A young child is sitting at a desk in a dimly lit room, using their feet to interact with a large computer monitor. The monitor displays a colorful, interactive interface with various buttons and text. The child is wearing a light-colored shirt and shorts. The desk is cluttered with papers, a mouse, and other items. The overall scene suggests a focus on child-friendly technology design.

3:00 to 4:00 PM

Illustrating for Interactive Design

WARREN BUCKLEITNER
Editor, *Children's Technology Review*
@childtech

WARREN BUCKLEITNER

Disclaimer: I am not an illustrator.

Two publishers, same topic



LONDON, NEW YORK, MELBOURNE,
MUNICH, AND DELHI



high stakes



LONDON, NEW YORK, MELBOURNE,
MUNICH, AND DELHI



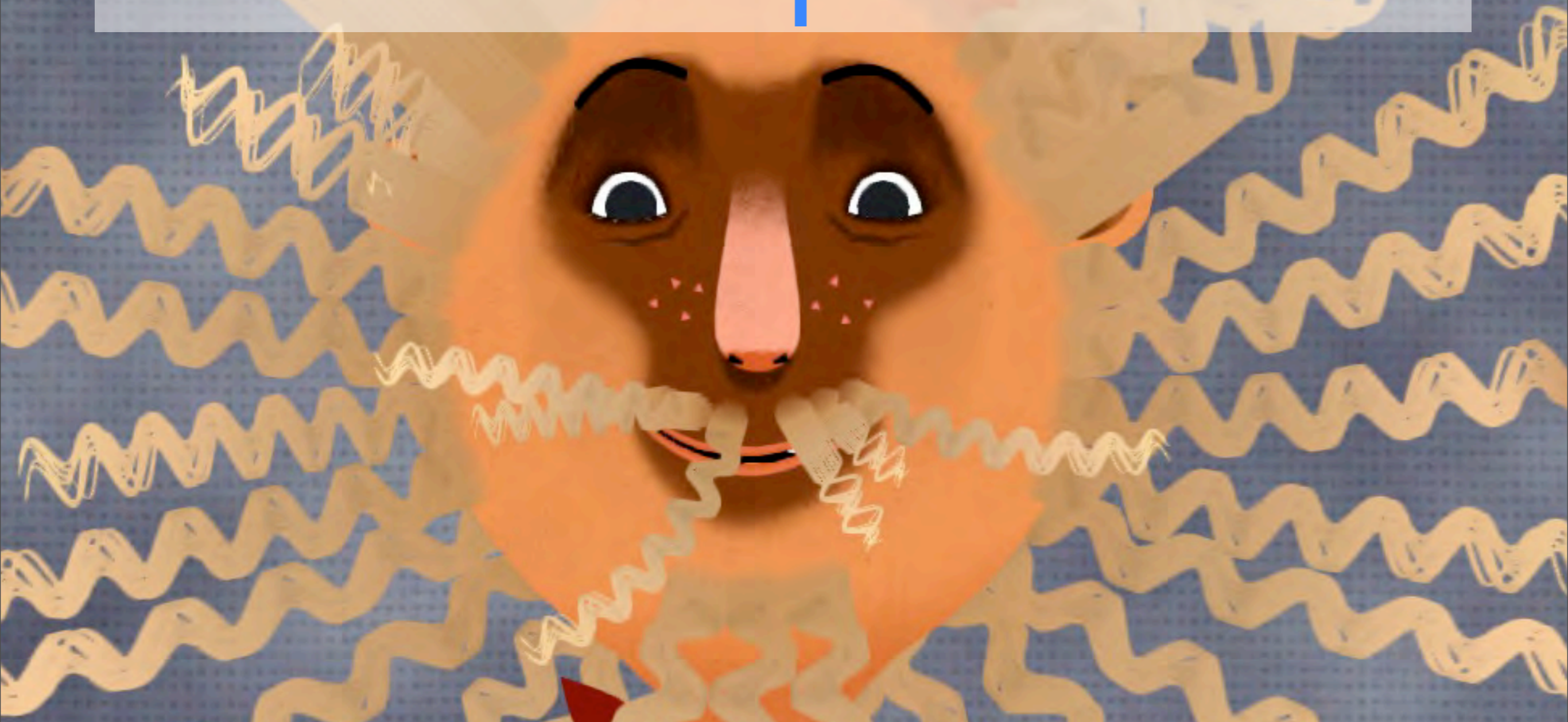
Human anatomy

THE HUMAN BODY



Let's have a look...

Part 1: What is it
Part 2: Guiding principles
Part 3: Examples





Part I:
What is it
“Interactive Illustration?”

Digital Storytelling Must Start With Some Definitions

What is a “**story?**”

What is “**digital?**” or “**e?**”

What is “**child?**”

What is “**screen?**”

View it from a theoretical framework: What would each say about an iPad?

Lev Semenovich
Vygotsky (1896-1934)



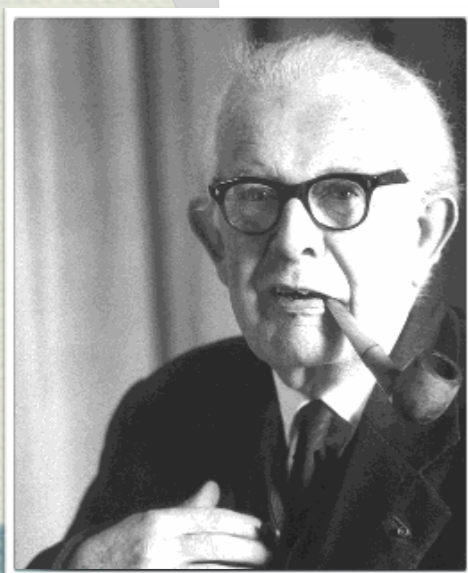
Maria
Montessori
(1870-1952)



BF Skinner
(1904-1990)



Jean Piaget
(1896-1980)



iPad



Showing results for "the three little pigs"

iPad Apps



Three Little Pigs StoryChimes...
Books

Download



The Three Little Pigs - Zubadoo...
Books

Free



The Three Little Pigs by Nosy...
Books

Download



The 3 little pigs - Cards Match...
Books

Free



Three Little Pigs StoryChimes...
Books

\$1.99



Three Little Pigs StoryChimes...
Games

Free



Crazy Face - 3 Little Pigs Lite
Games

Free



The Three Little Pigs and Big B...
Books

Download



The Three Little Pigs and Big B...
Games

Free



The Three Little Pigs HD -...
Books

Free



The Three Little Pigs - The Pup...
Games

Free



Three Little Pigs 2: Wolf and the...
Books

Free



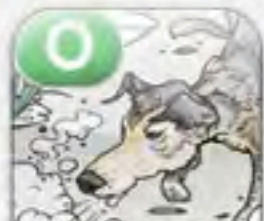
The Three Little Pigs - LAZ Rea...
Education

Free



3 Little Pigs - Pop Up Book...
Books

Download



165 as of last month

Be true to your
philosophy

Multi-Touch has huge
potential that is largely
untapped

Start with the
“affordances” of the new
platform

10 Pillars of the iPad

1. Multi-touch (11 simultaneous touch points)
2. 10 hour batteries
3. Internet
4. ~10,000* viable apps for kids made by a trained army of programmers
5. Clear audio speakers
6. Motion sensitivity via accelerometers, compass & GPS
7. Oleophobic screen
8. Cameras
9. Microphone (ears)
10. Affordable: \$150 to \$500

“The iPad is the computer we always wanted.”

