

DESIS
NETWORK
Design for
Social Innovation
and Sustainability

EKUI.

Equidade | Knowledge |
Universalidade |
Inclusão.



ID+ RESEARCH
INSTITUTE FOR
DESIGN, MEDIA
AND CULTURE
PORTUGAL

University of Aveiro
ID+ DESIS Lab
Portugal
Catarina Cruz

Promoter(s).
Associação Leque

Funder(s).
Fundação Calouste
Gulbenkian

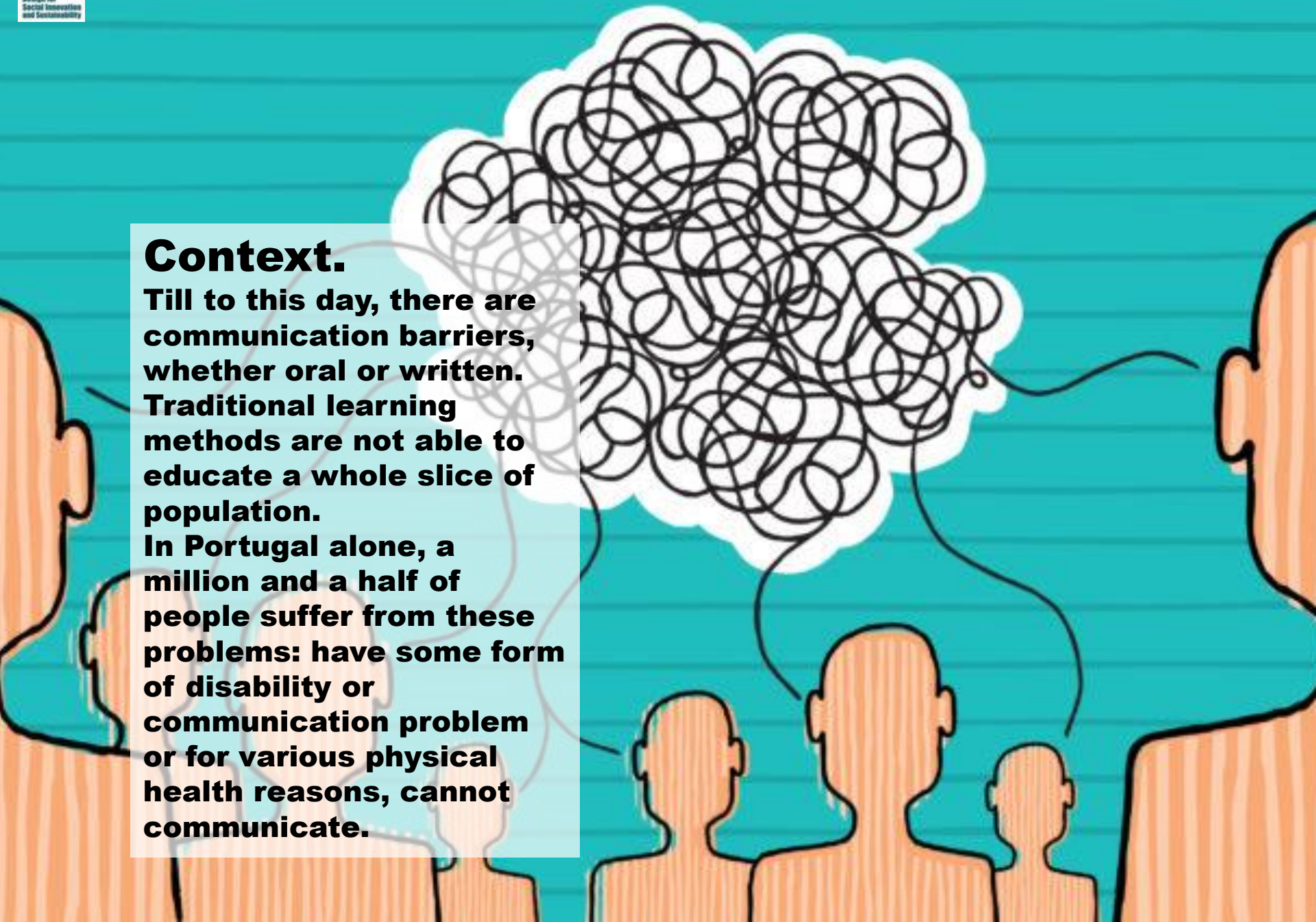


Aknowledgements.

