

Team UpLit

Roles and responsibilities



Yolisa Mbongo
BRAND STRATEGIST



Nandipha Benya
CREATIVE DIRECTOR

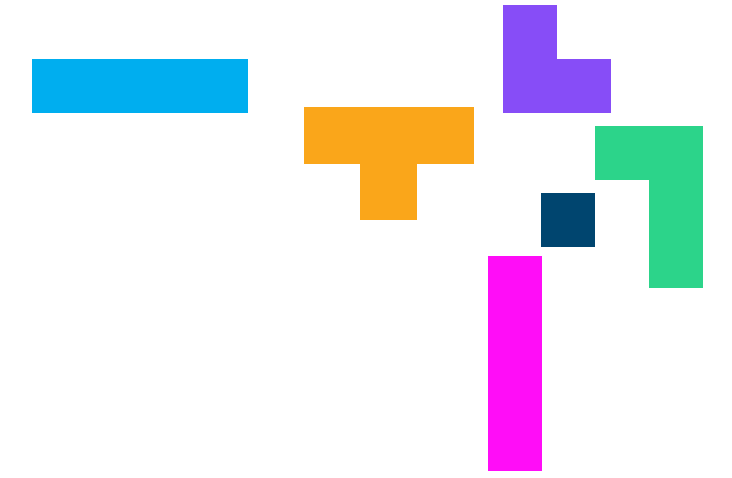


Kiara Ishwarlall
ART DIRECTOR



Luleka Lunga Nothando Mtshali
DIGITAL DESIGNER

Team UpLit



Roles and responsibilities



Yolisa Mbongo

Brand strategist and graphic designer

- Branding and logo development
- Concept development
- Graphic design
- Illustration
- Research development



Nandipha Benya

Brand strategist and graphic designer

- Branding and design
- Concept development
- Graphic design
- Illustration
- Research development



Kiara Ishwarlall

Brand strategist and graphic designer

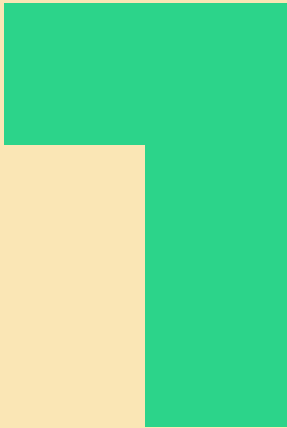
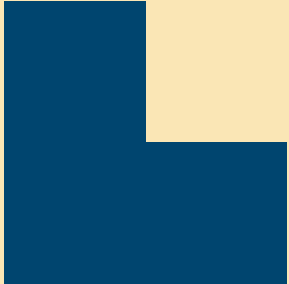
- Branding and design
- Concept development
- Graphic design
- Illustration
- Research development



Luleka Lunga Nothando Mtshali

Brand strategist, multimedia designer and operations manager

- Concept development
- Multimedia and design
- Layout design
- Illustration
- Research development

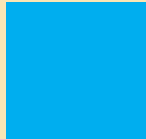


CREATIVE CONCEPT

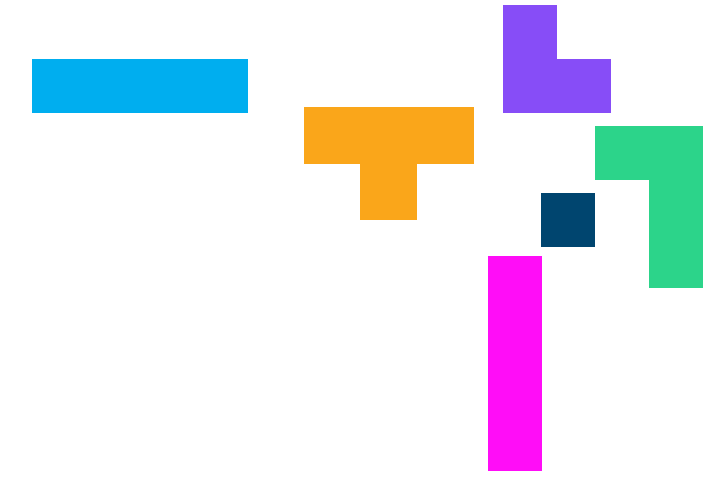
Blanket Stories

The use of storytelling blankets is the vehicle which will be used to initiate the process of connection between the mother or caregiver and the children during storytime. Using the blanket provides warmth and safety while interacting with the mother or caregiver through textile learning tools. Creating a conducive learning atmosphere for optimum learning.

