abecedario

INTERAZIONE PER L'INTEGRAZIONE

3/3

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A.A. 2011/2012

LET'S START!

DEVELOPER'S REQUEST

To create a **PRODUCT/ SERVICE** to **ENCOURAGE THE INTEGRATION** and **MULTICULTURAL INTERACTION**

PROBLEM'S ANALYSIS

"[...] Non basta inserire un ragazzo straniero
in una classe di studenti italiani per
ottenere una effettiva integrazione.
È necessario aiutare gli studenti stranieri
ad imparare bene la nostra lingua,
perché questo **è l'elemento fondamentale
che consente ai ragazzi stranieri
di non sentirsi in difficoltà e in imbarazzo**
con i compagni e di realizzare
un primo importante passo verso la
completa integrazione".

*(Maria Stella Gelmini, dal Comunicato Stampa
del Ministero dell'Istruzione dell'8 Gennaio 2010)*

PROBLEM'S ANALYSIS

"Al giorno d'oggi, con una **percentuale di immigrazione in continua crescita**, [...] , spicca in primo piano il **tema dell'integrazione**. La società contemporanea si è infatti trovata a dover affrontare la “sfida” della multiculturalità: è sempre più evidente la **necessità di cercare di risolvere le difficoltà della coesistenza**, all'interno della nostra società, dovute alla presenza di molteplici culture, valori e identità [...] ".

(Paola Togninalli, students, "Appunti sulla Multiculturalità",)

PROBLEM'S ANALYSIS

"[...]Ho maturato la convinzione che **l'integrazione la fanno i meticci**, persone che quando interloquiscono col mondo della scuola parlano il linguaggio della scuola, quando si trovano a parlare con le imprese, usano il linguaggio dell'impresa etc... però, quando si trovano insieme a tutti gli altri, sono capaci di dire ad ognuno la parola giusta... **per realizzare l'integrazione ci vuole interculturalità** [...]".

(Dott. Claudio Gentili, Responsabile dell'Area Scuola e Formazione di Confindustria)

THE PROBLEM: "LANGUAGE"

The **LANGUAGE** is the first thing that **HINDER THE INTERACTION BETWEEN PEOPLE OF DIFFERENT ORIGIN.**

THE PROBLEM: "INTEGRATION"

When a stranger comes to live
in Italy, in most cases,
**INTEGRATION BECOMES
A PROBLEM**

THE IDEA

PROJECT'S QUESTION

How we could restrict the problem of multicultural integration?

GOALS

INTEGRATION and
MULTICULTURAL
INTERACTION through the
creation of a dedicate website

GOALS

BREAKING DOWN BARRIERS that there are between different cultures (especially among the "natives" and "immigrants")

GOALS

use the **LANGUAGE** in order

to **CONNECT AND SHARE EXPERIENCES**

PARTNERS

ASNADA

POLITECNICO OF MILANO

OTHER ASSOCIATIONS (EX. INTERCULTURA AND OTHER LANGUAGE SCHOOL IN MILAN)

CONCEPT

THE WEBSITE

Our product / service will be a **multilingual blog** where everyone **can share their personal experiences** about the theme of **multicultural integration**.

CONCEPT

→ A...Z

THE WEBSITE

The **website design is simple** and straightforward.
The idea is to use the I**TALIAN ALPHABET** (26 letters)
as a huge container.

ITALIAN ALPHABET
=
ITALY AS A CONTAINER

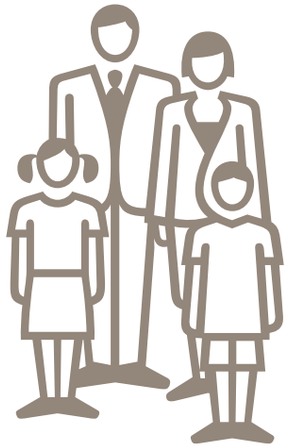
CONCEPT

→ A...Z

THE WEBSITE

Each letter of the alphabet is associated with **an itaian word** on the issue of integration. Through the users' contributions it will be able to enhance the page with **translations of the initial term in different languages**.
You can also add other media (**sound, film, images, photographs, or simply stories**) related to the word.

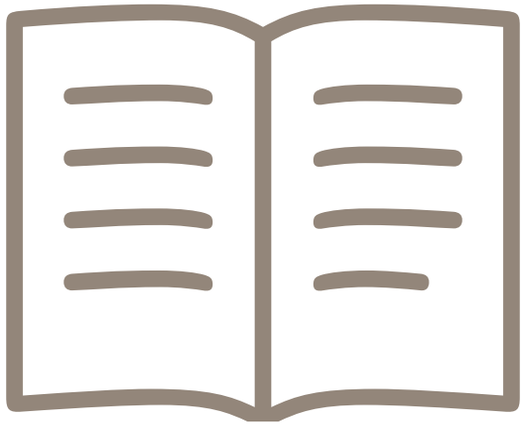
CONCEPT



WORKSHOP AND EVENTS

First of all we have assumed the construction of **workshops and events** to gather the materials to be included in the website.

CONCEPT



EDITORIAL DEVELOPMENT

At the end of the work, will be produced an **information material** that collects the contents of the site **in order to make people aware about the problem multicultural interaction**.

CO-DESIGN

ASNADA

The entire product was **co-designed in collaboration with ASNADA**, that rapresents the administrator of the final service, too.

PROJECT STEPS & USER EXPERIENCE

*How **actors** interact among themselves during the different steps of the **service making**; how **users** use the service.*

PROJECT STEPS MAPPING

The project is divided in **three specific steps** that involve actors in different roles, from the service creation to its fruition.

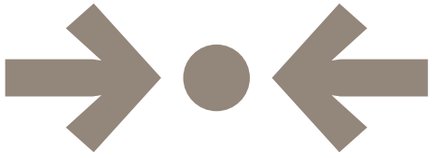
DESIGN	USER EXPERIENCE	CIRCULATION
1	2	3

PROJECT STEPS MAPPING

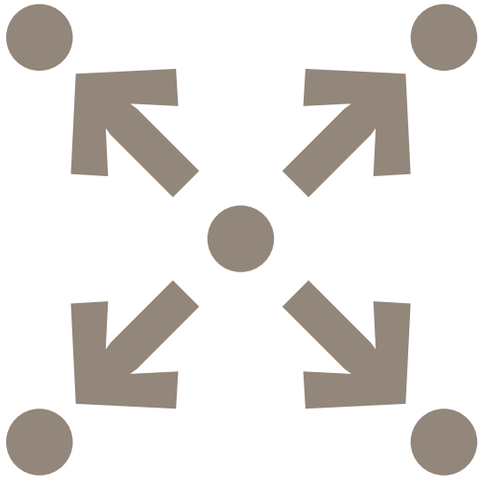
In each step, actors are involved in actions to reach three goals: **aggregation** of people from different backgrounds; **sharing** their own experience; **circulation** of ideas and stories.

