




Playground





Playground is a drawing kit that invites small groups to craft an imaginary neighborhood using visual expression.

The purpose of the activity is for participants to use visual expression as a way to express their hopes, desires, likes, and dislikes. It does this through community; something we all desire and can relate to. Participants collaborate to envision their ideal community, and learn more about each other in the process.



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Research

Methods
Insights
Personas

Market Analysis

My ultimate goals for this project is to encourage creative expression in adults. So, I researched the options out there that do that.

Creating a Product Positioning map helped me pinpoint areas of opportunity within the market. I analyzed eleven brands and activities based on four categories: reading, interactive, inspirational, and instructional.



Media Scan

I scanned scientific journals, articles, studies, and forums to learn more about creativity and how it changes throughout our lives, both scientifically and socially.

Does creative expression decrease with age? Why or why not?

How does art education play a role?

Why are adults intimidated by creating art?

What are the benefits of creative expression?

Role of Art Therapy in the Promotion of Mental Health: A Critical Review

Art therapy can help people express themselves more freely, improve their mental health, and improve interpersonal relationships. The basis of art therapy is established on the idea that people can recover and feel better via artistic expression.

Benefits of Creative Self Expression Through the Visual Arts, "Art Therapy"

Delineating the Benefits of Arts Education for Children's Socioemotional Development

The health benefits of creative expression

Survey

A link to a digital survey was posted on social media for anyone to answer that asked the following questions.

60 Participants

83% aged 18-26

80% work in non-artistic fields

Goals:

Identify participants who wish they could explore visual expression more.

Identify sources of inspiration + fear.

SURVEY QUESTIONS

What's your age?

How creative do you consider yourself?

What is your job field/area of study?

How would you rate the creativity of your job/area of study?

Which form of creativity do you identify with most? Select all that apply.

Which form of creative expression do you wish you could connect with or explore more?

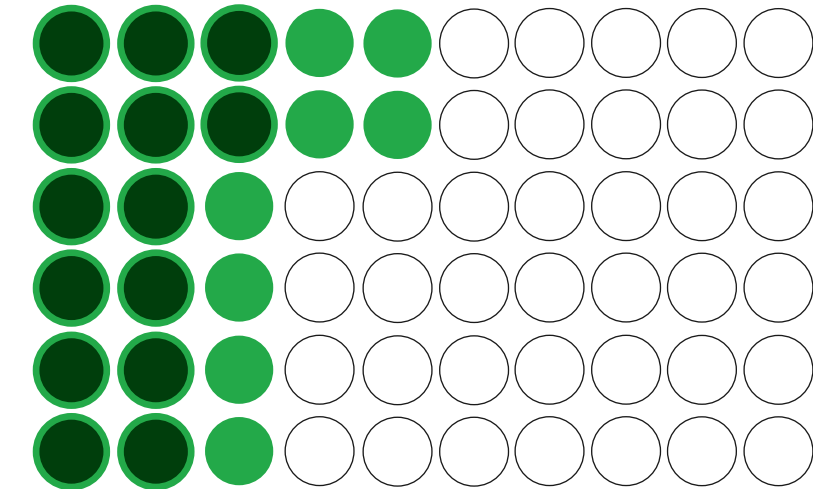
Why haven't you connected more with the forms of expression you selected above?

Is there an environment that inspires you? If so, describe it.

QUESTION

Which form of creative expression do you wish you could connect with more?

RESULTS



● 21 respondents said visual arts

● 14 of these specified fear of judgement as a barrier

QUESTION

Is there an environment that inspires you? If so, describe it.

RESULTS

When I'm alone
10 respondents

Listening to music
+ in a good mood
13 respondents

Outdoors/nature
11 respondents

When around others
13 respondents

Specifically, friends or family
11 respondents

Interviews

Audience Interviews

Five semi-structured conversational interviews were conducted to gather personal information about how interviewees view creativity.

