



**Leslie  
Chicoine**



# Portfolio In-Breadth

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You've seen my passion for  
**Design Research**



Now I'd like to show you my  
**Other Works**



# Contents

Wayfinding : Flux

Information Architecture : Football Deconstructed

Game Development : Snap, Slap and Slide

Interactive Design : Desideratum

Art : Drawings and Photographs

Fun : Meet the Fluffakins



# Wayfinding



# FLUX Wayfinding for the college experience



going through an identity crises



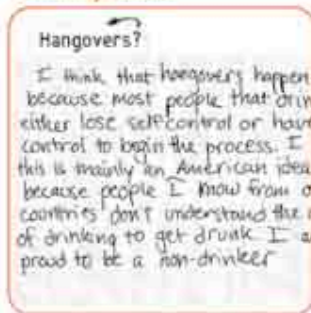
sees interesting booth at student fair



flips through book



looks at underground art



reads user experiences



gets direction from reading others experiences



gets inspired to write her own experiences

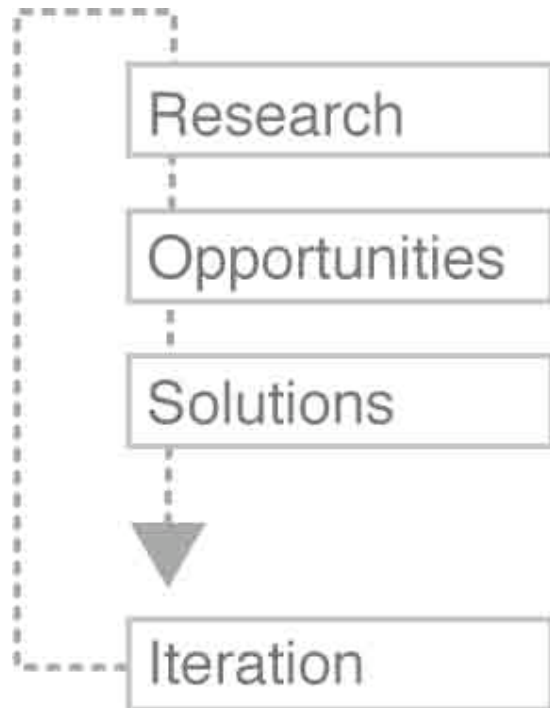


trades book with another individual

Illustration by Ahmed Riaz



# FLUX Process



Team Members: **John Rayeski, Ahmed Riaz**  
Completed for Information Architecture  
With Professor **John Kolko**  
At the Savannah College of Art and Design  
Spring 2004



## Defining Wayfinding and Student Needs

Using personas, mind mapping and domain exploration we shaped our definition of wayfinding to a major process in student life: **the search for identity and purpose.**





## Evoked Meaningful Content Creation

Different formats were tested on our fellow art students as we changed the layout. The balance between guiding answers and **evoking smart responses** was found within the details of layout and planning.





## Finalize the Design

Evocative categories created during the user testing stage laid a foundation for the book's content. Each book has a limited number of participants and can **develop its own personality** based on their input.





COVER



Introduction



U?



Unique & Special Snowflakes (Self Exploration)



Gray Matters (Ideologies and Passions)



Whipping it Out in Public (Culture)



Go! (Exploration)



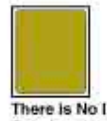
What do we do NOW, brain? (Academics)



Welcome to Your Cube (The Real World)



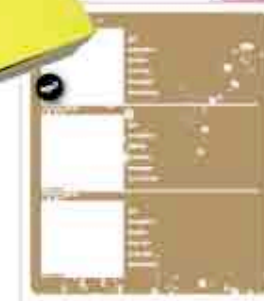
Handling Your Load (Money)



There is No I in Drawing...err (Group/Additive Art)



Take Away (Stickers!)





# Information Architecture



# Football Deconstructed

## An exercise in Information Architecture

Make sense of football's **complex information system**.  
Deconstruct it into various **visual and conceptual representations**.



