

Haluka Yagi

IDES 244 DECOLONIZING IDEA

Open Door Library

Open Door Library: Creative Brief

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Client

- Reconciliation Canada and the Ministry of Education of British Columbia

Background

- Reconciliation Canada is an organization that encourages Canadians to engage in dialogue and experience to revitalize the relationships between Indigenous peoples and all Canadians. They organize meaningful programs, partnerships, and workshops across Canada.

Product

- An Educational App focused on learning about BC's Indigenous history and Reconciliation through storytelling elements

Objective

- To bring topics of reconciliation to the classroom
- To accurately educate students on Indigenous Peoples and Reconciliation
- To decrease the negative misconceptions of aboriginal peoples
- To give teachers the resource, support, and confidence to teach topics on truth and reconciliation

Media

- App

Target Audience

- All kindergarten to grade 7 students (elementary schoolers), who are attending a public school in British Columbia

Message

- “Open the doors to reconciliation through storytelling”

Tone of Voice

- Informative
- Friendly
- Truthful

Deliverables

- Project Outline
- Research Presentation
- Creative Brief
- 100 Ideas
- Moodboard
- Final Case Study PDF

Mandatories

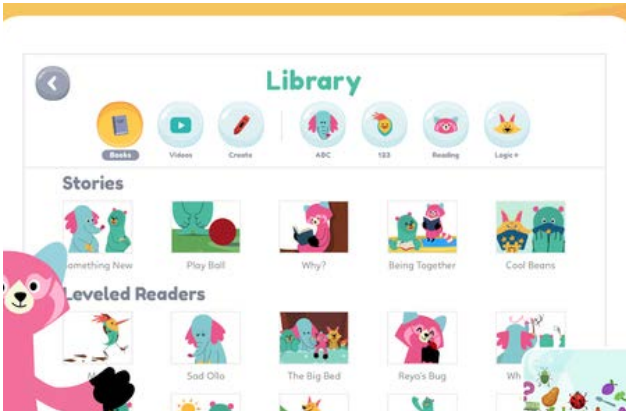
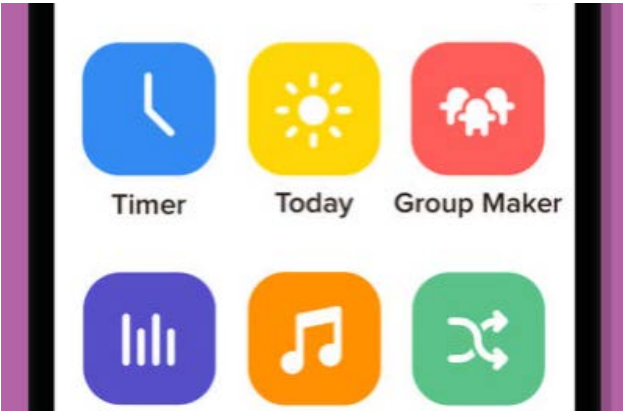
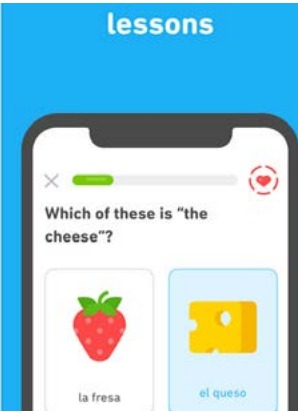
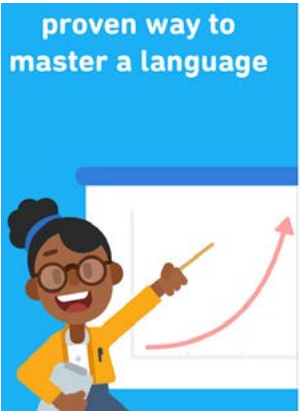
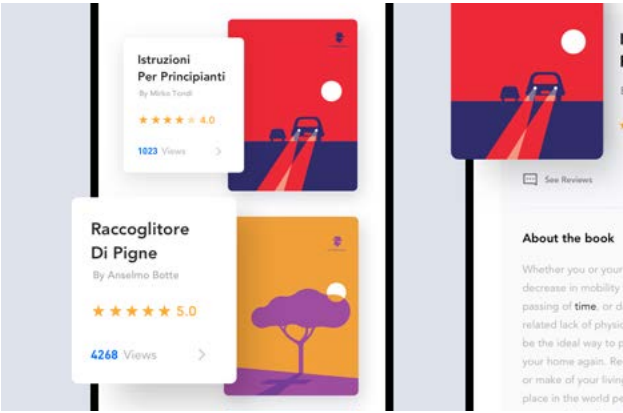
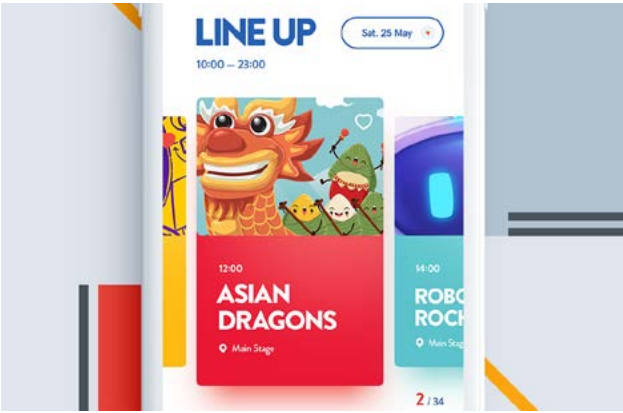
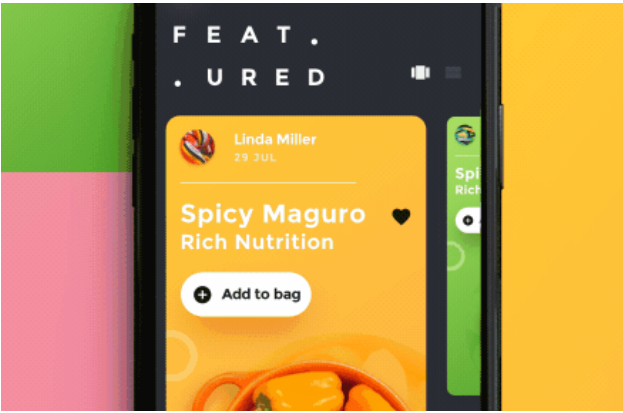
- App logo

