

Presentación Working Paper

Título AURUM

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Resumen

AURUM es una propuesta para generar herramientas educativas que buscan reconectar emocionalmente a jóvenes de 18 a 28 años con el patrimonio joyero colombiano. Surge ante la creciente desconexión cultural generada por el consumo de productos foráneos y la escasa apropiación del legado ancestral. Mediante la narrativa de un teaser animado protagonizado por dos personajes ficticios —una guardiana y su nutria acompañante— se introduce al espectador en un universo que contrasta la saturación del consumo global con la riqueza simbólica de las joyas precolombinas. El proyecto utiliza recursos de diseño gráfico editorial, scrapbook digital y animación 2D para capturar la atención e invitar a reflexionar sobre el valor cultural de lo propio. A partir de metodologías como el storytelling participativo, el design thinking y la co-creación, se desarrollan experiencias visuales, sensoriales y educativas. El principal resultado es la construcción de una narrativa visual potente que propone nuevas formas de divulgación patrimonial desde el diseño, con énfasis en la sostenibilidad cultural, en articulación con los ODS 4 y 8.

Palabras clave

Diseño educativo, patrimonio joyero, identidad cultural, animación 2D, jóvenes.

Abstract

AURUM is an educational tool designed to emotionally reconnect young people aged 18 to 28 with Colombia's jewelry heritage. It addresses the increasing cultural disconnection caused by the consumption of foreign goods and the lack of

appreciation for ancestral legacy. Through a poetic and playful animated teaser featuring two fictional characters—a guardian and her otter companion—the audience is introduced to a symbolic journey that contrasts global overconsumption with the ancestral value of pre-Columbian jewels. The project integrates editorial graphic design, digital scrapbook aesthetics, and 2D animation to create an engaging experience that raises awareness of cultural identity. Using methodologies such as participatory storytelling, design thinking, and co-creation, AURUM proposes educational and sensory visual experiences. The main outcome is the creation of a powerful visual narrative that offers new ways of heritage communication through design, aligned with Sustainable Development Goals 4 and 8.

Keywords

Educational design, jewelry heritage, cultural identity, 2D animation, youth.

Introduction

The oblivion of Colombian jewelry heritage among young people reveals an emotional disconnection from our cultural roots. **AURUM** emerges as a design-driven response to reframe ancestral jewels as symbols of identity, history, and memory. Its goal is to foster an emotional bond through an audiovisual and playful experience that combines editorial design, animation, and immersive narratives. It uses tools such as digital scrapbooking, symbolic characters, and an animated teaser that introduces a critical and fantastical universe. The methodology combines mixed research, co-creation workshops, and aesthetic exploration based on visual and historical references. As a result, it proposes an engaging educational strategy that stimulates a sense of belonging and reflection on cultural consumption. This project aligns with Sustainable Development Goals 4 (quality education) and 8 (decent work and economic growth), aiming for a more conscious citizenry rooted in its legacy.

State of the Art

Design for education, as noted by Freire & Villar Onrubia (2009), highlights the importance of design thinking to transform education, promoting creativity, interdisciplinarity, and adaptation to technological and cultural changes. When combined with digital media, it has become a powerful tool for the preservation and dissemination of cultural heritage.

Objectives

General Objective:

To develop educational design tools that foster emotional connection with the historical, cultural, and artistic heritage of Colombian jewelry among people aged 18 to 28.

Specific Objectives:

- ✓ Analyze which strategies generate emotional connection in educational content for people aged 18 to 28.
- ✓ Establish effective design tools for the education of Colombian jewelry heritage.
- ✓ Determine the design characteristics for educating young people (18–28 years old) about Colombian jewelry heritage.

Methodology

The methodological structure of the project follows a mixed approach, combining quantitative and qualitative methods with an exploratory and applied focus, where graphic design serves as the central axis. The research draws on primary sources (workshops, interviews, surveys, visual logbook), secondary sources (academic digital texts), and tertiary sources (official statistics and systematized data). Key data collection tools include a diagnostic survey targeting youth aged 18 to 28, a co-creation workshop centered on graphic and conceptual elements, and a physical logbook that documents the visual and reflective process. Data analysis involves basic statistical techniques and thematic categorization, enabling a comprehensive interpretation of findings that inform the creation of educational tools to promote awareness of Colombia's jewelry heritage.

Results

The most prominent result is a short animated teaser (under two minutes) titled *AURUM*, which presents a visually engaging and symbolically rich narrative universe. The guardian Aura and the otter Mina guide the viewer into a world where ancestral jewels "speak" and teach. This piece becomes an audiovisual pedagogical tool that promotes the appreciation of heritage by combining emotional, symbolic, and educational elements.

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