THINK!
DESIGN

D'source Project

Open Design School

MoE's Innovation Cell

Teaching Culture through Storytelling

Design Thinking & Innovation Case Study

Section: C3, Week 3

Design Thinking & Innovation (DT&I)

Section: C3.0

Week 3

Design Thinking & Innovation (DT&I)

Prof. Ravi Poovaiah
IDC School of Design, IIT Bombay

DT&I Case Study

C3 **Teaching Culture through Storytelling**

Module C3:

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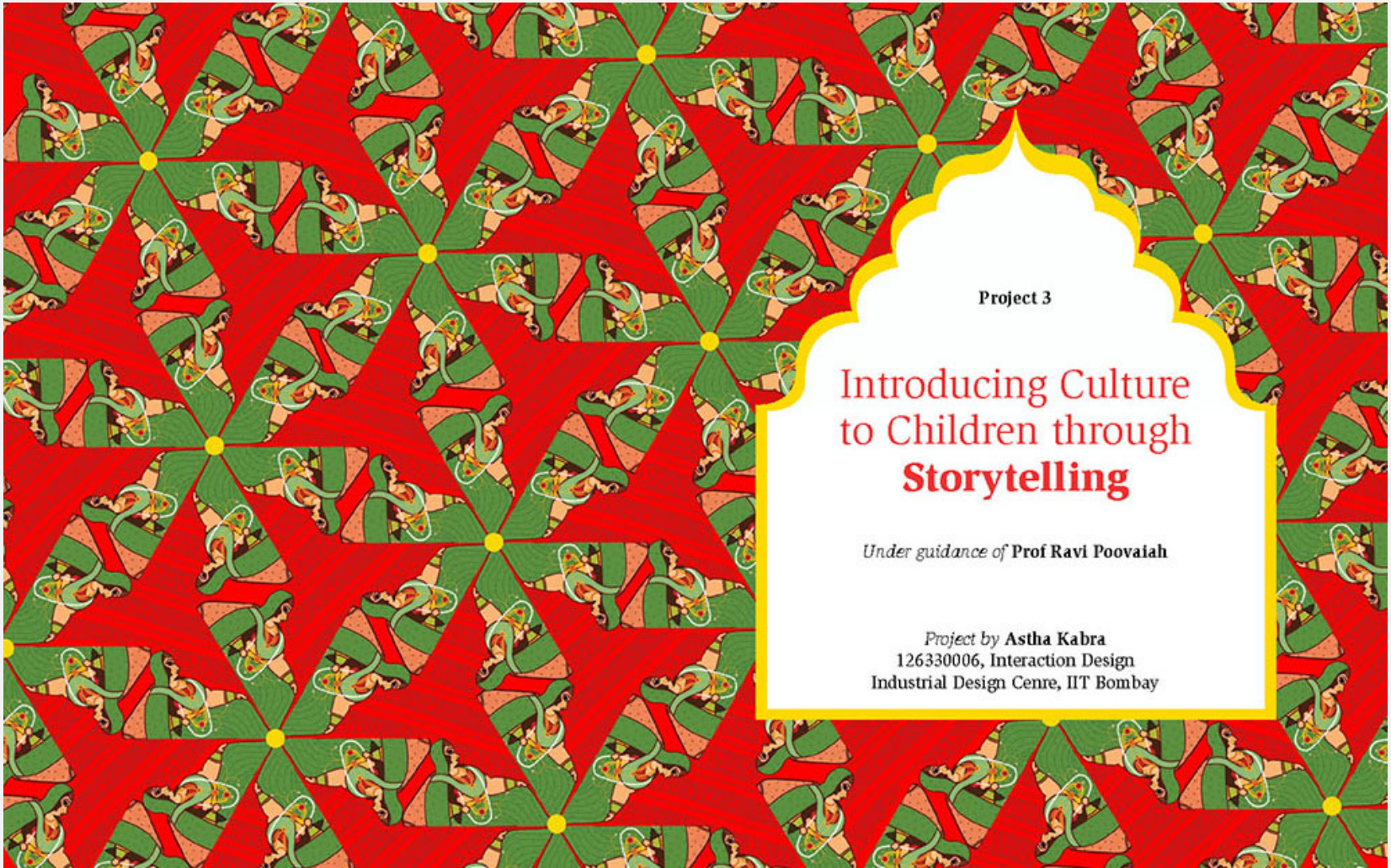
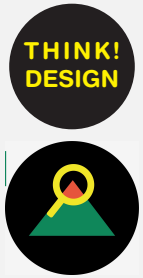
C3.1

Culture through Storytelling


Project 3
Introducing Culture to Children through Storytelling
Under guidance of Prof Ravi Poovaiah
Project by Astha Kabra
126330006, Interaction Design
Industrial Design Cenre, IIT Bombay



Culture… is that complex whole which includes knowledge, beliefs, arts, morals, law, customs, and any other capabilities and habits acquired by as a member of society."

Sir Edward B. Tylor's
Cultural Anthropologist

CONCEPT OF CULTURE

Culture is a way of life.

It's representation of the way in which we think (value) and do things (behavior) and the material products they produce.

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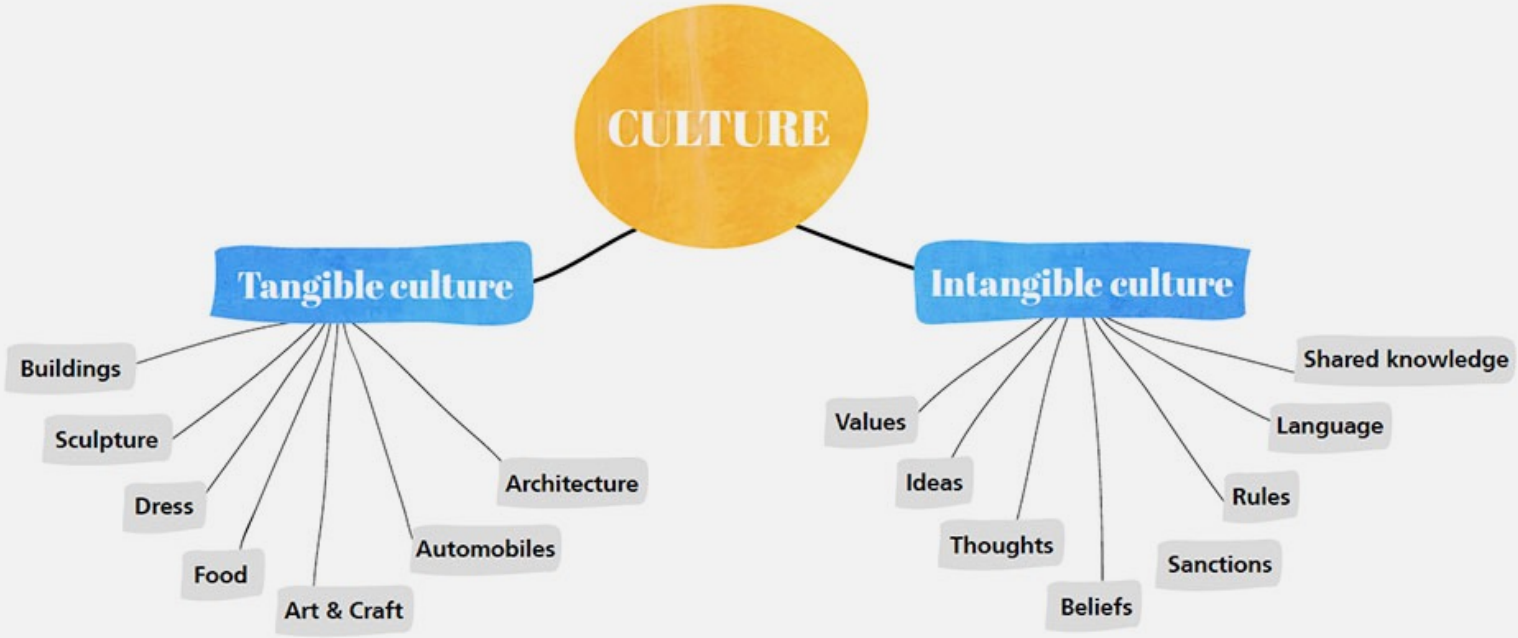

