Mr. Wolf, a Bad Guy?: Digital multi-language story book

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Mr. Wolf, A Bad Guy? Digital Multi-Language Story Book
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Ya-Wen, Chen
Date
Mr. Wolf, a Bad Guy?

Digital Multi-Language Story Book

Ya Wen Chen
Rochester Institute of Technology
Computer Graphics Design
Thesis Report
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Interactive learning material can be beneficial to the study of languages. Given today’s technology, books cannot be regarded as the only source of learning or studying languages. However, by integrating the massive information readily available by means of books, World Wide Web, computer technology, and inter-personal relations, one can create digital interactive learning media, which will not only enhance the learning materials but also boost the interests in learning languages.

Website:
http://www.saturdayestrella.idv.hm/story/index.htm/
Introduction

Project Description

Problem Statement

Learning a new language from a different linguistic system can be very difficult. Research also indicates learning the grammar, pronunciation and vocabulary from a new language can be more difficult for adults than kids. However, a Spanish writer by name Camilo José Cela, a Nobel Prize winner in 1989 said, the three major languages likely to be spoken in the future would be English, Chinese and Spanish. I asked how? The answer is due to the rapid growth of the Spanish and Chinese economy and population. Hence, the study of these languages is important.

Chinese is my first language, but my undergraduate major was in Spanish Literature. I am currently studying computer graphic design at R.I.T. Studying a language is my passion, but unfortunately it comes with countless difficulties. Despite advancement in computer technology, there seem to be an insufficient amount of study materials available via computer interactivity when it comes to the study of languages. My project therefore will be to combine motion images and study materials such as audio CDs, tutorials, work-books and popular fairy tales into an interactive CD for easy memorization of grammar, pronunciation and vocabulary of the languages.
I will create a digital multi-language story book for people who want to learn one of these languages: Chinese, English and Spanish. The project is based on the two well-known tales “The Three Little Pigs” and “The Little Red Riding Hood”, because they’re short and easy to follow. The digital story book includes these two elements:

- Motion graphics: There will be no still images in the book. Animated graphics will be used to show the story, accompanied with text to explain the story. Users can use a control bar to stop or to pause the animation.

- Pronouncing: The user not only can read the story, but can hear the story also. The story will be recorded by the native languages speakers.

- Fun: Both of the referred stories have the same character, the wolf. But the wolf is always described as a villain. Base on this point, I’d like to create a new version of story, which overturns the personality of the wolf. Moreover, the menu of the new story is presented in the form of newspaper, thus the user can get to know the whole story and the wolf by exploring the newspaper.
Define Audience

**Language background**: persons who know basic Chinese, English and Spanish, and would like to learn more one of the three languages.

- **School Experience, their reading level**: high school education and beyond.

- **Geographic location**: places where have computers

**Interests and hobbies**: persons who desire to learn Spanish, English or Chinese.

**Technical knowledge**: persons who know how to browse standard website and interactive Flash.
Review of literature

Books

- Los Tres Cerditos/The Three Little Pigs (Bilingual Tales)
  Maria Rius
  Scholastic en Español, September 1, 2006

  This book provides me as the Spanish language reference.

- The True Story of the Three Little Pigs
  Jon Scieszka, Lane Smith
  Puffin, March 1, 1996

- The Three Pigs
  David Wiesner
  Clarion Books, April 23, 2001

  Jon Scieszka turned the favorite kid’s story upside down by allowing the grossly misjudged wolf to tell his side of the story. David Weisner guides the story of this book to go on the basis of the traditional version, but the different part is each pig ends in having their own adventures. Both of these books help me to come up with a totally overturning and surprising plot.

- Disney’s Classic Animated Story Book Collection

  Disney Interactive

  It helps me to create the layout for interactive learning material and to understand how to build interactive learning method.
- **Instant immersion. Spanish**  
  Redmond, WA : CounterTop Software

  This book shows me how to build a practical method for learning to speak Spanish.

- **Approaches and Methods in Language Teaching**  
  Jack C. Richards, Theodore S. Rodgers  
  Cambridge University Press, March 12, 2001

- **How Languages Are Learned (Oxford Handbooks for Language Teachers)**  
  Patsy M. Lightbown, Nina Spada  
  Oxford University Press, April 27, 2006

- **Principles of Language Learning and Teaching**  
  H. Douglas Brown  
  Pearson ESL, March 6, 2000

  These books explains me the major principles and methods in language teaching, such as grammar translation, communicative language teaching, and the natural approach. It shows each approach and method in terms of its theory of language and language learning, goals, syllabus, teaching activities, teacher and learner roles, materials, and cooperative language learning, content-based instruction, and task-based language teaching.
Review of literature
(continued)

Movie

- **Hoodwinked**

  Cory Edwards, Todd Edwards, Tony Leech
  The Weinstein Company, 2005
Process

Working Flow Chart

- Story Brainstorming
- Characters Setting
- Characters & Scenes Design
- Story Book Interface and Logo Design
- Story Translation
- Story Narration Recording
- Programming
- Motion Graphics
- User Test
The story combines characters from two tales, “The Three Little Pigs” and “The Little Red Riding Hood.” The story revolves around the common character, “the wolf” to develop the structure and to create a new version, which over-turns the stereotypical image of the wolf.

The way to express the wolf is misunderstood as a villain is to employ a succession of misinterpretations between each character and the wolf.

In the end of the story, the wolf is dead, and the news is published on the local newspaper. Therefore, the user can explore the story by reading the motion-graphics-newspaper. In this way, the order of each plot isn’t as critical as for the other story. Thus, no matter which plot the user start from, the user still can comprehend the whole story.