AGGREGATION

SHARING



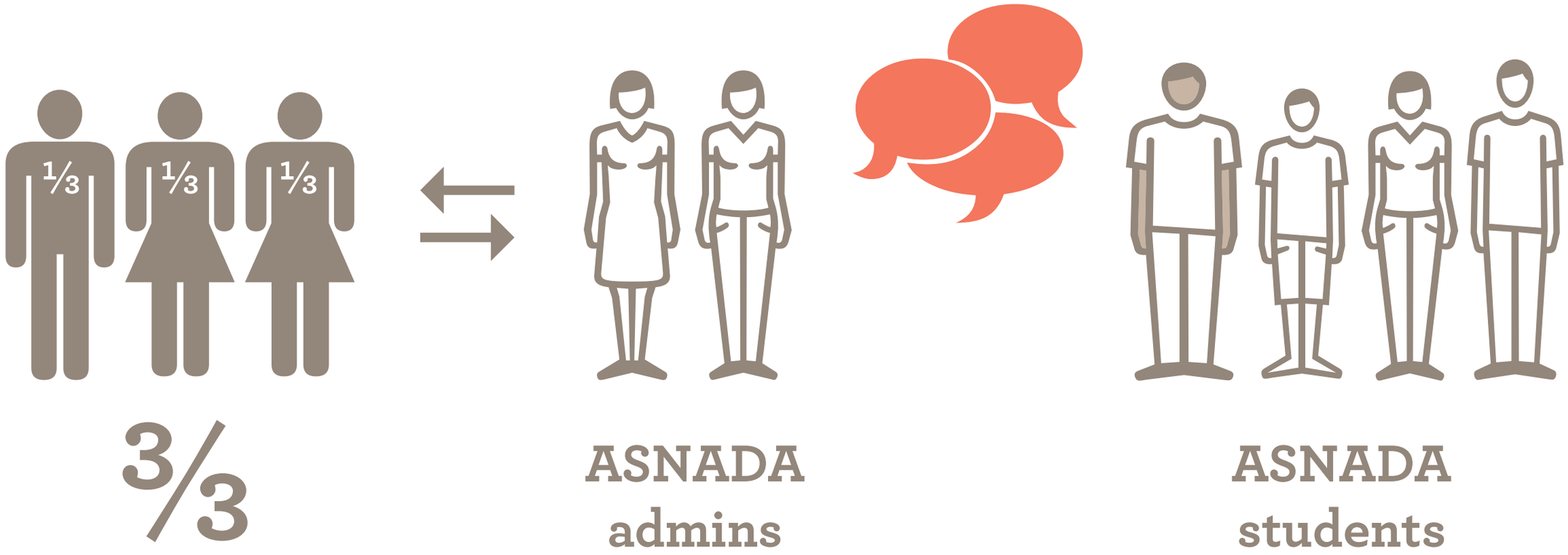
VISIBILITY



1

DESIGN & PLANNING

STEP 1: MEETING WITH ASNADA



The first step consist in our meeting with people responsible for **Asnada**, in order to define and approve the project. Thanks to their work with their **students**, it was possible to obtain **a lot of words** to complete all the pages in the **alphabet**.

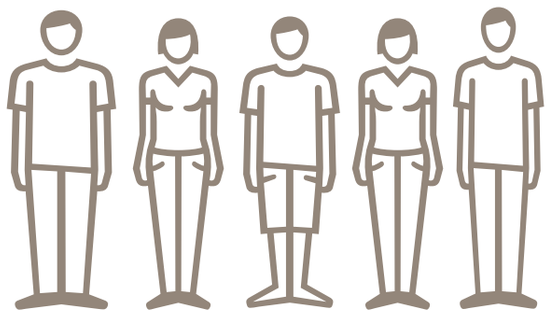
STEP 1: COLLECTING WORDS BY E-MAIL

Asnada admins collect and select material for the web site. Then, they send it to us by **email**.

STEP 1: PROJECT PROMOTION IN POLITECNICO

3/3

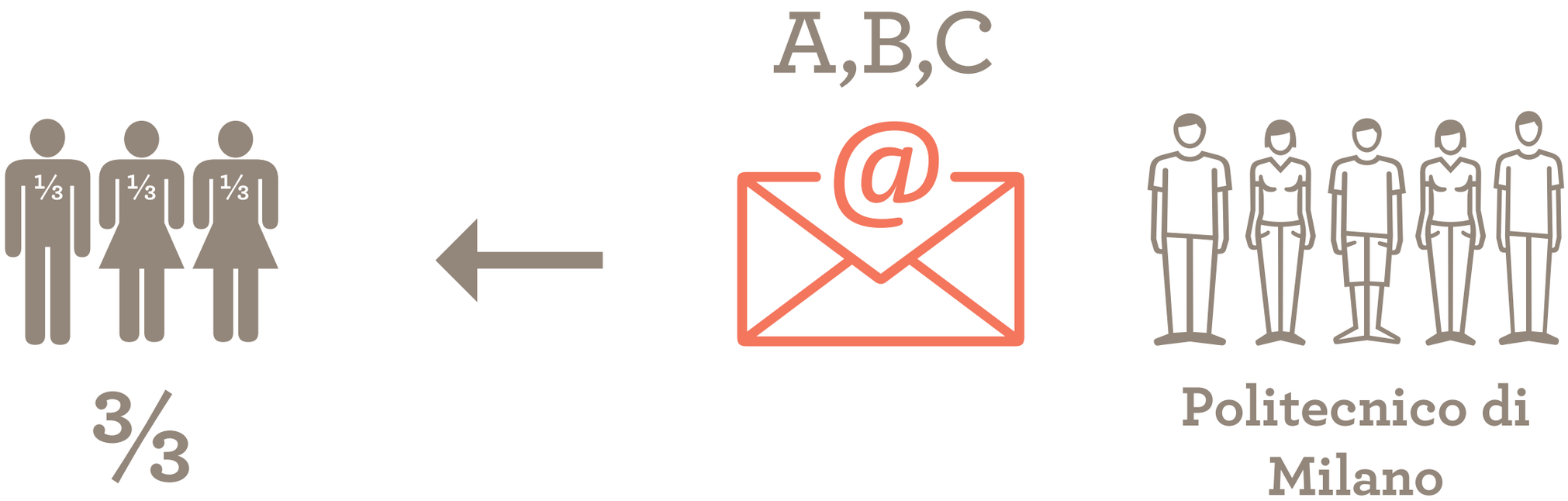
A,B,C



Politecnico di Milano

With projects, workshops and contest, students from Politecnico will create the **illustrations** necessary to the web site.