Ann McCormick, Founder, The Learning Company

(born May, 2010, Cupertino, CA)

Father: Steve Jobs

* CTR





Ask

What can I turn **this**
fingertip into?



Part 2:

Some guiding principles



**WATCH
CHILDREN**



Juror's Commentary





2013 Prize at a glance

- “Narrative driven interactive media.”
- 242 entries, 32 countries
- 2012-13 copyright
- Any publisher, any country, no fee
- Any platform
- Deadline for 2014, February 1
- 4 Jurors, 1 vote

Dust (Bad Practice)

- Clumsy design: e.g., pages flip in the wrong direction.
- Not responsive.
- I've seen this before. This design was clearly influenced by Toca Tea Party with no attribution.
- Good story, amazing graphics, but it is hard to operate the catapult.
- Instructions are confusing and unnecessary.
- Loads too slow.
- Background music loops, over and over and over again.
- Crashed.
- Starts with a wordy introduction.
- Contains ethnic stereotypes.
- **Evil**. This is a “free” catalog designed to tease children, and trick them into an in-app sale.
- Contains links to web content in the main menu.
- Feels like a template, with **sprinkled** hotspots
- Not reversible.
- Asks you to rate this app before you play it.
- Pages get turned accidentally.
- Lots of beautiful looking art that just sits there.
- Yet another **page-flipper**.
- Clunky mechanics get in the way of the narrative.
- Horrible narration.
- Ending makes no sense.
- Who made this? The author/illustrator/publisher are not clearly identified.

“How **not** to make an ebook.”

At www.dustormagic.com/ebooks



Magic (Best Practice)

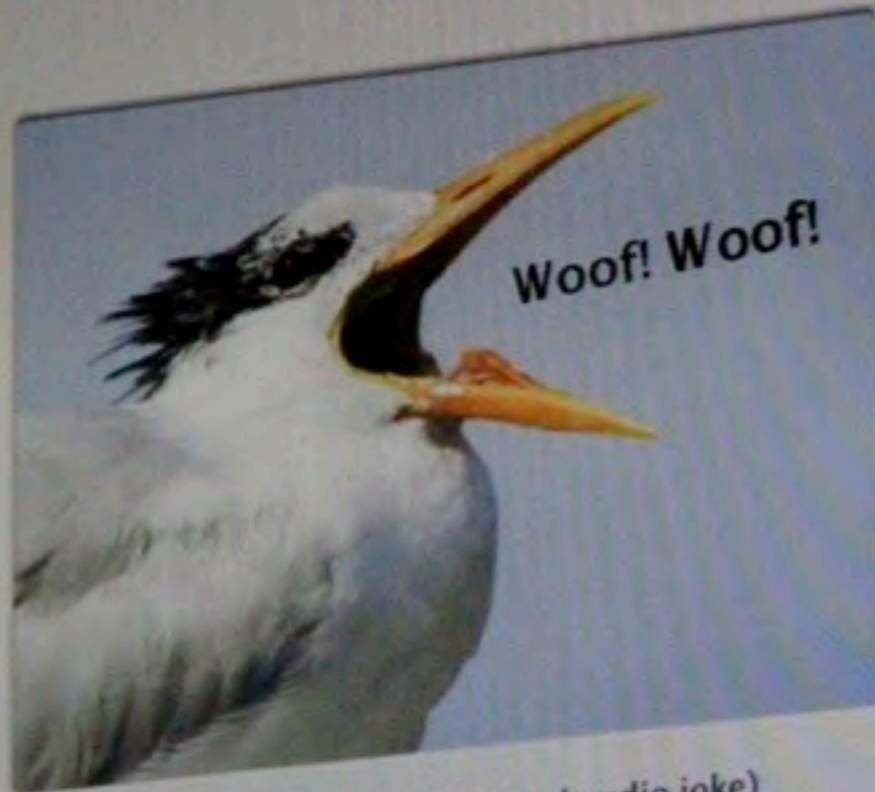
- Interactive — balloons pop
- “Accidental success”
- Eyes watch you
- Print layout works with illustrations
- “Embedded reinforcements”
- Reversible
- MUC (Minimum User Competency) is below the intended task
- Developmentally appropriate
- Attention to detail
- Works on smaller, older screens
- Uses sound

“Good audio makes
poor graphics look
better.”

Mark Schlichting

A slide from Mark Schlichting

The Art of the Hot Spot Audio Tips and Tricks



(Example of a brain based audio joke)

Audio is ...

- Carrier of Emotional Content
- Second to Visual in Terms of Media Input
- Good Audio Makes Poor Graphics Look Better
- Compliments the Illusion of Reality and Place
- Cheapest Form of Animation.




Minecraft



Children want to honk the horn



The background of the slide is a dark blue color with a pattern of light brown, wavy, scribbled lines. In the center, there is a stylized illustration of a man's face. He has a large, round, orange-brown face, a prominent pink nose, and wide, dark eyes with white highlights. He has a thick, wavy, light brown beard and mustache. He is wearing a red shirt. The text is overlaid on a semi-transparent white rectangular area in the upper half of the image.

Part 3:

Examples

Dust and Magic

Dust or Magic

Dust

WUBBZY'S Dance

Continue Reading?



Do you want to start over, or
continue reading from Page 4?

Start Over

Continue

Lead
Play

Just
a Book



Menu

Sesame Street: Cookie's Counting Carnival Warner Brothers Interactive Entertainment, Inc.. www.warnerbros.com \$40. Ages 3-6.



What's in the Box?