The Story (English version)

**Mr. Wolf & All**

Today as usual, Mr. Wolf goes to the casino with Jerky. In the poker room, Mr. Wolf wins most of the bet. His table is full of his chips. He so enjoys the game and is happy with what he has now. So he puts all the money on the next bet, and thinks this is the last time he will gamble in casino. And unexpectedly, Jerky wins this bet, including Mr. Wolf’s money. He thinks Jerky just cheats, so he has an argument with Jerky, but it ends in fighting.

When Mr. Wolf is on his way home from the casino, he sees
Money is walking around outside his apartment, pressing the door bell without patience and keeps peeking inside the house. Mr. Wolf knows Money is looking for him and the rent, which he has delayed for one month. He knows if he lets Money see him, he will get into big trouble, so he plans to run as fast as he can. Just as he is ready to run, Money makes a turn and sees him.

"Hey, where's the money, you bastard. Stop running!" Money yells. All that Mr. Wolf can do is run run run.

Mr. Wolf doesn't want to go home because he can't run into Money again. So he stays on the street. After one week, he can't stand his hunger anymore, so he goes to any house looking for food. He uses all the energy left to knock on the door. After a while he just hears the man in the house yells something and tells him to go away. The wind keeps blowing on him. Mr. Wolf keeps knocking, but no one answers the door. He can't stand the cold and keeps sneezing. All of a sudden, after one big sneezes, the house collapses. He only can continue on the road looking for food.

Mr. Wolf keeps walking and walking. When he gets in the Dark Forest, he smells something good like cookies. Again he uses all his energy left, follows the sweet smell and seeks for the origin. He only sees the smell is coming from something red ahead. He chases the red thing. Unexpectedly, the red thing is gone. He looks everywhere around him, and can't find the red thing. He gets so sad. And then all that he remembers is something big and hot came from his back and took him all the way down then he passed out.
(On the way, Mr.Wolf and the bomb bump into a trunk, so the bomb flies in the opposite direction, and Mr.Wolf survives.)

When Mr.Wolf is awake, he finds himself in front of a house. He's too exhausted to stand up, so he crawls towards the house looking for help and food. Finally, he reaches the house, and finds the door is open.

"Is anybody home?" he says, but no one answers, so he lets himself into the house. He looks around the house. No one is there. Although he smells the cookies, he is too tired, and prefers to take a nap first. So he just lies down on the bed and falls asleep quickly and deeply.

After a while, the headache wakes Mr.Wolf up. He finds himself is floating in the air. And he looks down. Red and Granny are dragging his body out of the house. Mr.Wolf knows his life is over, he is dead.

**Timmy & Mr. Wolf**
Just as usual, Timmy is ready to go to Granny's house. But when he is locking the door and windows, he hears some sounds coming from the back. He turns back and sees Mr.Wolf running towards him.

"Ahhhh......." Mr.Wolf is roaring and running towards him.
Timmy thinks Mr.Wolf is going to eat him, so all that he can do is run run run.......... 

**Jerky & Mr. Wolf**
Because Timmy thinks Mr.Wolf is chasing after him, he runs to his brother, Jerky, and lives with him for awhile. One night,
they're sleeping, and someone outside is knocking on their door. Jerky takes a look out window. He sees the shadow of Mr. Wolf, and he thinks Mr. Wolf must come for revenge because he cheated him in the poker game. He tells Timmy, who is shivering all over with fear, to hide well.

"Go away, buddy. I have nothing for you. I didn't cheat" Jerky says, but Mr. Wolf still keeps knocking. Jerky grabs a bat and is ready to go to beat Mr. Wolf. Suddenly the house just collapses. All that Timmy and Jerky can do is run run run..................

**Red & Mr. Wolf**

As usual, she serves the drinks and chats with the gamblers. Suddenly she feels someone touched her butt. She turns round, and sees Mr. Wolf staring with the smile at her. She thinks it is Mr. Wolf who just did it, so she slaps him and walks away.

One day on her way home in the Dark Forest, she finds there's some guy following her. She decides to hide somewhere to wait for him and beat him. Finally, the guy who shows up is Mr. Wolf. But when Red is ready to beat him with Kong Fu, suddenly a stream of white smoke passes by and takes Mr. Wolf away. Red is so scared and runs to the house of her granny as fast as she can.

Finally, she arrives at Granny's house; she finds her granny has big hairy feet. Then she takes a closer look. It scares her.

"It's you again!!" she says with anger. Then Granny shows up softly and quietly. After Red leans over and whispers something in Granny's ear, Granny hands a rolling pin to
Red. Then Red just hits Mr. Wolf’s head heavily several times.

**Paco & Mr. Wolf**

Timmy and Jerky run to their big brother, Paco. They tell Paco what happened to them. He decides to take revenge for his brothers. So they follow the footprints of Mr. Wolf along the road, and wait for any chance to get even with Mr.Wolf.

“I smell something smells like Granny’s cookies.” Timmy says.

“Hey, look. He is following Red.” Jerky says. “I knew he likes her.”

“Come on, let’s do something to save Red and revenge for us.” Paco says.

Then Paco throws a fireball towards Mr. Wolf. After hearing the sound “BANG! BANG! BANG!” The three pigs cheer their victory.

“Let me buy you guys some beers, ha-ha.” Paco says and walks towards bar with his two brothers.