The beadwork further reinforces the textile learning approach while creating communal learning spaces between the schools and home for the mother or caregiver and children. Blanket stories reinforce the importance of the mother or caregiver's presence in the child's learning and literacy journey.



USER JOURNEY



1. School Introduction & Visual Promotion

Teachers introduce the concept of the story blanket, building excitement for the project. Visual elements like posters and murals around the school catch the children's attention and familiarise them with the campaign before it officially begins. Parents receive WhatsApp audio messages explaining the initiative and its benefits, fostering early awareness and engagement.

2. Classroom Storytelling Session

Teachers & Vega lead a lively storytelling session with the children, weaving elements of the story blanket into the narrative to pique their interest. Through these sessions, children connect storytelling to the physical blanket, creating a memorable experience that they can later share with their families.

3. Distribution of Story Blanket Package

Each child receives a story blanket package, which includes the blanket itself, a small interactive kit of colourful beads and tactile elements, and simple instructions on how to interact with the blanket prompts for storytelling. This package is designed to spark children's excitement and encourage them to bring the activity home, sharing it with their parents or caregivers.

4. Home Storytelling and Beading Activity

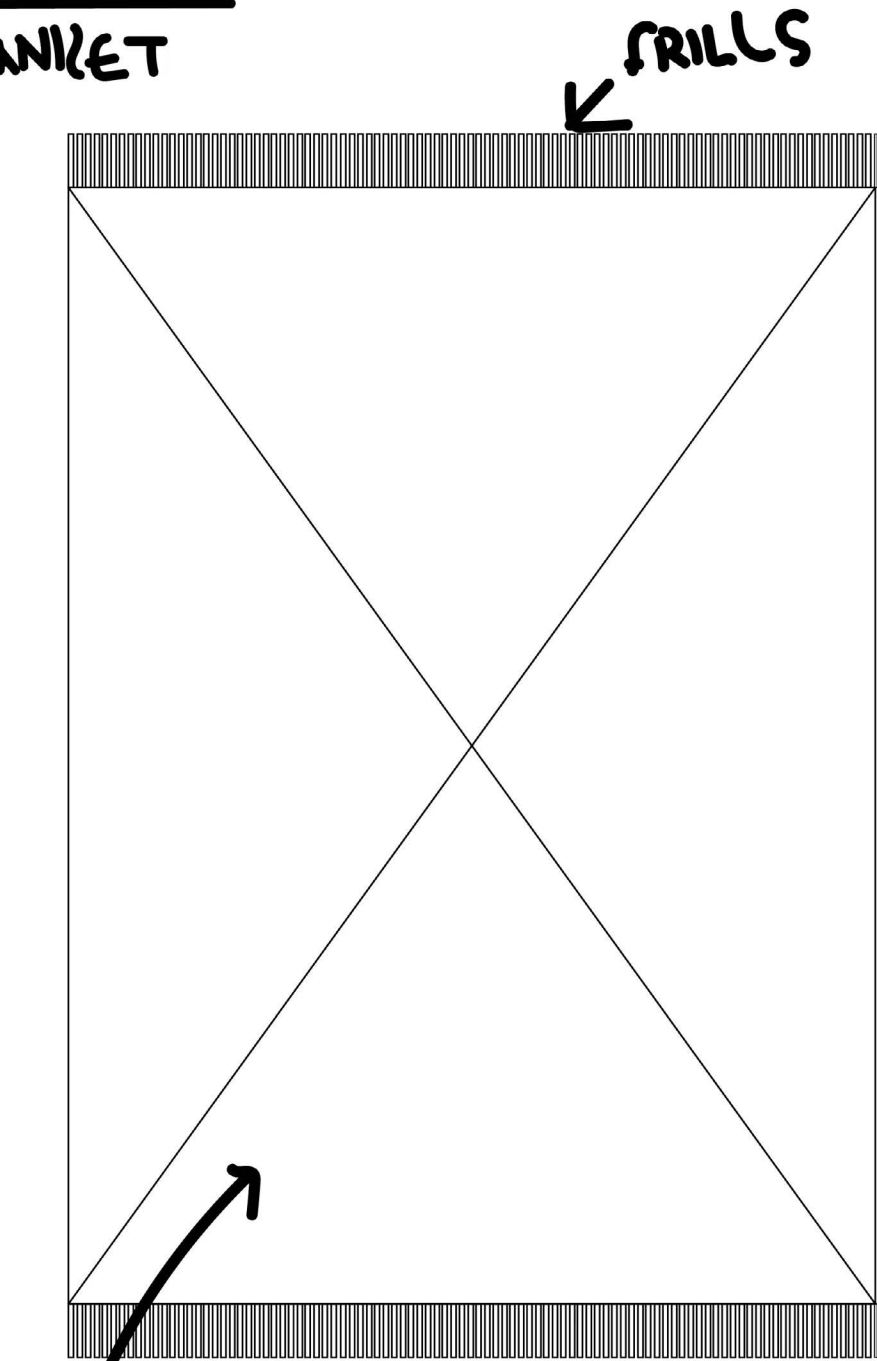
At home, children and caregivers engage in the storytelling activity together, using the tactile elements to represent key elements of the story. For example, they might use a blue bead to symbolise water, making the story tangible and memorable. This activity promotes literacy through creativity, as children "illustrate" stories by marking key words and themes with the beads, deepening comprehension.