STEP 1: COLLECTING MATERIAL BY EMAIL

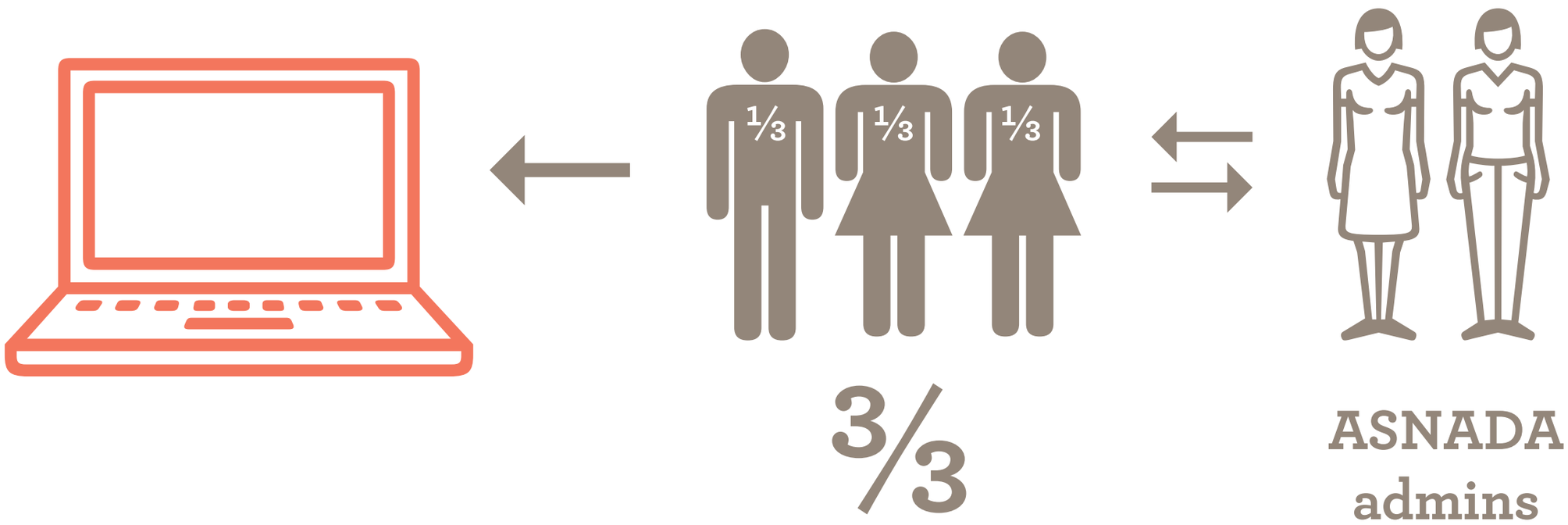


Web designers select the material received by **email**.

STEP 1: SECOND MEETING WITH ASNADA

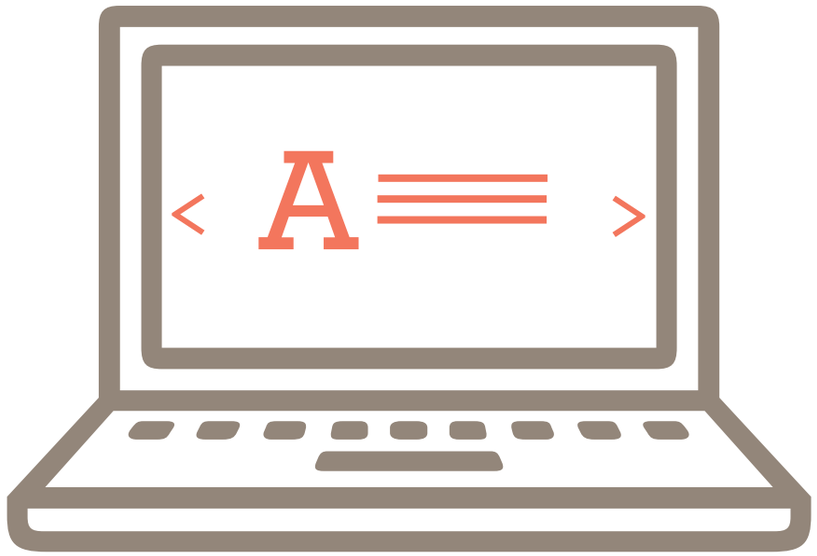
All the material picked up will be **checked** by Asnada's administrators. Then, Asnada teachers will introduce to their students **the aim of the blog** and the **importance of their contribution**.

STEP 1: WEB DESIGN



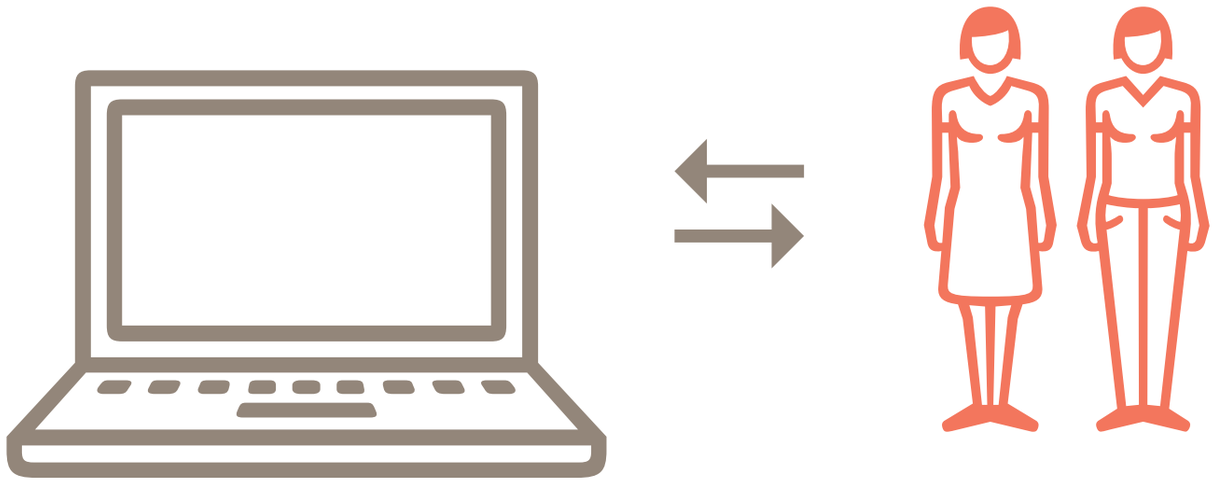
Web designers will design the **blog**.
Consultation with Asnada will be necessary to realize and easy **interface to moderate** the website as they wish.

STEP 1: PUBLICATION OF THE COLLECTED MATERIAL



The blog will be put **online** with all the collected material. Every alphabet letter will have at least a term connected to it.