Expert Interviews

Four interviews were conducted with Art Therapists and Art Educators. This gave me the perspective of someone whose job is to creatively inspire others.

3 Engineering Majors

1 Pre-Med Major

1 Middle-aged adults

2 Art Therapists

1 High School Art Teacher

1 k-8 Art Teacher

NOTABLE QUOTES

I feel like my mind doesn't work the same as my creative friends.

Pre-Med Major

Anytime I draw, I'm reminded how much I like it.

Engineering Major

It's kinda weird to think that I was once a kid now.

Engineering Major

My mind doesn't have as much of a filter around people I know.

Engineering Major

I love watching my kids create art. It seems so fun + free.

Middle-aged adult

People often think "If I wasn't an art kid, that can't be my identity as an adult."

k-8 Art Teacher

Adults take themselves way too seriously.

High School Art Teacher

Giving choice allows my patients to own their experience.

Art Therapist

INSIGHTS

People feel inspired when alone or with people they're close to

something collaborative; an activity that fosters a bonding experience

Relaxation promotes creativity.

utilize caring language that makes the user feel comfortable

Choice is empowering.

allow participants to use whatever materials they'd like

PERSONAS

Engineering Student

20 years old
college student
single, no kids

DESIRES

creative outlet
get back in touch with their inner child

FRUSTRATIONS

has no idea where to start
doesn't have time outside their studies

The 9-5'er

40 years old
accountant
Married, 2 kids

DESIRES

reconnect with artistic expression

FRUSTRATIONS

worries their time as an artist has passed
doesn't work in a creative environment

Brand

Typography
Color
Wordmark
Graphic Elements

Playground

Playground

The simple wordmark insinuates incompleteness, inviting participants to add their own personality to the kit. The bubbly, hand-drawn “g” represents the drawings made by participants. It acts as a subtle guide, hinting at what they can expect while using the kit.

While the rest of the wordmark stays consistent, The “g” can be drawn in different ways (as shown on the right).

Playground

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Typography

WORDMARK

Aa

Neue Haas Grotesk

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Known as the original Helvetica, Neue Haas Grotesk leans into the brandings simplicity. It has a slight sterile appearance, contrasting the hand-drawn “g”. The juxtaposition of a serious typeface and a playful “g” in the wordmark parallels the way participants can modify a blank piece of paper.

BODY

Aa

Euclid Circular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Euclid Circular was chosen for its geometric qualities. It reflects building blocks, complement Playground’s playful philosophy.

Color



#1DA849



#1973C0



#FFBD17



#EF4B3C

Playground utilizes simple branding that entices participants to mark all over it. Black and white are primarily used with bursts of green, blue, yellow, and scarlet as accent colors. These bright colors over black and white represent the individual additions of each participant.

