I'm Listening with Dabdoop: A Phonological Stimulation App for Arabic Preschoolers

Manal Alyaba
I’m Listening with Dabdoop
A Phonological Stimulation App for Arabic Preschoolers

Manal Alyaba

Thesis submitted in partial fulfillment of all the requirements for the degree of Masters of Fine Arts in Visual Communication Design

School of Design
College of Imaging Arts and Sciences
Rochester Institute of Technology
Rochester, NY
December 10th, 2014
I would not be here without the support of the following people

Committee Members
Professors Chris Jackson, Nancy Ciolek, Tywanquila Walker
for their help and guidance

Prince Fahd bin Salman Charity Association for Renal Failure Patients Care
for providing this opportunity to pursue my master degree

Alanoud Basleab
for recording her voice for this thesis project

My Family & Friends
for their continuous support and encouragement

My Mother
for all her support, patient, trust and faith

Thank you!
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Signature       Date
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Recognizing the sounds around us is the first step humans take to develop reading skills. Children who are at risk of dyslexia have a weakness in differentiating between sounds that make up our language. Testing for phonological awareness, a crucial part of reading development, can aid in detecting dyslexia.

English speaking children have the luxury of being able to access varied programs designed to promote phonological awareness, knowledge of which, in turn, can assist as an early intervention instrument for dyslexia. In Saudi Arabia there are no programs that exist to detect dyslexia in children at an early age. The current lack of such programs in Arabic encouraged me to design an application to serve Arabic-speaking preschool children who may be at risk of dyslexia. Therefore, the focus of my thesis is to:

- Help promote reading skills for children in Saudi Arabia by designing a variety of games that stimulate listening and hearing skills.
- Select appropriate words and phrases that will appeal to Arabic preschoolers who are at risk of dyslexia.
- Define and illustrate an appropriate visual style for Arabic children aged 4-6 years who are at risk for dyslexia.

http://manalalyaba.com/I%27m%20Listening%20with%20Dabdoop.html

**Keywords**

Motion graphics, game design, phonological awareness, mobile App prototype, Arabic language, dyslexia, game-based learning
Humans develop reading skills in multiple, successive stages. In order for children to recognize and read written language, they must be able to recognize and understand sounds that form words. Phonological awareness is the ability to understand the different sounds that make up words. It is the first step for humans to develop basic reading skills at an early age by recognizing the sounds of the speech. Children in kindergarten who have low levels of phonological awareness usually are at risk of being dyslexic when they grow up. Those children are not able to recognize the sounds of letters, rhyme words, distinguish between the beginning or the ending of sounds, and recognize words that sound the same.

In English, there are many programs designed to promote phonological awareness for children. These programs use a combination of graphic elements and audio. The ultimate aim of these programs is to prevent children from struggling with reading and falling behind their classmates.

In contrast, there is a lack of programs that stimulate phonological awareness designed for Arabic speakers. This lowers the chances that Arabic preschool students can get an early intervention similar to those which English-speaking students receive.

Previous research published by Canadian Center of Science and Education on “Phonological Awareness and Working Memory in Arabic-Speaking Egyptian Preschool Children at Risk for Dyslexia” shows the important impact of phonological awareness on improving reading skills at an early age for Arabic-speaking children (Zayed, Roehrig, Arrastia-Lloyd and Gilgil 2013.)
Introduction

For this reason, I researched phonological awareness methods with the goal of designing an application to stimulate the listening and hearing skills of Arabic preschool children at risk of dyslexia. This application includes a variety of activities and games that could assist in determining if any phonological weaknesses exist.

In order to design this application I researched user interfaces and user-experience designs related to my target audience. Also, I studied educational games used in preschool in the United States. I used Adobe Photoshop, Adobe Illustrator, and Adobe After Effects software to create my final design. The final thesis consists of a complete motion graphics demo that illustrates how the application will look and function. Although there are many programs in English designed to stimulate children’s phonological awareness, this application will not be a direct English translation to Arabic. It will be modified to fit the Arabic language and the Arabic culture.

The goal of this thesis was to answer the following questions:

• Is there a need to design a program that combines Arabic phonemic and graphic images to help children develop phonological awareness?

• What kinds of sounds would be effective in determining any phonological weaknesses?

• What colors are most effective for capturing Arabic children’s attention?

• What typeface used for this design will appeal to the target audience?

• What visual style is appropriate for Arabic children?

• How can children be encouraged to experiment and use this program?
Recently, educational apps (applications) for children have become prevalent in every child’s life. However, there is a lack of apps that target kindergarten children who are at risk of dyslexia and help them improve their reading and listening skills. Therefore, this review focuses on understanding the way my target audience learns in order to design an effective, fun educational app for them.

**Subject Matter**

Fredericks, Anthony D  
Published: November 2001  
Publisher: Rigby Best Teachers Press  
*The Complete Phonemic Awareness Handbook*  
Date: August, 2014

This book provides children with a variety of activities to promote successful reading. The aim of these activities is to help children to recognize how spoken language is comprised of multiple individual sounds. The book includes literature, nursery rhymes, and song activities. This book helps me in finding examples of my subject matter to build a good dialog and activities for my games.

**Design**

Hart, Christopher  
Published: June 2000  
Publisher: Paperback  
*Cartooning for the Beginner*  
Date: February 2014

Cartooning for the Beginner by Christopher Hart reveals a wide range of animation techniques for beginners. It covers the basic cartoon drawing of the body shapes and facial features. It also offers many ways to draw different characters’ facial and body expressions. This book benefits me in creating my characters for my games. Its outstanding directions help me in developing my own cartoon style.
Review of Literature

Schell, Jesse
Published: 2008
Publisher: Focal Press
The Art of Game Design: A Book of Lenses
Date: April 2014

The Art of Game Design: A Book of Lenses provides the readers with the basic principles to build a successful video game. It also explained the different perspectives on game design. The book includes a hundred sets of questions to ask before starting to design your game. From going through this book I learned how to create a better design that speaks to my target audience.

Jackson, Chris
Published: January 2010
Publisher: Focal Press
Flash Cinematic Techniques: Enhancing Animated Shorts and Interactive Storytelling
Date: December, 2013

This book by Chris Jackson presents cinematic techniques that can be applied to any Flash project in order to refine storytelling. The book provides the readers with step-by-step instructions and tips that deliver better flash projects whether they are used for advertising, educational media or just for entertainment. This book helps in understanding the best techniques for character animation so I can apply them into my game design.
Review of Literature

Reichenstein, Oliver
Published: April 2010
Publisher: ia.net
**Designing for iPad: Reality Check**
Date: November 2013

This article reveals tips and challenges of designing for tablets. It shows the differences between web design and iPad design. The article is beneficial in presenting the right typography and UI design for iPad.

Polson, Tod / Jones, Chuck / Noble, Maurice
Published: October 2013
Publisher: Hardcover
**The Noble Approach: Maurice Noble and the Zen of Animation Design**
Date: February 2014

The writers of the Noble Approach: Maurice Noble and the Zen of Animation Design explore the life and animation philosophy of the American designer and animation artist Maurice Noble. The book illustrates his process and style of animation design from basic sketches to the final results. It shows original artwork that Noble created throughout his career. This book is a great reference for any designer that wants to present better artwork.
Review of Literature

**Technology**

Perkins, Todd  
Published: February 2011  
Publisher: Lynda.com  
**Flash Professional CS5: Creating a Simple Game for iOS Devices**  
Date: November 2013

This course by Todd Perkins explains how to use Flash Professional CS5 to build an iOS game. This course includes the development of the game from start to finish. It also covers character and background animation, adding sound effects and many other aspects of game design. Watching this course on game design in Flash helped me to understand Flash design when developing my own game.
The Design Process

<table>
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<tr>
<th>Thesis Parameters</th>
<th>Children’s Games Design</th>
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<td></td>
<td>Nowadays, children are using technology in their everyday lives. The availability of children’s apps and games in Arabic has increased dramatically. Despite the widespread use of these apps, none have been designed to help children’s listening and reading problems. This project will be one of the few programs that are designed for Arabic speaking children without using any dubbing or translation. All of the content will be in Arabic only.</td>
</tr>
</tbody>
</table>

   This application has five main games that cover letters sounds, animal sounds, rhyme words, and following instructions in the right order. Each game has different levels of difficulty. The level of difficulty will be based on the child’s performance on the first level. The game records the child’s accomplishment, and moves him/her to the next level each time he/she comes back. With every successful performance the child gets compliments and awarded medals which can be printed and colored to motivate him/her to keep playing. The application can be used by many users, but they need to register the first time they use the program. The application’s main character is Dabdoop, which means teddy bear in English. In each game, Dabdoop wears the appropriate outfit to fit the environment. |
The Design Process

<table>
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<th>Design Considerations</th>
<th>Children’s Interface Design</th>
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<td></td>
<td>Since this project is designed for children, the focus was to capture and retain children’s attention for long periods of time. Bright colors visually stimulate and make impression on children’s minds. So in order to stir children’s interest to play on this app, an appealing, effective user interface with different attractive bright colors was used.</td>
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</table>

A simple and flat, cartoon-style design was the chosen visual style for all the games. To make it easier for the target audience to go through the application without any help, clear voice instructions were used.