Timeline

- Monday, February 11: Ideation – brainstorming
- Monday, February 25: Review – evaluate ideas
- Monday, March 4: Refinement – refined concept due
- Monday, March 11: Final case study PDF on server and blog post due

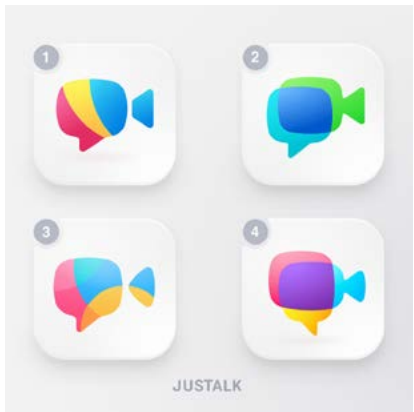
Open Door Library: App Interface Moodboard

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Open Door Library: App Moodboard

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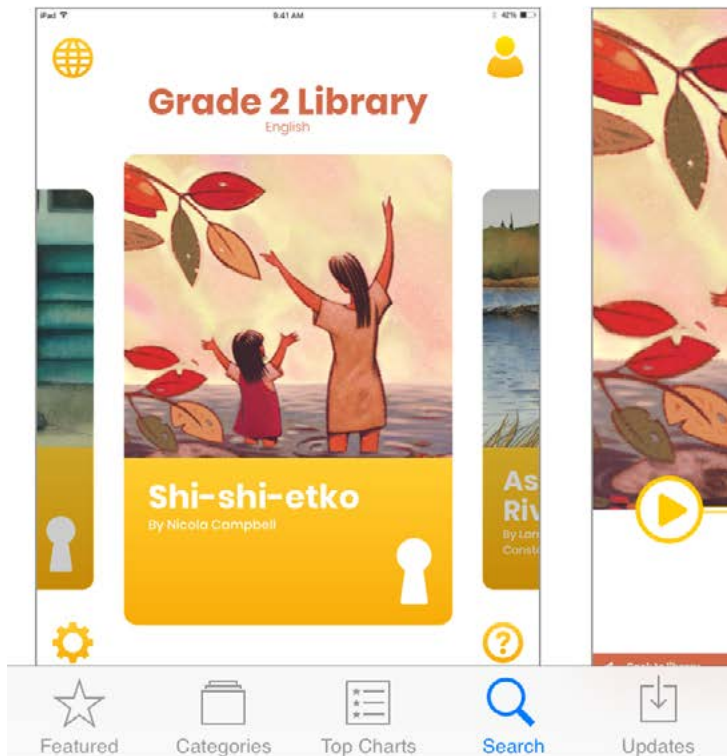
Open Door Library: App Icon

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The app carries the symbolism of the message, which is to: “Open the doors to reconciliation through storytelling”

iPad

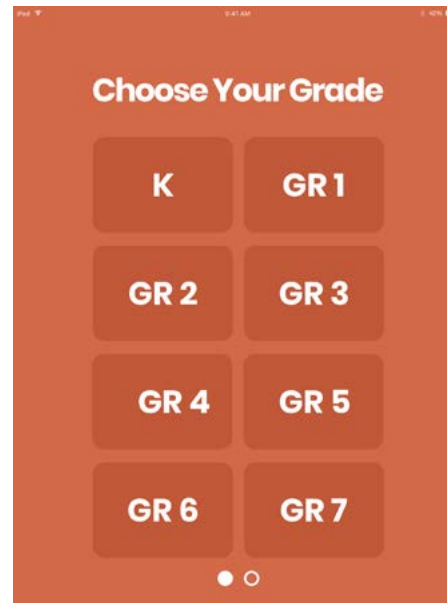
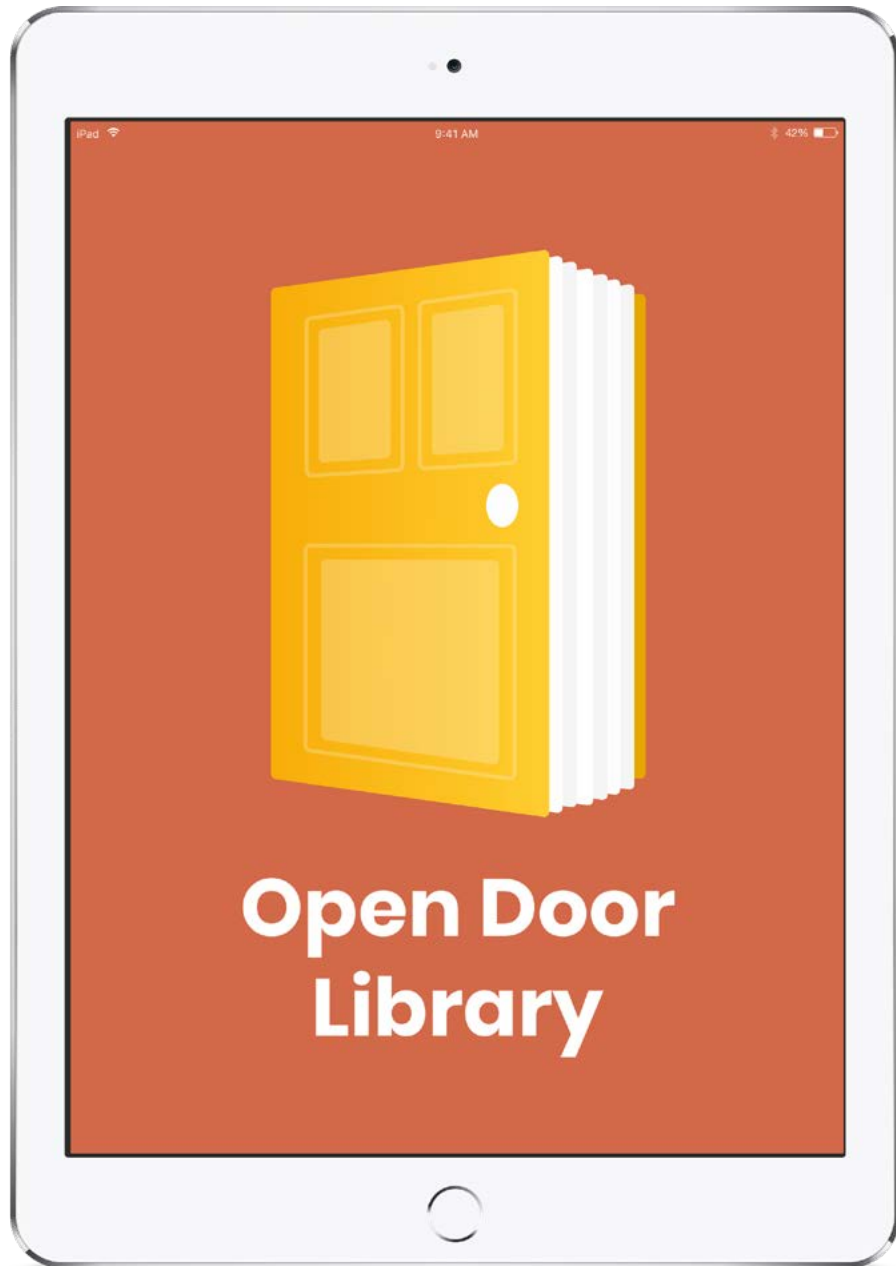