Completed for Information Architecture  
With Professor **John Kolko**  
At the Savannah College of Art and Design  
Spring 2004



## The Tools:

Affinity Diagram  
Concept Map  
Flow Chart  
Descriptive Narrative  
Playing the Game

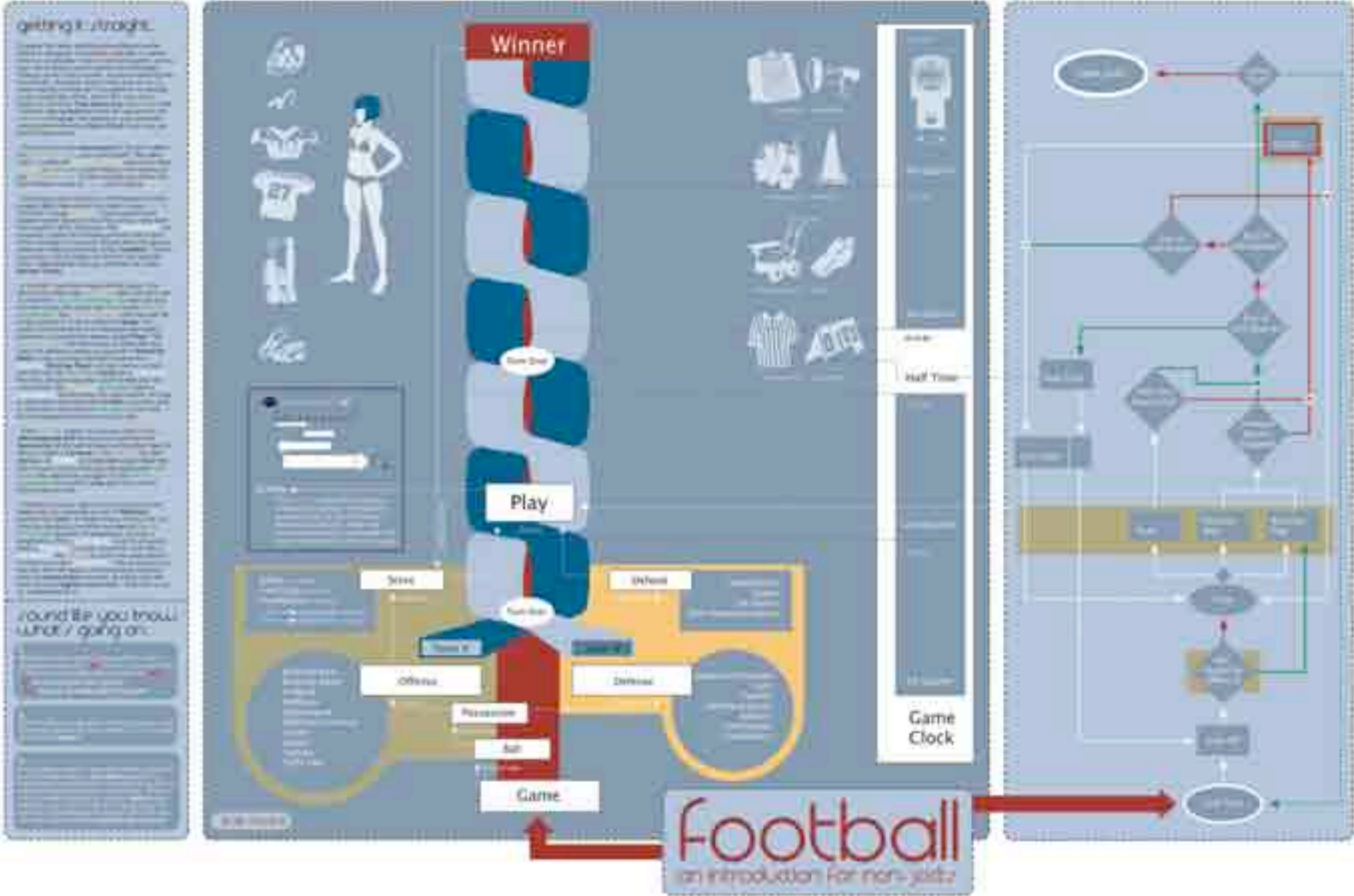




## The Design Opportunity:

Create an **accessible knowledge system** for people who have previously been turned off of football by **peripheral details** (rabid fans or sports stereotypes) and **daunting superfluous details** such as statistics and jargon.