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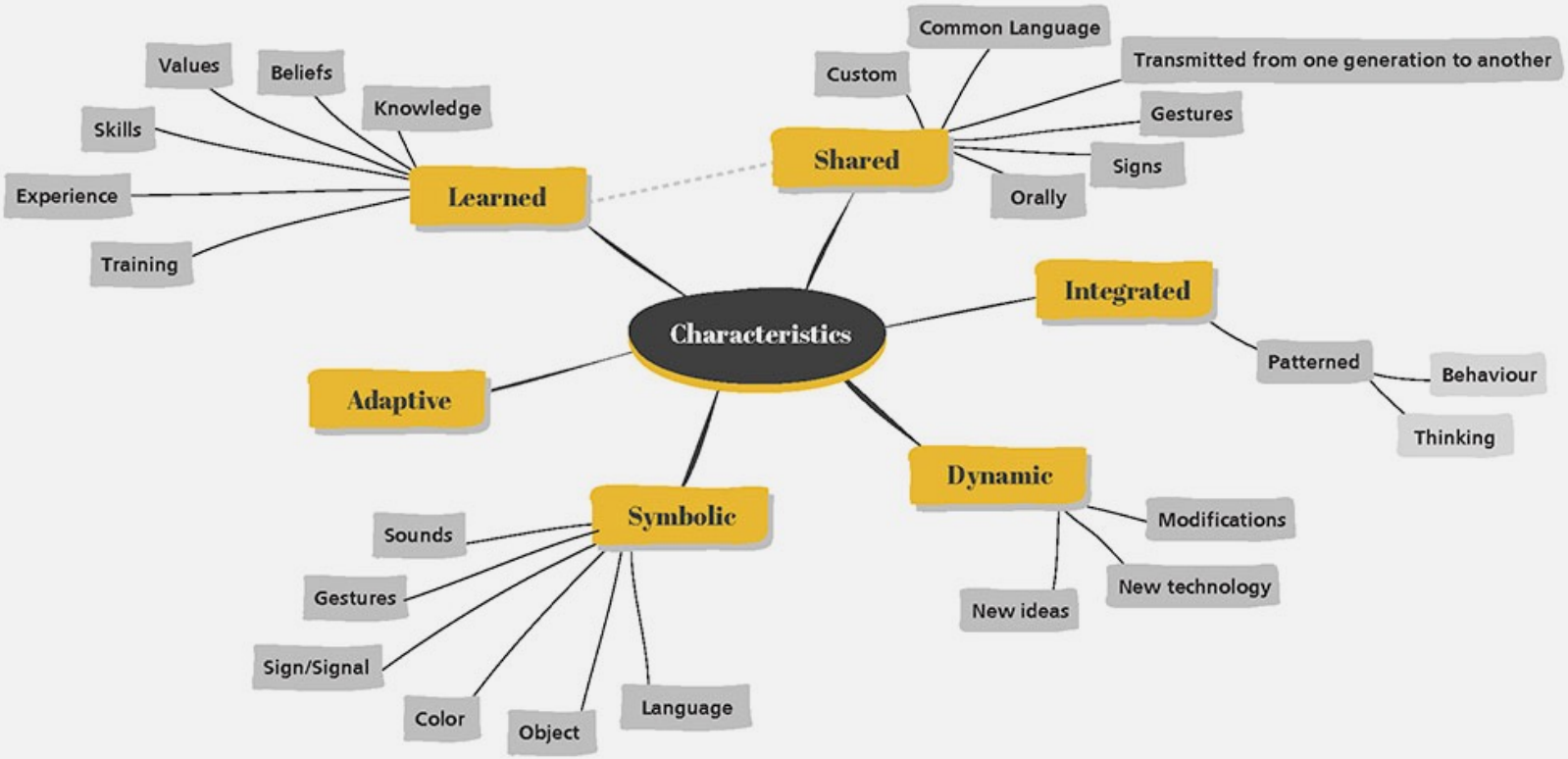