**Motion Graphics/ Interactive Design**

As I wanted to focus more on the design rather than the development, I simulated the games I designed in a motion graphics movie. The final piece of the thesis project is five small videos that present the functionality of the application and each game. Also, it includes an interactive intro for the game’s main user interface. I used Adobe After Effects to animate the application’s user interface elements, the characters and images. Also, in order to test the games on the target audience one of the games was developed in Flash using HTML5 Canvas and Javascript.
The Design Process

The Beginning
The original idea of the application was to create a main mascot character that will introduce the games and their instructions. This mascot character is a bear that owns a farm. The bear wants the children’s help in collecting animals and other items for his farm. At the completion of each level, the player wins a reward for the farm, and the bear compliments the child on his/her progress.

The Original Games

Ambient Sounds
The child is going to hear sounds that exist on the farm: birds, cows, chickens, trucks, etc. The first level will start with one sound, and after four correct answers the sounds will increase to two and so on. Children must remember the sounds in the same order as they heard them. In the last level of the game, music will be added in order to create some background sounds, which will help the children to focus.

Alphabet Sounds
The bear keeps feeding letters that he hears to his chicks. When children answer correctly the chicks receive food and they grow bigger.

Words Sounds
The child has to choose the item or the animal he/she hears by name. Same as the ambient sounds game, the background will be the farm, and the item will appear while the camera moves across the farm.

Numbers Sounds
The bear is fishing for the numbers in the order he/she hears them.

Rhyming Sounds
The bear goes to the animal store to purchase animals that rhyme with a given word.
The Design Process

I started with sketching my characters, the bear and the animals. The idea was to create characters with small straight bodies, small legs, small hands and big heads. Once the style was chosen, I used Adobe Illustrator to finalize the characters. The bear was created with a smiling face, and neutral face to create different facial expressions. Also, there are 13 different animal characters that can be found in any farm, which include the following: mouse, horse, bird, dog, donkey, cat, rabbit, goat, cow, chicken, owl, chick and duck. Once all the animals were finalized I started working on the background environments. I choose a 2D style with depth to create an illusion of three-dimensional space.

Fig. 1. Manal Alyaba, Character sketch, 2014. Pencil, 8.5in x 11in.

Fig. 2. Manal Alyaba, Characters Development, 2014. Illustrator CC, 8.5in x 11in.
The Design Process

Fig. 3. Manal Alyaba, Character Development, 2014. Illustrator CC, 8.5in x 11in.

Fig. 4. Manal Alyaba, Final Character, 2014. Illustrator CC, 8.5in x 11in.
The Design Process

Final Characters

Fig. 5. Manal Alyaba, Final Characters, 2014. Illustrator CC, 8.5in x 11in.
The Design Process

The Original Environments

Fig. 6. Fig. 7. Fig. 8. Fig. 9. Manal Alyaba, Environments Development, 2014. Photoshop CC, 3072px x 768px.
The Design Process

The Original Environments

Fig. 10. Fig. 11. Fig. 12. Fig. 13. Fig. 14. Manal Alyaba, Environments Development, 2014. Photoshop CC, 1024px x 768px.
# The Design Process

## Technical Issues

### Name Revision

The first name I choose for the project was “Bear the Listener.” The Arabic translation of this name had an odd sentence structure. It would have the same meaning, but for Arabic speakers it would sound like a weird sentence. So, in order to have the correct Arabic structure, I had to modify the name to fit both languages, Arabic and English.

While moving forward with this design and idea I found out that:

- As the application is based on being in a farm green was the only color used to represent the grass and the farm environment, which creates a lack of fun colors.
- Due to the shortage of colors, the design was boring.
- Illustrations are the same with green planting in every environment.
- Since this project is designed for children, the visuals did not encourage the children to play.

## Troubleshooting Results

In order to troubleshoot my issues, I had to answer these questions:

What is this app about?
It’s an application that promotes listening skills for Arabic preschoolers through listening activities.

What are those activities?
- Recognizing animal sounds.
- Recognizing alphabet sounds.
- Matching rhyming words.
- Following orders and instructions.
The Design Process

What do I want it to be?
• Make it fun.
• Make it colorful.
• Make it different.
• Make it diverse with different storylines.
• Make it simple.

The New Design

I changed the original idea of the farm games, in order to have variety in the design and make it more interesting and appealing to children. This app has five games, but each game has different environments and situations. The bear wears different styles of clothing to match each environment.

The five games are:
• Dabdoop at School
• Dabdoop at the Kitchen
• Dabdoop at the Supermarket
• Dabdoop at Fishing Trip
• Dabdoop at the Farm
## The Design Process

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<th>The Kitchen Game</th>
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<th>The Supermarket Game</th>
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The Design Process

**Dabdoop at School**

This game focuses on letter sounds. The aim of this game is to recognize the phonics of the alphabet. The child will hear the first vowel of the letter then he/she has to choose the right letter. After three correct answers the award medal will be given. In this game the main character – Dabdoop – is playing a teacher role. He has glasses and is holding a teacher’s pointer stick that points to the green board. The bear is asking the child to choose the one right letter of the vowel he/she heard from the three letters he/she was given. If the answer is right the bear will give a compliment, a smiley face and a star will show up on the screen. If the answer is wrong, the bear will ask the child to try again.

Fig. 15. Manal Alyaba, Dabdoop at School Game Sketch, 2014. Pencil, 8.5in x 11in.
The Design Process

Dabdoop at School

Fig. 16. Manal Alyaba, Teacher Character, 2014. Illustrator CC, 8.5in x 11in.

Fig. 17. Manal Alyaba, Dabdoop at School Background, 2014. Photoshop CC, 1024px x 768px.
The Design Process

Dabdoop at School Assets

Fig. 18, Fig. 19, Fig. 20. Manal Alyaba, School Assets, 2014. Photoshop CC, 1024px x 768px.

Fig. 23. Manal Alyaba, School Reward Medal, 2014. Illustrator CC, 8.5in x 11in.
The Design Process

Dabdoop at School

Fig. 24. Fig. 25. Manal Alyaba, Screenshot of the School Game, 2014. After Effect CC, 1920 x 1080 dpi
The Design Process

Dabdoop at School

Fig. 26. Manal Alyaba, Screenshot of the School Game, 2014. After Effect CC, 1920 x 1080 dpi
The Design Process

**Interactive Version**

This game also has an interactive version designed in Adobe Flash using HTML5 Canvas and JavaScript in order to test the game on the target audience. This version has simple basic codes so the children can play with less difficulty. It is a bit different than the motion graphics piece, as there are no stars given to the child when the right answer is selected. In addition they have to click the play button each time the round ends whether the answer is right or wrong.

![Screenshot of the Interactive Version of the School Game, 2014. Flash CC, 1024 x 768px](image)

Fig. 27. Manal Alyaba, Screenshot of the Interactive Version of the School Game, 2014. Flash CC, 1024 x 768px
The Design Process

**Dabdoop at the Kitchen**

This game focuses on listening and following the right orders and the right instructions. The child will be given three food choices to make a cake, a pizza or a sandwich. In this given example he/she chooses to make the cake. The cake ingredients appear one by one, which are flour, sugar, oil, water and eggs. The ingredients will stay on the paper at the wall as a list for the child to use them for feedback, and also they will appear on the kitchen counter too. In the first round, the child has to put two ingredients in a pot in the order in which the bear asked for them. If the child gets the order and ingredients right, he/she will get a cake. If the answer is wrong, the item will not go into the pot and will be returned to the kitchen counter and the child will be given another chance to choose the correct answer. In the next round, the number of ingredients that the child has to put in is increased by one ingredient. In order to get the award medal, the child has to go through the third round, which requires putting all five ingredients of the cake in the correct order. In this game the main character – Dabdoop – is playing a chef role with a chef hat. The bear is giving the instructions and he is engaged with the player.
The Design Process

Dabdoop at the Kitchen

Fig. 28. Manal Alyaba, Dabdoop at the Kitchen Game Sketch, 2014. Pencil, 8.5in x 11in.
The Design Process

Dabdoop at the Kitchen

Fig. 29. Manal Alyaba, Chef Character, 2014. Illustrator CC, 8.5in x 11in.

