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Master's thesis

Academic Year 2013

Family Storytelling Channel

Promoting Creative Communication in Family
through Convenient Creativity

Graduate School of Media Design,

Keio University

Chin Lan Chen

Master's Thesis

**Family Storytelling Channel
Promoting Creative Communication in Family through Convenient
Creativity**

By

Chin Lan Chen

Submitted to the Graduate School of Media Design
In partial fulfillment of the requirements for the degree of

MASTER OF MEDIA DESIGN

At the

KEIO UNIVERSITY

June 2013

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Abstract of Master's Thesis of Academic Year 2013

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Abstract

To many people, creativity is something only existing in places such as museums and galleries; it is far away from everyday life and is strange to people. It may be needed during someone's work time, but when at home, there seem to be less chance to access to creativity.

This research aims to promote the creative communication in family by providing convenient creativity in the form of interactive storytelling. The creativity provided in this system is user-created content (UCC); family members create an animated storybook sharing their daily life stories to each other.

This system provides a platform where users can upload their own pictures or photos, and make them into an animated storybook to do storytelling with their smart devices.

Through user-testing analysis, the paper prototype of Family Storytelling Channel is tested. The result shows that the system can serve as a creative communication tool within family and provide a deeper meaning to family members by sharing creative works done on their own.

Keywords: UCC, Storytelling, Family, Convenience Creativity

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