# Interactive Design



# Desideratum The Bird Flight Site

What is it about bird flight that fascinates us?  
This site captures some of that mystique while  
educating about the mechanics of flying.

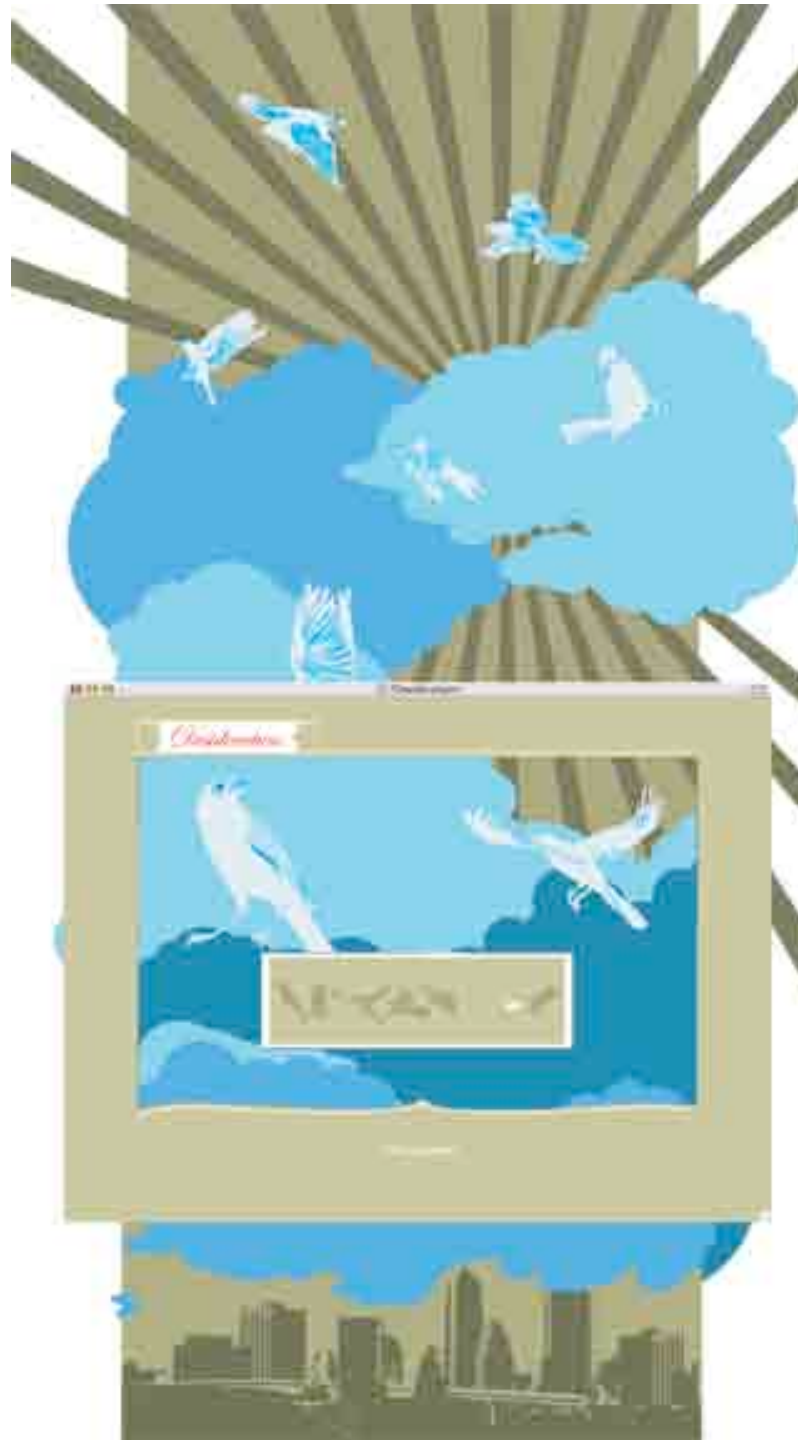


Completed for Interface Design  
With Professor **Carla Diana**  
At the Savannah College of Art and Design  
Winter 2003



## The Interface

A vertically scrolling site with activity pop-ups, opened by clicking on each bird.



