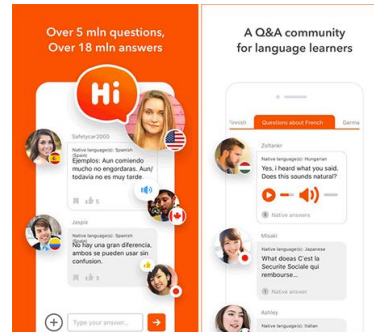
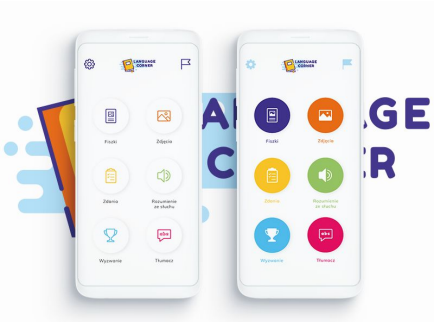
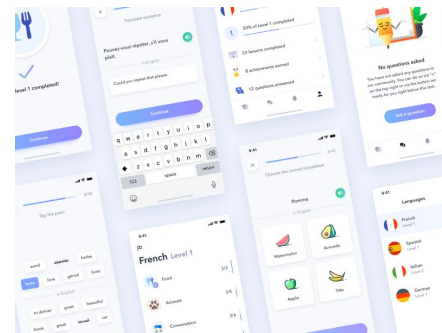
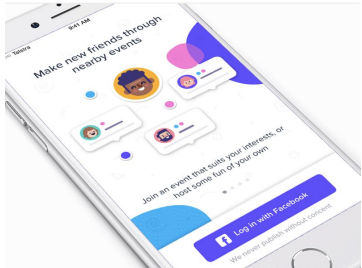
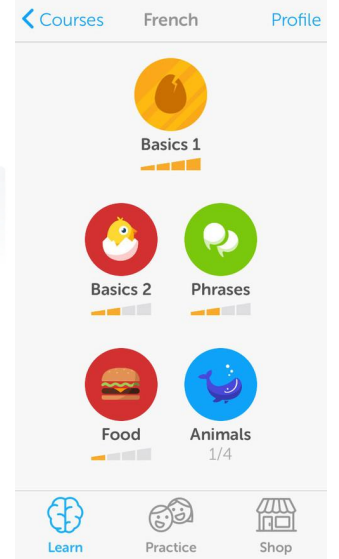
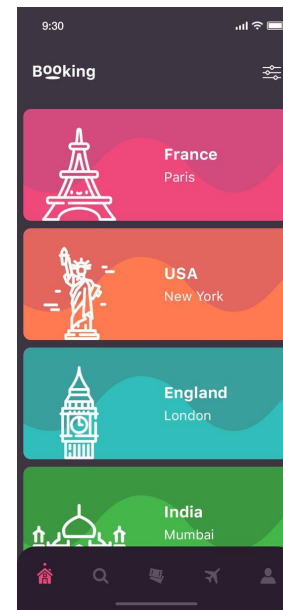
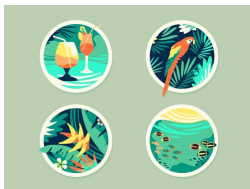
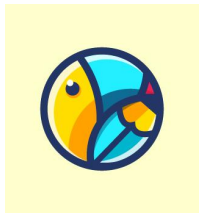


Reconciliation Canada Aboriginal Languages App



CREATIVE BRIEF

Client	Reconciliation Canada
Objective	Create a communication design piece to revitalize and sustain the education of Aboriginal languages in Canada, many of which are currently endangered.
Target Audience	Aboriginal peoples (primarily youth) who can not speak their language fluently.
Strategy	Create an interest in learning an Aboriginal language and devise a solution to make the learning process fun and engaging.
Medium	An app that helps teach Aboriginal languages.
Tone of Voice	Fun, encouraging, entertaining, friendly.
Timeline	All deliverables due March 11.