**Granny & Mr. Wolf**

When Granny is preparing the ingredients for the cookies, she hears the big sound outside, and feels the floor shake. She hurries outside to check, and the scene she sees scares her to death, which is Mr. Wolf is crawling towards her. She thinks Mr. Wolf is going to eat her, so she runs into the house and hides herself in the closet.
The Story (Chinese version)

Mr. Wolf & All (狼先生與大家)

今天就像往常一樣，狼先生跟 Jerky 又去賭場了。在撲克室裡，狼先生今天贏了大部分的籌碼，桌上堆了滿滿的籌碼。他很享受賭博而且對他現在擁有的非常滿意。所以他把所有的籌碼放在下一次的賭注上，心想這是他在賭場的最後一把。但是出乎意料地是，Jerky 贏了這一把，包括狼先生所有的籌碼。狼先生認為 Jerky 詐賭，所以他和 Jerky 大吵一架，最後以打架收場。

正當狼先生從賭場要回家的路上，他看見錢先生在他的公寓外徘徊，不耐煩的按著門鈴，並不時往門內瞧。狼先生知道錢先生是要找他要已經遲了一個月還沒繳的房租。他知道如果他讓錢先生看見他，他的麻煩就大了，所以他打算能跑多快就跑多快。正當他準備轉身時，錢先生也轉身看見他了。

「喂，房租在哪裡呀，你這個混蛋。不要跑!」錢先生喊著。狼先生只能不回頭的拼命往前跑。

狼先生並不想回家因他不想再被錢先生碰到。所以他只能在街上待著。一個禮拜過後，他沒有辦法再忍受飢餓了，所以他隨意走向一戶人家希望可以得到些什麼食物。他用他僅剩的力氣敲了敲門。過了一會兒，他只聽見房子裡的人對他喊了些什麼告訴他要他離開。風不斷的吹在他身上。狼先生繼續敲門，但是還是沒有人來應門。受不了這寒冷他直打噴嚏。突然，一個大噴嚏之後，那房子就倒了。他只能繼續上路尋找食物。

狼先生一直走著。當他走到黑森林的時候，聞到一陣像餅乾的香味。他又用了他僅剩的力氣，跟著那一陣香味走著尋找來源。他只看見香味是從前面某個紅色的東西傳來。他開始追這個紅色的東西。出乎意料地，紅色東西不見了。他看了看。
看四周，就是找不到那個紅色的東西。他很難過。他只記得有個又大又燙的東西從他後面來而且把他帶的遠遠的，然後他就昏了過去了。

當狼先生醒過來時，他發現自己在一戶人家外面。他因爲太累了沒有辦法站起來，只好朝這戶人家爬過去希望可以得到些食物或幫助。終於，他爬到了門口，而且發現門竟然是開著的。

「有人在家嗎？」他說著，但卻沒有人來應門，所以他就走進了房子。看了看有沒有人在房子裡。雖然他聞到了餅乾的香味，但是後來也太累了，所以他決定先小睡一下。他直接倒在床上很快的就睡了起來。

過了一陣子，狼先生忽然感覺頭痛，於是醒了過來。他發現他自己浮在半空中。往下一看，小紅帽 跟奶奶拖著他的身體往屋外走去。狼先生知道他的生命已經結束，他已經死了。

**Timmy & Mr. Wolf (Timmy 與狼先生)**
像往常一樣，Timmy 備備要去奶奶家。但是當他在鎖門的時候，他聽到來了奇怪的聲音從背後傳來。他轉身一看，狼先生向他沒命似的跑了過來。

「啊…………」狼先生邊吼著邊朝他的方向跑去。Timmy 想說狼先生會把他吃了，於是他拔腿就跑。

**Jerky & Mr. Wolf (Jerky 與狼先生)**
因爲 Timmy 以爲狼先生追趕著他，他就跑到他哥哥 Jerky 家，並且和他住一陣子。有一天晚上，正當他們在睡覺的時候，聽到有人正在敲他們的門。Jerky 就往窗外瞧了瞧。他看見羊先生的影子，心想狼先生一定來報復的，因爲在撲克牌遊戲裡他騙了狼先生。於是他就告訴被嚇得發抖的 Timmy 趕快躲起來。
「滾開啊你，我沒有什麼東西可以給你了啦，我沒有騙你啊。」Jerky 說，但是狼先生依然敲著門。Jerky 拿了球棒，準備把狼先生揍一頓。忽然間房子突然倒塌了。Timmy 和 Jerky 唯一能做的就是拔腿往外跑。

Red & Mr. Wolf (小紅帽與狼先生)
小紅帽一如往常的端著飲料和賭客門聊天。他感覺有人突然摸了她的屁股。她轉了頭，看見狼先生對她笑了笑。她覺得是狼先生摸了她的屁股，於是她賞了他一巴掌並轉頭離去。

有一天在小紅帽回黑森林的路上，她感覺有人跟蹤她。她決定先躲起來等他出現，然後痛扁他一頓。結果最後竟發現是狼先生。當小紅帽準備用功夫扁狼先生的時候，忽然一陣白煙把狼先生弄消失了。小紅帽看了害怕，於是拼了命地跑去奶奶家求救。

當她到了奶奶家，她發現奶奶怎麼有著一雙毛茸茸的腳。於是她接近看個清楚。眼前的景象讓她大吃了一驚。

「又是你!!! 」小紅帽生氣著說。接著奶奶慢慢地悄悄地走了出來。小紅帽靠近跟奶奶小聲說了幾句之後，奶奶拿了根麵棍給小紅帽。於是小紅帽狠狠扁了狼先生好幾次。

Paco & Mr. Wolf (Paco 與狼先生)
Timmy 和 Jerky 跑向他們的大哥 Paco 家。他們告訴 Paco 發生了什麼事：狼先生要向他們報復。結果他們三兄弟跟隨著狼先生的腳印去尋找狼先生，並且等待時機要與他一決生死。