Fig. 30. Manal Alyaba, Kitchen Background, 2014. Photoshop CC, 1024px x 768px.
The Design Process

Dabdoop at the Kitchen Assets

Fig. 31. Fig. 32. Fig. 33. Fig. 34. Fig. 35. Fig. 36. Fig. 37. Fig. 38. Fig. 39. Manal Alyaba, Kitchen Assets, 2014. Illustrator CC, 8.5in x 11in.

Fig. 40. Manal Alyaba, Kitchen Reward Medal, 2014. Illustrator CC, 8.5in x 11in.
The Design Process

Dabdoop at the Kitchen

Fig. 41. Fig. 42. Manal Alyaba, Screenshot of the Kitchen Game, 2014. After Effect CC, 1920 x 1080 dpi
The Design Process

Dabdoop at the Kitchen

Fig. 43. Fig. 44. Manal Alyaba, Screenshot of the Kitchen Game, 2014. After Effect CC, 1920 x 1080 dpi
The Design Process

Dabdoop at the Kitchen

Fig. 45. Fig. 46. Manal Alyaba, Screenshot of the Kitchen Game, 2014. After Effect CC, 1920 x 1080 dpi
The Design Process

Dabdoop at the Kitchen

Fig. 47. Manal Alyaba, Screenshot of the Kitchen Game, 2014. After Effect CC, 1920 x 1080 dpi
The Design Process

Dabdoop at the Supermarket

This game focuses on listening to the specific order of a food-shopping list. Dabdoop is at the supermarket buying a list of fruits and vegetables he needs. The first round asks for an apple and the child has to put the entire apple he/she sees in the basket. The second round asks for an orange, and the third asks for a lemon. After passing the third round the award medal will be given. When the child gets the right answer the bear will smile and give a compliment. If the answer is wrong, the fruit will go back to its place and the bear will say again what he is asking for. In this game the main character does not wear any accessories but he is standing behind a shopping basket.
The Design Process

Dabdoop at the Supermarket

Fig. 49. Manal Alyaba, Supermarket Character, 2014. Illustrator CC, 8.5in x 11in.

Fig. 50. Manal Alyaba, Supermarket Background, 2014. Photoshop CC, 1024px x 768px.
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Dabdoop at the Supermarket Assets

Fig. 51. Fig. 52. Fig. 53. Fig. 54. Fig. 55. Fig. 56. Manal Alyaba, Supermarket Assets, 2014. Illustrator CC, 8.5in x 11in.

Fig. 57. Manal Alyaba, Supermarket Reward Medal, 2014. Illustrator CC, 8.5in x 11in.
The Design Process

Dabdoop at the Supermarket

Fig. 58. Fig. 59. Manal Alyaba, Screenshot of the Supermarket Game, 2014. After Effect CC, 1920 x 1080 dpi
The Design Process

Dabdoop at the Supermarket

Fig. 60. Fig. 61. Manal Alyaba, Screenshot of the Supermarket Game, 2014. After Effect CC, 1920 x 1080 dpi
The Design Process

Dabdoop at the Supermarket

Fig. 62. Fig. 63. Manal Alyaba, Screenshot of the Supermarket Game, 2014. After Effect CC, 1920 x 1080 dpi
The Design Process

This game focuses on rhyming words. Dabdoop is on a fishing trip for rhyming words. Instead of making the words appear on the screen, graphic images appear floating on the water across the screen and the bear asks for the matching images. In all three rounds, the child was asked to fish for different items that rhyme with lamp (Misbah). The award medal will be given after the child picks all the available items that rhyme with the lamp image, and puts them in the fishing bucket. The rhyming words are apple (Tofah), key (Moftah), and alligator (Temsah). Whenever the child gets the right answer the bear will smile and stars will appear. In this game, Dabdoop is a fisherman, sailing in a boat with a fishing pole and wearing a fishing hat.

Fig. 64. Manal Alyaba, Dabdoop at Fishing Trip Game Sketch, 2014. Pencil, 8.5in x 11in.
The Design Process

Dabdoop at Fishing Trip

Fig. 65. Manal Alyaba, Fisherman Character, 2014. Illustrator CC, 8.5in x 11in.

Fig. 66. Manal Alyaba, Fishing Trip Background, 2014. Photoshop CC, 1024px x 768px.
The Design Process

Dabdoop at Fishing Trip Assets

Fig. 67, Fig. 68, Fig. 69, Fig. 70, Fig. 71, Fig. 72, Fig. 73, Fig. 74, Fig. 76. Manal Alyaba, Fishing Trip Assets, 2014. Illustrator CC, 8.5in x 11in.

Fig. 75. Manal Alyaba, Fishing Trip Reward Medal, 2014. Illustrator CC, 8.5in x 11in.
The Design Process

Dabdoop at Fishing Trip

Fig. 77. Fig. 78. Manal Alyaba, Screenshot of the Fishing Trip Game, 2014. After Effect CC, 1920 x 1080 dpi
The Design Process

**Dabdoop at Fishing Trip**

Fig. 79. Fig. 80. Manal Alyaba, Screenshot of the Fishing Trip Game, 2014. After Effect CC, 1920 x 1080 dpi
The Design Process

Dabdoop at Fishing Trip

Fig. 81. Fig. 82. Manal Alyaba, Screenshot of the Fishing Trip Game, 2014. After Effect CC, 1920 x 1080 dpi
The Design Process

Dabdoop at Fishing Trip

Fig. 83. Manal Alyaba, Screenshot of the Fishing Trip Game, 2014. After Effect CC, 1920 x 1080 dpi
The Design Process

Dabdoop at the Farm

This game focuses on animal sounds. Dabdoop is at the farm. He is wearing a straw hat and carrying a pitchfork. Five animals appear each round and the bear asks if the child can recognize the sound heard. After the animal makes a sound, the child chooses the right animal image that was heard. If the answer is wrong the bear will say this animal has a different sound. After correctly choosing/matching three animal sounds, the award medal will be given.

Fig. 84. Manal Alyaba, Dabdoop at the farm
Game Sketch, 2014.
Pencil, 8.5in x 11in.
The Design Process

Dabdoop at the Farm

Fig. 85. Manal Alyaba, Farmer Character, 2014. Illustrator CC, 8.5in x 11in.

Fig. 86. Manal Alyaba, Farm Background, 2014. Photoshop CC, 1024px x 768px.
The Design Process

Dabdoop at the Farm Assets

Fig. 87. Fig. 88. Fig. 89. Fig. 90. Fig. 91. Fig. 92. Fig. 94. Manal Alyaba, Farm Assets, 2014. Illustrator CC, 8.5in x 11in.

Fig. 93. Manal Alyaba, Farm Reward Medal, 2014. Illustrator CC, 8.5in x 11in.
The Design Process

Dabdoop at the Farm

Fig. 95. Fig. 96. Manal Alyaba, Screenshot of the Farm Game, 2014. After Effect CC, 1920 x 1080 dpi
The Design Process

Dabdoop at the Farm

Fig. 97, Fig. 98. Manal Alyaba, Screenshot of the Farm Game, 2014. After Effect CC, 1920 x 1080 dpi
The Design Process

Dabdoop at the Farm

Fig. 100. Manal Alyaba, Screenshot of the Farm Game, 2014. After Effect CC, 1920 x 1080 dpi
The Design Process

I used Adobe After Effects for the animation, along with Photoshop and Illustrator to create all the graphics. The illustration used a flat, cartoon style that is simple with bright color choices. The audio was recorded by an Arabic speaker as simple directions for the children to understand.