Live invisoin link: <https://invis.io/D3QXAFYG7E2>

App Walkthrough Video: <https://drive.google.com/open?id=ItJ0Os7UShMbqID4RJbQSyyXTx-VNYkcdH>

Open Door Library: App Interface

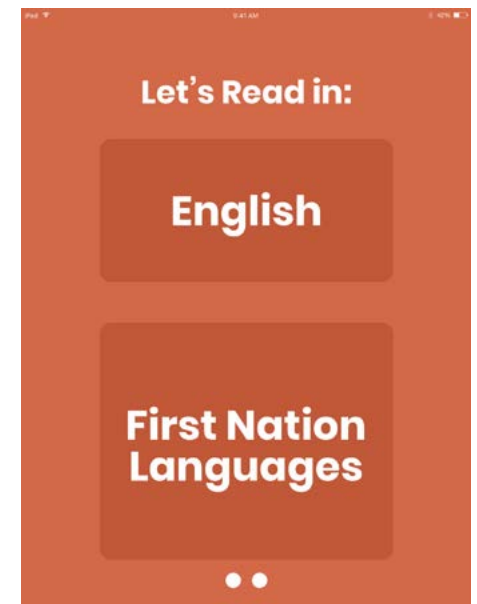
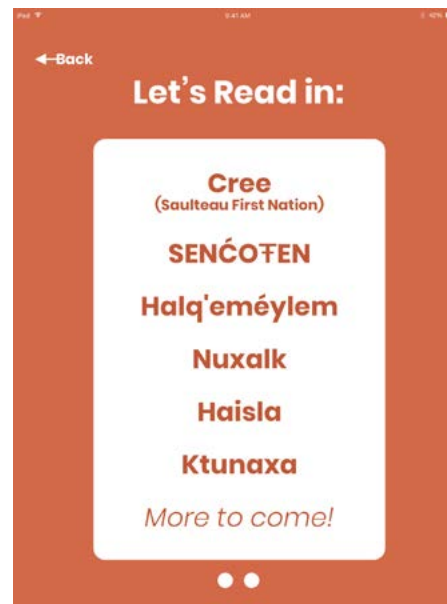
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Categorization:

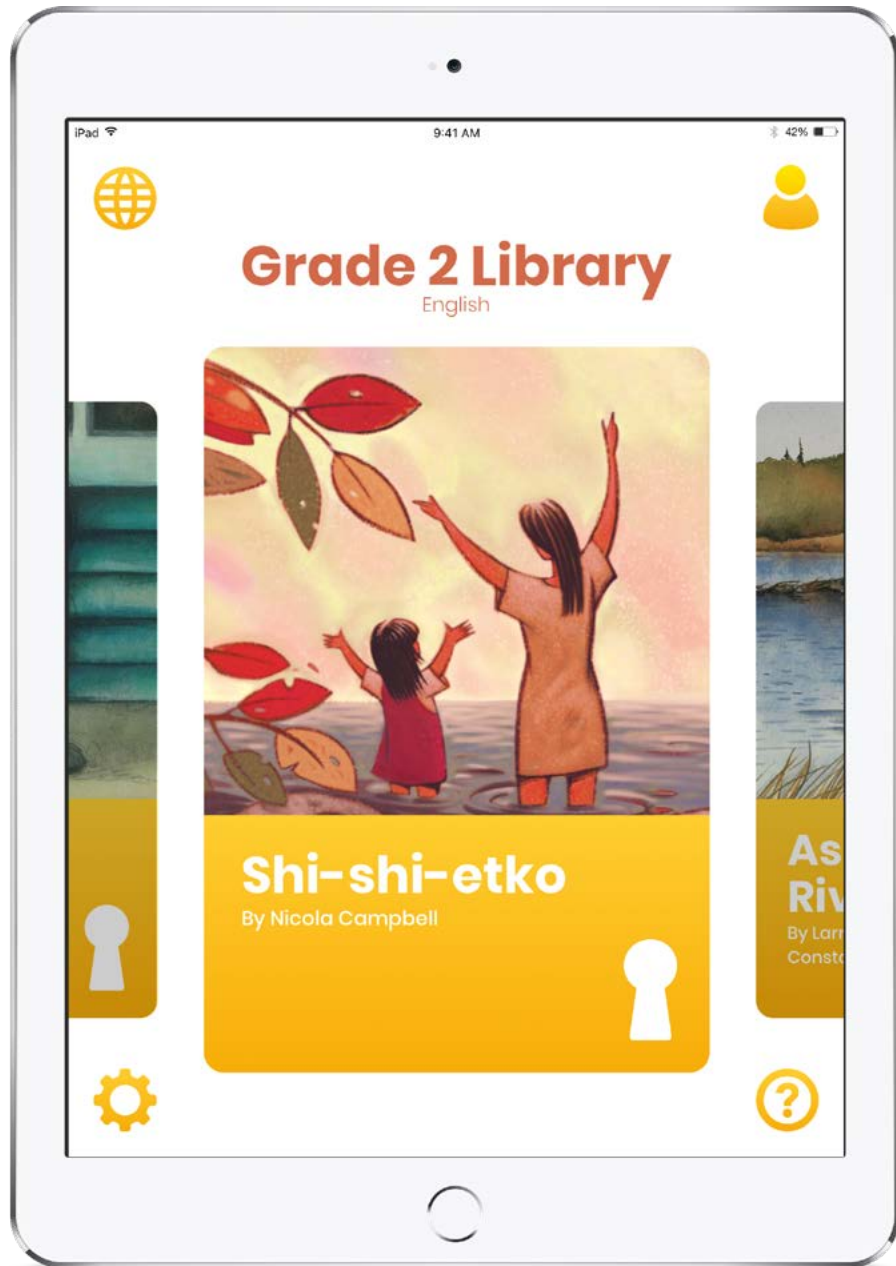
This app is catered to students in elementary school, and each library has reading materials according to the literacy level of each grade.

British Columbia has the most aboriginal languages, and therefore it will be difficult to incorporate all in the early stages development.



Open Door Library: App Interface

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Door Symbolism:

To continue the symbolism of the door, I have incorporated items that is associated with the door.