「聞到好像是奶奶餅乾的味道。」Timmy 說。
「喂，你看。他在跟蹤小紅帽。」Jerky 說。「我知道他喜歡小紅帽。」。
「走，我們去拯救小紅帽順便為我們報仇。」Paco 說。
Paco 向狼先生丢了一顆炸彈。聽到「嘩!嘩!嘩!」之後，三隻小豬開始慶祝他們的勝利。
「讓我請你們喝酒吧，哈哈」Paco 一邊說著一邊和他的兄弟朝酒吧走去。

**Granny & Mr. Wolf (奶奶與狼先生)**

當奶奶正在準備餅乾所需要的材料時，她聽到巨大的聲響從外面傳來，而且感覺地板也在震動。她趕緊衝到屋外看，這個場景幾乎把奶奶快嚇死了，她看到狼先生向她爬了過來。她以爲狼先生準備把她吃了，所以她趕緊跑到屋內，並且把自己藏在衣櫃裡。

**The Story (Spanish version)**

**Mr. Wolf & All (El Sr. Lobo y Todos)**

Un día, el Sr. Lobo se va al casino con Jerky. En la sala de póker, el Sr. Lobo gana la mayoría de las apuestas. La mesa está llena de sus fichas. Él disfruta mucho con el juego, y está muy contento con las cartas que tiene. Así que decide apostar todo el dinero en esa misma ronda, y piensa que ésta es la última vez que jugará en el casino. Inesperadamente, Jerky gana la apuesta. El Sr. Lobo piensa que Jerky hace trampas, por eso discuten y al final se pelean.

Cuando el Sr. Lobo regresa a su casa, ve que Money está esperando fuera de su casa, tocando el timbre con impaciencia, sin dejar de mirar dentro de la casa. El Sr. Lobo sabe que Money Lo estaba buscando para que pagara la renta. Él también sabe que si Money lo ve, va a tener serios problemas, por eso planea escapar lo más rápido posible. En el momento en que él se prepara para correr, Money se
Process
The Story
(continued)

voltea y lo ve.

Money grita "¡Oye! Dónde está el dinero sinvergüenza. ¡Detente!" Todo lo que el Sr. Lobo puede hacer es correr, correr, correr......

El Sr. Lobo no quiere volver a su casa, porque no quiere encontrarse con Money otra vez. Decide vivir en la calle. Después de una semana, el Sr. Lobo ya no puede aguantar más el hambre, por eso él decide ir a cualquier casa para buscar comida. Él emplea toda la energía que le queda para tocar un timbre. Pasa un rato, y sólo oye una voz que le grita algo y que le ordena irse. El viento sigue soplando, mientras él sigue llamando a la puerta, pero nadie la abre. Él no puede soportar el frío y empieza a estornudar. De repente, después de un enorme estornudo, se hunde la casa. El Sr. Lobo sólo pretende encontrar comida.

El Sr. Lobo camina y camina....., y sigue caminando por las calles. Cuando llega al Bosque Oscuro siente olor a galletas. Otra vez, emplea toda la energía que le queda para perseguir este dulce aroma y encontrar su origen. Ve solamente que el olor viene de algo rojo delante de él. Decide persiguir esta cosa roja. Inesperadamente, la cosa roja desaparece. Él mira por todas partes, y no puede encontrarla. Él se pone triste. Después, todo lo que recuerda es que algo grande y caliente vino por detrás y lo llevó consigo. Entonces el Sr. Lobo se desmaya.

(En el camino, el Sr. Lobo y la bomba vuelan en direcciones opuestas, y él sobrevive.)
Cuando se despierta, se encuentra enfrente de una casa. Está demasiado cansado para levantarse, por eso se arrastra hacia la casa para buscar ayuda y comida. Finalmente, llega a la casa y ve que la puerta está abierta.

"¿Hay alguien en casa?", dice el Sr. Lobo, pero nadie responde, así que entra. Él mira por todas partes. Nadie está allí. Aunque huele las galletas, está demasiado cansado, y prefiere tomar una siesta primero. Por eso se acuesta en la cama y se queda dormido enseguida.

Después de un rato, se despierta con un dolor de cabeza y se encuentra flotando en el aire. Mira hacia abajo y ve cómo Red y Abuelita están arrastrando su cuerpo fuera de la casa para enterrarlo. Entonces se da cuenta de que su vida ha terminado: está muerto.

**Timmy & Mr. Wolf (Timmy y el Sr. Lobo)**

Como de costumbre, Timmy está listo para ir a casa de Abuelita. Pero mientras cierra las puertas y las ventanas, oye algún ruido que viene de detrás, se da vuelta y ve que el Sr. Lobo corre hacia él.

"Ahhhhh....." el Sr. Lobo ruge y corre hacia él. Timmy piensa que el Sr. Lobo va a comerlo, por eso todo lo que puede hacer es correr, correr y correr......

**Jerky & Mr. Wolf (Jerky y el Sr. Lobo)**

Como Timmy piensa que el Sr. Lobo lo persigue, corre hacia la casa de su hermano, Jerky, y vive allí por un tiempo. Una noche, mientras están durmiendo, alguien llama a su puerta desde
fuera. Jerky echa un vistazo por la ventana y ve la sombra del Sr. Lobo. Piensa que el Sr. Lobo debe haber regresado para vengarse, porque él lo engañó en el juego del poker. Le dice a Timmy (está temblando todo de miedo) que se esconda bien.

