

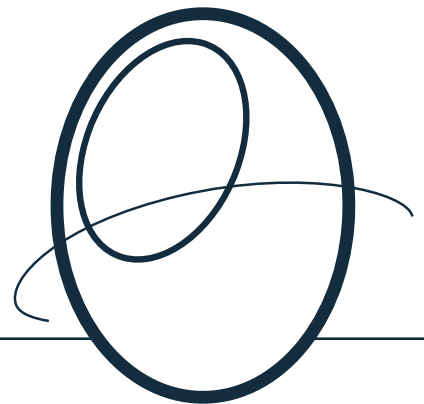
# // Educational Resources

Online applications, Interactive Software and 3D animation

Develop and learn, engage and entertain, build skills and confidence

We create innovative and fun resources, which entertain young children whilst they learn. The results are high quality, flexible products, which are transferable over a range of media and offer a variety of channels to market, including merchandising. Our diverse backgrounds enable us to transparently harness software technologies to encourage children to successfully engage in learning activities.

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ABOVE // Screenshots from online application Biz e-Town ©thumb

## 01// Online Application

Developing enterprise skills and attitudes in young people

Client // Amazing Learning Ltd  
 Brief // to create online learning within an educational product that fosters entrepreneurial attitudes and behaviours

Delivery on the web allows for a wider audience, tracking and ease of access from home or school. A media rich user-experience engages users in a series of activities which culminates in a 3D representation of their decisions which may be explored.

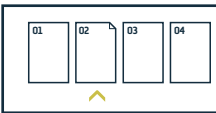
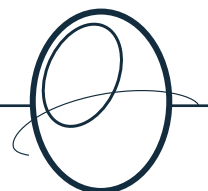
We created a highly engaging and interactive application, in which users can create and develop their own business and view their shop within the 3D 'Biz e-Town Square' and print out aspects for physical build. Used in conjunction with others, it develops a range of skills and provides an innovative approach to enterprise education.

### Features //

- Interactive 3D environment
- Attractive characters
- Learning activities covering: numbers, logic, artistic creativity
- Interaction between controlled groups
- Modular
- 3D models can be printed and constructed to mirror on-screen choices and trigger discussion

### Benefits //

- Stimulates computer literacy and intellectual agility
- Encourages use and engagement
- Learn through play
- Group activities encourages participation with control over users
- Easily expanded
- Physical outputs also improve crafts skills





ABOVE // Screenshots from children's software application FIRE! ©thumb

## 02// Software Application

### Aiding skills development in young children

Software that engages, encourages aesthetic choices and then enables the creation of a physical model. This marrying of on-screen and craft based play provides the young with both entertainment and interaction with their peers and parents.

We created a learning activity for young children, which supported their skills development whilst providing them with the excitement of colouring and building their own personalised fire station, engines and crew.

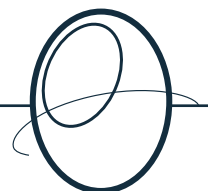
#### Features //

- Print out and assemble craft activities
- Engaging traditional themes attractive to both sexes
- Simple yet powerful interactivity
- Create and colour on-screen activities

#### Benefits //

- Encourage craft skills and creativity
- Universal appeal
- Screen based activity results in something tangible
- Stimulates motor skill development, computer literacy and intellectual agility

**Client //** Make Believer Ltd  
**Brief //** to create an appealing game for children aged between 4-8, which would support the development of age appropriate skills





ABOVE // Screenshots from children's animations Wobbly Street ©thumb

## 03// 3D Animation

### Making healthy lifestyle choices attractive to the young

Client // Foundry Media for Newcastle City Council  
Brief // to create 3D animated narratives from storylines and 2D characters

The realisation and creation of 3D animated characters that engage in a narrative is a powerful means to convey messages or stories. The animations are of exceptional quality and creativity, and the characters are immediately engaging. They have been successfully used to aid the understanding of nutrition and fitness with young children. Equally engaging when used with adults to communicate a range of messages and information. Characters can be developed in many styles and are highly effective when used in advertising and campaigning to promote memorable messages.

Characters created for 'Wobbly Street' successfully delivered complex messages about lifestyle choices. School children created the basis of both characters and scenery and provided voice overs for the animations.

#### Features //

- Highly engaging for audiences of all ages
- Flexible medium for communication
- Unique characters
- Created to meet client requirements
- Transferable over a range of media

#### Benefits //

- Extremely memorable and entertaining
- Adaptable for multiple messages
- Sense of ownership
- Freedom from licencing fees and restrictions
- Provide different channels to market - including merchandising

