

Design idea N°2
imagiNATION



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This book can represent a bridge between older and younger generation. In fact, it creates sharing times in which grandparents and grandkids, for example, can easily interact with each other. The book tells a multicultural novel. Users can frame a page and then appears an object or a character of the novel, in augmented reality with translation of the text added.

We created a story to insert into the book, which is a tale about multiculturalism with gender fluid elements. This is the story, read it!

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“Once upon a time there was Andrea, who loved making adventurous trips around the **world**. As usual, the traveller had bought a **snowball** from Moscow to add to its vast collection. The distinguishing feature of every ball was the presence of subjects with **traditional** characteristics. Just got **home**, the new snowball was placed on the shelf along with all the others. During the night all the souvenirs came to life and welcomed their new Russian **friend**, making her feel “at home.” The souvenirs, curious about that new **culture**, asked her many questions about its history. On the other hand, the newcomer, fascinated by the great variety of **nationalities**, was also eager to know the origins of the others. The snowball from Moscow immediately felt part of this new **family**, although there were many different nationalities.”



Keywords

Words to translate and highlight through augmented reality

- World
- Snowball
- Traditional
- Home
- Friend
- Culture
- Nationalities
- Family

Graphic style

Font to use for the story : Calisto MT

Font to use for the keywords: Calisto MT bold

Logo



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Colors to use



#efc67c



#fcf3b5



#b1d1ed



#fca3b5



#ba83c4



#95bddc



#c2d1e5



#fe793d



#fb4c1f



#fbc6d0



#a47053



#efca66



#ecdab9



#cec3c8



#909cac

augumented reality

Frame this QR code
and later the images



Illustrations to use



FIRST DRAFT

Dimensions:

Format: Depliant banner with 4 doors

Length: 20 cm

width: 20 cm



SECOND DRAFT

Dimensions:
Format: Magazine
Length: 17 cm
width: 23 cm



**For any questions
feel free to ask us!**