Celmira Macedo, David Tomé, Diana Faria, Tânia Ferreira, Marta Pinheiro, Raquel Branco, Cristina Soares, Ricardo Santos, Rita Alves, Ana Rodrigues, Madalena Ribeiro, Tatiana Ribeiro.

Context.

Till to this day, there are communication barriers, whether oral or written. Traditional learning methods are not able to educate a whole slice of population. In Portugal alone, a million and a half of people suffer from these problems: have some form of disability or communication problem or for various physical health reasons, cannot communicate.



E K U I

ALFABETO

The project.

EKUI is a methodology that uses Universal Design for Learning the Alphabet. It is the only one in the world that combines four forms of communication: the graphics, the Braille code, the Portuguese Sign Language and the phonetic alphabet.

It was designed to help identify, evaluate and intervene in the skills necessary for learning to read, write and communicate.

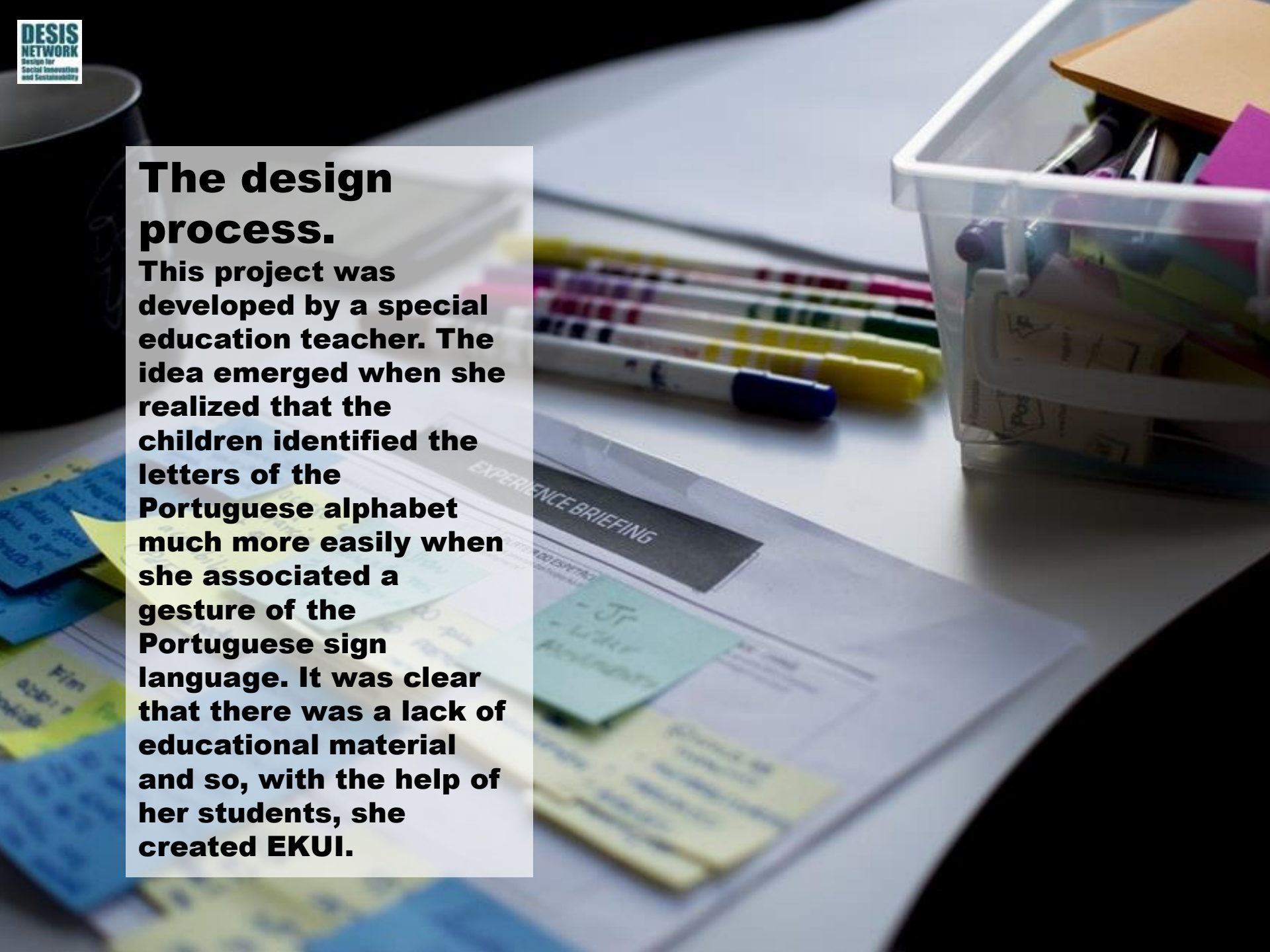


A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z
a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s	t	u	v	w	x	y	z
À	Á	Â	Ã	Ä	Å	Æ	Ç	È	É	Ê	Ë	Ì	Í	Î	Ï	Ð	Ñ	Ò	Ó	Ô	Õ	Ö	×	Ý	Þ
à	á	â	ã	ä	å	æ	ç	è	é	ê	ë	ì	í	î	ï	ð	ñ	ò	ó	ô	õ	ö	×	ý	þ
👉	👍	👉	👍	👉	👍	👉	👍	👉	👍	👉	👍	👉	👍	👉	👍	👉	👍	👉	👍	👉	👍	👉	👍	👉	👍
⠠	⠠	⠠	⠠	⠠	⠠	⠠	⠠	⠠	⠠	⠠	⠠	⠠	⠠	⠠	⠠	⠠	⠠	⠠	⠠	⠠	⠠	⠠	⠠	⠠	⠠

EKUI, o princípio da inclusão

The design process.

This project was developed by a special education teacher. The idea emerged when she realized that the children identified the letters of the Portuguese alphabet much more easily when she associated a gesture of the Portuguese sign language. It was clear that there was a lack of educational material and so, with the help of her students, she created EKUI.



Activism and Civic Participation



Inclusive Design

EKUI is the way to go from theory to practice in this fight for a better world with equal rights but still being different. The same learning opportunity is then within reach of everyone and to communicate with everyone. This is an essential tool and its educational practice can make a difference in schools and institutions.

Social Interactions and Relations



Mutual understanding

Communication promoter

The main goal of the project is to allow the disabled people to better understand and be understood by everyone. It promotes the communication and for it to be well used it needs to have social interaction, which will help to create connections, collaborations and develop relationships.

City and Environmental Planning



Award winning project

Innovative and inclusive project

The impact of this social innovation project on the people and the media is mindblowing. It is an innovative and inclusive method that already made a difference in a lot of people's lives.

This project has already won awards: Prémio Inovação Social by Fundação EDP, Prémio Bem-Estar da Criança by Missão Sorriso Continente, Prémio Inovação e Sustentabilidade by CASES, Prémio Empreendedorismo Social by Fundação Montepio, are just a few.