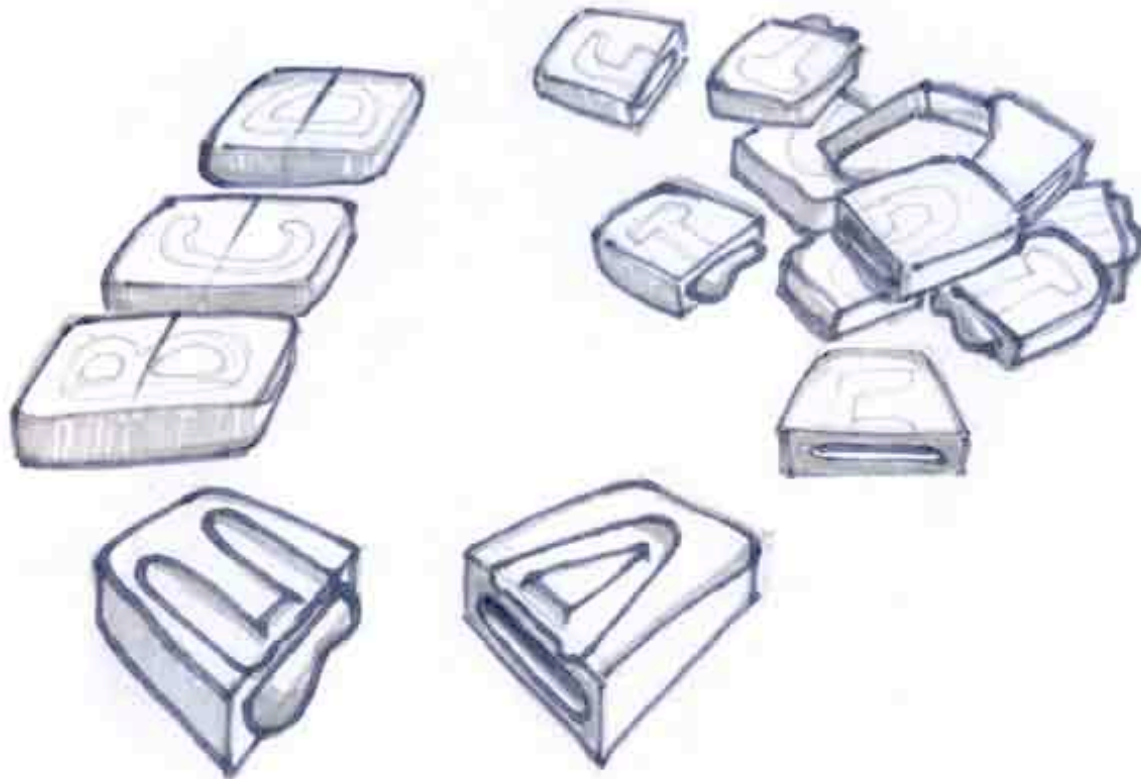


# Game Development



# Snap, Slap and Slide

ABCs beyond the song





# Games

Games are extremely immersive. **Snap, Slap and Slide** provides teachers with a powerful multifaceted tool. It is safe, sturdy, reusable and fun. It engages multiple **learning styles** and can be used for many **quick activities** to cater to short attention spans.



# Snap, Slap and Slide

## ABCs beyond the song

English is the **worldwide language** of science and commerce.  
Therefore **teaching and learning English** is a global pursuit.