Jerky dice: "Vete amigo, no tengo nada para ti, no te engañé!", pero el Sr. Lobo sigue llamando a la puerta. Entonces, Jerky toma un bate y se dispone a darle golpe al Sr. Lobo. De repente, la casa se derrumba. Todo lo que Timmy y Jerky pueden hacer es correr, correr y correr........

Red & Mr. Wolf (Red y el Sr. Lobo)
Como de costumbre, Red sirve las bebidas y charla con los jugadores. De repente ella siente que alguien la toca, se voltea y ve al Sr. Lobo que la mira fijamente con una sonrisa. Ella piensa que es el Sr. Lobo que acaba de tocarla, así que le da una bofetada y se va.

Un día, de regreso a su casa en Bosque Oscuro, Red se da cuenta que alguien la sigue. Decide esconderse para esperarlo y golpearlo. Finalmente, el perseguidor aparece y resulta ser el Sr. Lobo. Pero cuando está lista para golpearlo con kong fu, de repente llega una corriente de humo blanco y se lleva al Sr. Lobo. Red está tan asustada y corre hacia la casa de Abuelita tan rápidamente como puede.

Cuando llega a la casa de Abuelita, ella ve que su abuelita tiene los pies grandes y peludos. Entonces se acerca para mirarla mejor y se asusta. "Eres tú otra vez !!!" dice con rabia. Abuelita llega suave y tranquilamente. Después de que Red se inclina y le
susurra algo al oído, Abuelita le da un palo de amasar a Red. Entonces, Red golpea con fuerza al Sr. Lobo varias veces.

Paco & Mr. Wolf (Paco y el Sr. Lobo)
Timmy y Jerky corren hacia su hermano mayor, Paco. Le explica lo que les ha sucedido. Paco decide vengarse por sus hermanos. Siguen las huellas del Sr. Lobo a lo largo del camino, y esperan cualquier ocasión de desquitarse con el Sr. Lobo.

"Huele algo, hay un olor parecido a las galletas de Abuelita." Dice Timmy.
"¡Eh! Mira, el Sr. Lobo está persiguiendo a Red. Ya sabía yo que le gustaba." Dice Jerky.
"Vamos, hagamos algo para salvar a Red y de paso nos vengamos." Dice Paco.

Entonces Paco arroja una bola de fuego hacia el Sr. Lobo. Depués de oír el sonido "BANG! BANG! BANG!" los tres cerditos celebran su victoria. Paco dice "Déjenme comprarles unas cervezas, ja ja ja." Y va junto con sus dos hermanos hacia el bar.

Granny & Mr. Wolf (Abuelita y el Sr. Lobo)
Cuando Abuelita está preparando los ingredientes para las galletas, oye un gran ruido fuera de la casa y siente cómo el suelo timbla. Sale afuera para ver qué pasa, y lo que ve la asusta muchísimo. El Sr. Lobo se está arrastrando hacia ella. Ella piensa que el Sr. Lobo va a comerla, así que corre a esconderse en el armario de su casa.
Process
The Characters

The original design of the characters is based on the vector style (Image No.1). In order to vivify the characters, I render the different touch by giving a hand-drawing and cut-out texture; also give them some visual depths (Image No.2).
Mr. Wolf

Introduction

(English)

Mr. Wolf is a going-to-be-fired reporter. His boss told him if there’s no great report, no job for him anymore. Moreover, he has no much left of his deposit for the rent, so he decides to go to take a big chance in casino. There he meets Jerky. They become gambling partners, and go to the casino every day. Mr. Wolf’s luck is in. He wins some, and he thinks his day is finally going to come.

(Chinese)

狼先生是一個即將要被開除的新聞記者。他的老闆告訴他如果再沒有好的新聞，那工作也沒有了。而且，他存款也沒有剩下多少可以付房租了，所以他決定去賭場賭一把。在那裡他認識了 Jerky，兩個人變成了賭友，並且每天一起去賭場。狼先生的賭運很好，贏了不少錢，他想他的好日子終於要來了。

(Spanish)

El Sr. Lobo es un periodista al que van a echar del trabajo. Su jefe le dijo que allí no hay ningún reportaje bueno, ya no hay trabajo alguno para él. Además, él no tiene suficiente dinero para pagar su renta. Por eso decide ir al casino para arriesgar grandes cantidades de dinero. Allí, conoce a Jerky. Ellos llegan a ser compañeros de casino, van al casino juntos cada día. El Sr. Lobo tiene mucha suerte y piensa que por fin llega su día.
Process
The Characters
(Mr. Wolf)
Process
The Characters
(Red & Granny)

Red & Granny

Introduction
(English)
Red works at the casino, and Granny has a cookie store. They live together in Oak Village. When Red goes to work, she has to go through the Dark Forest and Rustic Village. She always brings granny's famous delicious cookies with her to work, so there are always bunch of people around her to share the cookies. Of course, also some guys just want to talk to her.