5. Community Storytelling and Beading Sessions

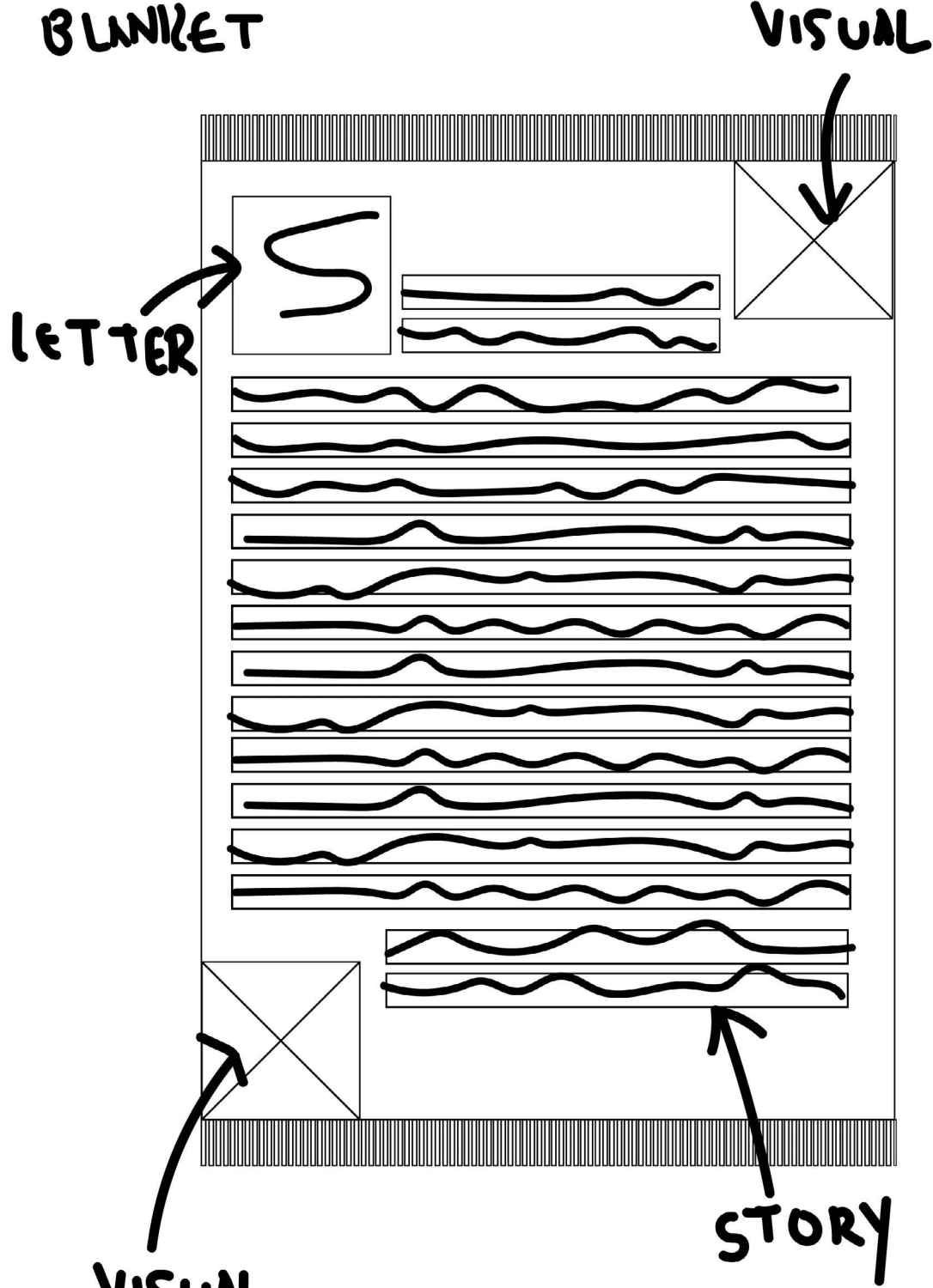
Families gather at the school for periodic storytelling and beading events, where they can share the stories they've created, add more beads to their blankets, and learn new beading and sewing ideas together. These events strengthen community bonds, provide parents with ongoing support, and foster a collaborative environment focused on child literacy. Vega will offer a small rewards, books of completion for the families involved. These could be simple recognitions given out during the workshop, acknowledging the time and effort each family dedicated to the project.