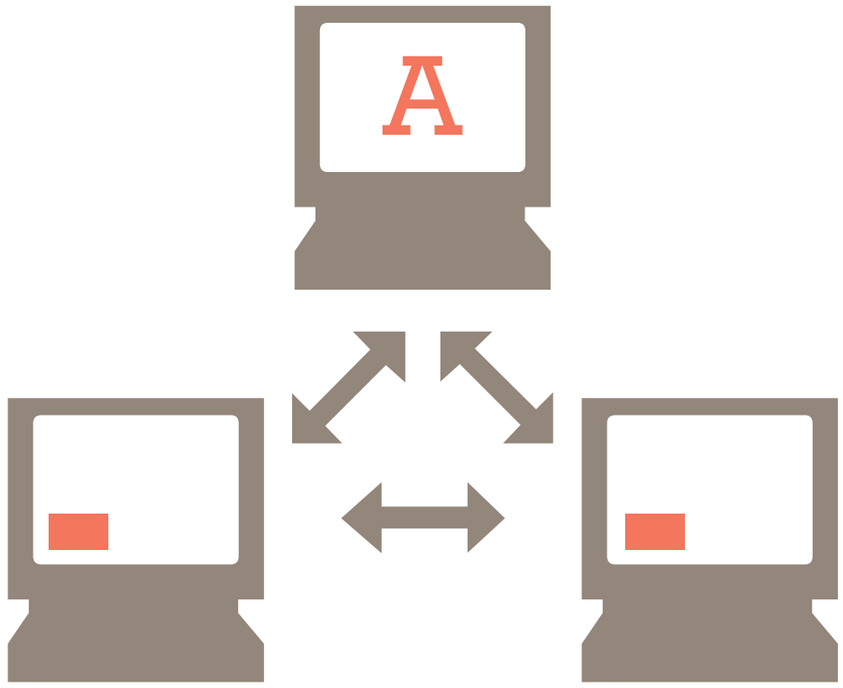
STEP 1: STAFF CONSTITUTION



ASNADA
admins

An **administration staff** should be able to moderate the website; they have to decide what kind of material can be published.

STEP 1: BANNERS AND LINKS ON OTHER WEBSITES

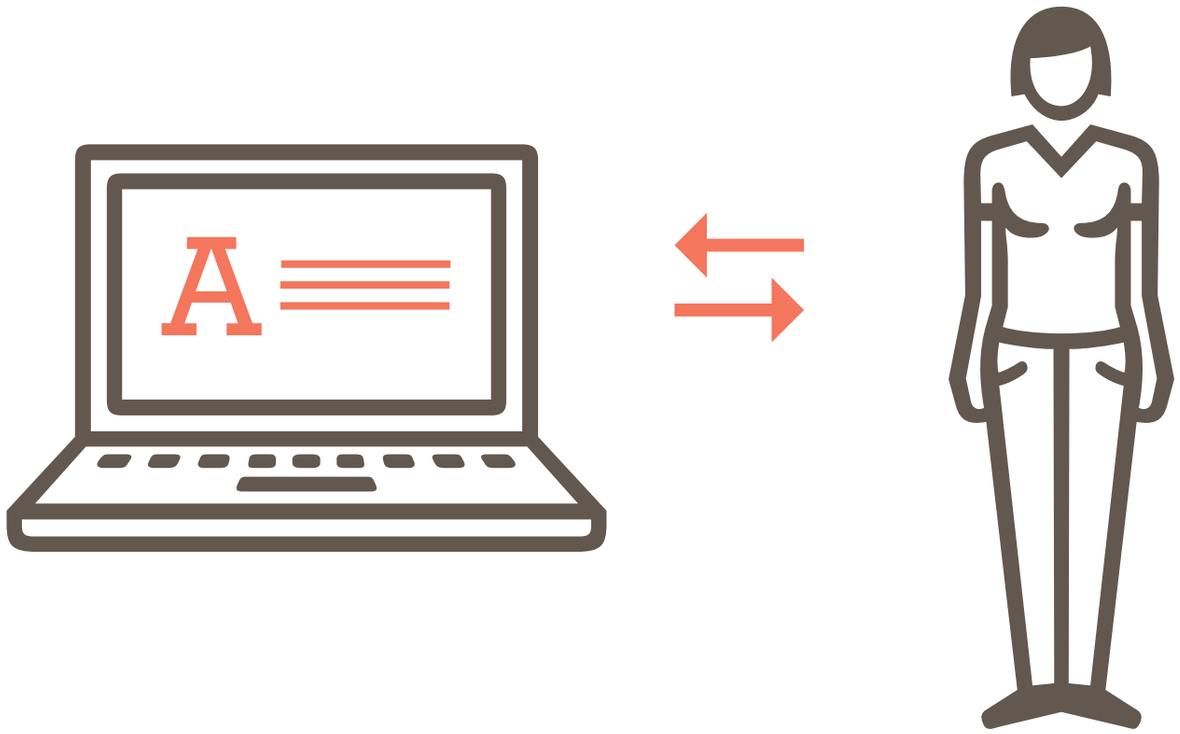


The **banner** of the blog will appear not only on Asnada website, but also on others italian language schools and interested associations websites. In this way we can create a **communication network** able to reach our typical user.