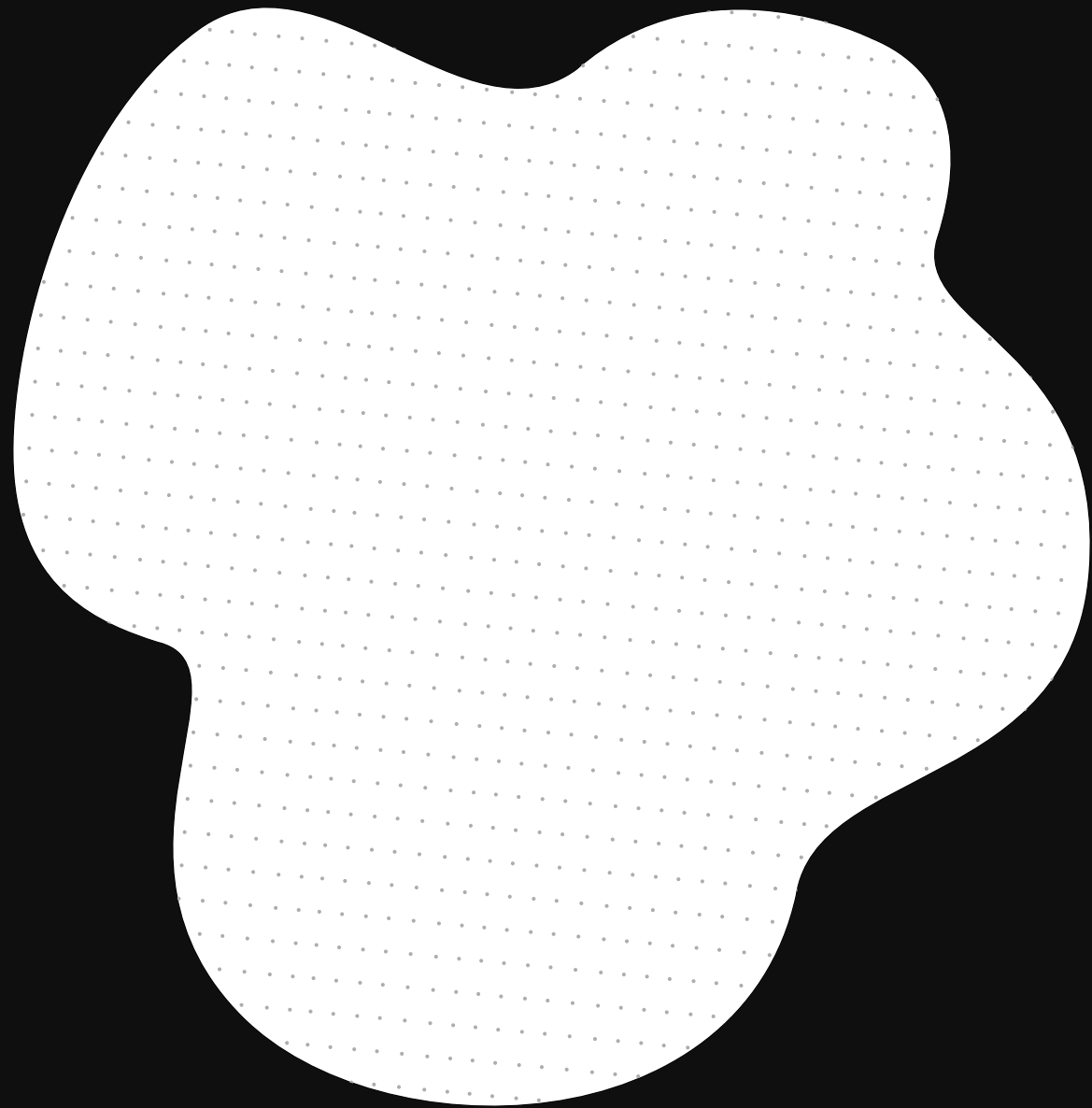
The Experience

The Play Book
The Creation Space
Inspiration Bubbles



The Play Book

The Play Book is the first step in the Playground experience. It defines the activity's purpose, provides instruction, and explains how participants should approach the experience.



30 inches

30 inches



30 inches




The Creation Space is oddly shaped to encourage variety in the participant's drawings.



Dotted pages, inspired by bullet journaling, provide a loose guide for those who'd like it.





At the beginning of every round, each participant takes an **inspiration bubble**. Use these prompts to decide how you'll populate your neighborhood.