*Put the incorrect words
in this box.*



*Look at this list of words.
Some words are spelled incorrectly.*

swimming
watching
bending
skipping
running
jumping

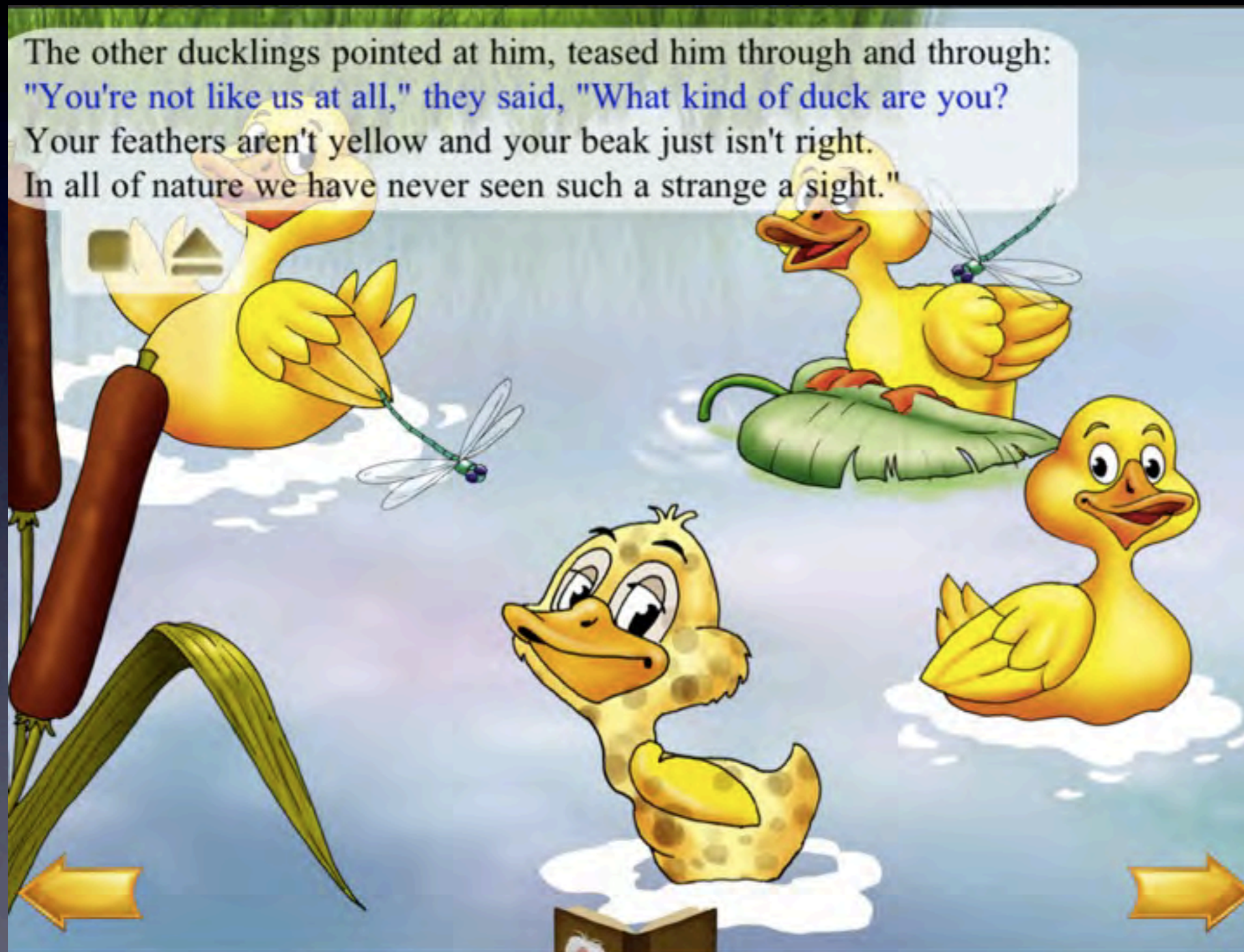


*Put the correct words
in this box.*



Ugly Duckling, The

TabTale. www.tabtale.com \$2. Ages 3-7.



Sleepy Mole's Moving Day

Ginger Whale Interactive Stories. <http://gingerwhale.com/>

\$2.99. Ages 4-8.



It was time to find a new home. "C'mon Teddy, let's go," said Sleepy Mole. He picked up his friend, and together, they set off. But which way to go? Sleepy Mole looked around, then started digging...

Counting with the Very Hungry Caterpillar

Night & Day Studios. www.nightanddaystudios.com \$2.99.
Ages 2-up.



Please eat 1 piece of chocolate cake

home



done

Monster Mutt Rescue Knowledge Adventure, Inc..

www.knowledgeadventure.com \$free. Ages 5-up.



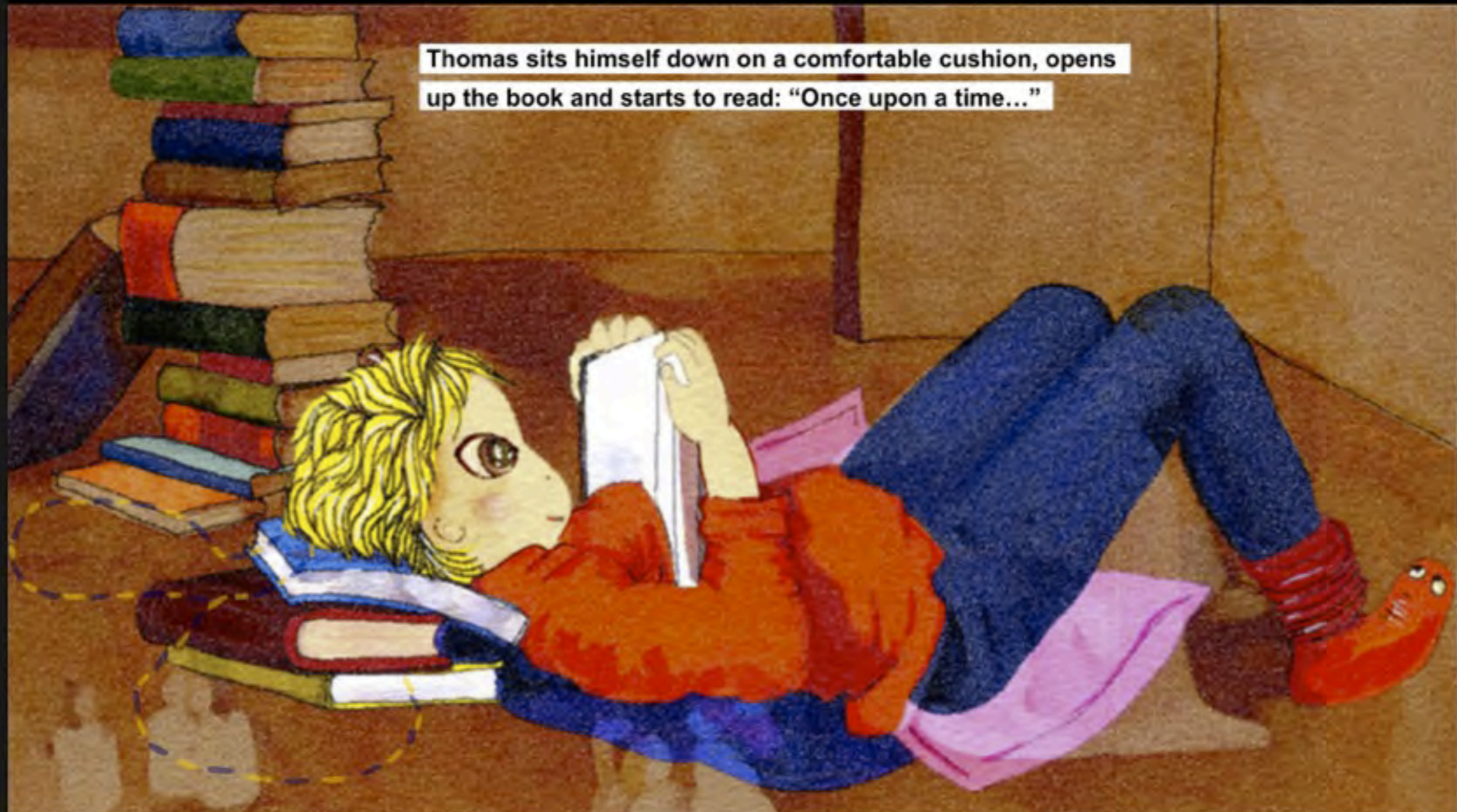
Snow White

Builds reading. G4M3 Studios. www.g4m3studios.com
\$free. Ages 3-8.