2

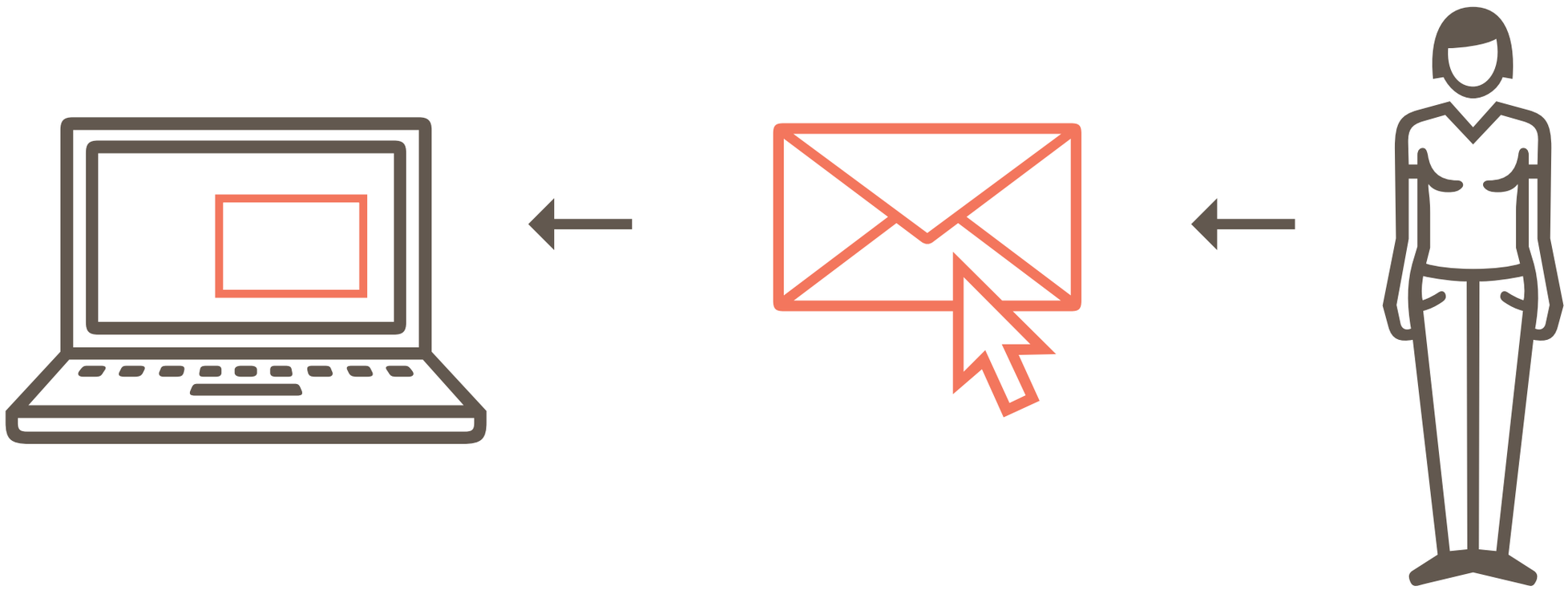
USER EXPERIENCE

STEP 2: CONTENT VIEW



Throught links put on the websites that contribute to the project, the **user** can reach the blog and read all the **articles** published.

STEP 2: INTERACTION OPPORTUNITIES

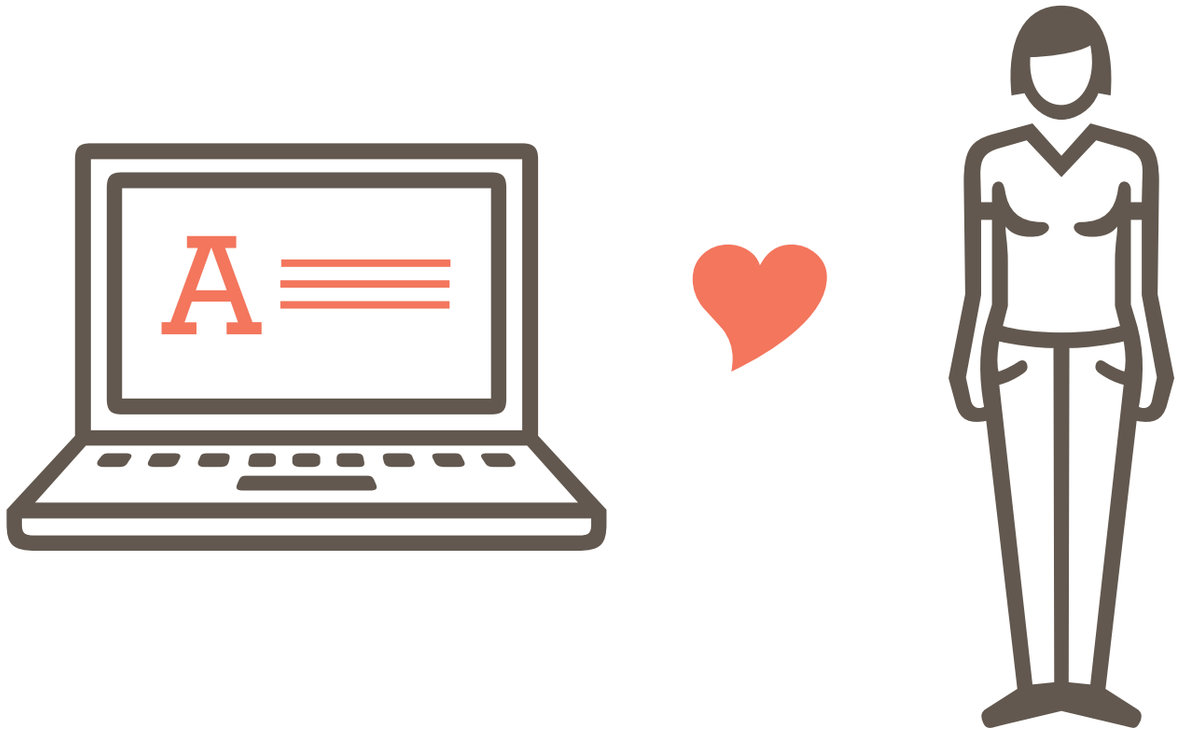


A part of the blog allow easily to leave their own input to the archive. **The interested user can send his own experience, in his mother language, to the staff,** with specific datas (name, age, school/association, where is he from, letter which he wants to contribute).

STEP 2: SELECTION BY STAFF

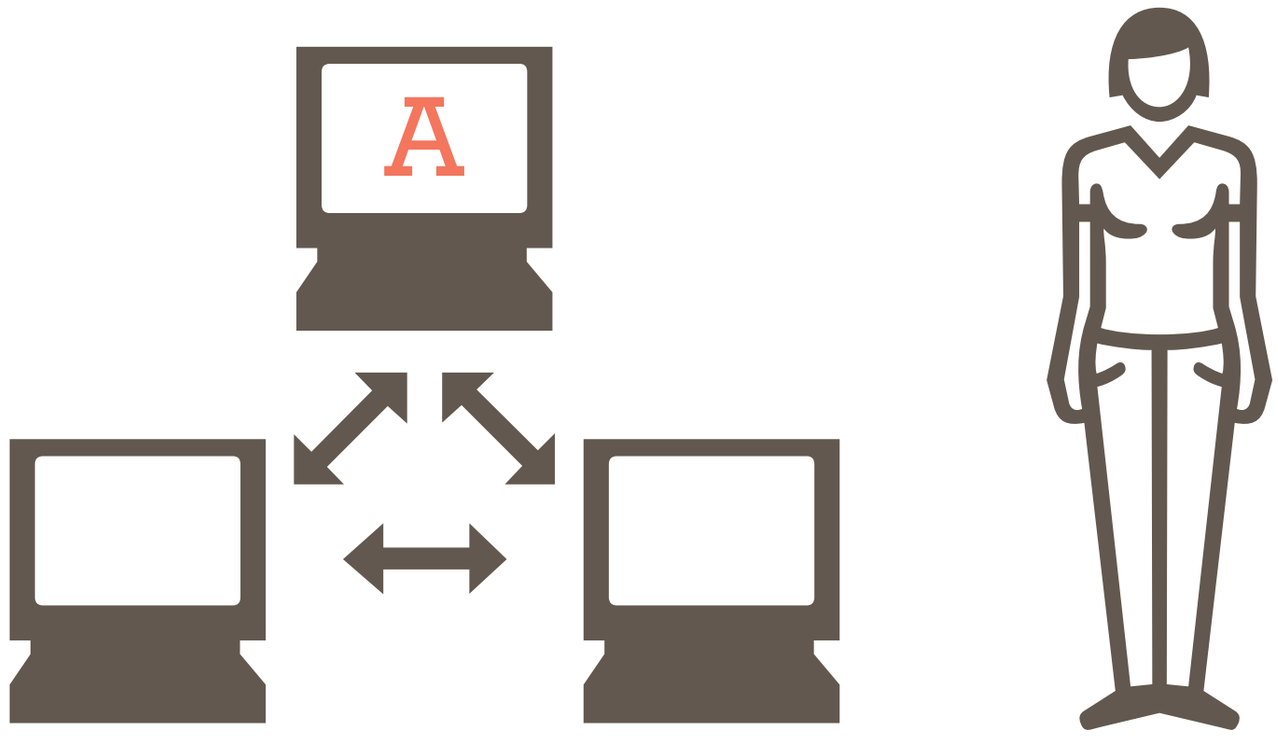
The **staff controlls** contents received by mail from the users.
Thanks to the **interface**, the content is put and published online
by the administrator.