BLANKET

FRONT
BLANKET



BACK
BLANKET

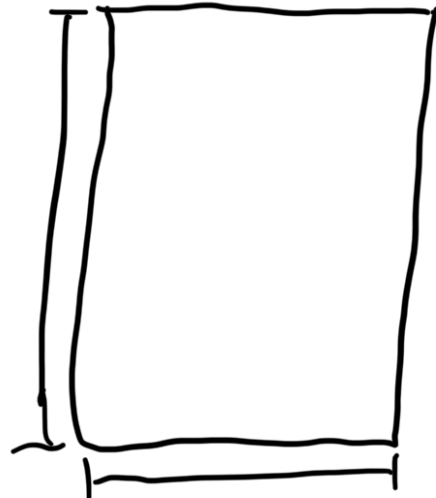


BACK



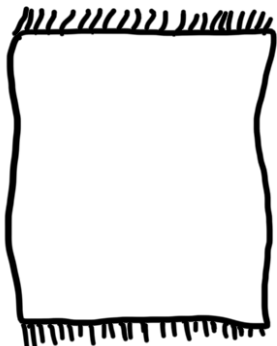
- STORY - TEXTILE
- Explains scene in mural.

SIZE

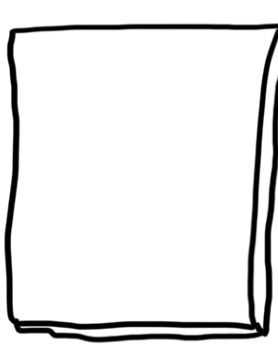


- STANDARD PORTRAIT
BLANKET SIZE

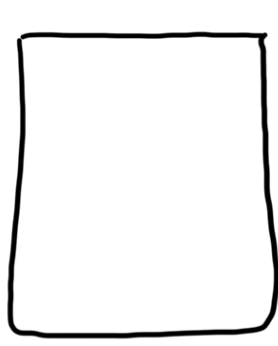
BLANKET STYLES



FRILLED
(TRADITIONAL)



THICK WOOL
(WINTER)



THIN COTTON
(SUMMER)