Choose a Language

Cree
ᑭᑭᑭᑭ

Choose a Dialect

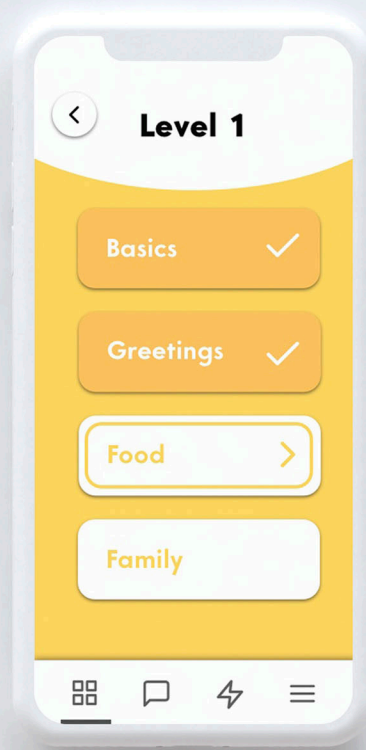
Woods/Rock Cree
MB, SK, AB

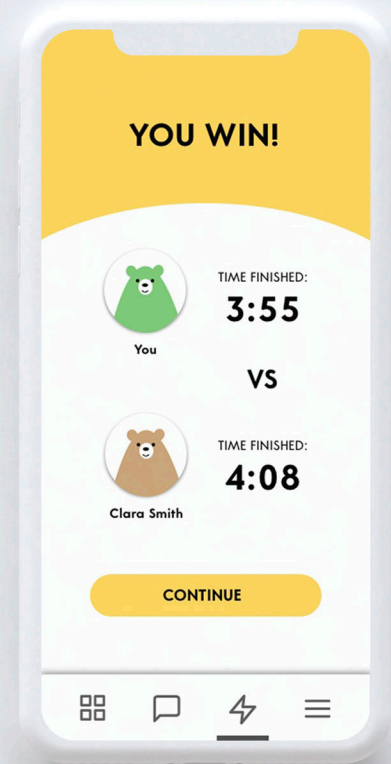
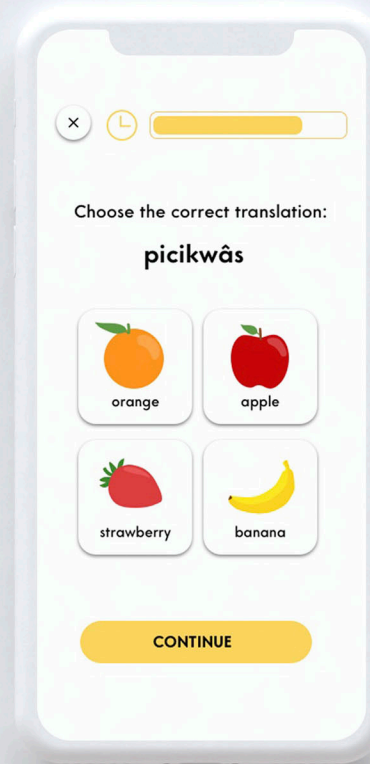
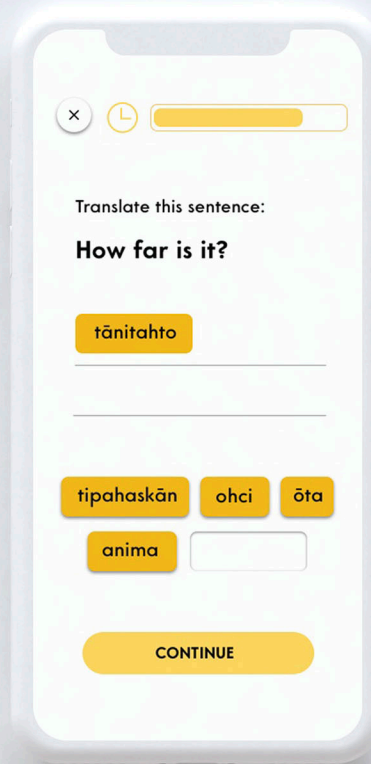
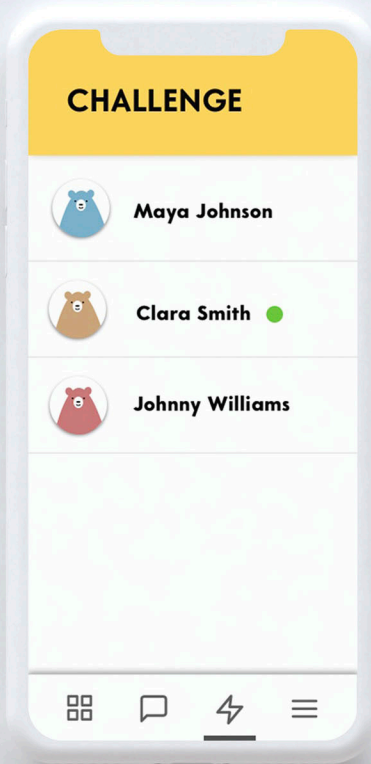
Plains Cree
SK, AB, BC, YT, NT

