What does the alphabet box say?



What was your favorite childhood book?





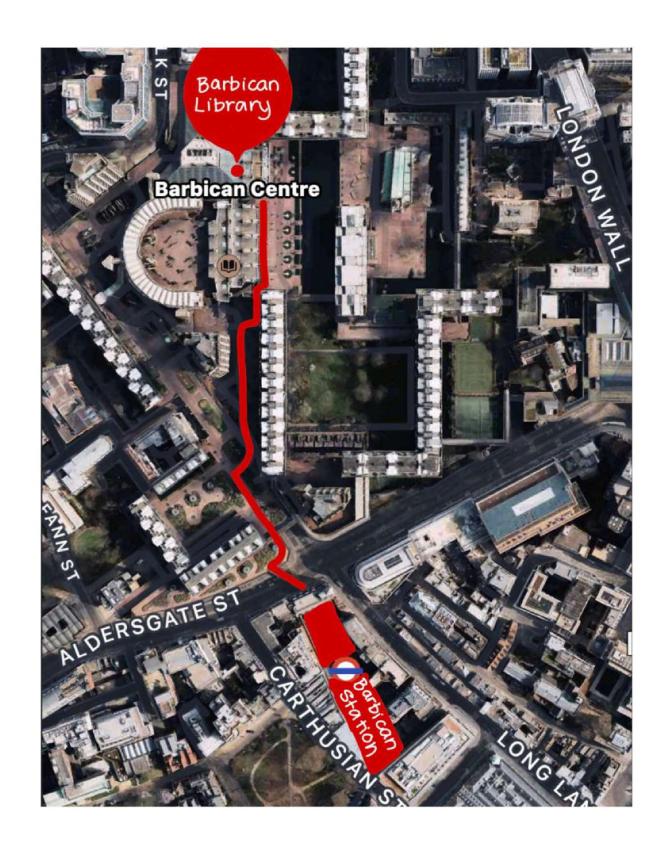
Barbican Library



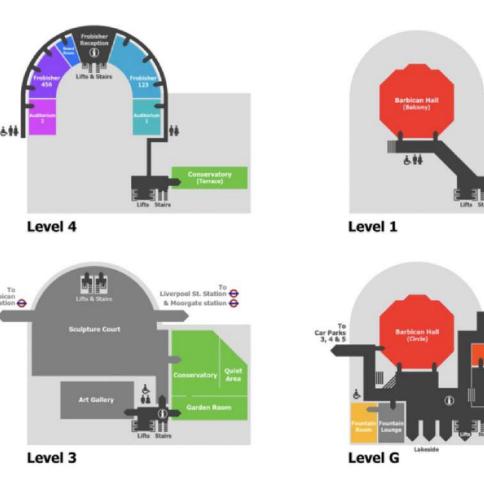
Audience

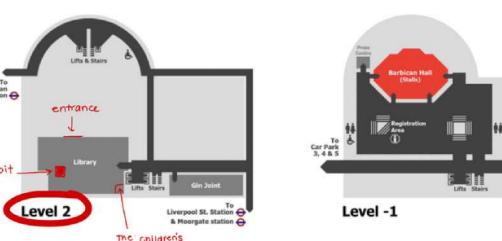
- Children
- Library Enthusiasts
- Families & Caregivers
- Community Engagers