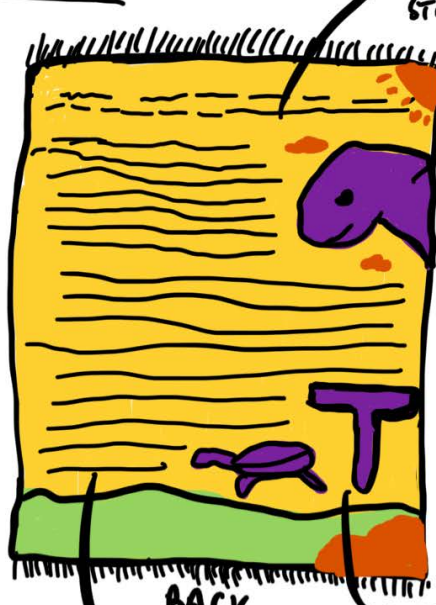
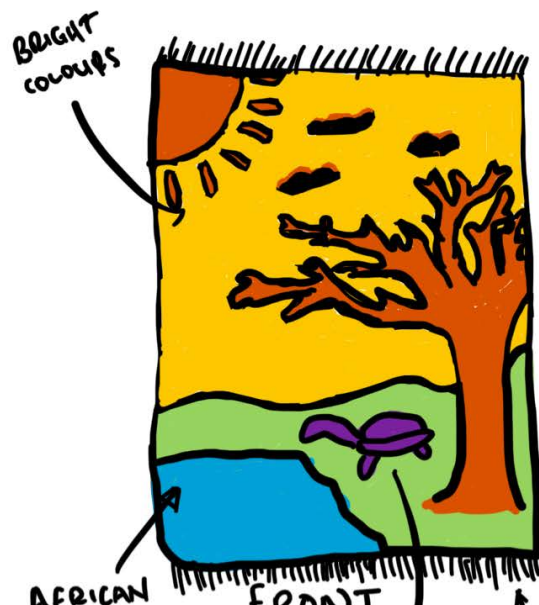
BLANKET SKETCHES



- Colourful
- Bright
- Eye-catching
- Tells a story
- Encouraging storytelling for kids.

ARTWORK OF
Illustrated story

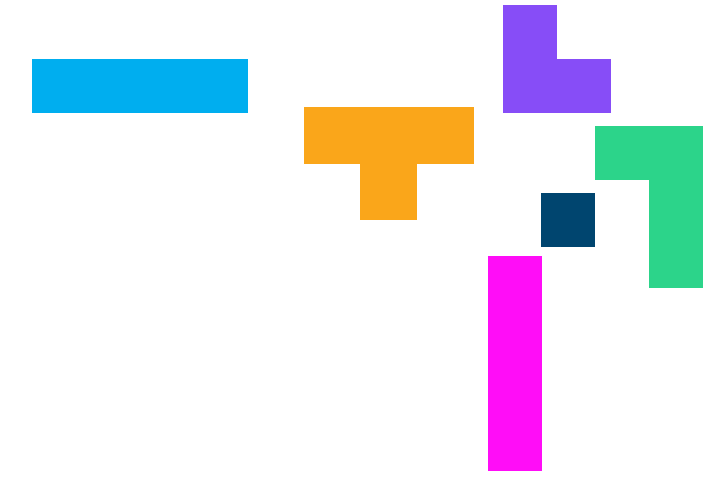
Illustration Examples



LETTER TO READ

Low Fidelity - Feedback Summary

23 October 2024



- **Inputs from the lecturer:**

The lecturer advised that 'Blanket Stories' for the logo choice was descriptive for our target audience. He asked about the African tagline and wanted to retain the 'Imfuno Ayikhulelwa' to relate to the target audience. He advised us not to lose the home language in the logo development. Our lecturer liked the low-fidelity sketches around the logo and the colour choice. He liked the textures that are used – the squiggles etc. In our summative presentation, the lecturer wanted us to explain why we have updated our options and show the previous look and feel versus the updated versions.