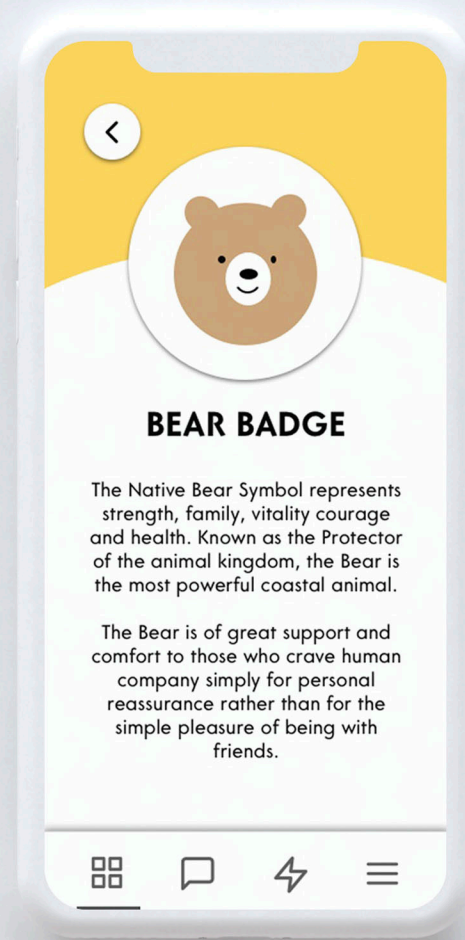
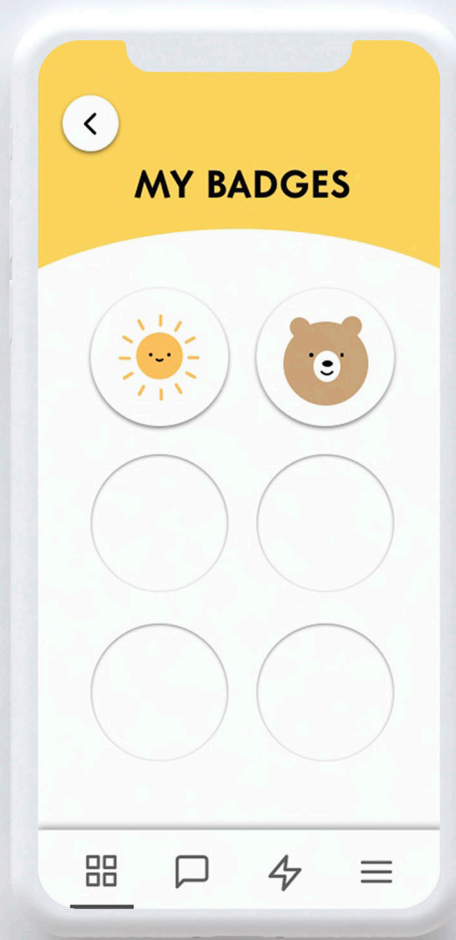
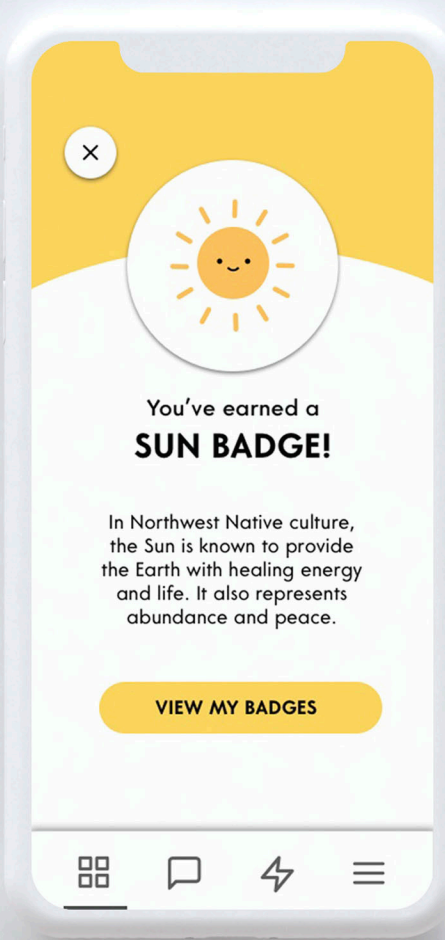
Swampy Cree
ON, MB, SK

Moose Cree
Hudson Bay, SK

Atihkamèk Cree
QC







INVISION LINK

For the full interactive experience, try out the Tanisi app in the Invision link below:

<https://bit.ly/2tZ7Jnp>