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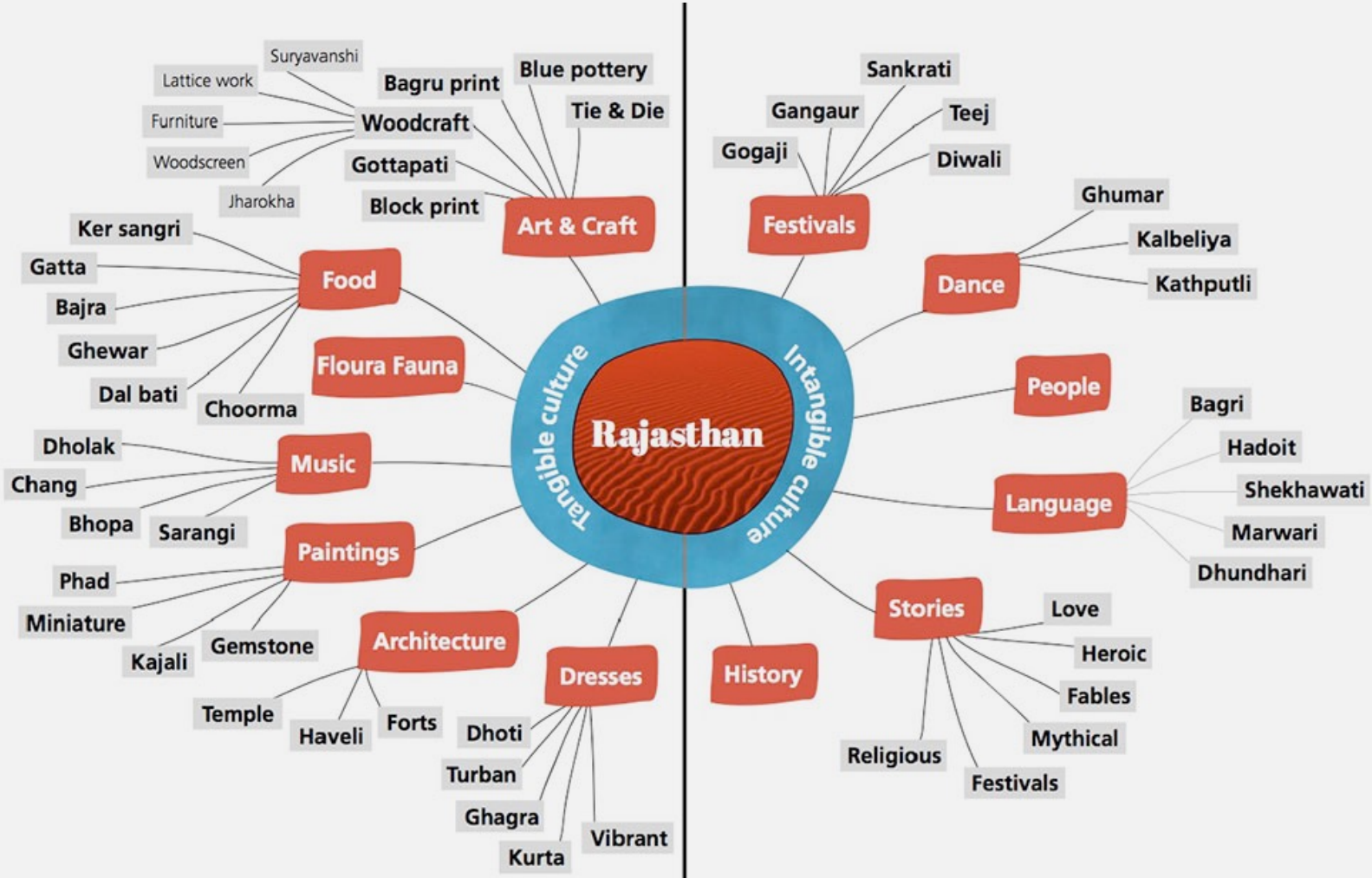

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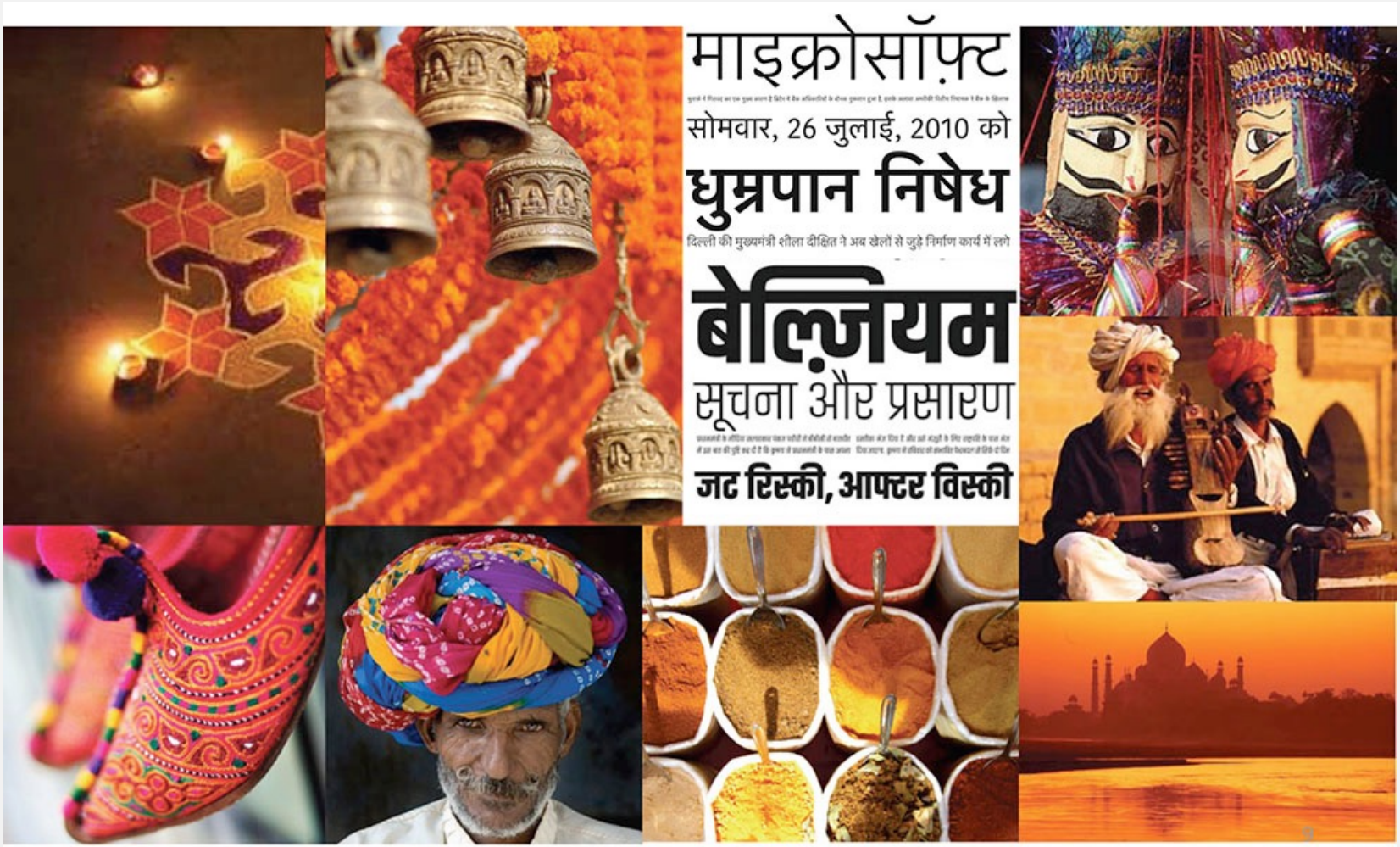

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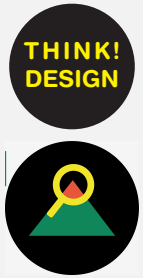
Importance

Many families along with their children migrate from their home towns to urban cities, while trying to fit in the urban lifestyle they ignore their own culture and native language.

Children who are not completely aware about their own culture can face problems like identity loss or alienation from their grandparents or other family members.



Project Brief

The aim is to promote, foster and propagate the cultural heritage and value system of Rajasthan amongst children.