<table>
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<th>Design the Main User Interface</th>
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<tr>
<td>The idea was to have an indoor environment with different doors; each door leads to a game. At the top of each door there are small signs with the game names written on them. As the child swipes over the doors, the one in the middle gets larger and when the child rolls over it the door opens and the bear smiles and says the name of the game. When it is clicked the game will open and the UI disappears. There is an exit button in each game that takes the child back to the main UI. There is a registration button for the parents so they can register an account in order to save the child’s progress. Another button is created for the parents, for following up with the child’s progress and presenting chart reports. A reward button was also created for the child to keep up with his/her reward medals. The medals that have not been obtained by the child yet are grayed, and if the child clicks on any of them he/she will hear that they need to win the game first in order to get the medal.</td>
</tr>
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The Design Process

User Interface

Fig. 101. Fig. 102. Manal Alyaba, Main User Interface, 2014. Photoshop CC, 1024px x 768px.
The Design Process

User Interface

Fig. 103. Fig. 104. Manal Alyaba, Main User Interface on Hover, 2014. Photoshop CC, 1024px x 768px.
The Design Process

User Interface

Fig. 105. Manal Alyaba, Screenshot of the User Interface, 2014. Flash CC, 1024px x 768px.
The Design Process

Registration

Fig. 106. Fig. 107. Manal Alyaba, Registration, 2014. Photoshop CC, 1024px x 768px.
The Design Process

Reports

Fig. 108. Manal Alyaba, Reports, 2014. Photoshop CC, 1024px x 768px.

Rewards

Fig. 109. Manal Alyaba, Rewards, 2014. Photoshop CC, 1024px x 768px.
The Design Process

The Logo

Is a simple box with the name of the application (I’m Listening with Dabdoop) on it. On the opening logo screen the logo was animated to the right and left in Adobe Flash.

Fig. 110. Manal Alyaba, the Logo, 2014.
Photoshop CC,
1024px x 768px.
The Design Process

Fig. 111. Fig. 112. Manal Alyaba, Screenshot of the Logo Animation, 2014. Flash CC, 1024px x 768px.
The Design Process

Typography
I tried a couple of Arabic typefaces that were suitable with the illustrated style. The typeface I used is called Elham; it has a round curve that makes it easy to read. The problem I faced with the typeface is that the Adobe CC and CS6 do not recognize the Arabic language. The only program that recognizes the Arabic text is Photoshop, so to resolve this issue I rendered the typography as images from Photoshop.

Testing Fonts

Elham Typeface

مرحبا
مرحبا
مرحبا
مرحبا
مرحبا
مرحبا
مرحبا
مرحبا
مرحبا
مرحبا
مرحبا
مرحبا
Usability Testing

The day of Imagine RIT I showcased my illustrations of the animals, the Dabdoop at the kitchen game and the Dabdoop at school game. I did a survey for the children to pick their favorite animal and the best style of the bear that they liked. In addition to the children’s survey, I surveyed the parents and asked how they felt about the whole design idea. Included in this survey the children were given a chance to play on the interactive game.

Although, most of Imagine RIT attendees were not considered my target audience, I received a great deal of user feedback. Interesting, to say the least, was the children’s reactions towards the game while playing; despite the lack of knowledge of the Arabic Language, they walked away with a new language skill in Arabic. By chance, or just by luck, there were a few children who had an Arabic language background and they engaged the game with no problem.

Due to the basic codes I used to design the interactive version, I noticed during the usability testing how hard it was for the children to click on the correct letters, because there was no guide or highlight on the letter being clicked. As there was no clue given to which answer was correct when hovering the mouse over the correct answer, this confused the children into thinking they had chosen the incorrect answer. I solved this problem in my motion graphic piece by making the letter bigger as soon as the child rolled over the letter.
Usability Testing

Users Testing

Fig. 113. Fig. 114.
Shehzil Malik
Shot of the Users Testing, 2014.
Flash CC, 960 × 640px.
### Usability Testing

#### Examples of Users Feedback

<table>
<thead>
<tr>
<th>Character Design</th>
<th>Is the visual style appeal to children?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Creative</td>
<td>☑ Yes</td>
</tr>
<tr>
<td>Appropriate</td>
<td>☑ No</td>
</tr>
<tr>
<td>Average</td>
<td></td>
</tr>
<tr>
<td>Needs Improvement</td>
<td></td>
</tr>
</tbody>
</table>

**More Comments**

- Make a transparent layer inside the top layer so that the entire space of the letter is clickable.

---

<table>
<thead>
<tr>
<th>Character Design</th>
<th>Is the visual style appeal to children?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Creative</td>
<td>☑ Yes</td>
</tr>
<tr>
<td>Appropriate</td>
<td>☑ No</td>
</tr>
<tr>
<td>Average</td>
<td></td>
</tr>
<tr>
<td>Needs Improvement</td>
<td></td>
</tr>
</tbody>
</table>

**More Comments**

- Nice graphics

---

<table>
<thead>
<tr>
<th>Character Design</th>
<th>Is the visual style appeal to children?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Creative</td>
<td>☑ Yes</td>
</tr>
<tr>
<td>Appropriate</td>
<td>☑ No</td>
</tr>
<tr>
<td>Average</td>
<td></td>
</tr>
<tr>
<td>Needs Improvement</td>
<td></td>
</tr>
</tbody>
</table>

**More Comments**

- Simple, I like it

---

Fig. 115.  Fig. 116.  Manal Alyaba, Scan of Users Feedback, 2014.  Deskjet 3050A.  8.5in x 11in.
Usability Testing

Examples of Users Feedback

- **Character Design**
  - Creative
  - Appropriate
  - Average
  - Needs Improvement

More Comments

- **Is the visual style appeal to children?**
  - Yes
  - No

More Comments

- **Main Character (Dabdop)**
  - Creative
  - Appropriate
  - Average
  - Needs Improvement

More Comments

Fig.117. Fig.118. Fig.119. Manal Alyaba, Scan of Users Feedback, 2014. Deskjet 3050A. 8.5in x 11in.
Usability Testing

Suggestions for Improvements
- Adding a progress bar indicating the time left for the game to end.
- Make the voice of the instructions clearer.
- Make the letters more clickable for the school game.

Overall Feedback
- The visual design is creative and appropriate for children.
- The characters are cute, simple and appropriate for children.
- The design overall is welcoming and child friendly.
Conclusion

Digital game-based learning is becoming widespread around the world. The enormous implications of delivering well-designed games for children have become common knowledge. The lack of educational games being done in Arabic for children that provide advantages of this learning tool to Arabic children has inspired me to be part of a new revolution of game development. Also, it has been my motivation to direct a well-designed game to serve children's education specifically the one that addresses early reading and listening.

Throughout the process of this project, I am assured that I have gained a strong knowledge in digital design for children. Clear goals were set for this project from the start despite adjustments that were needed to combat the real world interactions in its test phases, finding accomplishment in the end result. The aim of this project was to point out a gap that is present in Arabic children games and interactive applications. I propose highlighting the importance of this gap and encouraging more people to get involved and increase the amount of digital games in this area of educating children rather than using games for pleasure alone.

As I came from an education background, my focus was to develop a project that would merge education and digital design for children whose primary language is Arabic. I came to RIT to expand my design knowledge using it as a tool to stimulate children and the way they learn through media. I was very interested in learning more about 2D graphics and animation. In my plan, I obtained new design techniques that have been applied into my thesis project. As a designer I have grown and developed the necessary tools needed to demonstrate the completion of a project from the sketch on the page to the final results.
Appendix

A1 Original Thesis Proposal
A2 Coding Examples
A3 Surveys
Appendix

Original
Thesis Proposal

Bear the Listener
A Phonological Stimulation Application for Arabic Preschoolers

Manal Alyaba
Thesis Proposal for the Master of Fine Arts Degree
Rochester Institute of Technology
College of Imaging Arts and Sciences
School of Design
Visual Communication Design
October 21, 2013
# Appendix

## Thesis Committee Approval

<table>
<thead>
<tr>
<th>Role</th>
<th>Name</th>
<th>Program</th>
</tr>
</thead>
<tbody>
<tr>
<td>Chief Thesis Adviser</td>
<td>Professor Nancy Cloak</td>
<td>Graphic Design Program</td>
</tr>
<tr>
<td>Associate Thesis Adviser</td>
<td>Professor Chris Jackson</td>
<td>Visual Communication Design Program</td>
</tr>
<tr>
<td>Associate Thesis Adviser</td>
<td>Professor Truanalla Walker</td>
<td>Department of Psychology</td>
</tr>
<tr>
<td>Consultant Thesis Advisor</td>
<td>Professor Ayed Kadhim</td>
<td>Department of Modern Languages</td>
</tr>
<tr>
<td>MFA Thesis Candidate</td>
<td>Alyaba</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Signature</th>
<th>Date</th>
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</thead>
<tbody>
<tr>
<td>Signature</td>
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<td>Signature</td>
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<td>Signature</td>
<td>Date</td>
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<tr>
<td>Signature</td>
<td>Date</td>
</tr>
</tbody>
</table>
Appendix

Abstract

Recognizing the sounds around us is the first step in a human’s life to developing reading skills. Children who are at risk of dyslexia have a weakness in differentiating between sounds that make up our language. Thus, phonological awareness is a crucial part of reading development.