(Chinese)
小紅帽在賭場工作，她的奶奶則是擁有一間餅乾店。她們一起住在橡樹村。小紅帽上班一定都要經過那裡黑森林跟羅斯提克村。她總是會帶著奶奶出名美味的餅乾去上班，在賭場裡，總是有一大群人圍繞著她分享著美味的餅乾。當然，有些小伙子只是想藉機和她說話而已。

(Spanish)
Red trabaja en el casino, y Abuelita tiene una tienda de galletas. Viven juntas en Villa Roble. Cuando Red va a trabajar, ella tiene que pasar por el Bosque Oscuro y la Villa Rústica. Red es preciosa y siempre lleva consigo al trabajo las célebres y deliciosas galletas de Abuelita, por esa razón siempre hay mucha gente a su alrededor para comer sus galletas. Por supuesto, algunos chicos sólo quieren hablar con ella porque es muy guapa.
Process
The Characters
(Red & Granny)

Red
Design
Process
The Characters
(Red & Granny)

Granny
Design

Front
Back
3-quarter-view
Side view
Process
The Characters
(Timmy, Jerky & Paco)

Timmy, Jerky & Paco
Introduction
(English)
Timmy is a timid home boy, he doesn't go out often because he's too afraid of the world outside. The only thing makes him go out is his favorite dessert, Granny's cookie. He has two elder brothers, Paco and Jerky. Jerky just as his name implies, behaves like a rogue. He has no job, and always fools around and gambles all day. The eldest, Paco, is a gunrunner. He makes a living by smuggling weapons.

(Chinese)
Timmy 是一個膽小害羞又懶惰的男孩，他因害怕外面的世界而不太常外出，唯一可以讓他出門的事就是奶奶的餅乾。Timmy 有兩個哥哥 Paco 和 Jerky。Jerky 就跟他的名字一樣，行為舉止就像一個混蛋。沒有工作，整天無所事事，賭博一整天。大哥 Paco 是軍火走私販，以私賣軍火維生。

(Spanish)
Timmy es un chico tímido que no suele salir de casa porque tiene miedo del mundo exterior. La única cosa que consigue sacarlo de casa es su postre favorito: Las galletas de Abuelita. Él tiene dos hermanos mayores, Jerky y Paco. Jerky, como su nombre lo indica, es un sinvergüenza. Él no tiene trabajo, y todo el día pierde tiempo y apuesta dinero. El mayor se llama Paco y es un traficante de armas. Se gana la vida haciendo contrabando.
Process
The Characters
(Timmy, Jerky & Paco)

Timmy
Design

Front
Back
3-quarter-view
Side view
Process
The Characters
(Timmy, Jerky & Paco)
Process
The Characters
(Timmy, Jerky & Paco)
Process
The Characters
(Money)

Introduction
(English)
Money is a greedy landlord who owns Rustic Village. Mr. Wolf and three pigs all live there.

(Chinese)
錢先生是擁有羅斯提克村的貪婪的房東，狼先生跟三隻小豬都住在那裡。

(Spanish)
Money es el codicioso dueño de Villa Rústica, donde viven El Sr. Lobo y los tres cerditos.

Design
The Logo is designed with elements that correspond with the main character. The upper part of the logo is an image of an angel like wolf with a halo on its head which is then separated by the title bar to create a reflection of an evil wolf. Hence the title of this Project "Mr. Wolf, A bad Guy?" By the description of the logo I hope the message carried across helps to not identify Mr. Wolf as in the classic stories.
Process
The Layout

The content of the project is composed of four major topics, the Characters, the Story, the Vocabulary and the Quiz.

As shown from the Image above, the main menu is located at the top-horizontal area. And all the sub-menus, which belong to each major topic, are located at the left-vertical area. The content of the chosen item is shown in the right area, next to the sub-menu.

To structure the amount of information available for the users to interact with the characters created in the story, the pop-up section, located at the bottom area, offers the user a space to read and more flexibility to control the screen space.
Process
The Topics

The Characters

The characters are shown in the field glass to give the user a sense of control. Through this process the users could learn more about the characters from the pop-up section in any of these languages, Chinese, English and Spanish of their choice.

The Story

The menu of the story is presented in a form of a newspaper. The user can then move the magnifying glass to read a little bit of the news or if so interested use the magnifying glass to click a picture to watch the story. The story is also available in text format for users to read in their language of choice.

Each segment of the story is shown in the form of motion graphics to assist the user to have more interest in learning language. The motion graphics are animated with typography to create an entertaining visual effect of the words.

The Vocabulary

The Vocabulary offers the user the readiness to consult the signification as soon as they learn any new word from the story.
Summary

The Quiz

The content of the Quiz is to provide the user an opportunity to examine how much they actually learned from the use of the vocabulary. After the completion of this project, I got it tested and the topics that seemed to interest most of the users were the Story and the Quiz.

The specialty of the Story is the presentation as motion graphic. Motion graphic is composed of the animated typography and the characters. A high percentage of the users thought it was amusing to see a combination such as this and its visual effect a major attraction to draw the attention to learning a new language. In addition the audience also thought the narration was easy on the ear, very clear and professional.

The users also stressed their concern on the speed of the typography as too fast for beginning language learners to read and remember the words.

Though it is a positive concern, I also see this as a drawback that I didn't put into consideration when I was working on the motion graphics. I believe it is critical for me to learn that although a design work needs fine tuning to attract the users, I had to stay focused to not miss the main purpose and principal of the work.

Because my undergraduate major wasn't in design, I had no experience in working on any project with the scale such as this one.
Summary (continued)

From characters design, interface design, story narration recording to motion graphics, all of them were definitely challenges for me. Through this process I struggled a lot, learned a lot and improved a lot on skills.

It took a long time to finish this project because I had to learn and to think through each and everyone of the characters actions for the motion graphics before doing characters design.

For the interface design, it was really a great challenge. To listen to the voice from the testers is indeed helpful for me. Below is the original interface design. The response from the users is the design is too complicated for a learning material, moreover, there’s no clear direction where they should go first.
I change the design as below. Each section has its own space. The users can only see the information of the section they pick.

Final interface (characters)

Final interface (story)
Summary (continued)
The original direction that I started animating is to present merely with image-based motion graphics and narration. The image will be the combination of the characters I drew and modified picture as background (Image No.3).