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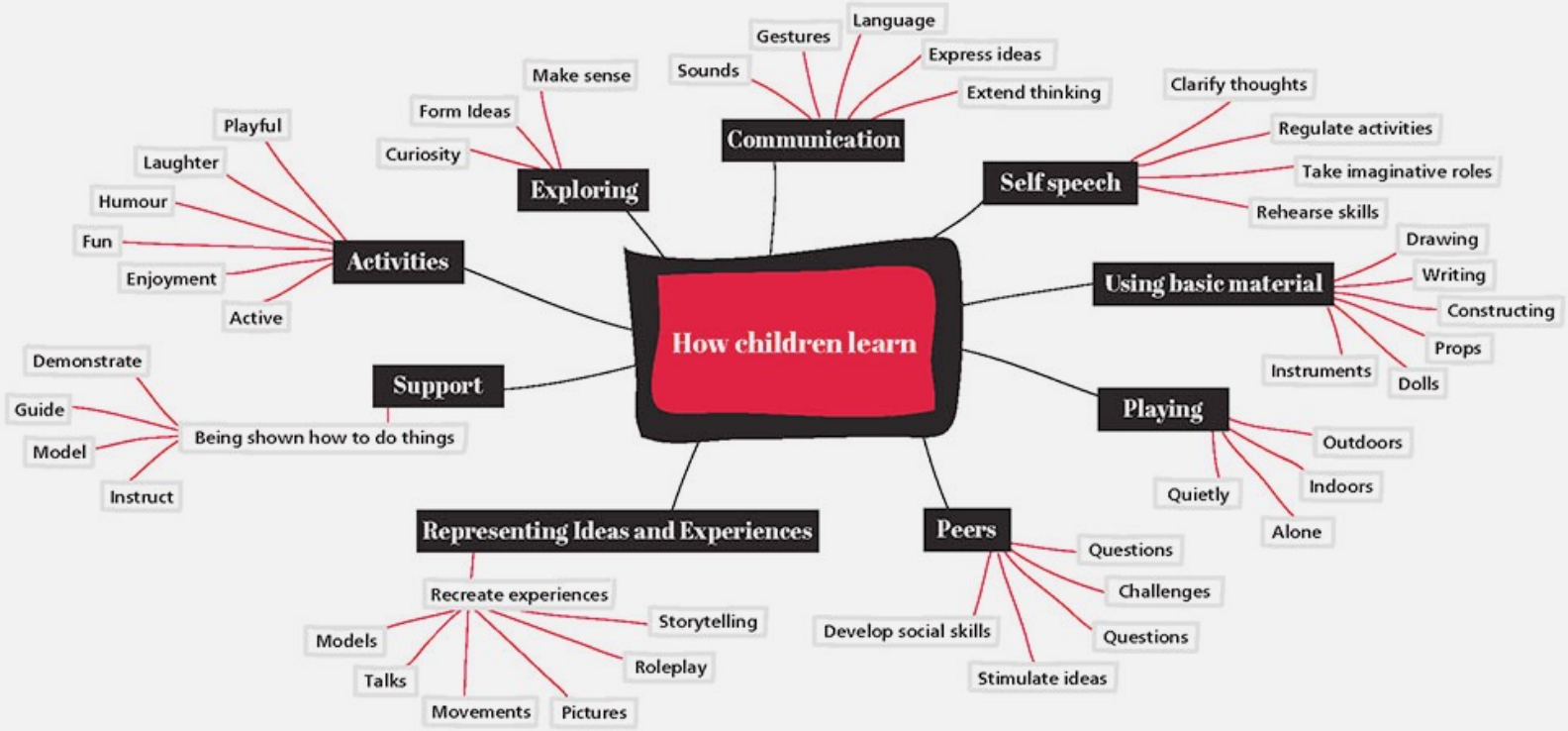

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LEARNING STYLES

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AGE GROUP

piaget stages of cognitive development

4-7 years old
Intuitive Phase

- Children at this stage tend to be so certain of their knowledge.
- Their thinking becomes more logical.
- They tend to become very curious and ask many questions.
- Concepts attached to concrete situation - Time, Space and Quantity are understood and can be applied.

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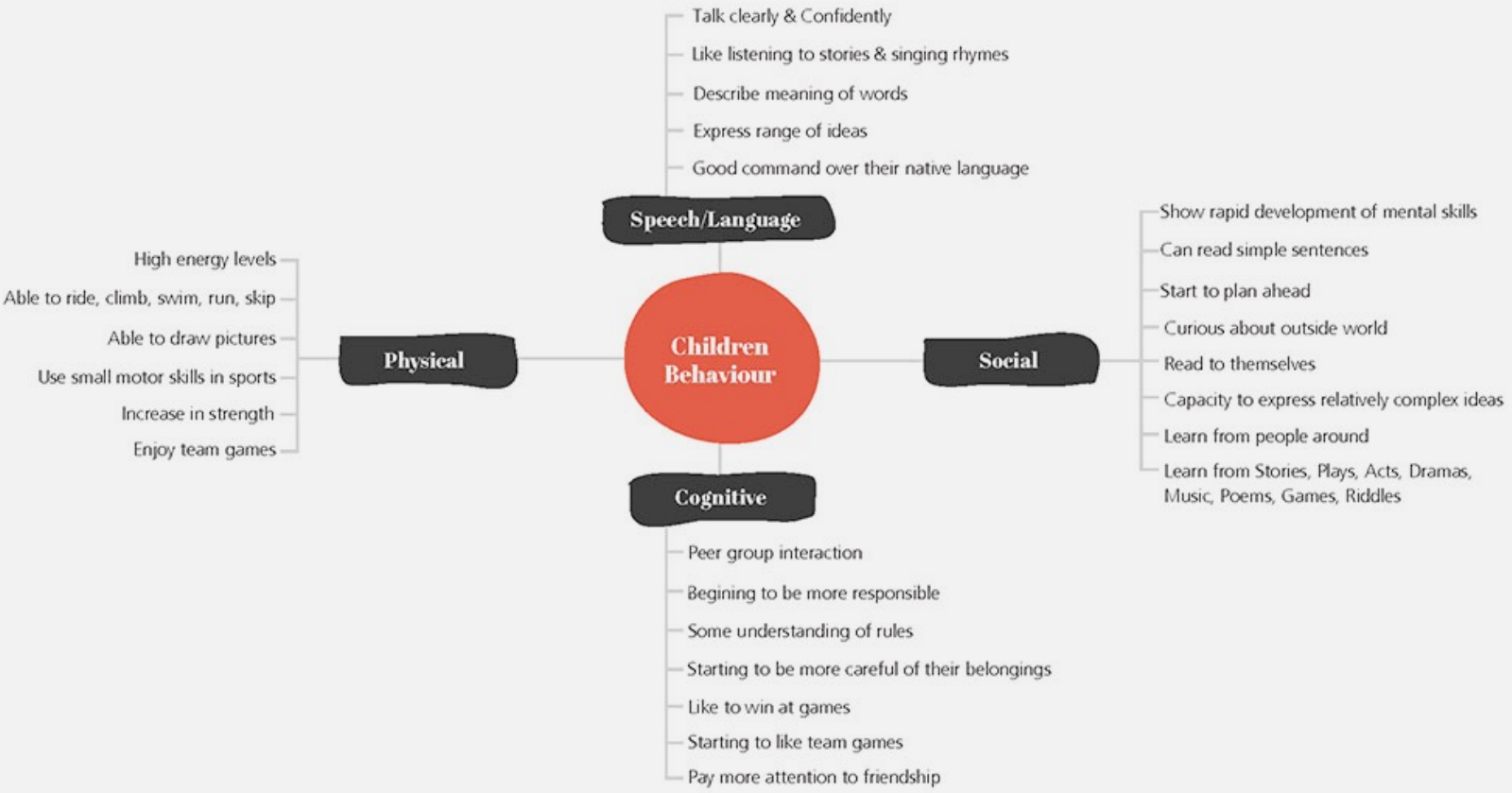