English speaking children have the luxury of having many programs designed to promote phonological awareness, which in turn, assist in an early intervention for dyslexia. In Saudi Arabia, there are no programs that exist to detect dyslexia in children at an early age. The lack of these programs in Arabic language encouraged me to design an application that serves Arabic children in preschool who are at risk of being dyslexic. Therefore, the focus of my thesis is to:

- Design a variety of games that stimulate listening and hearing skills and help promote reading skills for children in Saudi Arabia.
- Choose the appropriate words and phrases that appeal to my target audience.
- Define and illustrate an appropriate visual style for Arabic children aged 4–6 years who are at risk for dyslexia.
Appendix

Problem Statement

Phonological awareness is the ability to understand the different sounds that make up words. It is the way humans develop reading skills at an early age. Children in kindergarten who have low levels of phonological awareness usually are at risk of being dyslexic when they grow up. Those children are not able to recognize the sounds of the letters, rhyme words, distinguish between the beginning or the ending of sounds, or recognize words that have the same sounds. In English, there are many programs designed to promote phonological awareness for children. These programs use a combination of graphic elements and audio. The ultimate aim of these programs is to prevent children from struggling with reading and falling behind their classmates.

There is a lack of programs that stimulate phonological awareness designed for Arabic speakers. This leaves the chance for Arabic preschool students to get an early intervention similar to what English-speaking students receive. Previous research published by Canadian Center of Science and Education on "Phonological Awareness and Working Memory in Arabic-Speaking Egyptian Preschool Children at Risk for Dyslexia" shows the important impact of phonological awareness on improving reading skills at an early age for Arabic speakers children (Zayed, Roehrig, Arista-Lloyd and Gagli 2013). For this reason, I will research phonological awareness methods to design an application to stimulate listening and hearing skills for Arabic preschool children at risk of dyslexia. This application includes a variety of activities and games that could assist in determining if any phonological weaknesses exist.
Appendix

Problem Statement

To design this application I will research user interface and user experience design for my target audience. Also, I will study educational games used in preschool in the US. I will use Adobe Photoshop, Illustrator, and After Effects to create my designs. The final result will be a complete motion graphics demo that illustrates how the application will look and function. As there are many programs in English designed to stimulate children's phonological awareness, this application will not be a direct English translation to Arabic. It will be modified to fit the Arabic language and the Arabic culture.

The goal of this study is to answer these design questions:

- Is there a need to design a program that combines Arabic phonemic and graphic images to help children develop phonological awareness?
- What kinds of sounds would be effective in determining any phonological weaknesses?
- What colors are most effective for capturing Arabic children's attention?
- What typeface should be used for this design to appeal to the target audience?
- What visual style is appropriate for Arabic children?
- How to encourage children to experiment and use this program?
# Appendix

## Survey of Literature

Recently, educational apps (applications) for children have become prevalent in every child’s life. However, there is a lack of apps that target kindergarten children who are at risk of dyslexia and apps that help them improve their reading and listening skills. Therefore, this review focuses on understanding the way my target audience learns in order to design an effective, fun educational app.

<table>
<thead>
<tr>
<th>Design</th>
<th>Title</th>
<th>Author(s)</th>
<th>Publisher</th>
<th>Date</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td><strong>Designing for children</strong></td>
<td>Heller, Steven</td>
<td>Watson-Guptill Publications</td>
<td>September 1964</td>
<td>This book tracks the art of graphic design in children's books, toys, games, television, magazines, posters, and museums through the years. The authors share with designers different ideas from products that were designed for kids. This book will be useful to study how kids products have been designed in the past and how I can use this information to create a digital environment for my thesis.</td>
</tr>
<tr>
<td></td>
<td><strong>Designing for children: marketing design that speaks to kids</strong></td>
<td>Fischel, Catharina</td>
<td>Rockport, How: RotoVision</td>
<td>September 2015</td>
<td>This book reveals a wide range of successful campaigns for a variety of famous products for children. In this book the author speaks to designers who are interested in creating designs that relate to children's interests. &quot;Designing for Children&quot; describes the design clues for different age groups. This book will be very helpful in understanding my demographic audience in order to develop my design.</td>
</tr>
</tbody>
</table>
Appendix

Survey of Literature

Fox, Brent
Published: December 2006
Publisher: Course Technology / Cengage Learning
Game interface design
Date: September 2013
This book was written to provide game designers with the basic knowledge on interface design and the video game industry. This book explains the game interface design principles and concepts that every game designer must know. It also shows how to create an interactive game mock-up. I believe this book is going to be really helpful in establishing my design interface.

Rckert, Vicki
Published: 2006
Publisher: Index Book
Growing graphics: design for kids
Date: September 2013
This book is also for designers who are interested in designing for children. It shows different graphic styles that have been used for children's products. This book is a collection of inspirational graphics that appeal to the kids and their parents. This book gave me an idea about what style and theme works for my thesis project.
Appendix

Survey of Literature

Park, Nick
Published: 2010
Publisher: Thames & Hudson
3rd edition

Cracking animation
Date: September 2010
This book focuses on Aardman Studios' accomplishment in 3D animation. It lists the successful ways and techniques to create powerful characters and effective storyboards for an animation project. This book will be effective in developing my characters for my thesis.

Technology
Howard, Dane / Hernandez, Richard Koi
Published: December, 2010
Publisher: www.lynda.com

Pitching projects and products to executives
Date: September 2010
"Pitching Projects and Products to Executives" reveals effective techniques and communication methods to promote ideas through interviews with leaders and product managers. These interviews were translated to interesting visual narratives to communicate information to people who want to launch a successful proposal. This resource will help me to build effective prototype presentation for my thesis.
Appendix

Survey of Literature

Taylor, Angie
Published: February, 2011
Publisher: www.lynda.com

2D character animation with After Effects
Date: September 2013
This course shows animators and motion graphic designers the ways of animating Illustrator artwork in After Effects. These videos expand my knowledge about using the puppet tool, creating a grouping structure for character body parts, and different animation styles.

Parkins, Chad
Published: March, 2013
Publisher: www.lynda.com

After Effects: rigging; a character arm for animation
Date: September 2013
This course offers animators the knowledge needed for rigging and animating a character's arm, using a combination of layers, parenting, and expressions in After Effects. This course will help in understanding smooth ways of moving a character.

Maestri George
Published: Jun, 2013
Publisher: www.lynda.com

Foundations of Animation
Date: September 2013
This course provides basic animation information for animators and motion graphics designers. It will help me understand how to create better motion during the final stage of my thesis project.
Appendix

Survey of Literature

Williamson, James
Published: August, 2013
Publisher: www.lynda.com
Foundations of UX: prototyping
Date: September 2013
This course introduces designers to prototyping and the importance of using prototyping as a first step in creating a project. “Foundations of UX: Prototyping” teaches me the best way to define a prototype and how I can test and evaluate my prototype.

Subject Matter
Spracher, John
published 1999
Http://www.special-keids.com
Date: September 2013
These videos were made by a docketed parent for his autistic 2-year-old son. These videos reveal the effectiveness of visuals, speech, and motion in teaching children with learning disabilities. According to their website, these videos had a “breakthrough in teaching many children with autism spectrum disorder and other visually receptive learners with developmental, cognitive and learning needs.” I must watch these videos before I start working on my thesis because they are one of the few things that are addressed to children with disabilities. It is useful to take a look on what has been done for children with learning disabilities.
Appendix

Survey of Literature

Fisher, Gary L.
Published: 1990
Publisher: Free Spirit Pub

_The survival guide for kids with LD: learning differences_

Date: September 2013
This book answers children with learning disabilities’ questions about their learning problems. “The survival guide for kids with LD” explains and suggests new ways and methods for children to overcome their learning disabilities or learning differences. This book points out the difference between dyslexia and learning disabilities, although it’s helping me to understand the concept that can be used for my thesis project.

