

Abstract

CREATIVE PROJECT: A Brain Difference: Acknowledging the Complexities of Dyslexia

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DATE: May, 2019

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Dyslexia is a misunderstood, complex brain difference. Society recognizes dyslexia as a learning disability, however, research shows that while dyslexia presents challenges with learning, it also presents advantages. Individuals with dyslexia are not always presented information acknowledging the full spectrum of challenges and advantages of their brain difference. Using design thinking I investigated perspectives, experiences, and challenges of dyslexia. Interview results revealed receiving that a diagnosis can be overwhelming; open conversation is helpful; it is better to have a diagnosis than not; and the challenges are more well-known than the advantages. Using data from this research, I designed a transmedia story presenting the complexities of dyslexia. The story discusses the diagnosis process, offers advice for coping and accepting dyslexia, and provides a better understanding of both its challenges and advantages. It encourages individuals to embrace their brain difference, and build confidence by gaining a greater understanding of what makes them unique.

Keywords: dyslexia, brain difference, transmedia storytelling, design thinking, communication, media