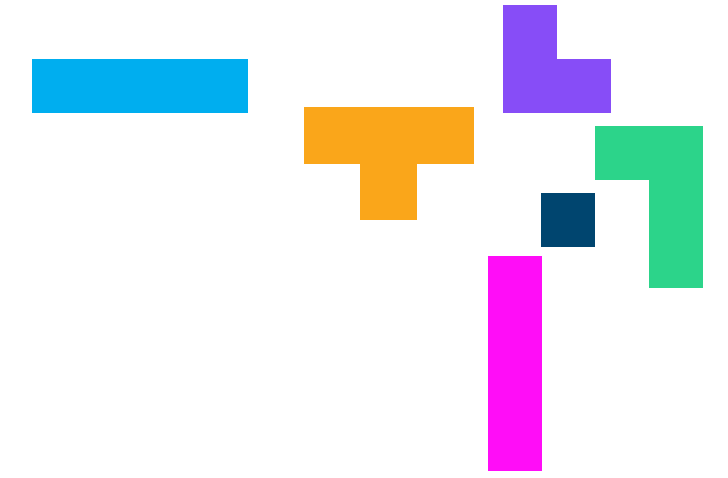
- Regarding the posters, our lecturer wants the execution of the blanket to be explained in the execution. Explain how people interact with the blankets. Maybe include QR codes. The functionality of the blanket is critical. He needed us to ideate more about how the blanket would function. He liked the update on the colour palette.
- The lecturer wanted us to incorporate the low-fidelity sources. If we use AI we should reference the resources that were used for touch-points such as the murals.

- **Inputs from the other group:**

One of the students liked the logo and that the blanket should be the focal point. He liked the indigenous approach to the executions. He liked that we are solving South African problems with a South African feel.

Mid Fidelity - Feedback Summary

30 October 2024



- **Inputs from the other group:**

One of the students liked that it is a local story so that children know what is happening in their towns and villages. They liked the logo and the colour choice.

- Another student wanted to know how much text would be incorporated on the blanket. The concern was around the amount of text that would be placed. The texture of the blankets might make the text non-legible because of the fuzzy texture. Fables should be short stories.
- Another student was wondering how we chose the animal characters. Is there a guideline? His concern was the choice of the snake.

- **Inputs from the lecturer:**

Our lecturer wanted us to consider the target audience and how we wanted to relay the story. Do moms and children want to read a lot of text, or should it be broken up into a comic book strip layout? We needed to consider how we apply the story and consider that the blanket has two sides.

- How do people interact with the blanket e.g. when the blanket is

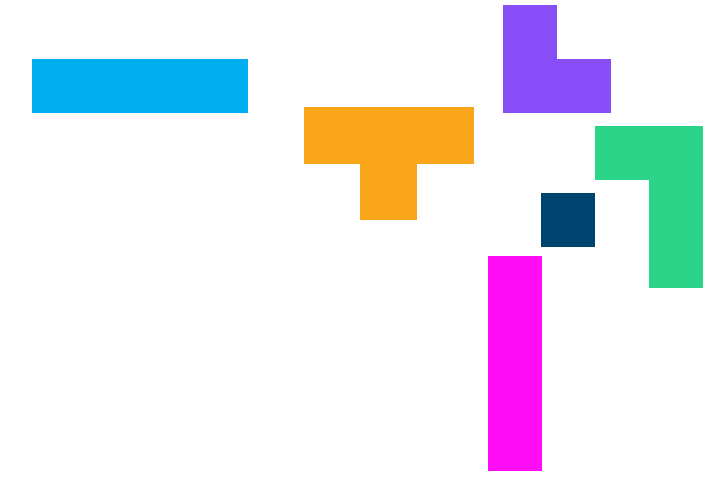
folded, some of the images could connect with another section when folded. More work and iteration between the group members about how the blanket would work. The blanket is the “hero” of the project. The focus of the work should be on the blanket.

- The lecturer felt that the blanket would look like a poster if the sponsors or teachers read it to the children and that it would be stronger if the caregivers read the blanket to the children. The blanket should not be used as the instruction manual. We can use instructional fold outs, tags or small leaflets.
- The blanket should not function as a book. There should be a balance between the images and text. The interaction of the children looking at the images or characters and reading the text should be considered.
- The lecturer felt that there were gaps in the project and that more engagement could be achieved through the use of the blanket.
- As a group, our lecturer felt that we might be too close to the project and needed to ask for feedback from other people who were not involved in the process. To gain feedback about the blanket. Make sure that we cover all our bases.