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Storytelling in Rajasthan

Kathputli (Puppets)

Phad Painting (Scroll)

Kaavad (Mobile Temple)

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Kaavad

- The term kaavad comes from ‘kivad’ meaning door
- Numerous hinged panels that open outwards
- Multiple narratives
- To make a wish, or celebrate the birth of child or offer there gratitude for the fulfillment of the wish.

Reference: Kavaad by Prof. Nina Sabnani, https://dsource.in/resource/kaavad

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Kaavad

Structure and Order

- Usually one foot high and has 12 to 16 panels or pats that are hinged together.
- Each panel has a name and the images drawn on the panels have predefined locations.
- At the base is a donation box on which it states the donation will be used for feeding cows.

Reference: Kavaad by Prof. Nina Sabnani, https://dsource.in/resource/kaavad

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Projects inspired by Kavaad:

Kaavad: Traveling Shrine: Home
Gulam Mohammed Sheikh

Home
Nina Sabnani

Interactive Spaces

Children and Technology:

INTERACTIVE PUPPETRY

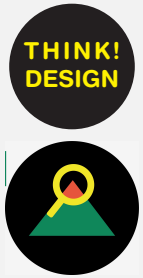
http://design-io.com/projects/PuppetParadeCinekid/

FUNKY FOREST

http://design-io.com/projects/FunkyForestSAM/

WEATHER WORLDS

http://design-io.com/projects/WeatherWorlds/



IDEATION

CONCEPT 1

Kevad

Unfold the Stories

- The cover of tablet with narrative which can be explored and learned by unfolding each and every flap through auditory and visual inputs.
- Allows to interpret and explore new stories.
- The story goes through several variations as tablet will have different stories integrated in it.
- Interactivity with combination of sound, visuals and narrative on pressing the touch points,.

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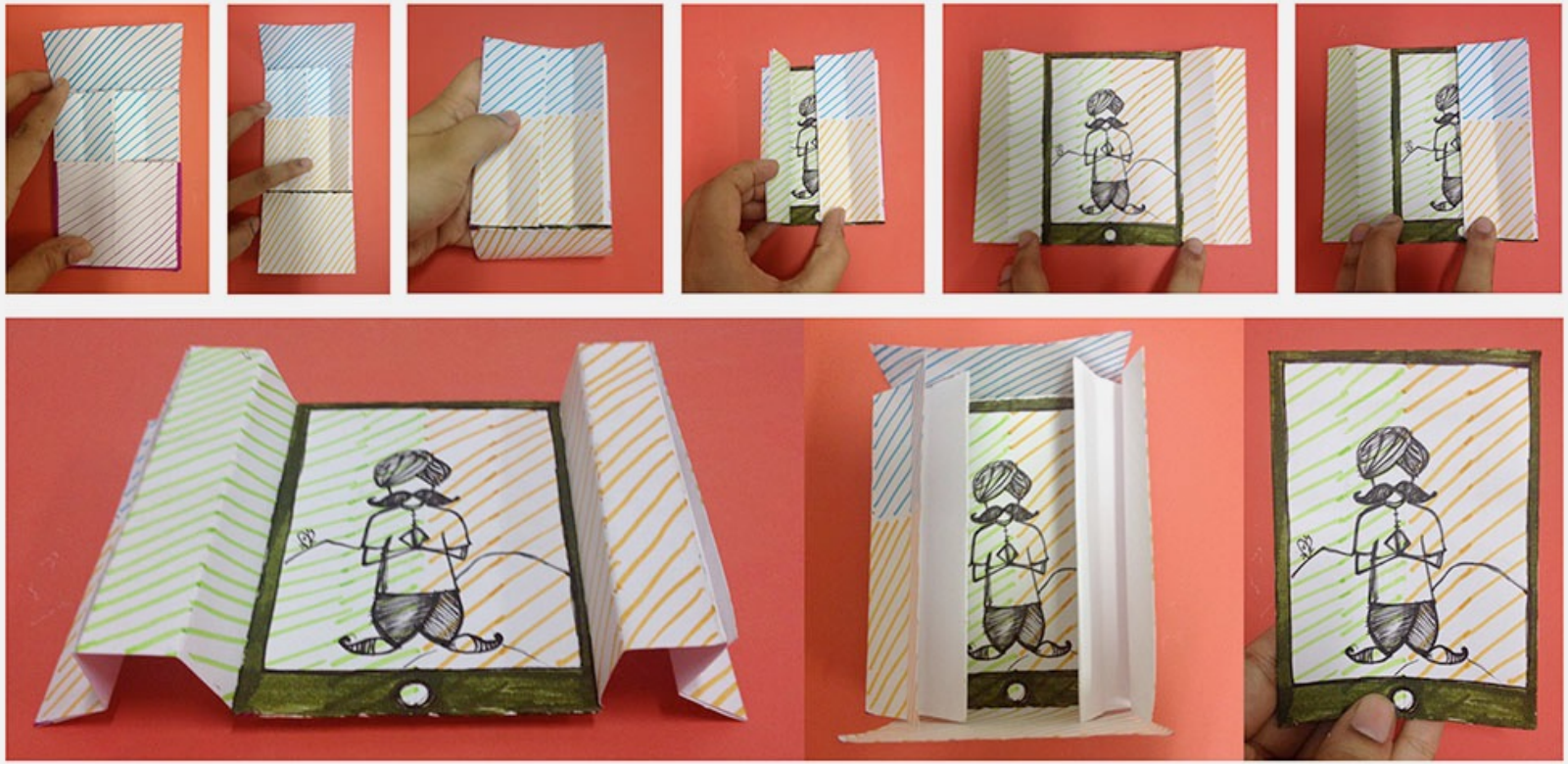
Kevad

Unfold the Stories

AUDIO + VISUAL + NARRATIVE



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CONCEPT 2

Experiential Kaavad

Interactive Installation (Museum/Airport/Malls)

- Kaavad installation of life size.
- Panels can be unfolded/unlocked step by step with set of tasks giving information about the Rajasthani culture.
- Activities like playing an instrument or looking through Jharokha to get the next fold unlocked or knowing some facts about Rajasthan can be a part of the interactivity
- Experiential Kaavad aims to give jist of Rajasthani culture with cultural artifacts incorporated with it to make it playful and fun.