Skill Training and Design Education

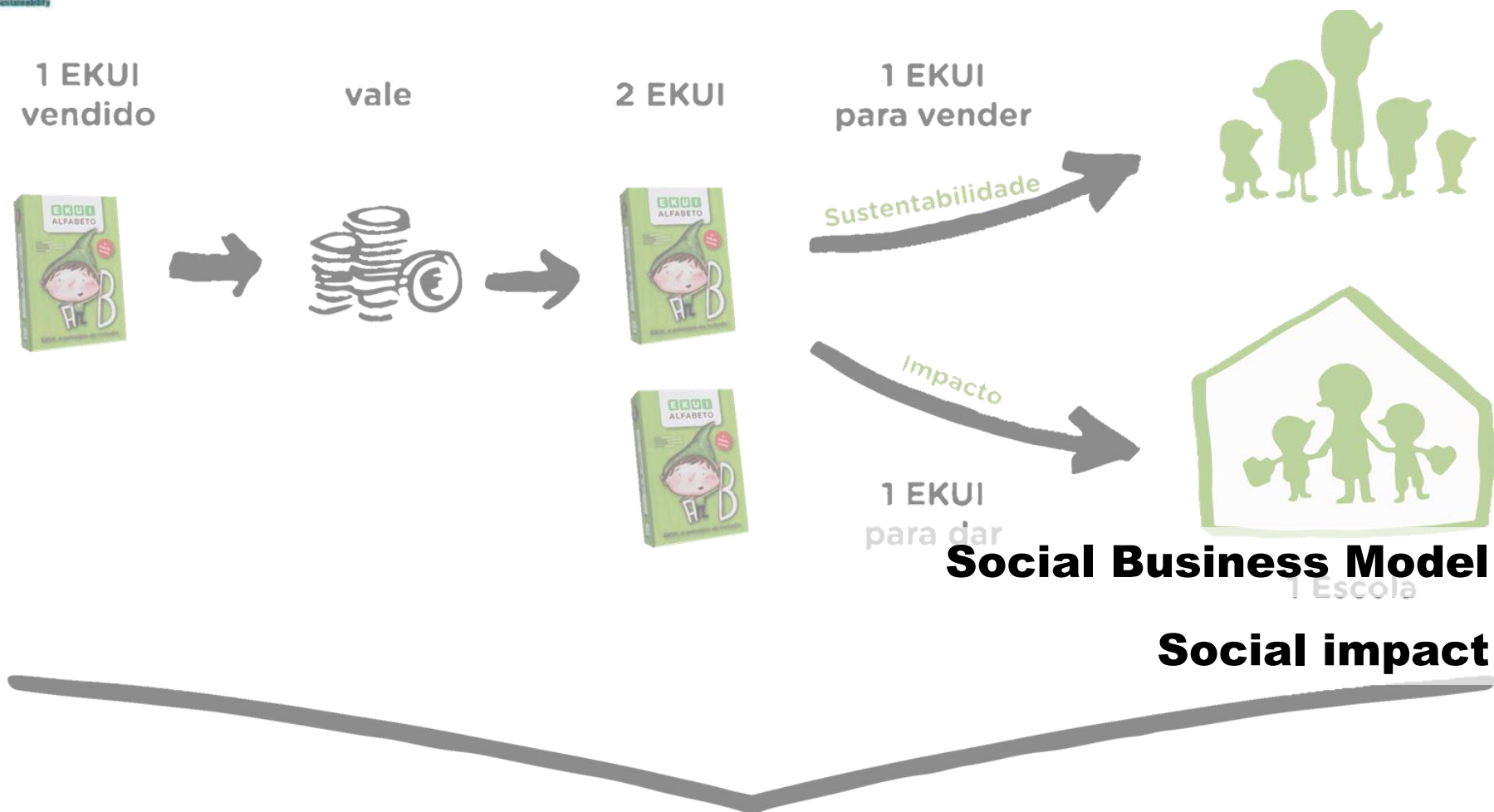


Workshops

Universal Design for Learning strategies

Besides the products on sale, such as cards, the app and the book, this project also offers training and workshops on these methods whether it is for a teacher, therapist, a parent or any other person that wants to learn about the topic.

Job Creation



CRIAÇÃO DE VALOR SOCIAL

EKUI is an already solidary brand. The proceeds from the sale of any educational material/product are used to create social impact.

By buying an EKUI Alfabet, people support not only the cause, but also ensure the dynamization of the methodology in schools.

Storytelling and Visualisation



The design on these products is the foundation for the whole method. The intuitivity, the way it is seen and touched makes a difference on the user. A simple and clean design like this is key for easy communication.

DESIS
NETWORK
Design for
Social Innovation
and Sustainability

[**www.ekui.pt/**](http://www.ekui.pt/)

[**info@ekui.pt**](mailto:info@ekui.pt)



ID+ RESEARCH
INSTITUTE FOR
DESIGN, MEDIA
AND CULTURE
PORTUGAL

University of Aveiro
ID+ DESIS Lab
Portugal