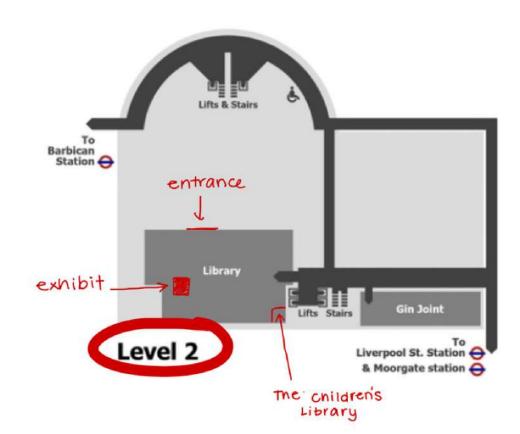




the barbican centre



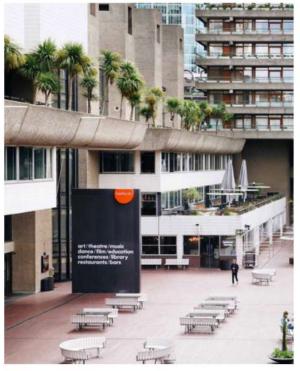




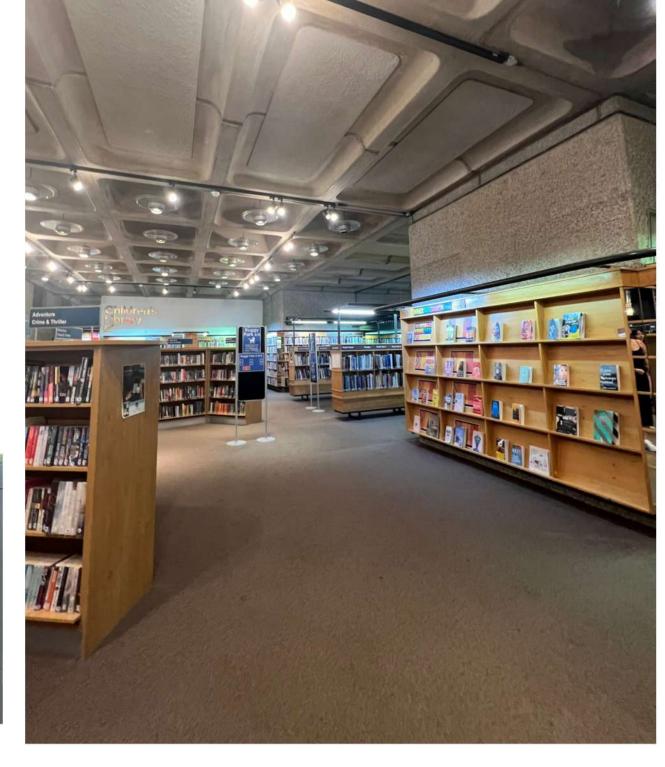












Question of the Day

What is/was your favorite childhood toy?

What is your favorite color?

What is your favorite book?

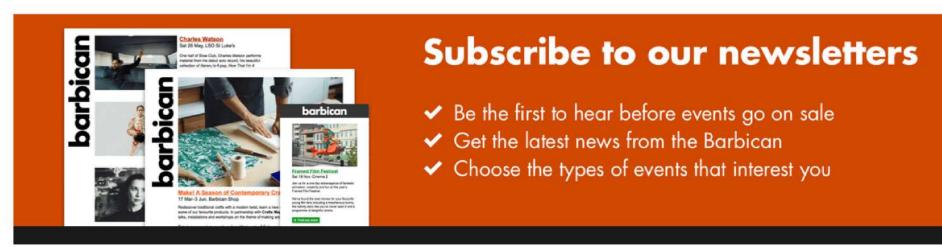
Who is/was your favorite cartoon character?

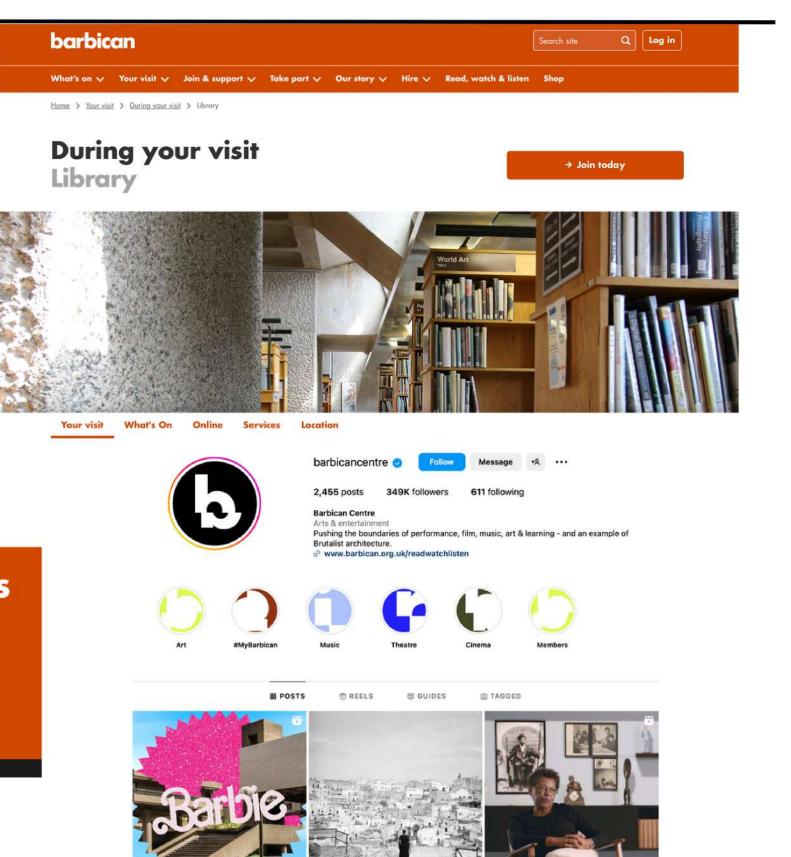




Marketing Analysis

- Library Website
- Library Newsletter
- Social Media







What Does the Alphabette Box Say?