Snow, Catharina E. / Burns, M. Susan
Published: May 1998
Publisher: National Academies Press

_Preventing reading difficulties in young children_

Date: September 2013
Preventing Reading Difficulties in Young Children introduces a study about the effectiveness of interventions for young children who are at risk of having dyslexia. The aim of this study was to provide parents and teachers with the tools that help children with reading difficulties in early childhood. I believe that this book about learning strategies for Kindergarten children will enrich my thesis project with the needed information about how dyslexic children learn.
Appendix

Survey of Literature

Anthony, Jason L / Francis, David J
Published: Oct 2006
Publisher: SAGE

Development of phonological awareness
Date: September 2013
In this article, the authors illustrate the development of phonological awareness and its effects on written language. This article will help me understand what linguistic content can be used in my thesis.

Yoop, Halil Kay / Nipp, Ruth Helen
Published: Jan 2009
Publisher: Social Sciences Premium Collection

Phonological awareness in child's play
Date: September 2013
This article talks about the experiment of two different teachers who used different activities that stimulate phonological awareness, which is an important part of reading development. This article will help me choose the material of my thesis project.
Appendix

Survey of Literature

Fisher, Jennifer Engal and Janet Price. 
Published: 2012. 
Publisher: Prufrock Press Inc.

Take control of dyslexia and other reading difficulties: the ultimate guide for kids
Date: September 2013
In this book, the authors declare a brief guide for dyslexic children to control their reading problems. This book illustrates the different ways people learn and reading techniques for children. It is a helpful book to read. It is going to help me understand the strategies used for teaching children with dyslexia in order to develop my thesis content.

Dunson, Walter E. 
Published: 2013. 
Publisher: Prufrock Press Inc.

School success for kids with dyslexia and other reading difficulties
Date: September 2013
"School success for kids With dyslexia and other reading difficulties" provides teachers and parents with tools and methods necessary for children who have reading difficulties. This book reveals techniques that ensure developing successful reading skills. This book will help me understand how dyslexic children learn, and what strategies can be used to build an educational app for them.

After going through all these resources, the importance of having an app for children at risk of being dyslexic becomes clear. Understanding the learning methods that help children in reading as well as the principles of design for children with using the right tools are the perfect combination to create an application for the target audience.
Appendix

Survey of Literature

<table>
<thead>
<tr>
<th>Books list that could be helpful for my thesis project</th>
<th>Date: September 2019</th>
</tr>
</thead>
<tbody>
<tr>
<td>Barks, David</td>
<td>Published: 1992</td>
</tr>
<tr>
<td>Published: Educational Technology Publications</td>
<td></td>
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<tr>
<td>Instructional design for special education</td>
<td></td>
</tr>
<tr>
<td>S. Cunningham, R.J. Hubbard</td>
<td>Published: 1992</td>
</tr>
<tr>
<td>Publisher: Springer-Verlag</td>
<td></td>
</tr>
<tr>
<td>Interactive learning through visualization: the impact</td>
<td></td>
</tr>
<tr>
<td>of computer graphics in education</td>
<td></td>
</tr>
<tr>
<td>Swarz, Nunu</td>
<td>Published: 2006</td>
</tr>
<tr>
<td>Publisher: Charles River Media</td>
<td></td>
</tr>
<tr>
<td>Basic game design and creation for fun &amp; learning</td>
<td></td>
</tr>
<tr>
<td>Pamela Reese</td>
<td>Published: 2006</td>
</tr>
<tr>
<td>Publisher: PaintBox Press</td>
<td></td>
</tr>
<tr>
<td>Design dossier: graphic design for kids</td>
<td></td>
</tr>
<tr>
<td>Zichermann, Gabe</td>
<td>Published: 2011</td>
</tr>
<tr>
<td>1st edition</td>
<td></td>
</tr>
<tr>
<td>Publisher: O'Reilly Media</td>
<td></td>
</tr>
<tr>
<td>Gamification by design: implementing game mechanics in</td>
<td></td>
</tr>
<tr>
<td>web and mobile apps</td>
<td></td>
</tr>
</tbody>
</table>
Appendix

Design Ideation

Inspiration

Figure 1, 4
Artist's name: Duck Duck Moose Inc
Title of work: Duck Duck
Medium: iPad
Date: December 2012
Collection: duckduckmoose.com

Figure 2, 6
Artist's name: EarlyBird & Houghton Mifflin Harcourt Learning Technology
Title of work: EarlyBird Foundations
Date: NA
Collection: earlybird.com

Figure 3
Artist's name: Tale Panda Ltd
Title of work: Tale Panda Alphabet Train
Date: July 2010
Collection: talepanda.com
Appendix

Design Ideation

Inspiration

Figure 1, 3
Artist's name: Eaneics & Houghton Mifflin Harcourt Learning Technology
Title of work: Eaneics Foundations
Date: NA
Medium: NA
Dimensions: NA
Collector: eaneics.com

Figure 2
Artist's name: Lexia learning
Title of work: Lexia reading
Date: NA
Medium: NA
Dimensions: NA
Collector: lexialearning.com

Figure 4, 5
Artist's name: Hassan Abu Saeleh, Najat Aziz
Title of work: Al Mashal
Date: 1987
Medium: NA
Dimensions: Created for TV
Collector: Jordan TV
Appendix

Design Ideation

Inspiration

Figure 1
Artist's name: Lexia Learning
Title of work: Lexia reading
Date: NA
Medium: NA
Dimensions: NA
Collection: lexialearning.com

Figure 2, 3
Artist's name: Duck Duck Moose Inc
Title of work: Duck Duck Moose reading
Date: December 5, 2012
Medium: NA
Dimensions: iPad
Collection: duckduckmoose.com
Appendix

Design Ideation

Personal Work

Figure 1
Artist’s name: Marial Alyaba
Title of work: Suicide Note
Date: 2012-13 Spring
Medium: NA
Dimensions: 1280*720
Collection: Production Pipeline
This video was done in Adobe After effects and Adobe Illustrator.
Appendix

Personal Style

Personal Work

Figure 1, 2
Artist's name: Manal Alyaba
Title of work: The Hungry Bunny
Date: 2012-13 Winter
Medium: NA
Dimensions: width: 768*512
Collection: Production Pipeline
The hungry bunny game was done in HTML, Javascript
and Adobe Illustrator.

Figure 3, 4
Artist's name: Manal Alyaba
Title of work: Get the Golden Fish
Date: 2012-13 Winter
Medium: NA
Dimensions: 600*600
Collection: Authoring Multimedia
The math game was also done in HTML, Javascript
and Adobe Illustrator.
Appendix

Personal Style

Personal Work

Figure 1.2
Artist's name: Manel Alyaba
Title of work: The Giant carrot
Date: 2012-13 Fall
Medium: NA
Dimensions: 1000*600
Collection: 26 Computer Animation
The Giant carrot was done in Adobe Flash.
Appendix

Design Ideation

Brainstorming
Appendix

Design Ideation
Appendix

Design Ideation

Flowchart

- New user
- Name
- Register Information
- Welcome each screen
- Game 1
- Game 2
- Game 3
- Game 4
- Game 5
- Rewards
- Reports for parents
Appendix

Design Ideation

Sketches
Appendix

Design Ideation

Sketches
## Methodological Design

### Objective

Nowadays, children are using technology in their everyday lives. The availability of children's apps and games in Arabic has increased dramatically. Despite the widespread use of these apps, none have been designed to help children's listening and reading problems. This project will be one of the few programs that are designed for Arabic-speaking children without using any dubbing or translation. All of the content will be in Arabic only.

*This project focuses on three things:*

### Children's Games Design

This application will have five main games that cover animal sounds, ambient sounds, letters, numbers, and colors. Each game will have different levels of difficulty. Level of difficulty will be based on the child's performance on the first level. The game will record the child's accomplishment, and give him a harder level each time he/she comes back. If the child fails more than twice on a level, the program will go back automatically to a lower level. With every successful performance, the child gets compliments and awards to motivate him/her to keep playing. The application can be used by many users, but they need to register the first time they use the program.