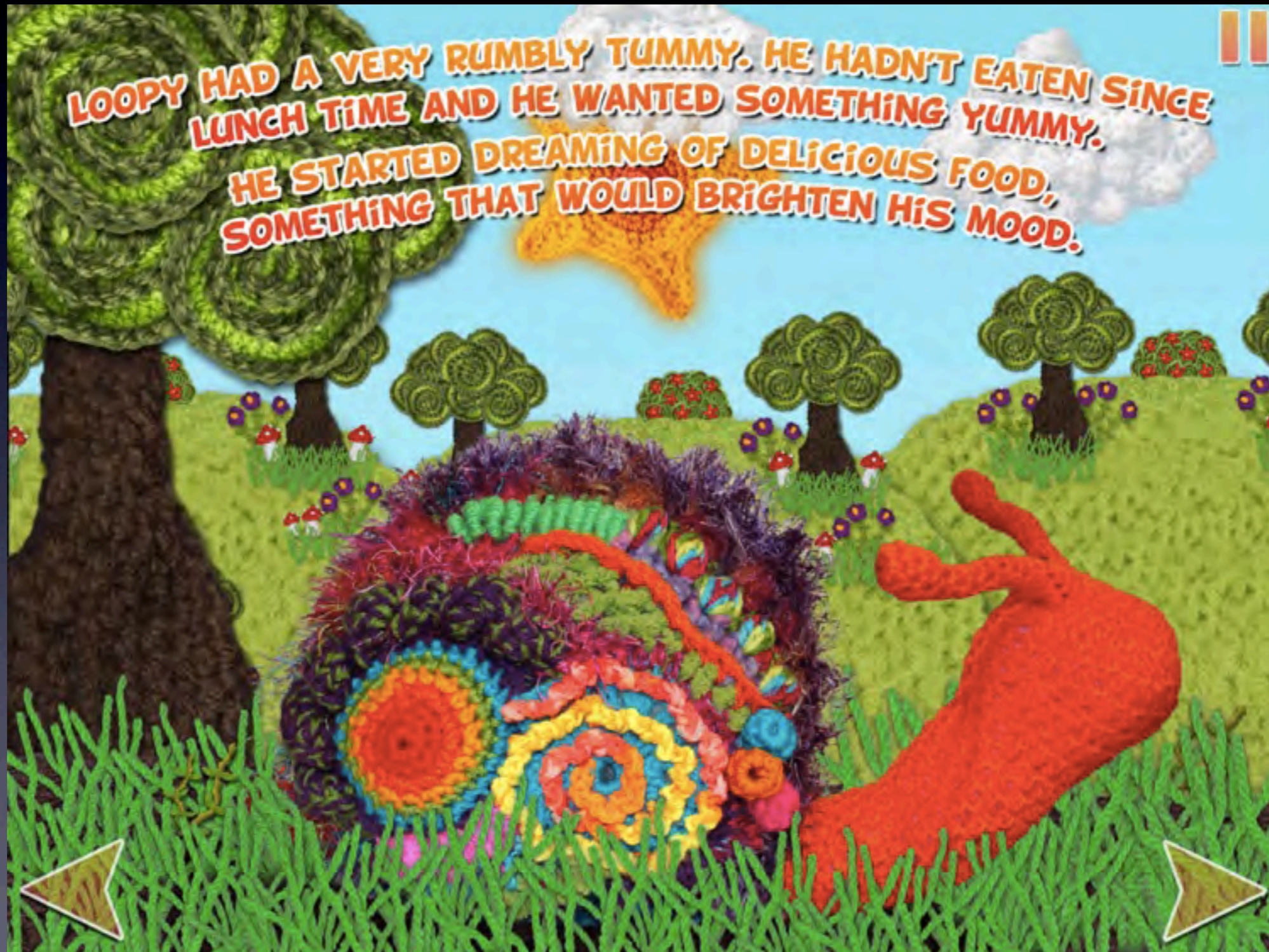
Thomas's Travel in Bookland

La Souris Qui Raconte. www.lasourisquiriraconte.com
\$1.99. Ages 6-up.



Loopy Lost His Lettuce

Pixelflip Studios



PBS Parents Play & Learn App
PBS Kids. www.pbskids.org \$free. Ages 3-up.



Spanish Colors

Little Pim. www.littlepim.com \$4.99. Ages 4-7.

You've helped Little Pim find three balloons! He is looking for only one more balloon ...

green / verde [VEHR-deh]!



No!
These are green grapes
unas uvas verdes
[unas oo-vas VEHR-dehs]





No!
This is a green frog
una rana verde
[una ran-a VEHR-deh]



Baby First Puzzle Farm Lite

Open Solutions. www.babykidszone.com
\$free. Ages 2-up.



Goldilocks and the Three Bears

IntuApps. www.intuapps.com \$.99. Ages 3-6.



“Somebody has been **sleeping** in my bed, ... and here she is!”
yelled the Little Baby Bear.

Dust or Magic

Magic



War Horse, Egmont, Illuminations Television and Touch Press. Touch Press. www.touchpress.com \$13.99. Ages 9-up.

iPad 5:46 PM 69%

War Horse

by MICHAEL MORPURGO

Novel and Audiobook

Read the illustrated novel or listen to Michael Morpurgo's reading.



1 2

Performance



Watch the author perform an edited version of War Horse with musicians John Tams and Barry Coope (80 mins).

Timeline

Follow the history of the First World War through photos, videos and first-hand quotes.



1914 1915 1916 1917 1918

Insights

Listen to experts talk about soldiers and horses in the war.



About

EGMONT Illuminations TOUCH PRESS

Red Riding Hood

Nosy Crow

▶ Pulls children into story

▶ Highly responsive

▶ Professionalism

▶ Craftsmanship

▶ Branches



See also: Rounds, Three Little Pigs, Cinderella

In 1994, The Living Books set the standard



Ruff's Bone

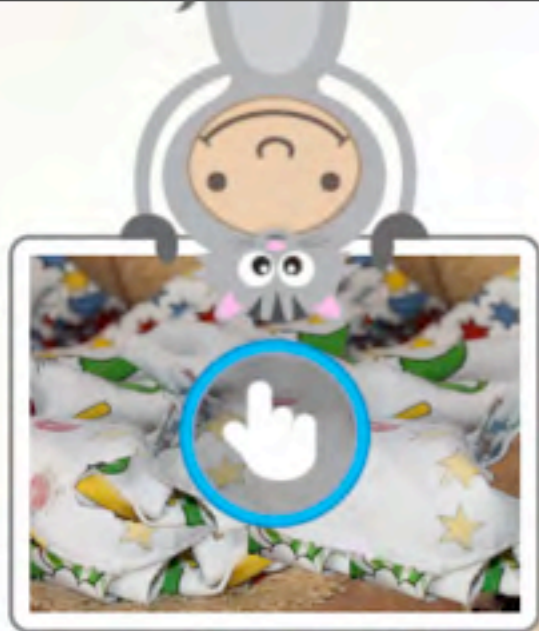
Wonderful. www.wonderfulstorybooks.com

\$4.99. Ages 2-8.



ABC FarmPeapod Labs. www.peapodlabs.com \$2.99. Ages 3-8.





abc



Español

g a t i t o



Iron Man: Armored Avenger Disney Publishing Worldwide.

www.DisneyDigitalBooks.com \$1.99. Ages 4-10.