Mission Statement:

Our mission is to educate children through an interactive experience that encourages learing and library engagement.

Target Audience:

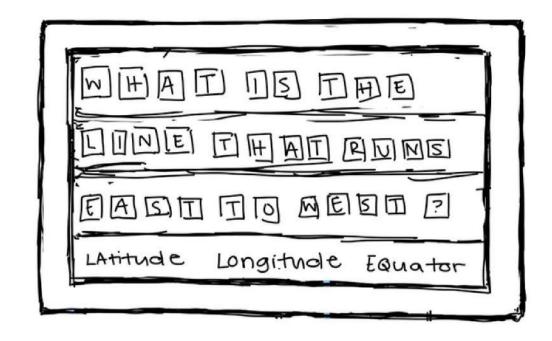
Our experience will be targeted toward children ages 4-10 years old, library enthusiests, community engagers, families, and child caretakers.

Proposal:

- Touchscreen interactive experience in the form of a coffee table for chidren to reach that will be located at the Barbican Centre Library
- This experience will be a single question jeopardy experience directed at children, but can be played by all. This experience will also be unique and innovative because it will be accessible to people of all ages
- It also allows individuals to interact with their community by sharing their favorite book of the day at the end of their experience

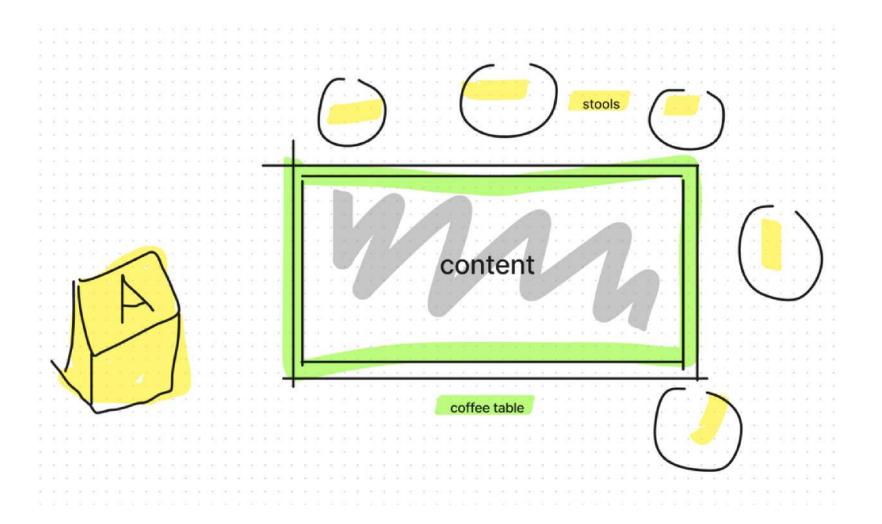






more site specific questions around childhood public indoor spaces, embedded into box move letters on screens 5ft high 617ft wide

site - why + pics
audith ce - fam, pics
marketing - social m, promo
content - what trying to convey
design pallet - mood board
rendering w/