### Children's Interface Design

Since this project is designed for children, it needs to have an appealing, effective user interface. This interface must be attractive with good color choices. Simple and clear design is important; plus, added voice instructions will make it easier for the target audience to go through the application without help.
Appendix

Methodological Design

Motion Graphics

As I want to focus more on the design rather than the development, I will simulate the games I designed in a motion graphics movie. This will be the final piece of the thesis project, a 2–3 minute motion graphics demonstration to present the functionality of the application. I will use Adobe After Effects to animate the application’s user interface elements, the characters and images. One game will be developed using JavaScript and HTML in order to be tested.
## Methodological Design

<table>
<thead>
<tr>
<th>Software</th>
<th>Adobe Illustrator</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Adobe Photoshop</td>
</tr>
<tr>
<td></td>
<td>Adobe After Effects</td>
</tr>
<tr>
<td></td>
<td>HTML</td>
</tr>
<tr>
<td></td>
<td>Javascript</td>
</tr>
<tr>
<td></td>
<td>Apple IMac</td>
</tr>
</tbody>
</table>

| Target audience   | This application will be for Arabic speaking preschoolers who are at risk of dyslexia. The target audience will include both males and females, aged 3-6 |
| Dimensions        | 1024*768          |
|                   | 72 dpi            |

| Target Computer   | iPad |
|                   | Android tablet |
|                   | Audio capability |
### Implementation Strategies

I plan to implement my user interface and user experience designs into a video demonstration of the proposed application. This thesis requires research on designing for children. In order to design my application, I will study children’s games and the reading topics that are covered in kindergarten in Saudi Arabia.

#### Here are the basic elements to my implementation

I will have a main mascot character that will introduce the games and their instructions. This character will be a bear that owns a farm. The bear wants the children’s help in collecting animals and other items for his farm. At the completion of each level, the player wins a reward for the farm, and the bear compliments the child on his/her progress.

<table>
<thead>
<tr>
<th>Asset List</th>
</tr>
</thead>
<tbody>
<tr>
<td>Animals</td>
</tr>
<tr>
<td>Shovel, plow, pitchfork</td>
</tr>
<tr>
<td>Trucks, Wagon</td>
</tr>
<tr>
<td>Barn, Field</td>
</tr>
<tr>
<td>Lake, Fishing tool</td>
</tr>
<tr>
<td>Fruits, vegetables</td>
</tr>
<tr>
<td>Sky, Baskets</td>
</tr>
<tr>
<td>Trees, Flowers</td>
</tr>
<tr>
<td>Stable, Housing, Coral for animals</td>
</tr>
<tr>
<td>Recorded sounds for letters, numbers, words, and compliments</td>
</tr>
</tbody>
</table>

I am going to connect this to Saudi Arabia by using the Arabic language and only using animals that exist in Saudi Arabia.
Implementation Strategies

Color Choice
## Lessons

<table>
<thead>
<tr>
<th>Type</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Animal Sounds</td>
<td>The child is going to hear sounds that exist on the farm: birds, cows, chickens, tractors, etc. The first level will start with one sound, and after four correct answers, the sounds will increase to two and so on. Children must remember the sounds in the same order as they heard them. The last level of the game music will be added in order to create some noises, which help the children to focus.</td>
</tr>
<tr>
<td>Alphabet Sounds</td>
<td>The child keeps feeding letters that he hears to his chicks. When children answer correctly, the chicks receive food and they grow bigger.</td>
</tr>
<tr>
<td>Words Sounds</td>
<td>The child has to choose the item or the animal he/she hears by name. Same as the animal sounds game, the background will be the farm, and the item will appear while the camera moves across the farm.</td>
</tr>
<tr>
<td>Numbers Sounds</td>
<td>The bear is fishing for the numbers in the order he/she hears them.</td>
</tr>
<tr>
<td>Rhyming Sounds</td>
<td>The bear goes to the animal store to purchase animals that rhyme with a given word.</td>
</tr>
</tbody>
</table>
Appendix

Dissemination

To promote my thesis project, I will post it on Vimeo and upload it online to my website/blog. I will also submit my finished project to major companies that create learning programs for children such as Leisa, Eurobics, LeanBuilder and Vtech. For design competitions, I will submit my thesis project to the Adobe Design Achievement Awards competition.
Appendix

Evaluation Plan

One of the games will be done in HTML, JavaScript and tested in Saudi Arabia at Jeddah hearing and speech institute. I will use the feedback of the parents, specialists and children to modify and alter my application. The parents’ feedback will focus on the design. Specialists’ feedback will focus on the content and subject matter, and the children’s feedback will focus on the games.
Appendix

Pragmatic Considerations

<table>
<thead>
<tr>
<th>Budget</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Trade Show</td>
<td>$500</td>
</tr>
<tr>
<td>Print Materials, Promotional Posters, Business Cards</td>
<td></td>
</tr>
<tr>
<td>Publishing</td>
<td>$100</td>
</tr>
<tr>
<td>VCDE library and myself</td>
<td></td>
</tr>
<tr>
<td>Travel expenses</td>
<td>$1000</td>
</tr>
<tr>
<td>Total</td>
<td>$2200</td>
</tr>
</tbody>
</table>
Appendix
Appendix

Bibliography


Appendix

Bibliography


Appendix

Bibliography


Taylor, Angia. “2D Character Animation with After Effects.” Online video tutorials & training | Lynda.com. http://www.lynda.com/After-Effects-Tutorials/2D-Character-Animation-After-Effects/20444-2.html?trk=ref=index%3a1%0AAll%3a2%20 After%3a2%2C%3a3%2C2D%2Character%20animation%2With%20After%20Effects%3a1%0APage%3a1%0Atrue%0AProduct%3aype%3a2 (accessed September 8, 2013).


Appendix

School Game Codes

```html
<!DOCTYPE html>
<html>
<head>
<meta charset="UTF-8">
<title>Dabdop at School</title>
<link rel="stylesheet" href="styles.css">

<script src="http://code.createjs.com/easeljs-0.7.0.min.js"></script>
<script src="http://code.createjs.com/tweenjs-0.5.0.min.js"></script>
<script src="http://code.createjs.com/movieclip-0.7.0.min.js"></script>
<script src="http://code.createjs.com/preloadjs-0.4.0.min.js"></script>
<script src="http://code.createjs.com/soundjs-0.5.0.min.js"></script>
<script src="school_game_New_3.js"></script>

<script>
var canvas, stage, exportRoot;

function init() {
    canvas = document.getElementById("canvas");
    images = images||{};

    var loader = new createjs.LoadQueue(false);
    loader.installPlugin(createjs.Sound);
    loader.addEventListener("fileload" , handleFileLoad);
    loader.addEventListener("complete" , handleComplete);
    loader.loadManifest(lib.properties.manifest);
}

function handleFileLoad(evt) {
    if (evt.item.type == "image") { images[evt.item.id] = evt.result; }
}

function handleComplete() {
    exportRoot = new lib.school_game_New_3();

    stage = new createjs.Stage(canvas);
}
```
Appendix

School Game Codes

```javascript
stage.addChild(exportRoot);
stage.update();

createjs.Ticker.setFPS(lib.properties.fps);
    createjs.Ticker.addEventListener("tick", stage);
}

function playSound(id, loop) {
    createjs.Sound.play(id, createjs.Sound.INTERRUPT_EARLY, 0, 0, loop);
}

</script>
</head>

<body onload="init();" style="background-color:##FFFFFF"
    <canvas id="canvas" width="1024" height="768" style="background-color:#000000"></canvas>
</body>
</html>

@charset "UTF-8";
/* CSS Document */

#canvas {
    width:auto;
    height:auto;
    display: block;
    margin: 0 auto;
}
```
Appendix

UI Codes

```html
<html>
<head>
<meta charset="UTF-8">
<title>I’m Listening with Dabdoop</title>
<link rel="stylesheet" href="styles.css">
<script src="http://code.createjs.com/easeljs-0.7.1.min.js"></script>
<script src="http://code.createjs.com/tweenjs-0.5.1.min.js"></script>
<script src="http://code.createjs.com/movieclip-0.7.1.min.js"></script>
<script src="http://code.createjs.com/preloadjs-0.4.1.min.js"></script>
<script src="http://code.createjs.com/soundjs-0.5.2.min.js"></script>
<script src="script.js"></script>

function init() {
    canvas = document.getElementById("canvas");
    images = images || {};
    
    var loader = new createjs.LoadQueue(false);
    loader.installPlugin(createjs.Sound);
    loader.addEventListener("fileload", handleFileLoad);
    loader.addEventListener("complete", handleComplete);
    loader.loadManifest(lib.properties.manifest);
}

function handleFileLoad(evt) {
    if (evt.item.type == "image") { images[evt.item.id] = evt.result; }
}

function handleComplete() {
    exportRoot = new lib.intro_smaller();
    stage = new createjs.Stage(canvas);
    stage.addChild(exportRoot);
} 
```
Appendix