STEP 2: PUBLISHING



After the staff publication of the participation, without any other change, **everyone can see** the content published by a single user.

FASE 2: FEEDBACK AND SHARING

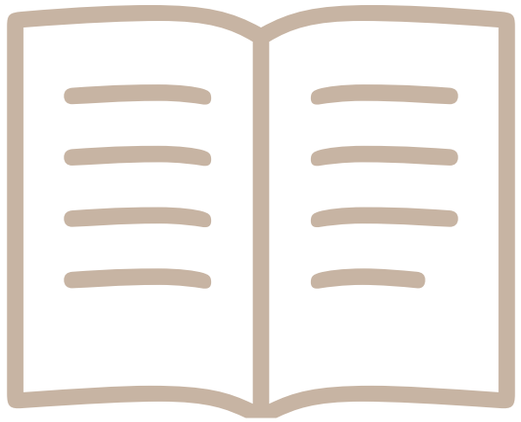


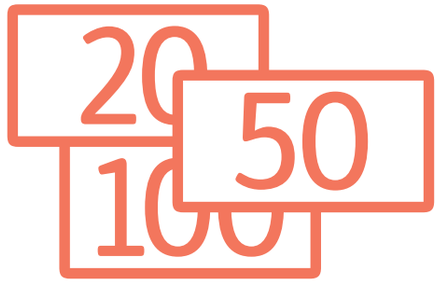
Thanks to the sharing button, the content can be **shared** on the most famous **social networks**.

3

EDITORIAL DEVELOPMENT CIRCULATION

STEP 3: SPONSORSHIP AN EDITORIAL PUBLISHING



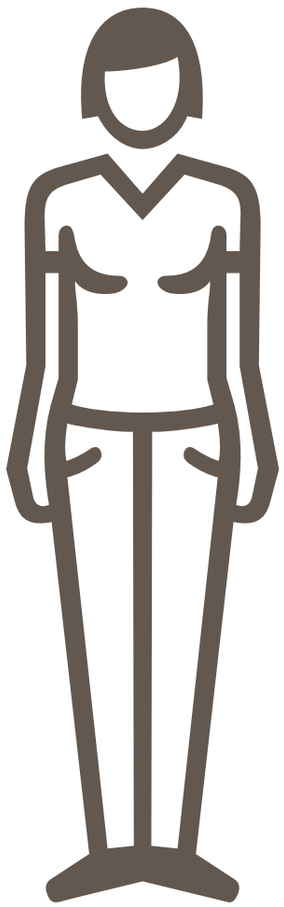


If there will be a lot of material collected,
it will be possible to find a sponsor to transform
the Abecedarium in an **editorial publishing**.

ACTORS

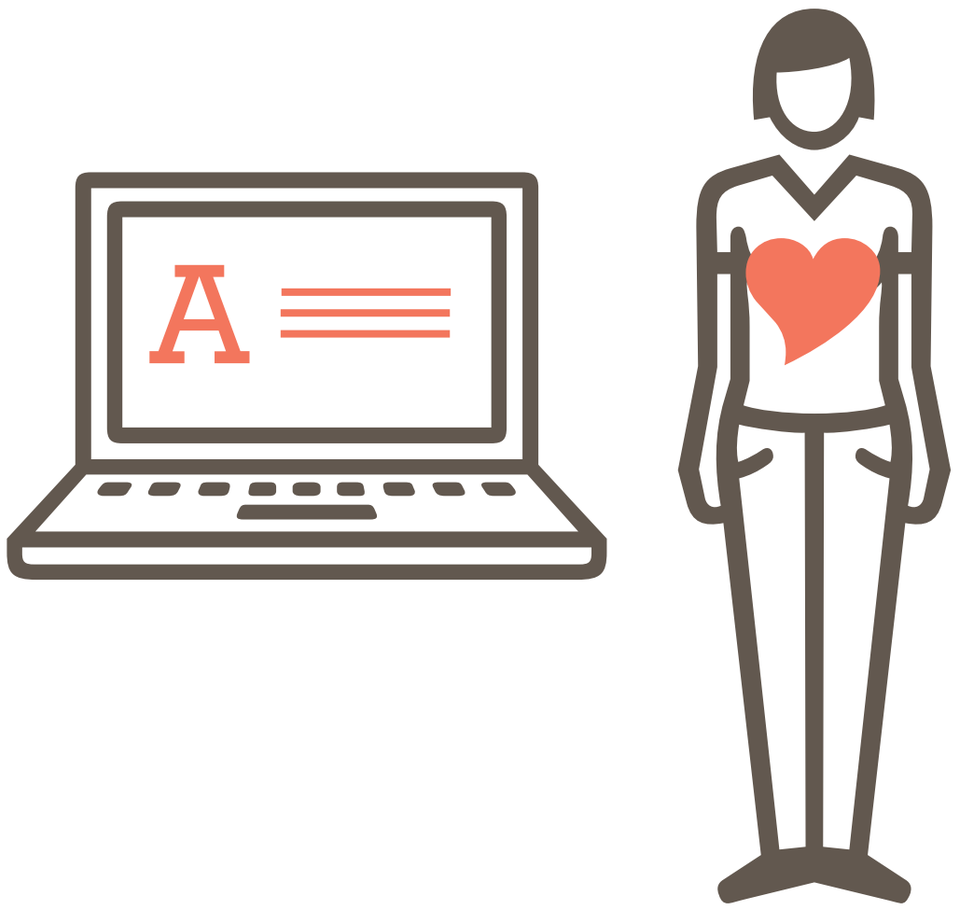
	ASNADA (ADMIN)	STUDENTI (ASNADA)	STUDENTI (POLIMI)	STUDENTI STRANIERI
ASNADA (ADMIN)	Expands the opportunity to interact (and be known) among people of different culture	It offers one more chance to integrate by sharing personal experiences	It offers students of the Politecnico (who made the letters) visibility on the web	It offers one more chance to integrate by sharing personal experiences
STUDENTI (ASNADA)	Provide to the site the words for the letters, and teh experiences, too	Students may make known their stories and raise awareness of the users on the integration	They Offer inspiration for the creation of personalized letters	Students may make known their stories and raise awareness of the users on the integration
STUDENTI (POLIMI)	They offer the added value of graphic design to the visibility of the site	Facilitate communication experience through the illustration	Have the opportunity to get involved in a new project with unlimited visibility	Facilitate communication experience through the illustration
STUDENTI STRANIERI	Provide to the site the words for the letters, and teh experiences, too	Students may make known their stories and raise awareness of the users on the integration	They Offer inspiration for the creation of personalized letters	Students may make known their stories and raise awareness of the users on the integration