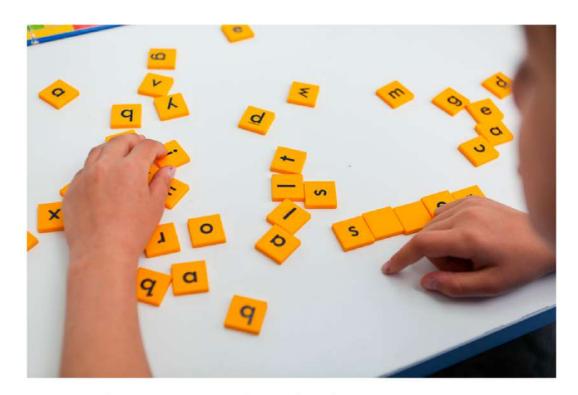




"We're Not Really Strangers" questionaires



Alphabet Box - 1845



Word games for kids

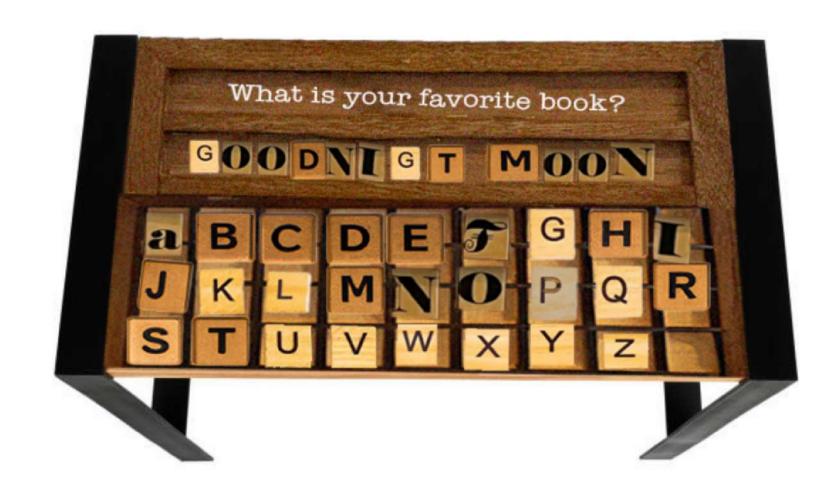




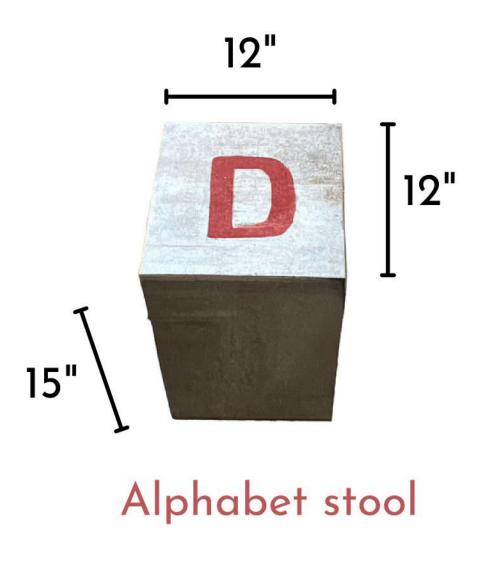


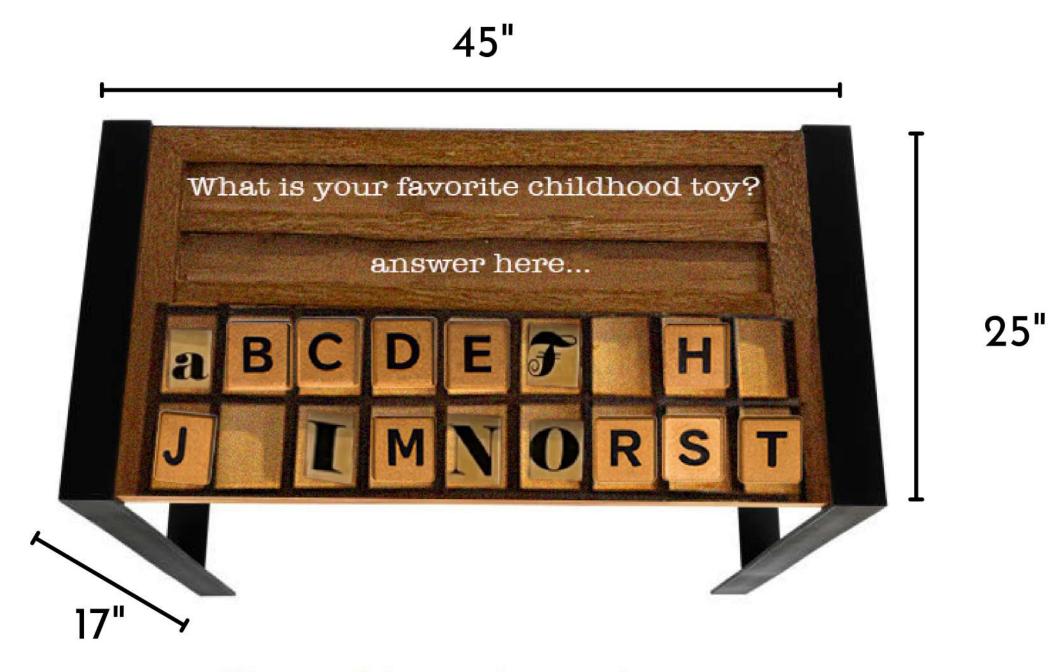










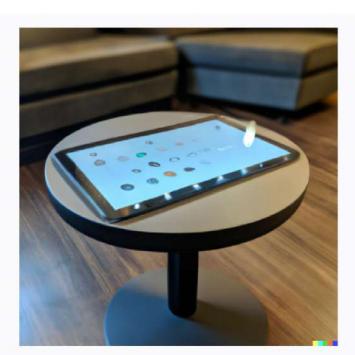


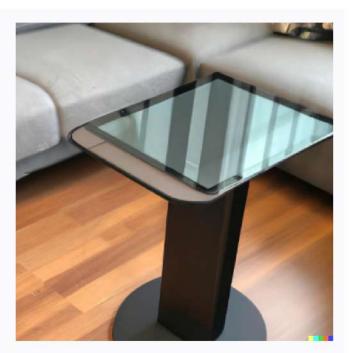
Coffee table with touch screen top









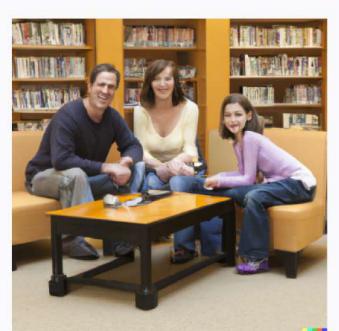


Prompt: a coffee table that is also a touch screen









Prompt: family sitting around a short rectangle coffee table in a library



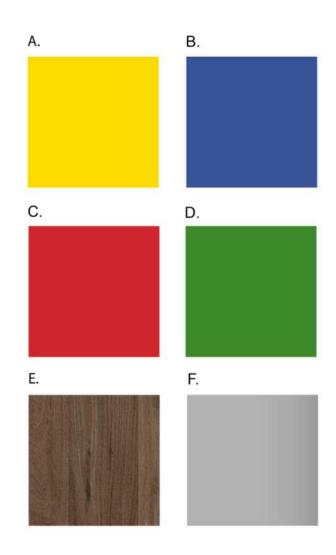
Prompt: rectangular stools that look like alphabet blocks