UI Codes

stage.update();
stage.enableMouseOver();
createjs.Ticker.setFPS(lib.properties.fps);
createjs.Ticker.addEventListener("tick", stage);
}

function playSound(id, loop) {
    createjs.Sound.play(id, createjs.Sound.INTERRUPT_EARLY, 0, 0, loop);
}
</script>
</head>

<body onload="init();">
<canvas id="canvas" width="1024" height="768" style="background-color: #FFFFFF" ></canvas>
</body>
</html>

@charset "UTF-8";
/* CSS Document */

body {
    background: #FFFFFF;
}

#canvas {
    width:auto;
    height:auto;
    display: block;
    margin: 0 auto;
}
## Appendix

### Parents Survey

<table>
<thead>
<tr>
<th>I’m Listening</th>
<th>Manal Alyaba</th>
</tr>
</thead>
<tbody>
<tr>
<td>With Dabdop</td>
<td>May 3, 2014</td>
</tr>
<tr>
<td></td>
<td>Imagin Rit</td>
</tr>
</tbody>
</table>

### Objectives of the Project

Phonological awareness is the ability to understand the different sounds that make up words. It is the way humans develop reading skills at an early age.

Children in kindergarten who have low levels of phonological awareness usually are at risk of being dyslexic when they grow up. They are not able to recognize the sounds of the letters, rhyme words, distinguish between the beginning or the ending of sounds, or recognize words that have the same sounds.

The I’m listening app is designed to stimulate listening and hearing skills for Arabic preschool children at risk of dyslexia.

### Visual Style

- [ ] Creative
- [x] Appropriate
- [ ] Average
- [ ] Needs Improvement

**More Comments**

- Sweet
- Nice graphics

### Main Character (Dabdop)

- [ ] Creative
- [ ] Appropriate
- [ ] Average
- [ ] Needs Improvement

**More Comments**

**Is the visual style appeal to children?**

- [x] Yes
- [ ] No

**More Comments**

- Simple, I like it
Appendix

Parents Survey

I'm Listining
With Dabdop

Objectives of the Project

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The I’m listening app is designed to stimulate listening and hearing skills for Arabic preschool children at risk of dyslexia.

Visual Style

☐ Creative
☐ Appropriate
☐ Average
☐ Needs Improvement

More Comments

Main Character (Dabdop)

☐ Creative
☐ Appropriate
☐ Average
☐ Needs Improvement

More Comments

Is the visual style appeal to children?

☐ Yes
☐ No

More Comments

Schools need this!
Appendix

Parents Survey

I’m Listening
With Dabdog

Maral Alyaba
May 3, 2014
Irregin IT

Objectives of the Project

Phonological awareness is the ability to understand the different sounds that make up words. It is the way humans develop reading skills at an early age.

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The I’m listening app is designed to stimulate listening and hearing skills for Arabic preschool children at risk of dyslexia.

Visual Style

☐ Creative
☐ Appropriate
☐ Average
☐ Needs Improvement

More Comments


Character Design

☐ Creative
☐ Appropriate
☐ Average
☐ Needs Improvement

More Comments

- make a transparent layer inside movie clip for the letters. It should be the top layer so that the entire space of the letter is clickable.

Main Character (Dabdog)

☐ Creative
☐ Appropriate
☐ Average
☐ Needs Improvement

More Comments


Is the visual style appeal to children?

☐ Yes
☐ No

More Comments


Appendix

Parents Survey

I’m Listening
With Dabdop

Manal Alyaba
May 3, 2014
Imagin RIT

Objectives of the Project

Phonological awareness is the ability to understand the different sounds that make up words. It is the way humans develop reading skills at an early age.

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Visual Style
- Creative
- Appropriate
- Average
- Needs Improvement

Main Character (Dabdop)
- Creative
- Appropriate
- Average
- Needs Improvement

Character Design
- Creative
- Appropriate
- Average
- Needs Improvement

More Comments

Is the visual style appeal to children?
- Yes
- No

More Comments
Appendix

Parents Survey

I'm Listening
With Dab dop

Manal Alyaba
May 3, 2014
Imagin Ri T

Objectives of the Project
Phonological awareness is the ability to understand the different sounds that make up words. It is the way humans develop reading skills at an early age.

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The I'm listening app is designed to stimulate listening and hearing skills for Arabic preschool children at risk of dyslexia.

Visual Style
☐ Creative
☒ Appropriate
☐ Average
☐ Needs Improvement

More Comments
There are some apps that have the same design & style.

Character Design
☐ Creative
☒ Appropriate
☐ Average
☐ Needs Improvement

More Comments
Good job

Main Character (Dab dop)
☐ Creative
☒ Appropriate
☐ Average
☐ Needs Improvement

More Comments
I like it !

Is the visual style appeal to children?
☐ Yes
☒ No

More Comments
My daughter loved it.
## Appendix

### Parents Survey

#### I'm Listening

With Dabdop

Manal Alyaba  
May 3, 2014  
Imagin RIT

**Objectives of the Project**

Phonological awareness is the ability to understand the different sounds that make up words. It is the way humans develop reading skills at an early age.

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</tr>
</thead>
<tbody>
<tr>
<td>Creative</td>
<td>Creative</td>
</tr>
<tr>
<td>Appropriate</td>
<td>Appropriate</td>
</tr>
<tr>
<td>Average</td>
<td>Average</td>
</tr>
<tr>
<td>Needs Improvement</td>
<td>Needs Improvement</td>
</tr>
</tbody>
</table>

**More Comments**

- The style is very appealing to young children.
- **Character Design**
  - Creative
  - Appropriate
  - Average
  - Needs Improvement

**More Comments**

- Great character 😊

**Is the visual style appeal to children?**

- Yes
- No
# Appendix

## Parents Survey

### I'm Listening

With Dabdop

---

**Manal Alyaba**  
May 3, 2014  
Imagin RIT

---

### Objectives of the Project

Phonological awareness is the ability to understand the different sounds that make up words. It is the way humans develop reading skills at an early age.

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<td>Appropriate</td>
</tr>
<tr>
<td>Average</td>
<td>Average</td>
</tr>
<tr>
<td>Needs Improvement</td>
<td>Needs Improvement</td>
</tr>
</tbody>
</table>

**More Comments**

---

### Character Design

Creative  
Appropriate  
Average  
Needs Improvement

**More Comments**

---

Is the visual style appeal to children?

- Yes
- No

**More Comments**

- [handwritten] because of the character!
Appendix

Parents Survey

I'm Listening
With Dabdop

Objectives of the Project

Phonological awareness is the ability to understand the different sounds that make up words. It is the way humans develop reading skills at an early age.

Children in kindergarten who have low levels of phonological awareness usually are at risk of being dyslexic when they grow up. They are not able to recognize the sounds of the letters, rhyme words, distinguish between the beginning or the ending of sounds, or recognize words that have the same sounds.

The I'm listening app is designed to stimulate listening and hearing skills for Arabic preschool children at risk of dyslexia.

Visual Style
Creative
☐ Appropriate
☐ Average
☐ Needs Improvement

More Comments
cheerful, positive & engaging!

Main Character (Dabdop)
Creative
☒ Appropriate
☐ Average
☐ Needs Improvement

More Comments
very lovely

Is the visual style appeal to children?
Yes
☒ No

More Comments
Appendix

Children Survey
Appendix

Children Survey
Appendix

Children Survey


Bibliography


Maestri, George. “Foundations of Animation.” Online video tutorials & training | lynda.com. http://www.lynda.com/3D-Animation-Animation-tutorials/Foundations-Animation/119006-2.html?srchtrk=index%3a1%0Alinktypeid%3a2%0Aq%3aFoundations+of+animation%0Apage%3a1%0As%3arelevance%0Asa%3atrue%0Aproducttypeid%3a2 (accessed October 14, 2013).


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