TYPICAL USER : IDENTIKIT



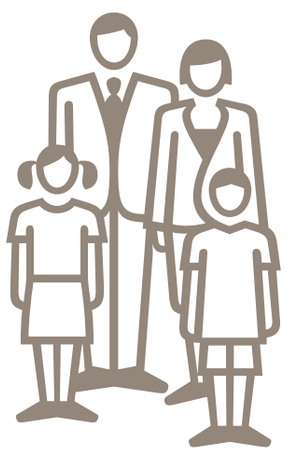
NAME: Roberta
AGE: 17 years old
SCHOOL: High School. She's just come back from Argentina, where she lived and studied during the last year thanks to the Intercultura association.
WHERE SHE IS FROM: Italy
EXPERIENCE: during her third year of High School, she knew about Intercultura. She decided to study abroad for an year in Argentina, to learn Spanish.
She's just come back to Italy, really enthusiastic about her experience.

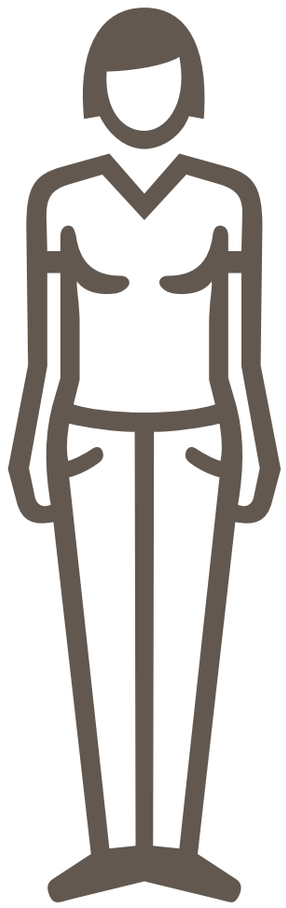
TYPICAL USER : MEETING WITH THE SERVICE



After her positive experience, Roberta goes on the Intercultura website, to find any other information about a different experience to do in future. She sees the Abecedarium banner and clicks it.
She reaches the blog, reads the words in different language the stories and, really similar to hers.

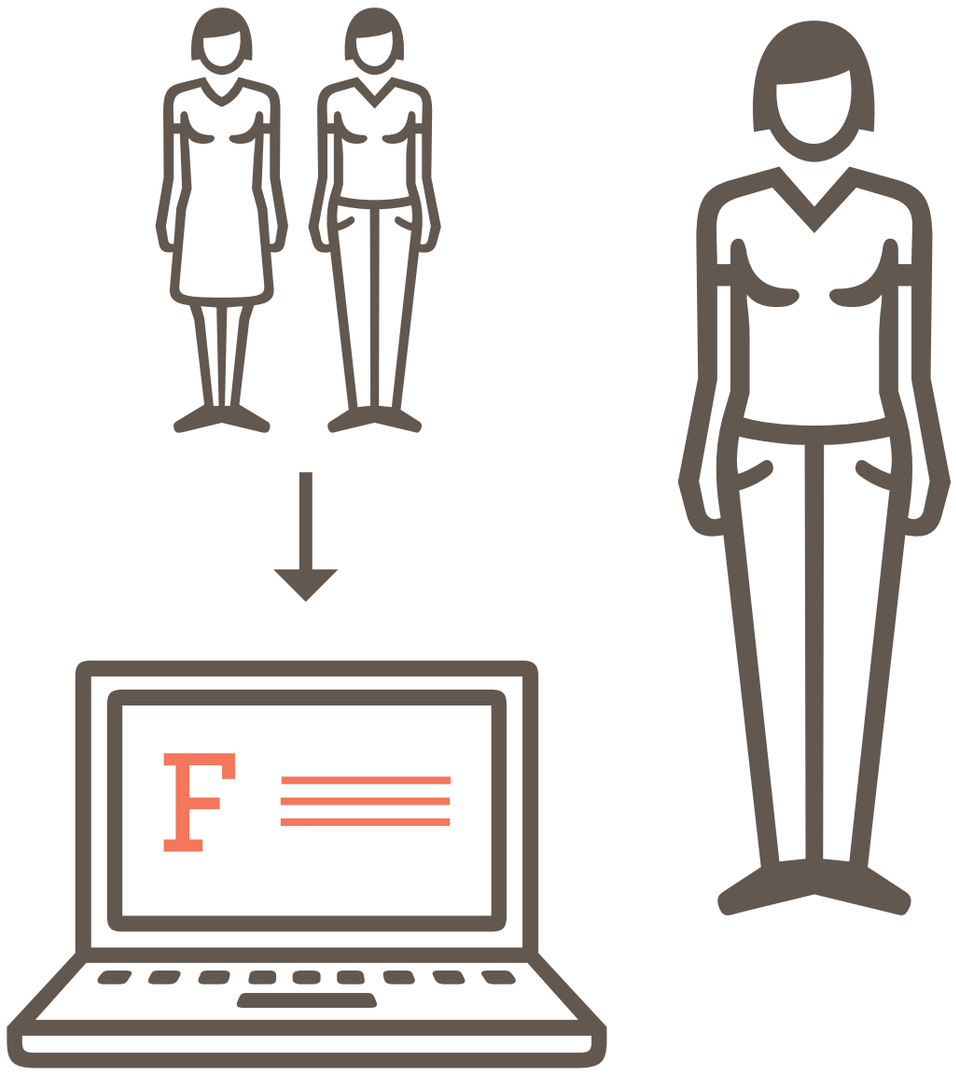
TYPICAL USER : INTERACTION





Roberta wishes to share her enthusiasm about her story with everyone who can understand her (or not). Under the letter F, that stands for FAMILY, she uploads a photograph with the family who hosted her in Argentina, with the necessary datas.