“I have a feeling this is not the
last I will see of
the Mandarin,”
Iron Man said
to himself.



Brave: Storybook Deluxe Disney Publishing Worldwide.

www.DisneyDigitalBooks.com \$6.99. Ages 3-12.

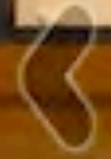
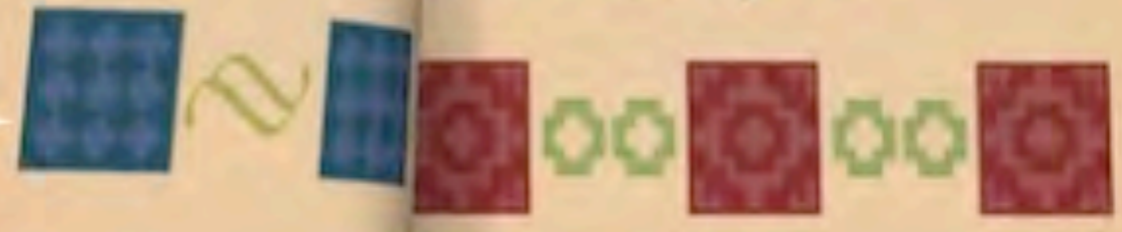




THE magic frog's promise soon came true. A year later, the queen had a beautiful baby girl. The king was so delighted he jumped for joy.



WHEN the king reached the girl's birthday, the queen wanted to celebrate with a party. **IT WAS** a terrible mistake. This fairy was so wicked for her bad behavior. "We should invite all the fairies," said the queen. "You can never have a fairy godmother!" The king was so happy that he forgot to invite the other fairies. When the party started, the wicked fairy cast a wicked spell.



Moonbot Studios.

www.moonbotstudios.com \$0.99. Ages 3-up.



The **FANTASTIC FLYING** **Books** of MR. **MORRIS LESSMORE**

Written by
WILLIAM JOYCE
Illustrated by
WILLIAM JOYCE & JOYCE



Monster's Socks

Martin Hughes. www.monstersocks.com \$2.99. Ages 3-up.
up.com \$0.99. Ages 3-up.



Four Little Corners

DADA Company

▶ \$2.99

▶ Fiction

▶ Uses PlayTales

▶ Script: Jerome Ruillier

▶ PlayTales

▶ Great story



The Voyage of Ulysses

Elastico Srl

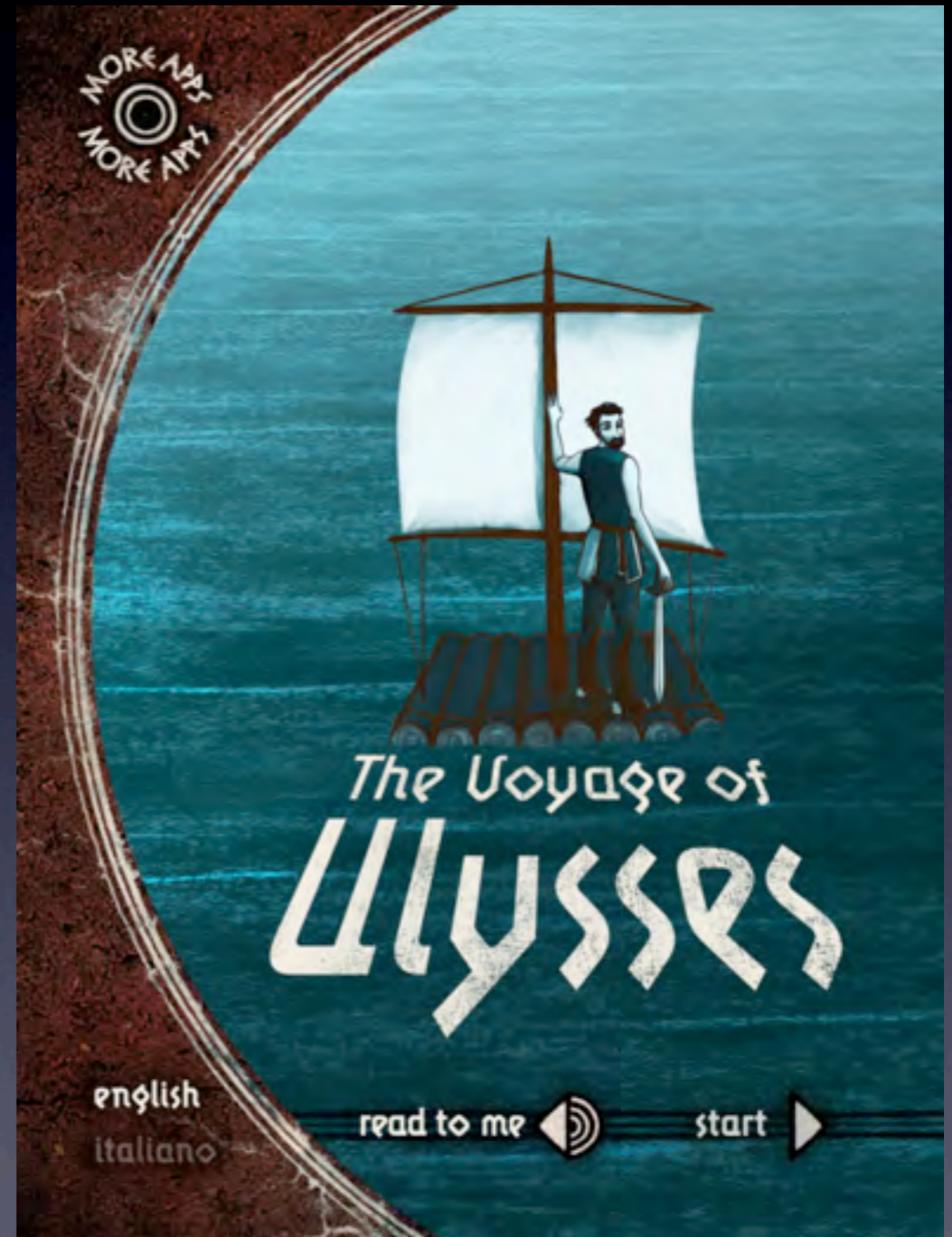
▶ \$3.99

▶ Innovative page transitions that support the narrative.

▶ A language experience.

▶ “Print to meaning.”

▶ Gross motor engagement.



The Jungle Book

StoryToys Jungle Book,
The
\$4.99. Ages 3-up.

- ▶ Multi language
- ▶ Highly responsive
- ▶ Professionalism



Chug Patrol: Chuggington

StoryToys Jr. Farm 123

StoryToys. www.storytoys.com \$free. Ages 2-6.