Mid Fidelity - Feedback Summary

CONTINUED...

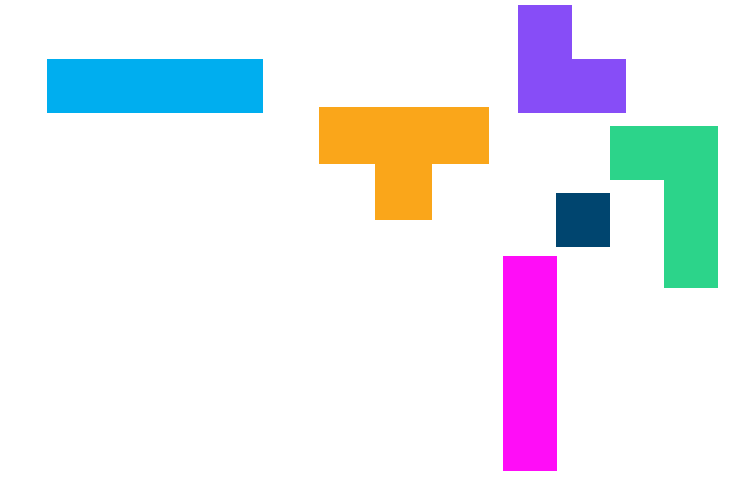
30 October 2024



- The lecturer suggested that, in the presentation that we hand in, we should describe the customer's journey well. Go through the process of everything that happens. There should be logical steps that flow around the interaction between the products and the audience's engagement. Storytelling is vital in the concept video. We need to explain how the touch-points would be rolled out.
- Our lecturer also advised that we must refine our user journey from assignment one.
- The lecturer asked if we have resolved the name and logo for our project, as this was discussed in the previous presentation.
- In one slide, we must include our insights, concepts and target audience in our final presentation. Consider the summary of changes that need to be applied and include the agreed-upon changes in the presentation.

- The case study video should be no longer than four minutes long. We were advised to look at the Loeries concept videos for inspiration purposes.