But as I was working on it, I found out the work turned out to be bland and with no character or life to it nor innovation at all. Thus, I halted for awhile to search for a new solution. And one day, when I was watching a movie and tried to put subtitle on, the idea came. I found out, as a non-English native speaker, to see the words is so helpful for me to learn the language. Therefore, I decided to put the critical element-word to my work and to change my direction to a more type-based motion graphics (Image No.4). It’s the combination of the characters and the significant simple drawings. I believe that to join reading and listening together into the motion graphics can enhance the interest of a learning piece.
To add to it, the narration recording was totally a new field for me. I learned how to record, also the skill of editing and cooperating the voice with the motion graphic.

Doubtless, although the project is finished, a lot could be enhanced for a better solution and design. However, at this point, I am satisfied with the achievement, and I did like to be deeply thankful for the guidance and the constructive suggestions from my committee members.
Appendix
Programming

This part of action script controls the basic function of the digital story book, such as to show the topic chosen by the users, to determine when to load or unload the opening animation of the Vocabulary and the Quiz and to tell when to show or hide the pop-up reading section.

```actionscript
stop();

storyBG_mc.wordSpace_mc._visible = false;
charactersBG_mc.wordSpace_mc._visible = true;

charactersBG_mc.characters_btn.onRelease = function()
{
    storyBG_mc.lanControlBar_mc aniContainer_mc.unloadMovie();
    vocabularyBG_mc.vocContainer_mc.unloadMovie();
    quizBG_mc.quizContainer_mc.unloadMovie();
    charactersBG_mc.swapDepths(1);
    storyBG_mc.wordSpace_mc._visible = false;
    charactersBG_mc.wordSpace_mc._visible = true;
    charactersBG_mc.characterICON_mc.gotoAndStop(1);
    vocabularyBG_mc.vocStarter_mc.gotoAndStop(1);
    quizBG_mc.quizStarter_mc.gotoAndStop(1);
    storyBG_mc.story_btn.enabled = true;
    quizBG_mc.quiz_btn.enabled = true;
    vocabularyBG_mc.vocabulary_btn.enabled = true;
    this.enabled = false;
}

charactersBG_mc.characters_btn.onRollOver = function()
{
    charactersBG_mc.characterICON_mc.gotoAndPlay(2);
}
```
Appendix
Programming
(continued)

vapDepths(v);
iible = true;

vocStarte:

vocabularyBG_mc.vocabulary_btn.enabled = true;

storyBG_mc.story_bnr.onRelease = function(){
    storyBG_mc.swapDepths(1);
    storyBG_mc.AniDirection_mc.gotoAndPlay(1);
    storyBG_mc.wordSpace_mc._visible = true;
    charactersBG_mc.wordSpace_mc._visible = false;
    storyBG_mc.newsICON_mc.gotoAndStop(1);
    vocabularyBG_mc.vocStarter_mc.gotoAndStop(1);
    quizBG_mc.quizStarter_mc.gotoAndStop(1);
    vocabularyBG_mc.vocabulary_btn.enabled = true;
    charactersBG_mc.characters_btn.enabled = true;
    quizBG_mc.quiz_btn.enabled = true;
    this.enabled = false;
}

storyBG_mc.story_bnr.onRollOver = function(){
    storyBG_mc.newsICON_mc.gotoAndPlay(2);
}

vocabularyBG_mc.vocabulary_btn.onRelease = function(){
    storyBG_mc.lanControlBar_mc aniContainer_mc.unloadMovie();
    quizBG_mc.quizContainer_mc.unloadMovie();
    vocabularyBG_mc.swapDepths(1);
    storyBG_mc.wordSpace_mc._visible = false;
    charactersBG_mc.wordSpace_mc._visible = false;
    vocabularyBG_mc.bookICON_mc.gotoAndStop(1);
    vocabularyBG_mc.vocStarter_mc.gotoAndPlay(1);
    quizBG_mc.quizStarter_mc.gotoAndStop(1);
    charactersBG_mc.characters_btn.enabled = true;
    storyBG_mc.story_bnr.enabled = true;

Appendix
Programming
(continued)

```javascript
quizBG_mc.quiz_btn.enabled = true;
this.enabled = false;
//VocStarterPlay();
}
function VocStarterPlay(){
    Where = vocabularyBG_mc.getDepth();
    if (Where = 1){
        //trace(vocabularyBG_mc.getDepth());
        vocabularyBG_mc.vocStarter_mc.gotoAndStop(24);
    }
}

vocabularyBG_mc.vocabulary_btn.onRollOver = function(){
    vocabularyBG_mc.bookICON_mc.gotoAndPlay(2);
}

quizBG_mc.quiz_btn.onRelease = function(){
    storyBG_mc.iamControlBar_mc.aniContainer_mc.unloadMovie();
    vocabularyBG_mc.vocContainer_mc.unloadMovie();
    quizBG_mc.swapDepths(1);
    storyBG_mc.wordSpace_mc._visible = false;
    charactersBG_mc.wordSpace_mc._visible = false;
    quizBG_mc.quizICON_mc.gotoAndStop(1);
    vocabularyBG_mc.vocStarter_mc.gotoAndStop(1);
    quizBG_mc.quizStarter_mc.gotoAndPlay(1);
    charactersBG_mc.characters_btn.enabled = true;
    storyBG_mc.story_btn.enabled = true;
    vocabularyBG_mc.vocabulary_btn.enabled = true;
    this.enabled = false;
}
```
Appendix
Programming
(continued)

```javascript
function QuizStarterPlay()
{
    Where = quizabularyBG_mc.getDepth();

    if (Where == 1){
        //trace(vocabularyBG_mc.getDepth());
        quizBG_mc.quizStarter_mc.gotoAndStop(24);
    }
}

quizBG_mc.quiz_btn.onRollOver = function()
{
    quizBG_mc.quizICON_mc.gotoAndPlay(2);
}
```
Abstract