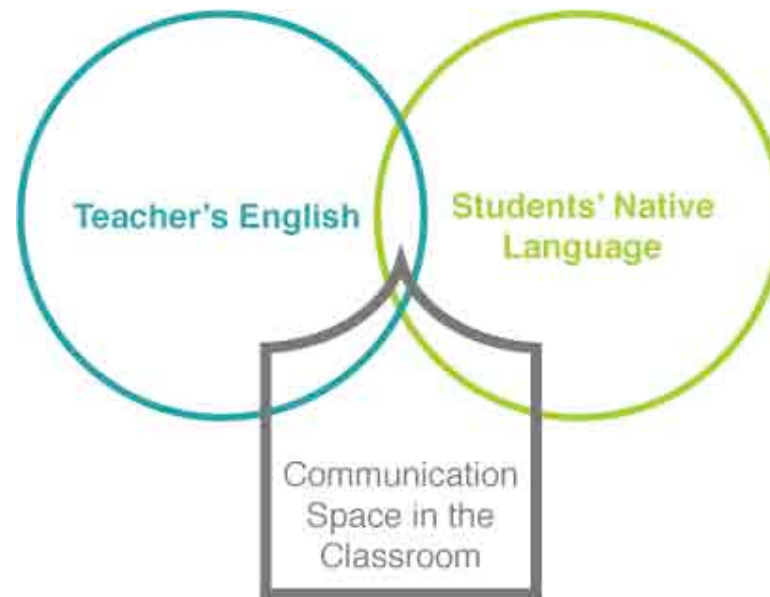


Concept inspired by current classroom games  
Created during a year teaching English in Japan  
2005



## Design Opportunity

Many countries import short-term **English teachers and classroom aides** from English-speaking countries. These teachers often don't speak the host country's language, which leads to **language-less learning**.





## Ethnographic Research Findings

When a student learns the **alphabet** they are actually learning **six different aspects** of one writing system:

Shape Recognition  
**A B C D E F**

Path Memorization  
**A B C D E F**

Upper and Lower Case Pairs  
**A = a**

Names  
**A = "Aye"**

Sounds  
**A = "ah" or "aye"**

Order  
**a...b...c...d**



## Ethnographic Research Findings

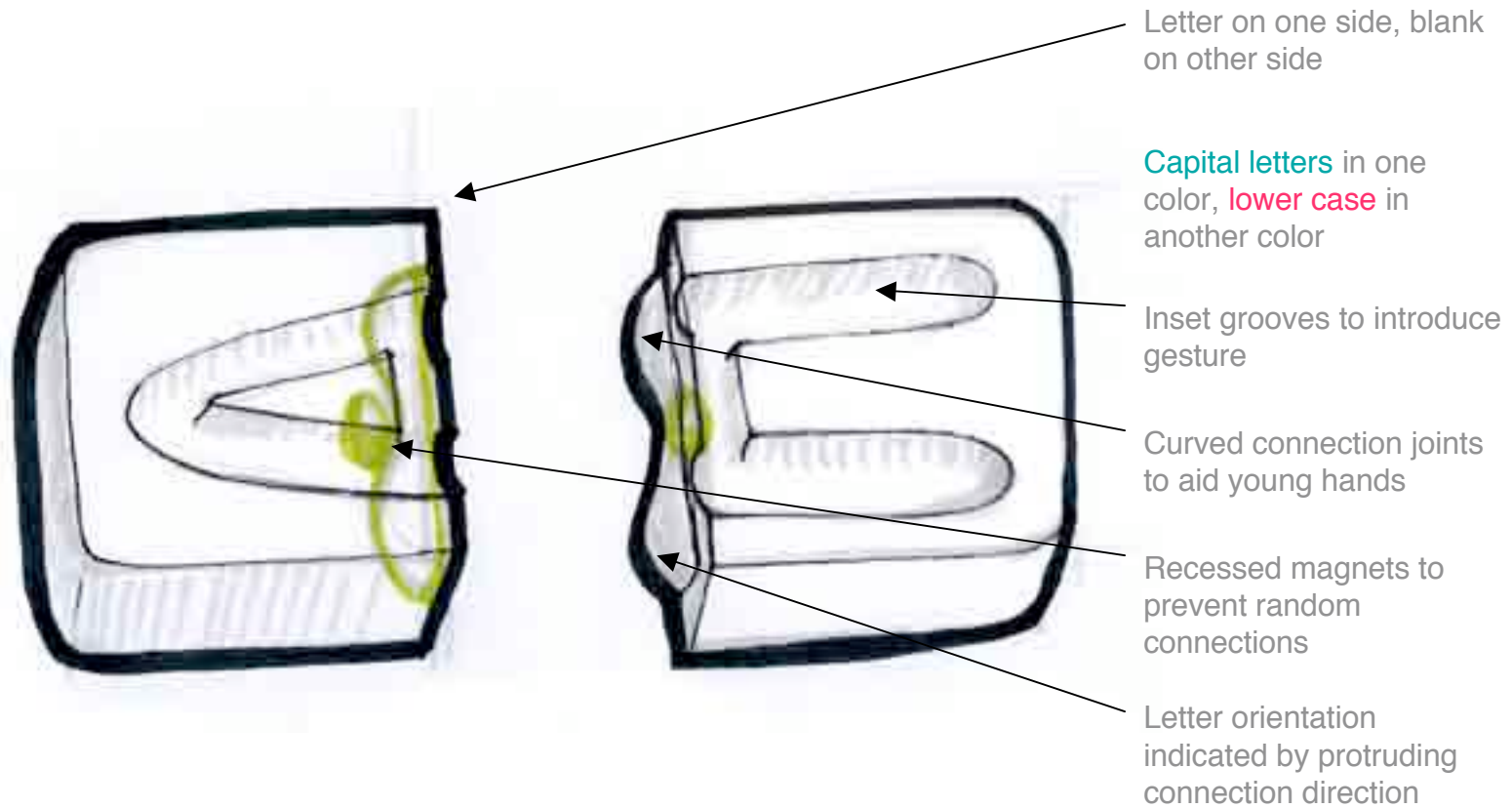
Do you have to write out words to remember how to spell them? That's **gesture based recall**. It is already a tool utilized by the Japanese for recalling Kanji.