TYPICAL USER : REVIEW AND PUBLISHING



Roberta's mail reaches the blog staff.
Thanks to the administration interface, the moderator approves the photograph and publishes it under the letter F.
The photo is now online, where anyone can see it. Also Roberta, who decides to share it on Facebook.

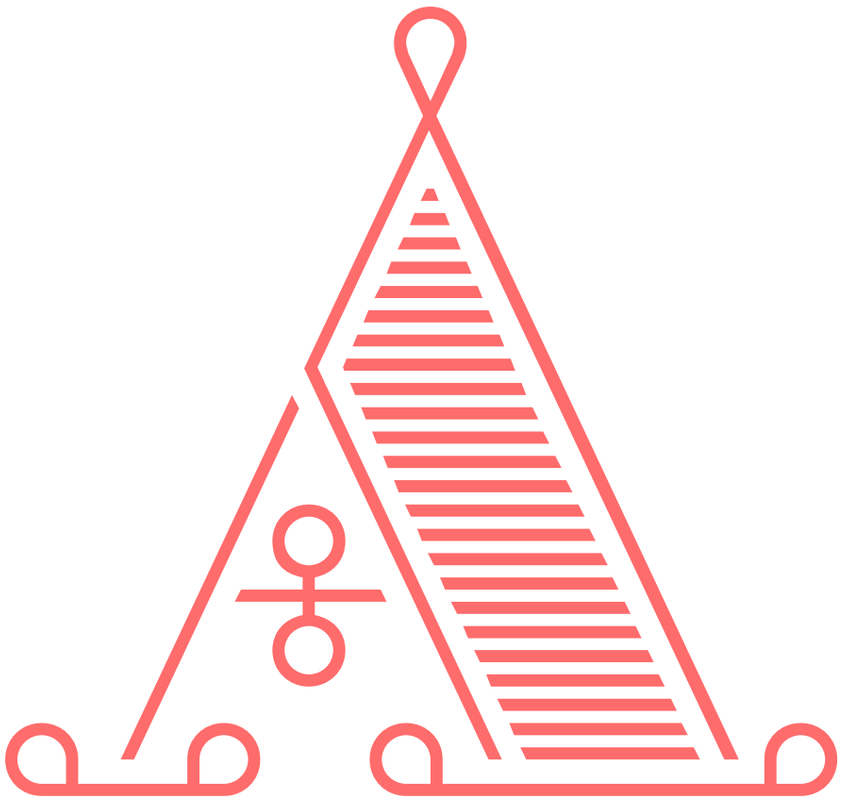
WEBSITE INTERFACE

www.progettoabecedario.it

aBƐCedąªRiō

is an interactive project helping people to take confidence
with the italian language, troughout experiences, photos and translations
uploaded by the users. It is developed letter by letter.
You can use ← and → from your keyboard to scroll the alphabet.

Done



— *designed by* ***Alessandro Nobile***
Design della Comunicazione,
Politecnico di Milano

amore *[a-mó-re]* s.m.

1 Affetto intenso, assiduo, fortemente radicato per qlcu. SIN tenerezza, bene: a. materno, paterno || amor proprio, orgoglio | andare d'a. e d'accordo, non avere alcun contrasto
2 Sentimento, affetto che comporta anche attrazione sessuale SIN passione, attrazione: a. adolescenziale, romantico || a. libero, fuori da legami istituzionali e convenzioni sociali | fare l'a. o all'a. con qlcu., avere un rapporto sessuale | a. platonico, casto, ispirato alla teoria platonica dell'amore come contemplazione del bello ideale
3 estens. Persona o cosa che è oggetto di amore, che suscita desiderio: scrivere al proprio a.; una casetta che è un a.

Scroll to see the experiences

TRANSLATION

Submitted by: **Nadisha** (*Intercultura*)
Age: 22 years
From: Manila (Pilipinas)

Like | 23

Tweet | 5

love/*lav/ noun*
1. an intense feeling of deep affection.
a deep romantic or sexual attachment to someone.
affectionate greetings.
2. a great interest and pleasure in something.
3. a person or thing that one loves.
Brit. informal a friendly form of address.

BACK TO TOP

TRANSLATION

Submitted by: **Louis** (*Asnada*)
Age: 22 years
From: Kinshasa (République démocratique du Congu)

Like | 23

Tweet | 5

amour */amùr/ nm*
1. sentiment fort de tendresse et d'affection entre deux personnes ou envers une divinité ou un idéal
2. acte sexuel, coït
3. passion, intérêt
4. représentation allégorique de l'amour
5. familier personne aimée

AUDIO

Submitted by: **Louis** (*Intercultura*)
Age: 22 years
From: Kinshasa (République démocratique du Congu)

Like | 23

Tweet | 5

EXPERIENCE

Submitted by: **Chiara** (*Intercultura*)
Age: 22 years
From: Milan (Italy)

Like | 23

Tweet | 5

"Io faccio ormai da anni la volontaria di Intercultura e, occupandomi soprattutto dell'invio degli studenti all'estero, della loro preparazione prepartenza e degli incontri al ritorno credo di capire bene cosa provi; inoltre ho fatto anche io l'esperienza, seppure breve, e ho ospitato. Quello che posso dire è che sentirsi spaventati e disorientati è normale: non si tratta di una vacanza ma di entrare a far parte come figli di una famiglia o abitudini completamnte dierse dalle proprie, facendosi amici che, oltre a parlare una lingua sconosciuta, hanno altre abitudini ed idee....per esperienza personale ti posso dire che meglio che uno abbia un po' di paura pre-partenza piuttosto che parta più che sicuro perché difficoltà ce ne saranno, e molte. Tuttavia si tratta di un'esperieza che ti cambia, infatti non impari solo una lingua, ma maturi internamente e ti apri a nuoi modi di pensare. Da quanto ho potuto vedere io, coi ragazzi che ho mandato, al ritorno li ho trovati completamente cambiati, molto più sicuri di sé, più maturi ed estroversi."

BACK TO TOP

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Name

Age

Language

Type of content Experience

Upload Browse file...

Text

SEND

BACK TO TOP

About

"Abecedario" is an interactive project developed by Giorgia Sassi, Dario Verrengia and Chiara Zangrandi during the Interaction design course at the Politecnico of Milan.

Its aim is helping people to take confidence with the italian language, troughout experiences, photos and translations uploaded by the users.
It is developed letter by letter.

Mission

Language is the first step to a good integration betwenn different cultures.
So, we believe that It should be the first thing to consider

Thanks to...

Alessandro Nobile
Damiano Plebani
Kevin Pedron