more about English will through a fun series of games with varying difficulties for each. People that engage with the interface can play whenever is most convenient and the lessons learned are more mentally digestible because they are presented in small pieces.

6. From glenda: I'm not sure what they will be asking in this field, but I imagine they will want to see how you connect your content to the ISEA call, so that is what I would like you to write here.

7. Biographies of the Author(s).

Dani is from Yorba Linda of Southern California. She is a 4<sup>th</sup> year at UC Davis studying Design and Psychology. In her studies she is particularly interested in using her passion for the psyche of people to perpetuate her work in design. With design, she is interested in graphic, user experience and human-centered design. She is also passionate about art and hopes to implement her artwork in her designs as well.