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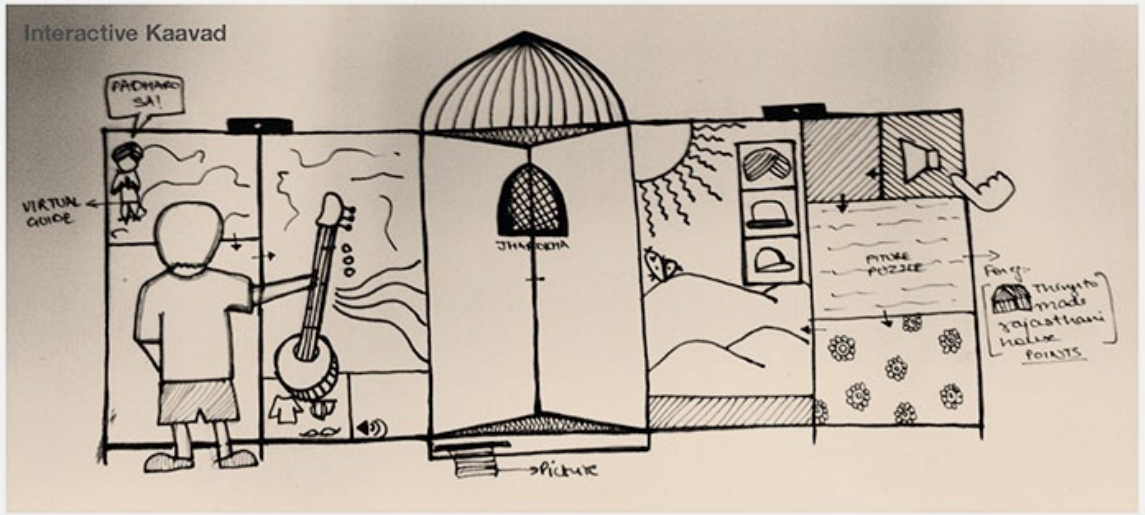
CONCEPT 2

Interesting Facts(cow dung), Introduce concept of Rain water harvesting(well), Hospitality, Art & Craft



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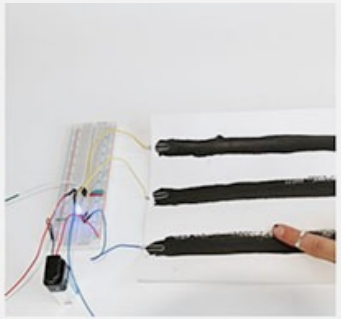

CONCEPT 3.1

Interactive Visual Narrative

Conductive Ink

(Map/Story/Facts)

The visual narrative reacts to the touch of the child by giving audio feedback(narrative).

Accessible platform for children to get creative with technology in fun and intuitive way.

Story Book or Puzzle with 3-D pop-ups, audio and light feedback for bringing it to life.

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CONCEPT 3.2

Interactive Poster/Board

Light Sensitive Ink

(Map/Story/Facts)

The content can be printed in light sensitive ink so that the visuals becomes visible only with heat(lamp/torch)

Color change is from colorless to colored when exposed to sunlight or heat

Children can explore stories with magical and enjoyable experience. Increases curiosity which results in better understanding.

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Evaluation Matrix

Concept

The concept was evaluated intuitively on basis of physical, emotional, cognitive and social engagement that the user will experience.

	Physical Engagement	Cognitive Engagement	Emotional Engagement	Social Engagement
Concept 1 **Kevad** **Unfold the stories** *Audio + Visual + Narrative*	LOW	**HIGH**	MEDIUM	LOW
Concept 2 **Experiential Kaavad** **Interactive Installation** *Interactive + Activity + Artefacts*	**HIGH**	**HIGH**	**HIGH**	**HIGH**
Concept 3 **Interactive Visual Narrative** **Interactive Poster/Painting** *Map + Story + Facts*	**HIGH**	MEDIUM	MEDIUM	**HIGH**
Concept 4 **Interactive Board** **Interactive dark room strorytelling** *Map + Story + Facts*	**HIGH**	**HIGH**	MEDIUM	LOW

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Final Concept Deliverables

Research till now	Deliverables for Installation
Kaavad Structure Architecture	**Structure**
Colour Texture Art Craft Traditional painting	**Visual Language**
Kaavad History Tales Story of folk songs Cultural habits Daily Chores Humour Poem Food	**Story**
Activities	**Activity Flow**
Sequence	**Interaction**

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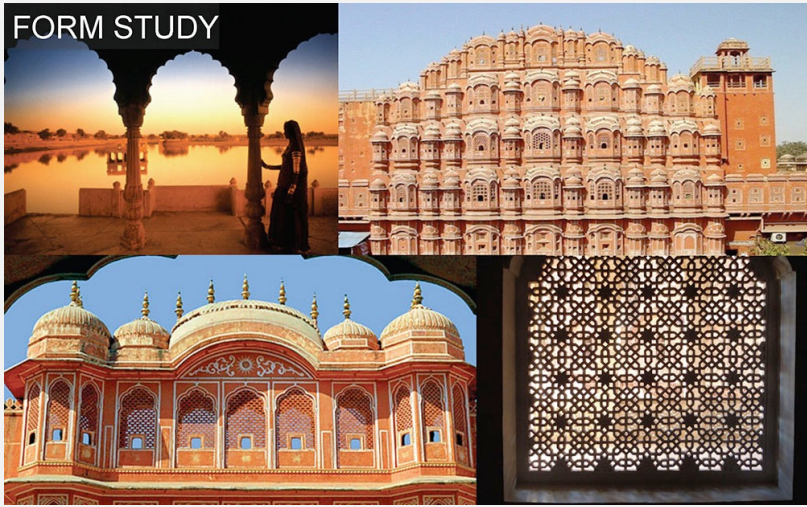
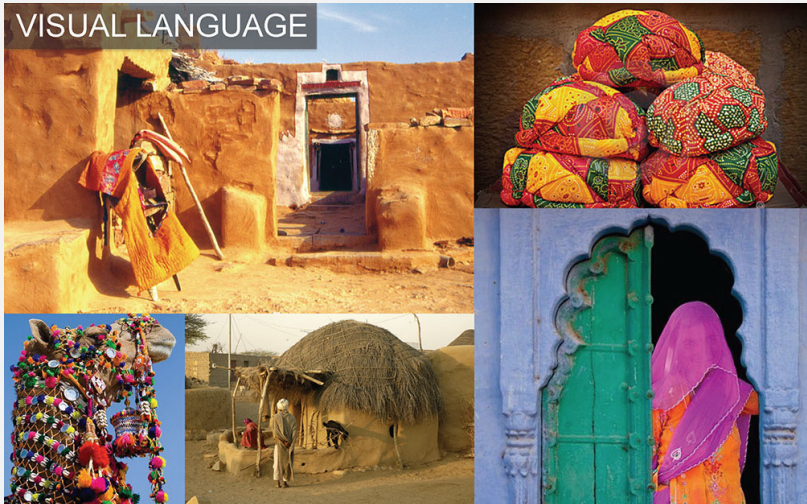
Form Study and Visual Language Study:





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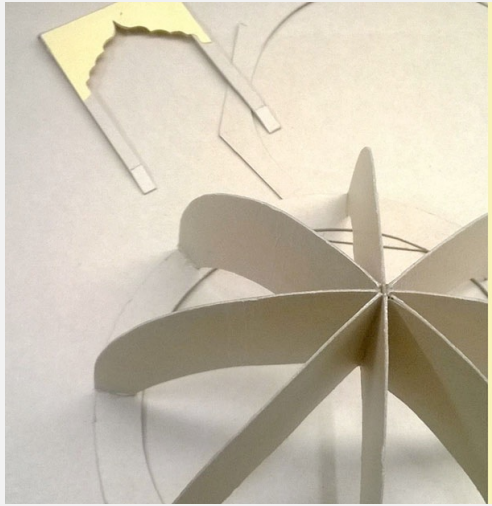
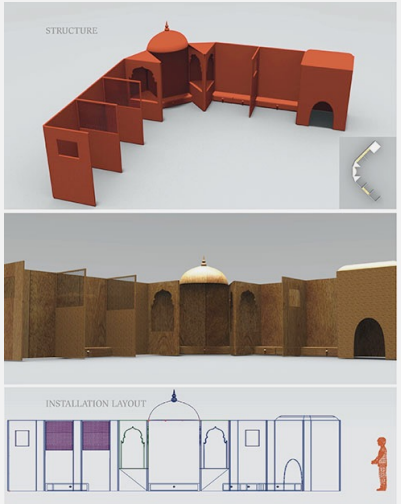


STRUCTURE
Explorations



Concept 1

#kaavad
#jharokha
#jump
#peek
#hide
#playful
#interactive

PROBLEM: Not Flexibile. Structure is rigid and it can't be moved unlike the doors 'pats' in kaavad

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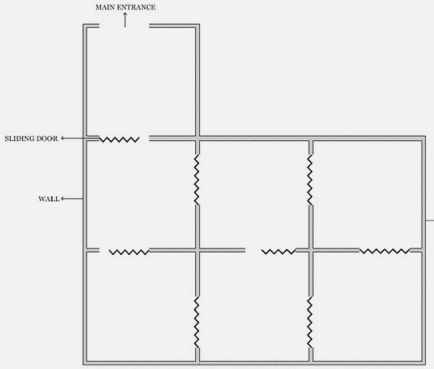
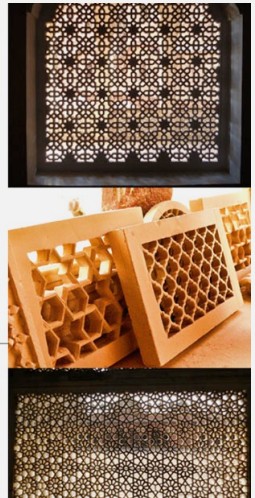
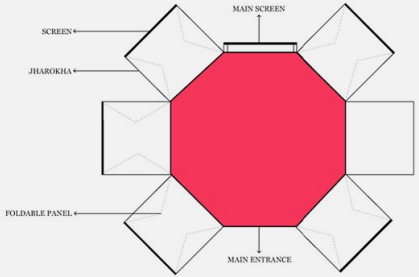
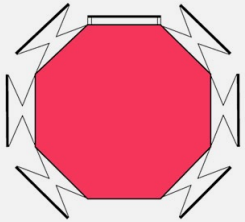
Concept 2





Concept 3





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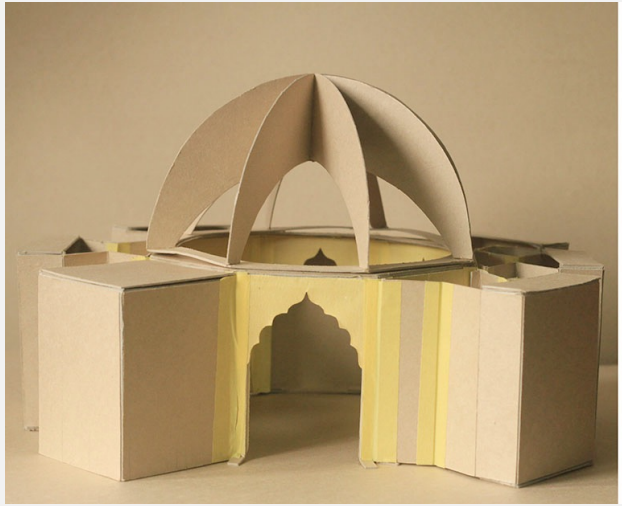
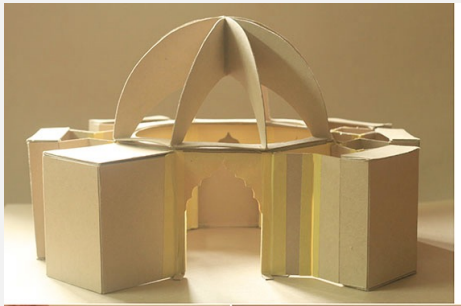
Paper Prototyping:

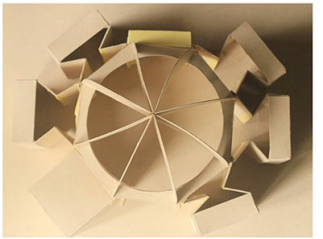


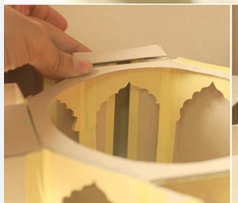
Final Concept

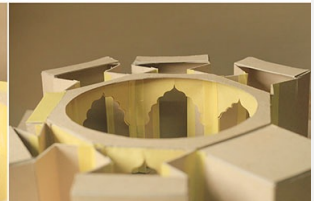
#kaavad
#jharokha
#chattris
#peek
#hide
#bend
#playful
#interactive
#curiosity
#fun
#discover