# Snap, Slap and Slide

Playing to learn

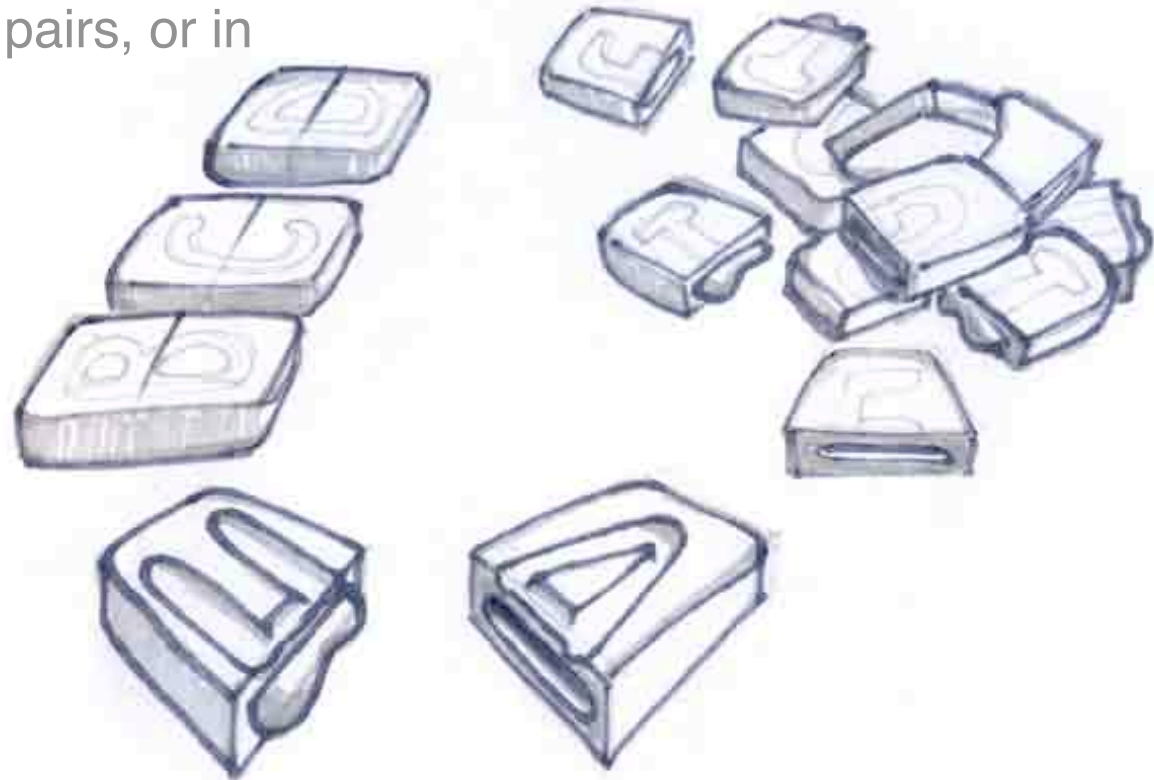




# Snap, Slap and Slide

Played alone, in pairs, or in small groups:

Puzzle  
Finders Keepers  
Slap  
Matching  
Simon Says





# Art

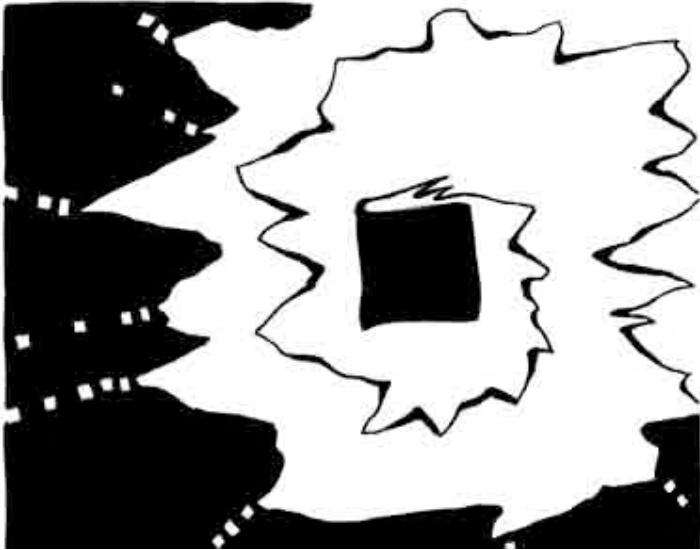


# Drawing Studies

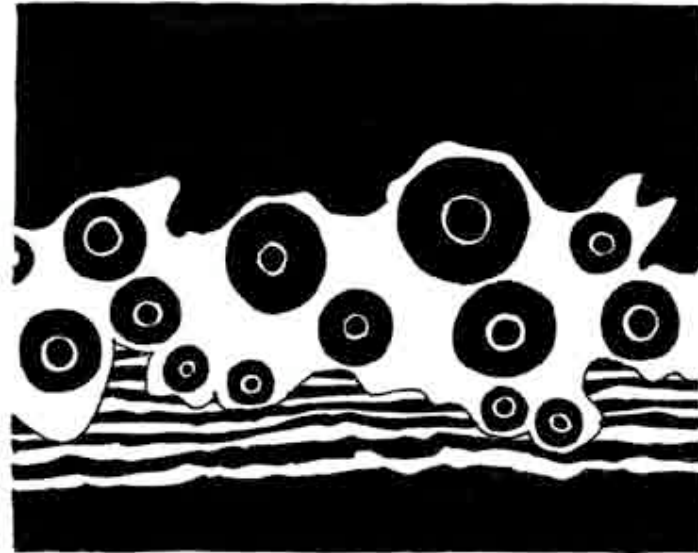




# Sounds As patterns



Breaking Glass



Typewriter



# Nightmare

A photo illustration



Completed for Intermediate Photography  
Assignment to "Illustrate a nightmare"  
At the Savannah College of Art and Design  
Spring 2001



# Nightmare

A photo illustration



2



# Nightmare

A photo illustration



3



# Nightmare

A photo illustration



4



# Just for Fun



## Did you know...

The Japanese language has onomatopoeic words, called “gion-go” that represent all the senses, not just sound?

**Sounds for things that don't make sounds!**



Hi, I'm  
**FuwaFuwa**  
“gentle movement,  
lifting or floating”



Hi, I'm  
**HiraHira**  
“butterflies or light  
objects falling”



Hi, I'm  
**KiraKira**  
“cold or dry shining  
and twinkling”





# Meet the Fluffakins

Embodiments of a few Japanese gion-go.



Carved from pink foam then gesso coated and spray painted.

Very popular with animals!



You've seen my passion for  
**Design Research**

And now you've seen even  
more.



Thank you.