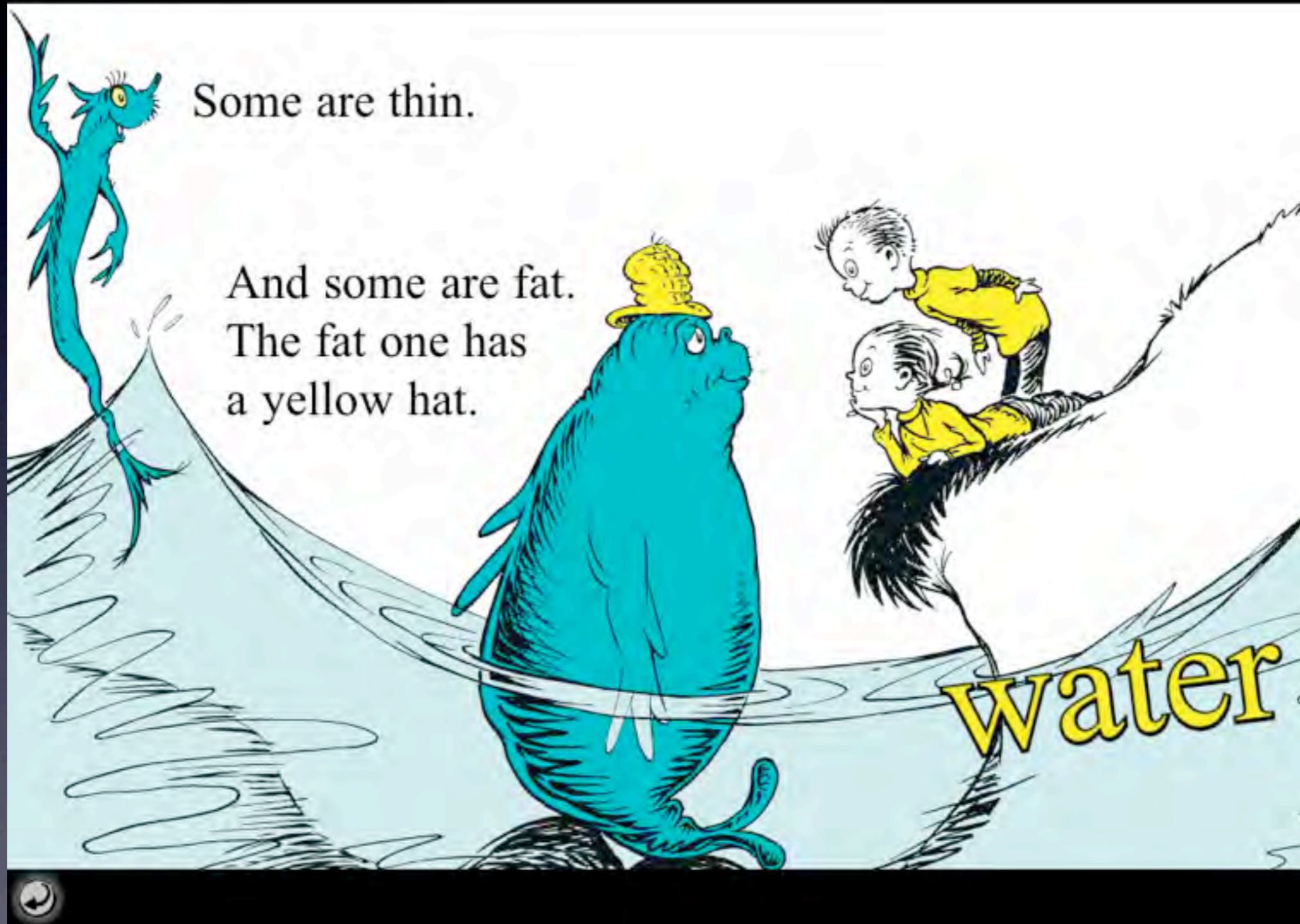
Endless Alphabet

Callaway Digital Arts. www.callaway.com
\$free, Ages 3-6.



Oceanhouse Media. www.oceanhousemedia.com

\$3.99. Ages 3-up.