Interactive learning material can be beneficial to the study of languages. Given today's technology, books can not be regarded as the only source of learning or studying languages. However, by integrating the massive information readily available by means of books, World Wide Web, computer technology, and inter-personal relations, one can create digital interactive learning media, which will not only enhance the learning materials but also boost the interests in learning languages.
**Project Description**

**Problem Statement**

Learning a new language from a different linguistic system can be very difficult. Research also indicates learning the grammar, pronunciation and vocabulary from a new language can be more difficult for adults than kids. However, a Spanish writer by name Camilo José Cela, a Nobel Prize winner in 1989 said, the three major languages likely to be spoken in the future would be English, Chinese and Spanish. I asked how? The answer is due to the rapid growth of the Spanish and Chinese economy and population. Hence, the study of these languages is important.

Chinese is my first language, but my undergraduate major was in Spanish Literature. I am currently studying computer graphic design at R.I.T. Studying a language is my passion, but unfortunately it comes with countless difficulties. Despite advancement in computer technology, there seem to be an insufficient amount of study materials available via computer interactivity when it comes to the study of languages. My project therefore will be to combine motion images and study materials such as audio CDs, tutorials, work-books and popular fairy tales into an interactive CD for easy memorization of grammar, pronunciation and vocabulary of the languages.

**Thesis Statement**

I would like to create a digital multi-language story book for people who want to learn one of these languages: Chinese, English and Spanish. The project is based on the well-known tale "The Three Little Pigs", because it's short and easy to follow.
Project Description
(continued)

The digital story book includes these three elements:

- Motion graphics: There will be no images in the book. Animated graphics will be used to show the story, accompanied with text to explain the story. Users can use a control bar to stop or pause the animation.

- Pronouncing: Once the user touches any object shown in the motion graphics, audio will pronounce what it’s called in the language chosen by the user, and the word also will be shown.

- Fun: The result of story changes depends on users’ choice. The user will have two choices for each of the pigs at critical moments. Each choice develops into a different story.
Method

- Use exiting “The Three Little Pigs” story books and imagination to develop and invent various stories and endings.

- Motion graphics: use photographic images and illustrations (tools: Photoshop, Illustrator, Flash, After Effects)

- Pronouncing: require two native language speakers, English and Spanish, and record the pronunciations of objects in the animation (tools: Photoshop, Illustrator, Flash, After Effects)

Once the thesis is completed, it will be capable of being distributed on the web and on CD.

Define Audience

Language background: persons who already know one of the three languages, Chinese, Spanish and English

School Experience, their reading level: high school education and beyond

Geographic location: places where have computers

Interests and hobbies: persons who desire to learn Spanish, English or Chinese

Technical knowledge: persons who know how to browse standard website and interactive Flash
Survey of the Literature

Books

Los Tres Cerditos/The Three Little Pigs (Bilingual Tales)
Maria Rius
Scholastic en Español, September 1, 2006

This book provides me as the Spanish language reference.

The True Story of the Three Little Pigs
Jon Scieszka, Lane Smith
Puffin, March 1, 1996

The Three Pigs
David Wiesner
Clarion Books, April 23, 2001

Jon Scieszka turned the favorite kid’s story upside down by allowing the grossly misjudged wolf to tell his side of the story. David Weisner guides the story of this book to go on the basis of the traditional version, but the different part is each pig ends in having their own adventures. Both of these books help me to come up with a totally overturning and surprising plot.

Disney’s Classic Animated Story Book Collection
Disney Interactive

It helps me to create the layout for interactive learning material and to understand how to build interactive learning method.
Survey of the Literature
(continued)

**Instant immersions. Spanish**
Redmond, WA : CounterTop Software

This book shows me how to build a practical method for learning to speak Spanish.

- **Approaches and Methods in Language Teaching**
  Jack C. Richards, Theodore S. Rodgers
  Cambridge University Press, March 12, 2001

**How Languages Are Learned (Oxford Handbooks for Language Teachers)**
Patsy M. Lightbown, Nina Spada
Oxford University Press, April 27, 2006

**Principles of Language Learning and Teaching**
H. Douglas Brown
Pearson ESL, March 6, 2000
Survey of the Literature
(continued)

These books explains me the major principles and methods in language teaching, such as grammar translation, communicative language teaching, and the natural approach. It shows each approach and method in terms of its theory of language and language learning, goals, syllabus, teaching activities, teacher and learner roles, materials, and cooperative language learning, content-based instruction, and task-based language teaching.

Internet Resources

Kid’s Juke Box
http://www.kidsjukeboxinc.com/node/255

Up to Ten Kids
http://www.coloringpage.org/

These two show me what people have already done on line for the animated interactive story, and how much I can improve.
Marketing Plan

This thesis not only could be utilized as teaching material for language learning school, but also as learning material for persons who want to learn by themselves. Moreover, there are also several circumstances could be proper place to discuss and market the thesis, such as:

Schools, for teachers to create a more interactive and fun atmosphere for students to learn languages.

Publishers, for people who edit language learning and teaching materials to discuss.

Home, for people who want to learn languages by themselves.

Competitions, after finishing the thesis, I will join some digital design competition to promote this project.