52









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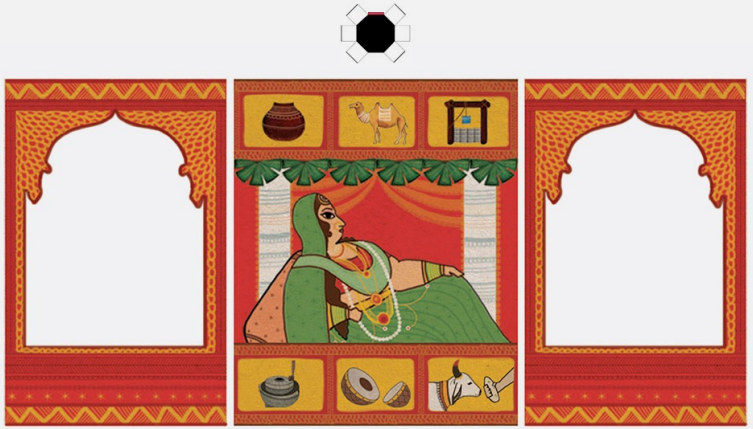
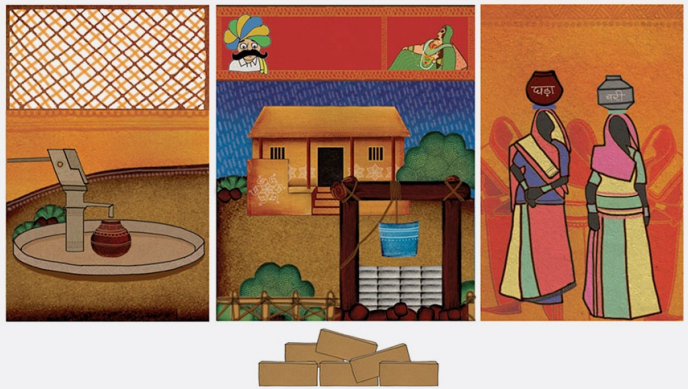
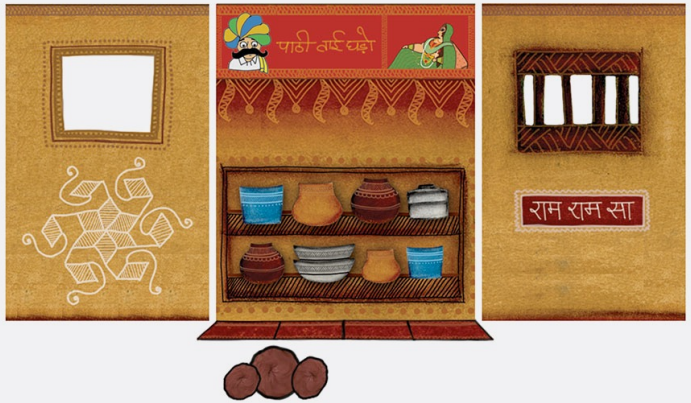


ACTIVITY 3



ACTIVITY 4



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ACTIVITY 1

ACTIVITY 2

ACTIVITY 5

ACTIVITY 6

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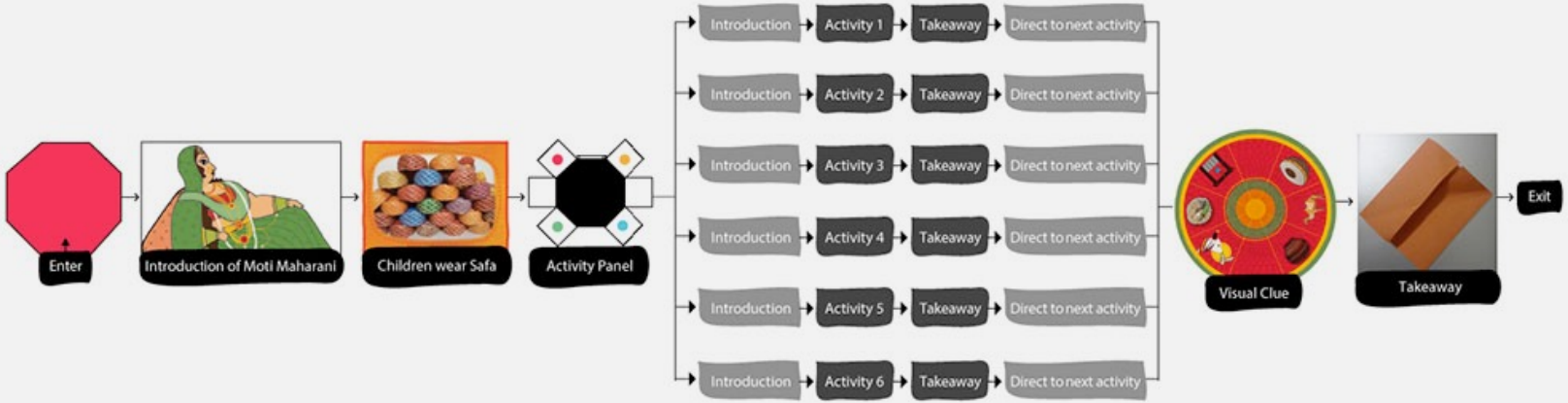
Activity Plan



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Feedback

Story

Engaging story

"Tell me the story of Moti Maharani again"

"Where do they get water when it's over"

Interesting Activities and wanted to perform task

"We also give food to our birds when we eat" (relating to the cultural context)

"I know how to play Dholak, so If I play the puppets.."

"Show the puppet dance again"

"So if I move the chakki it will make roti's?"

Got curious and asked questions and engaged in a conversation with their mother

"I have eaten Bajra Ka roti once in Chokhi dhani and I like it"

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Feedback

Takeaway

The game triggered kids to find out more about the Rajasthan.
"What is this city called"
"Why is it blue in color"

They played again and again with everyone in the house with the takeaway, even though they could not read everything.

They put there own names to the symbols illustrated.
"The topi, sorry! I choose the pagadi"

Did not know how to spell the symbols.

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Thank you

Thanks for Listening

DT&I Case Study
Section: C3
Week 3

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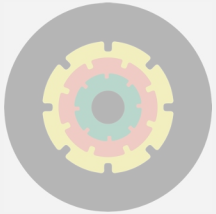
DT&I Course – Week 3:

DT&I Process
(20%)

> Secondary Research
> Info Gathering
> Referencing

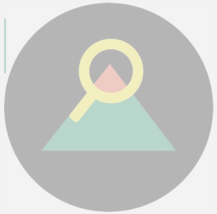


DT&I Tools
(20%)

> 5W + 1H Answers
> 5W + 1H Matrix Table

DT&I Project
(50%)

> Secondary Research
> 5W + 1H



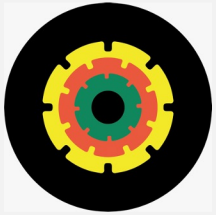
DT&I Cast Study
(10%)

> Case Study Project ‘Teaching Culture Through Storytelling’

DT&I Course – Week 4:

DT&I
Process
(20%)

> Secondary Research
> Referencing



DT&I
Tools
(20%)

> User Participant Mapping

DT&I
Project
(50%)

> Secondary Research
> User Mappings

DT&I
Case Study
(10%)

> Case Study Project ‘Design of Pesticide Sprayer’

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Supporting Organizations:

D’source

D’source Project

Open Design School

MoE’s Innovation Cell

Credits:

Presented by:

Prof. Ravi Poovaiah

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Credits:

Camera & Editing:
Santosh Sonawane

Credits:

Think Design Animation:
Rajiv Sarkar

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Credits:

Graphic Icons:
Shweta Pathare

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Credits:

End Title Music:

C P Narayan

Credits:

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