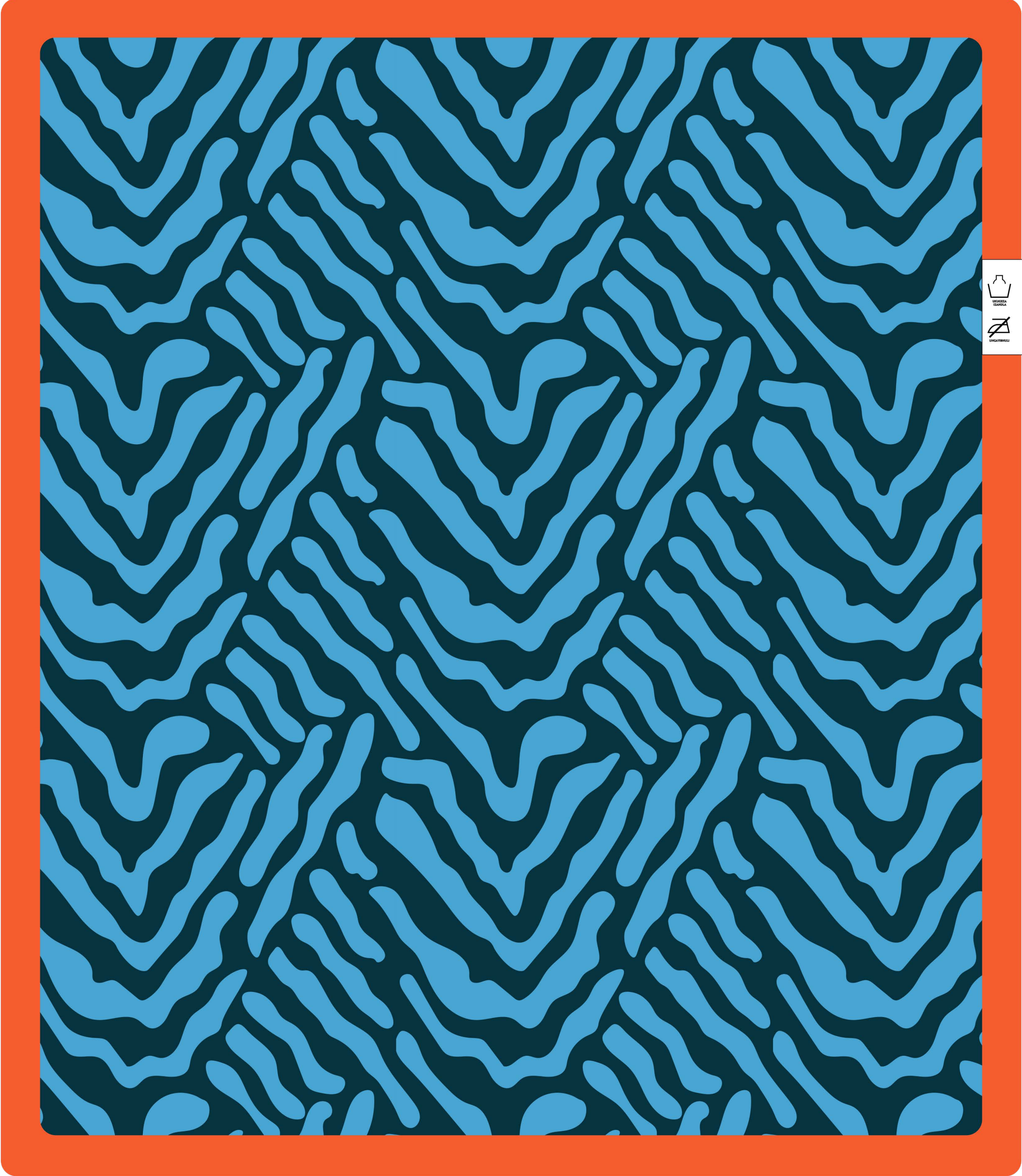
Mid Fidelity - Uplit Group Inputs



Inputs from the group sessions:

- The group concluded that the logo should function as part of a cohesive visual language rather than as a standalone design element, allowing for consistent application across various items.
- The group determined that a quilt would be the most appropriate form for the blanket, given its versatility in accommodating additional elements such as beads and other textile enhancements.
- The group emphasised the need for practical packaging for the blanket, suggesting that it should be reusable to benefit for the caregivers.
- The group recommended incorporating visual instructions on the blanket to guide caregivers in engaging with its interactive features effectively.
- The group recognised the value of providing an incentive for children and caregivers following their interaction with the blanket and visits to the school, deciding that a book would serve this purpose well.
- The group proposed that Vega staff should wear branded t-shirts aligned with the campaign's visual identity when delivering blankets and posters, to reinforce brand consistency.

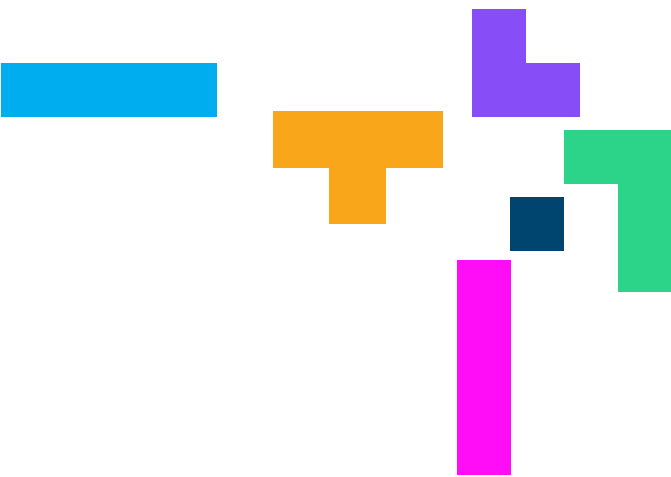




PACKAGING | FOR BLANKETS



REWARDS | STORY BOOK



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Freepik

Midjourney

Meta AI