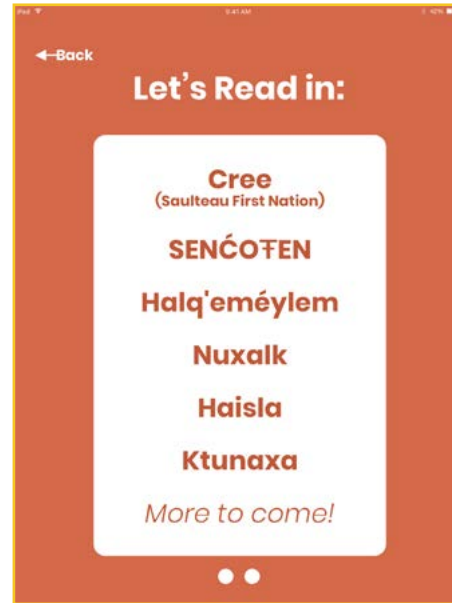
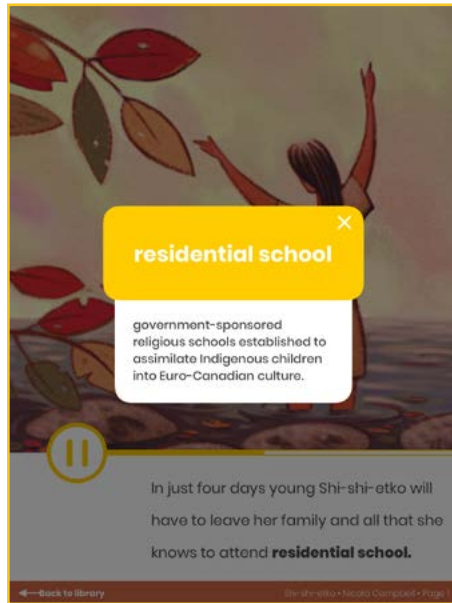
Left: The Keyhole

Middle: A key opening the key hole when the user taps the story to read it.

Right: The "Read Now!" button is a door handle, and when pressed, the screen transaction is similar to when a door opens.

Open Door Library: App Interface

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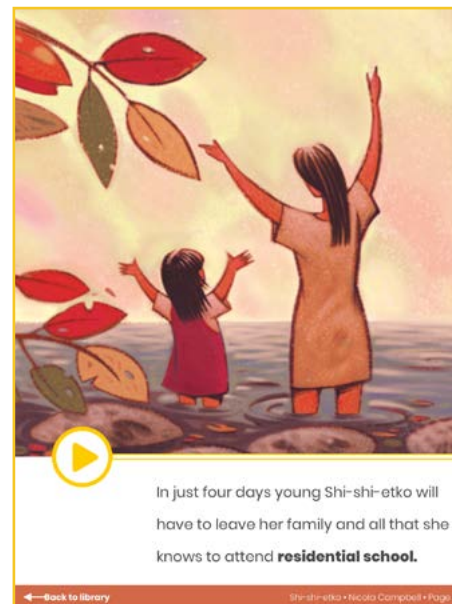
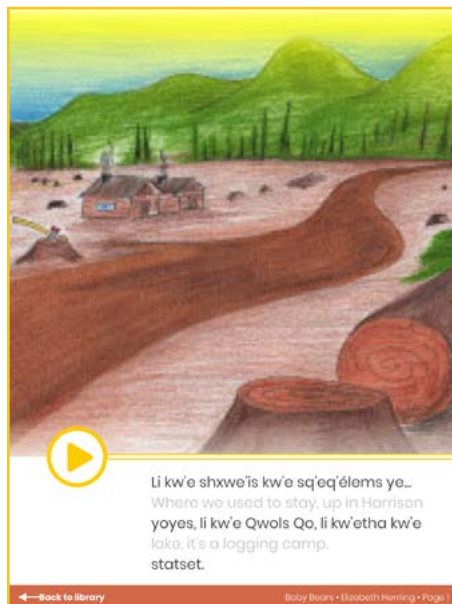
App Features:

Top left: The bolded text can be clicked to open the definition.

Bottom left: Stories in an aboriginal language will have the English translation below.