Prompt: the original image but as a digital touch screen

Design Palette:

Color Palette & Materials:



- A. Yellow, #FCDB00
- B. Blue, #365497
- C. Red, #CF252E
- D. Green, #3C8929
- E. Oak Wood
- F. IPS Touchscreen

Typology:

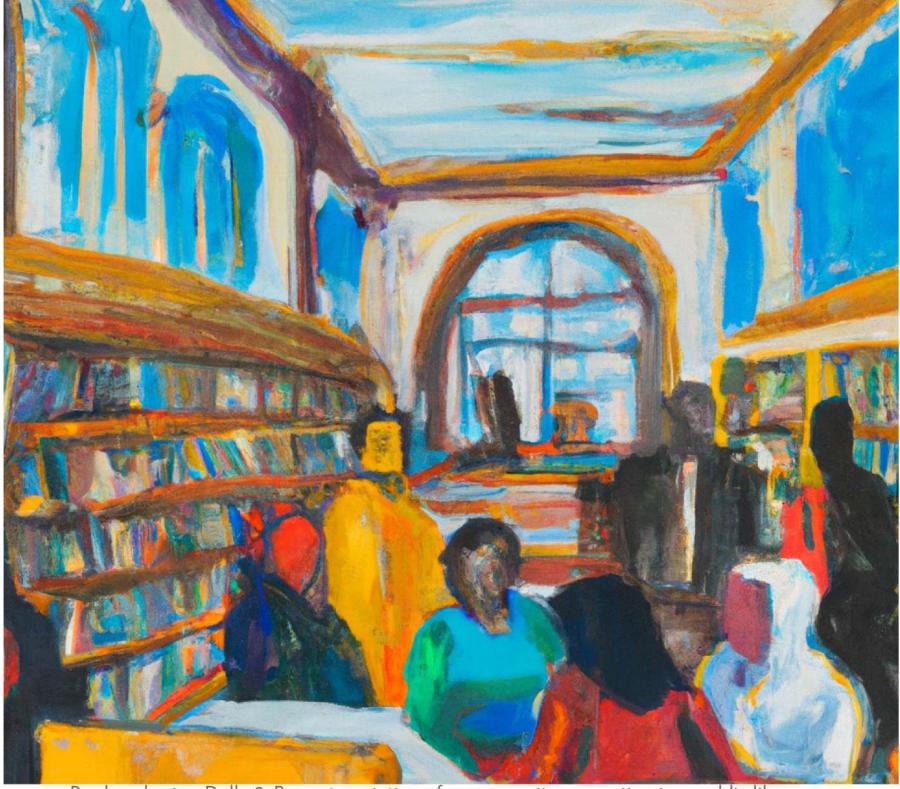
Α

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz ?

A. Childrensans

This youthful font will be used throughout the typography on the screen, letters, and branding. This font is playful, yet legible and will draw in our target audience.





Produced using Dalle-2. Prompt: painting of a community connecting in a public library, realism



Produced using Dalle-2. Prompt: acrylic painting depicting the concept of childhood toys and books