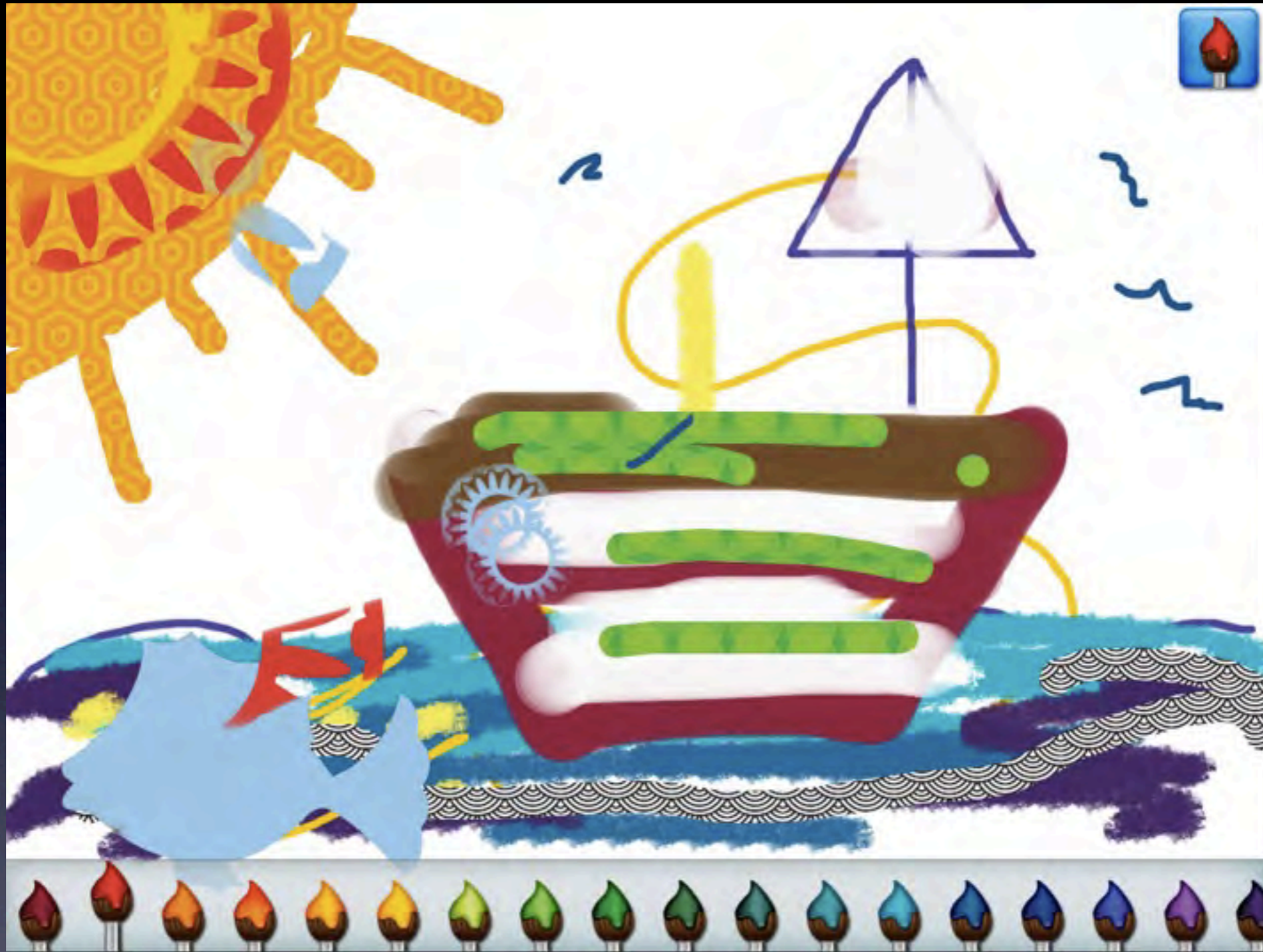


Toca Boca





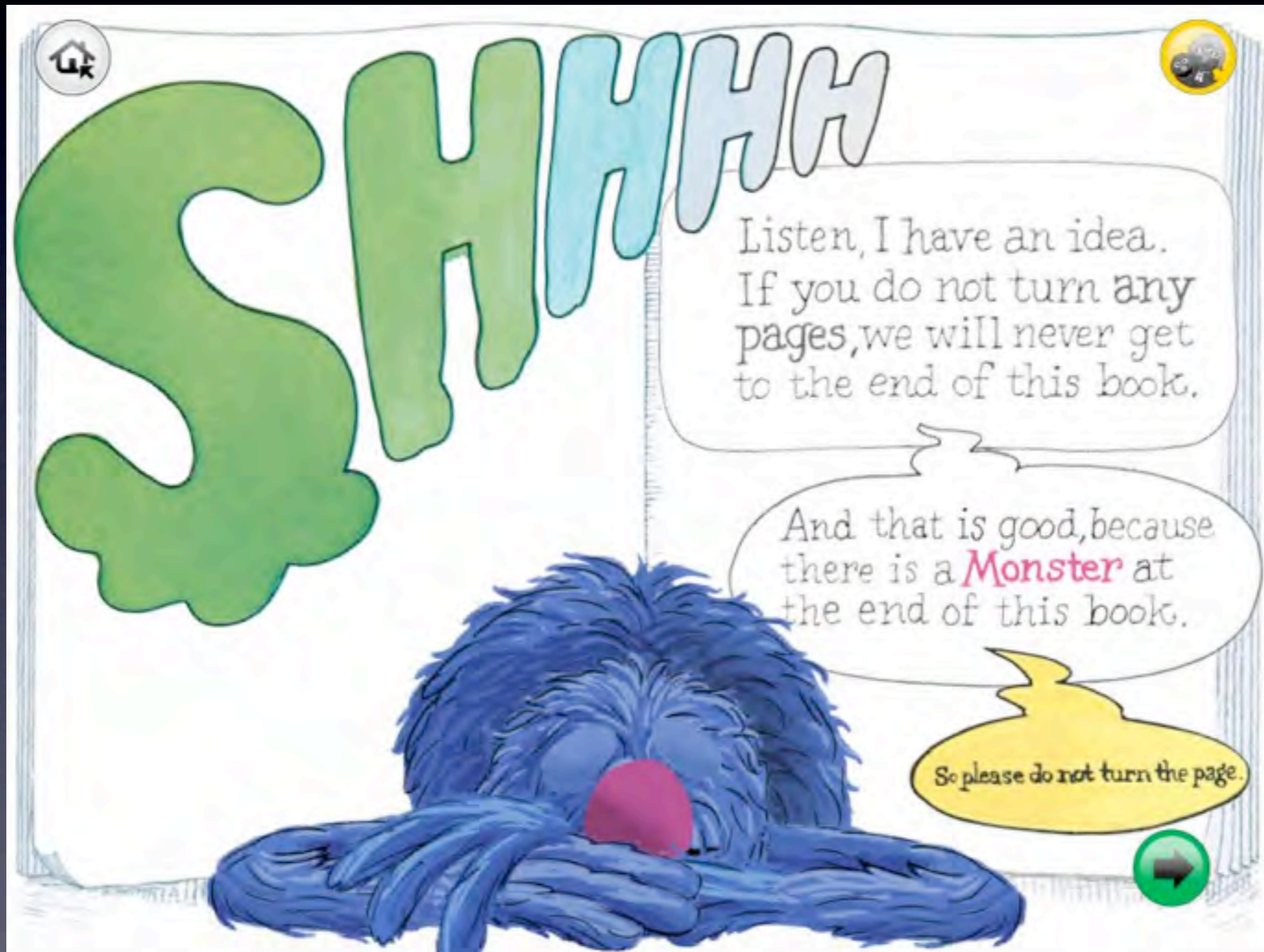
Draw and Tell HD, Duck Duck Moose



Gives creative bandwidth to children

Monster at the End of This Book

Callaway Digital Arts. www.callaway.com \$4. Ages 3-6.