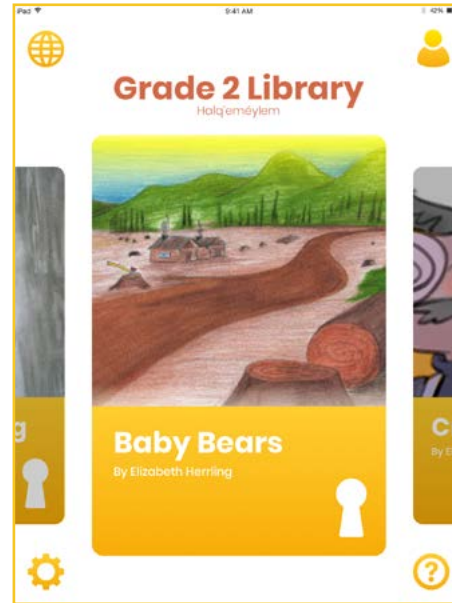
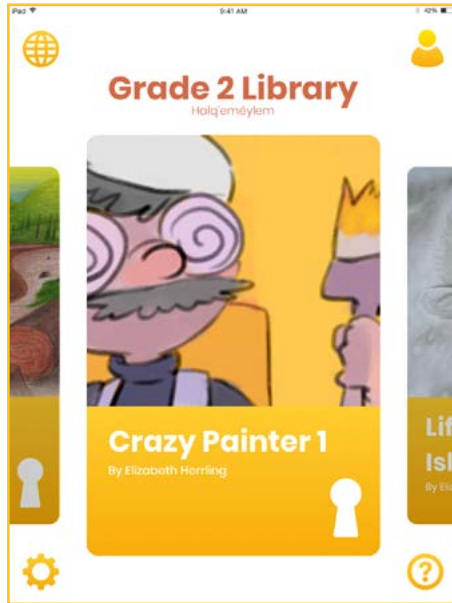
Top right: The featured aboriginal languages are all native to British Columbia, which this app will be primarily used in the early stages of developing this app.

Bottom right: Users can press the play button to hear an audio recording of the passage. This is especially beneficial for the aboriginal language readers, as pronunciations can often be difficult.



Open Door Library: App Interface

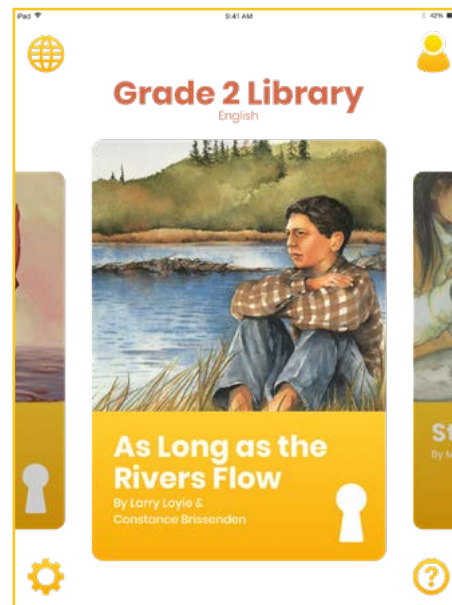
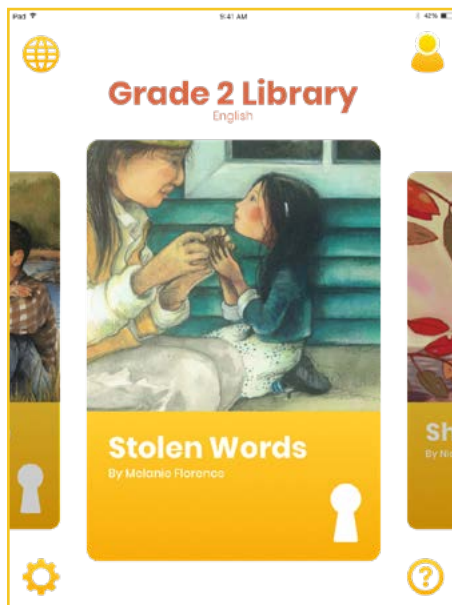
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Authors/Stories Featured:

If this app were ever to be executed for real, there must be proper conversation between the App brand and authors, tribes, etc to make sure that:

1. The story is allowed to be retold, because some stories that belong to a tribe may only be retold under certain conditions.
2. The authors and illustrators of the stories are first nations, to avoid any misinterpretation.



Open Door Library: Work Cited

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Thank You!