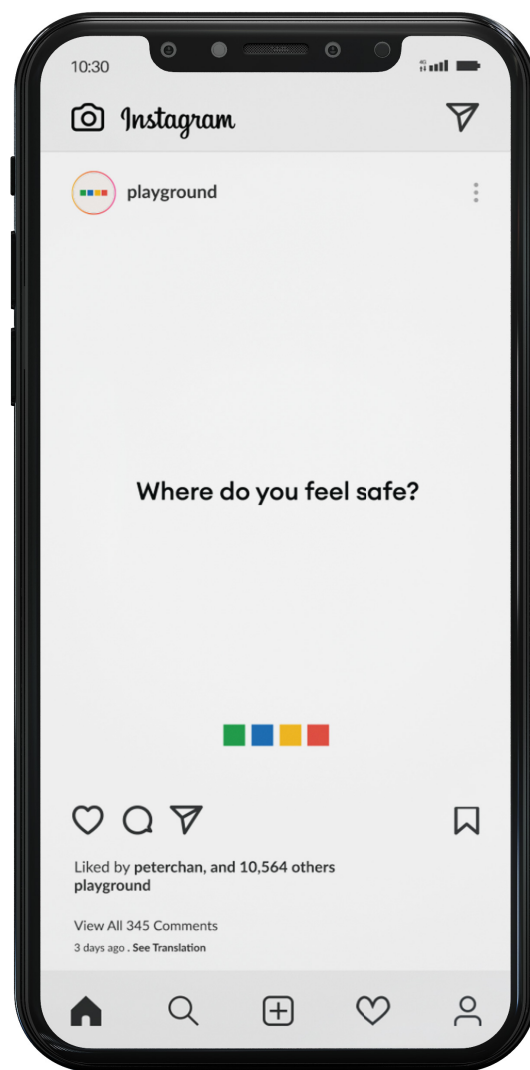
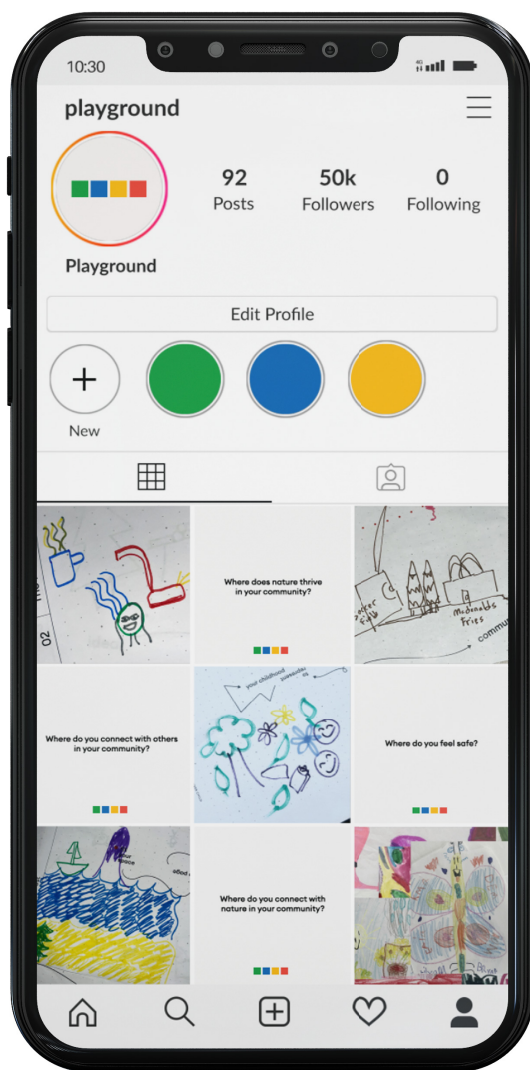
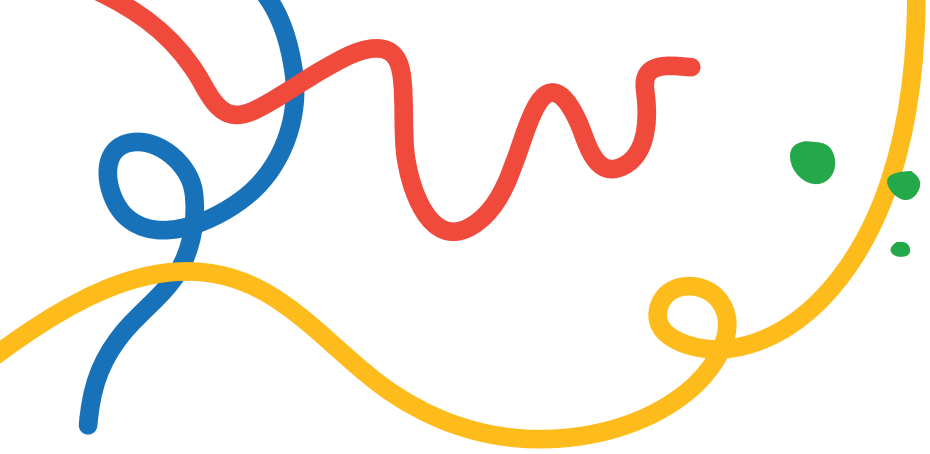
Prompts include:

- a space for people to connect.
- a space where nature thrives.
- a place where you feel safe.
- a space where you connect with nature.
- etc...



Applications

Social Media
Merchandise



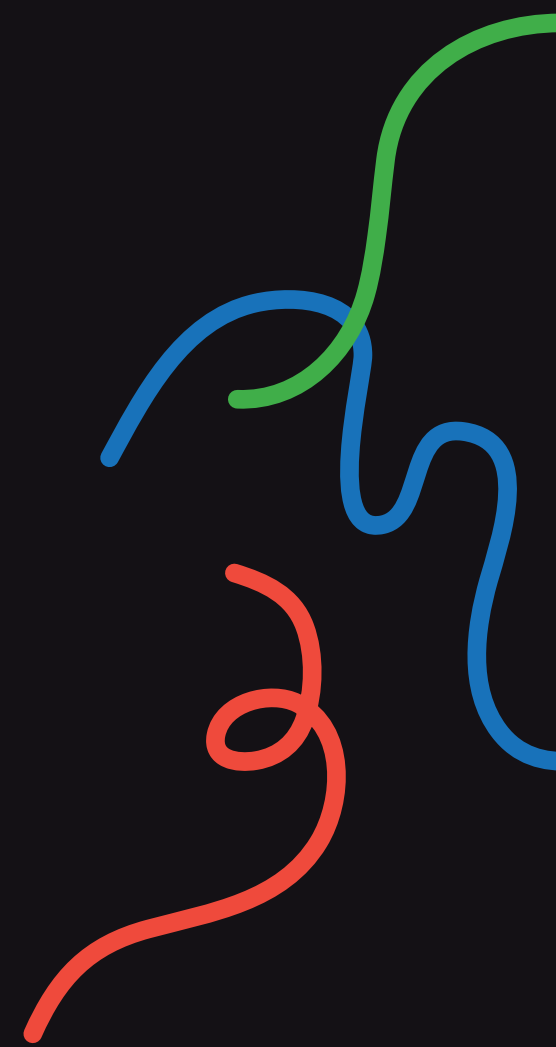
Share your story.



People who have used Playground can submit a photo of their drawings alongside a short written story that explains them. Playground will post the photo and story, with the photo being the first post in the carousel.

Participants can also send photos of themselves completing the activity with others. If the photo is considered postable, Playground will share it.

Discussion prompts from the card decks are also posted so followers can answer and discuss in the comments.



Merch

Playground doesn't heavily brand its merchandise. Rather than using the wordmark, Playground utilizes a secondary design inspired by the wordmark. Outlined type in Euclid Circular spells out Playground while a hand-drawn version of each letter intertwines throughout.



thank you!



Supporters

My parents, for always encouraging my artistic passion while growing up.

My professor, Peter Chan, for his unwavering support and guidance throughout my career at Ohio State.

Jenn Stevens and Megan Russell, for their advice and input throughout the semester.

Ciera Yamarick, Giulia Blake, and Levi Gaidos for their support and enthusiasm as fellow CSCA leaders.

Inspiration

We're Not Really Strangers™, a purpose driven card game conceptualized by Koreen Odiney

“Forum”, created by Leah Riben

The Exquisite Corpse drawing game

Let's Connect!

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