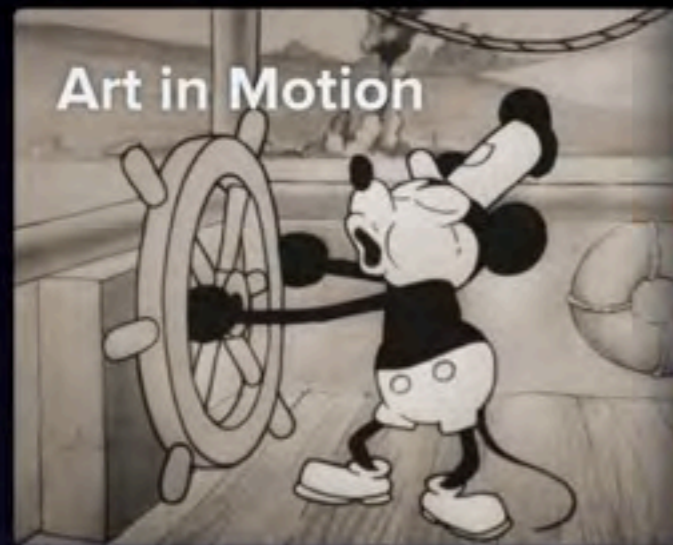




Touch Press



Disney ANIMATED



Art in Motion



Story



Visual Development



Bouncing Ball



Mood Shifter



Workshop



Timeline



Elsa's Snow

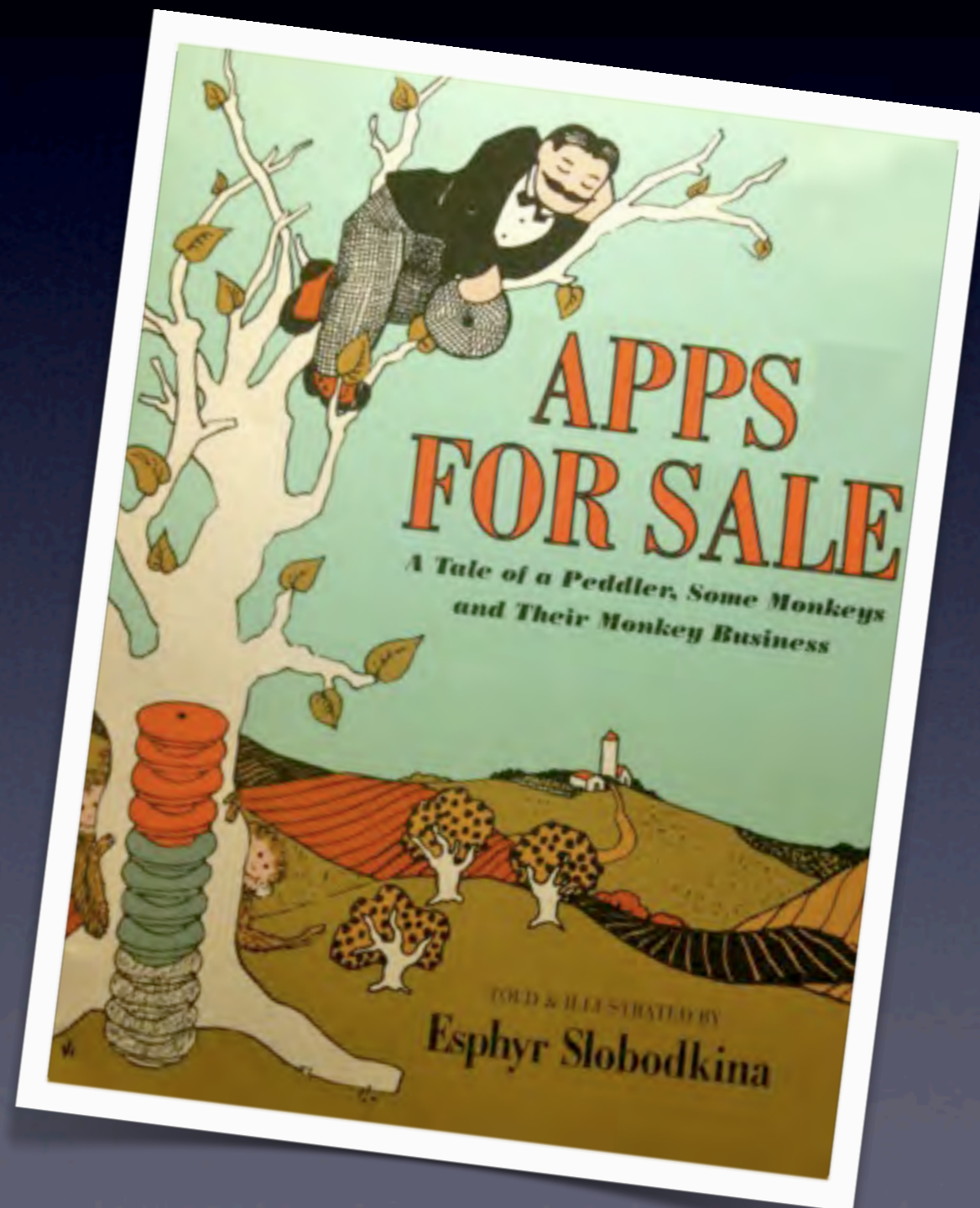


Color Maps



12 Principles

Closing thoughts



Be true to your
philosophy

Multi-Touch has huge
potential that is largely
untapped

Start with the
“affordances” of the new
platform

You are no longer just an
“illustrator”

this medium makes you
into a psychologist

10 Pillars of the iPad

1. Multi-touch (11 simultaneous touch points)
2. 10 hour batteries
3. Internet
4. ~10,000* viable apps for kids made by a trained army of programmers
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Father: Steve Jobs

* CTR





Ask

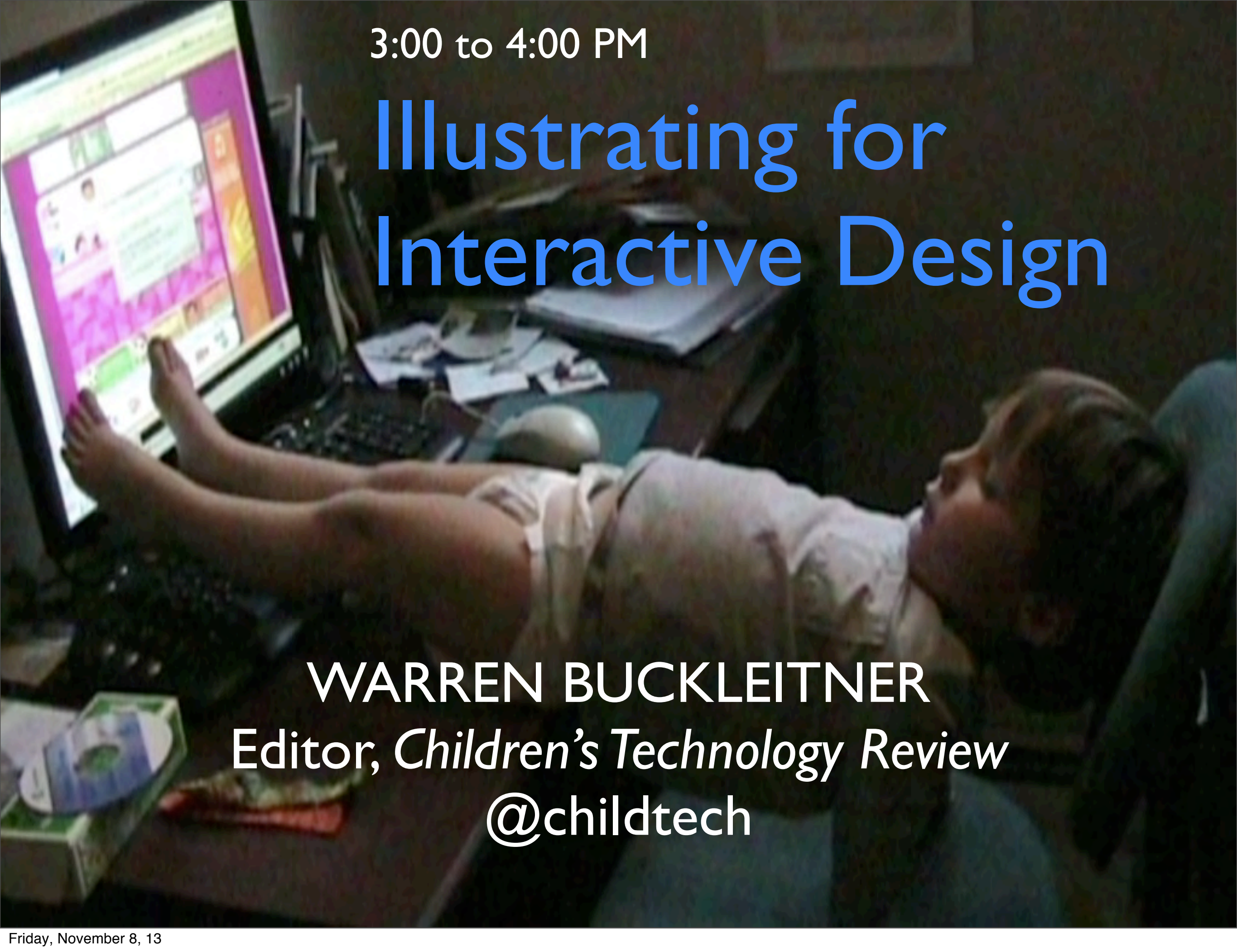
What can I turn **this**
fingertip into?

“If Alfred Hitchcock were
alive today, he probably
wouldn't start with a film.
He'd be thinking about how
to tell suspense stories on
the tablet”

Marc Goodchild et al



Thanks!

A young child is sitting at a desk in a dimly lit room, using their feet to interact with a large computer monitor. The monitor displays a colorful, interactive interface with various buttons and text. The child is wearing a light-colored shirt and shorts. The desk is cluttered with papers, a mouse, and other items. The overall scene suggests a focus on child-friendly technology design.

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