

Process: Activity Book

First, we reviewed the current NASCAR Activity Book:

Annotations from the review:

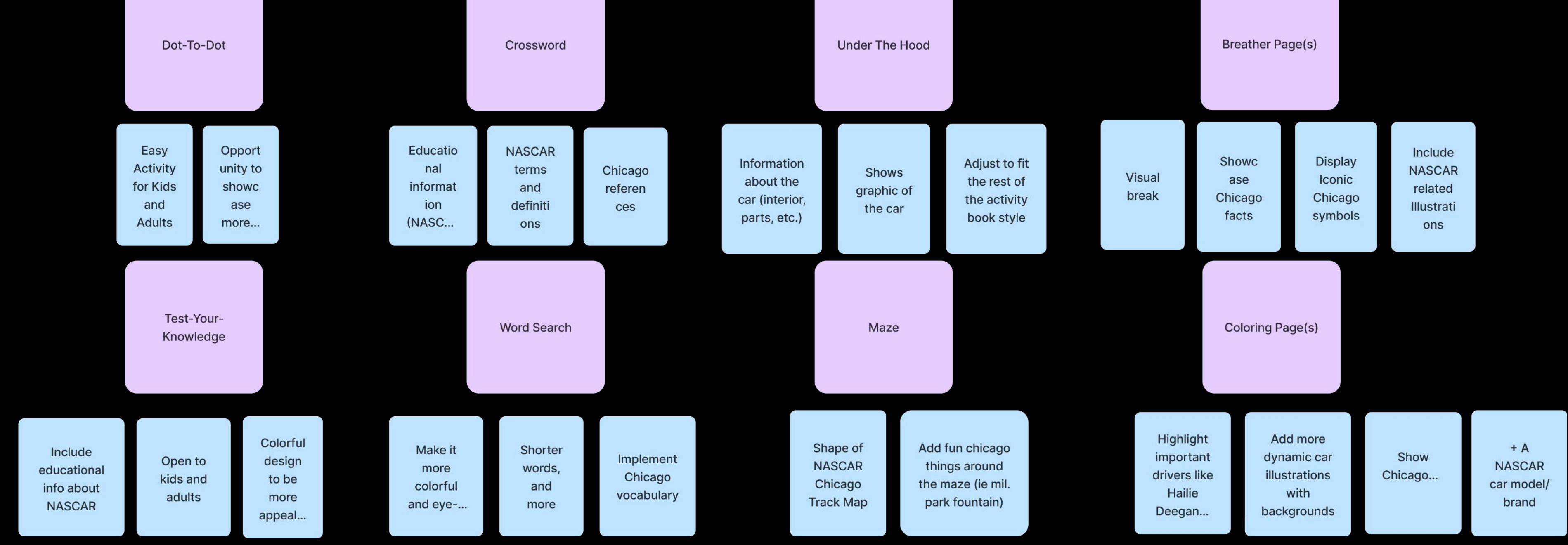
- If the front cover is a glossier finish, it would be harder to color. Consider all color, it would help the audience stay intrigued and want to pick it up.
- Make the front and back cover more cohesive.
- highlight some places in Chicago that people can visit.
- This coloring page would mainly involve coloring people and not the car.
- Creating coloring pages that are car-focused could be more educational and fun for kids.
- Add more colors to non-coloring pages (like the activities).
- change the car? Ask nascar if they have a better quality image.
- rotate the answer key so that it's harder to see.
- Potential for adding more activities relating to the NASCAR race.
- Overall make all the pages more colorful and fun for kids, add more coloring pages (each one could be ...).
- Creating a sticker element could be a fun additional element to the activity book.
- Easter Eggs throughout the pages.

Then, we brainstormed:

Annotations from the brainstorming session:

- Include in breather page?
- Include NASCAR cars over the years
- Inside cover i...
- Stickers?
- Maze in shape of race track
- We could do match the car to the driver!
- Chicago skyline with...
- Breather Page?
- Cartoon style showcasing NASCAR and Chicago
- Coloring Page Inspo
- Vintage NASCAR and new NASCAR
- Hailie Deegan Portrait?
- the incorporation of the specific drivers
- Lets make sure to add some "less-touristy" things
- Iconic Chicago symbols and locations t...

After much debate & research, our 8 cohesive activites for the 2024 NASCAR Book is:



Our first Iteration:

Pages include:

- WELCOME!**: A large illustration of a crowd at a race.
- Crossword**: A crossword puzzle with a Chicago-themed theme.
- Test Your Knowledge**: A page with questions and a car illustration.
- Word Search**: A word search puzzle with a Chicago-themed theme.
- Dot To Dot**: A dot-to-dot drawing of a car.
- The Maze**: A maze with a Chicago-themed theme.
- Under the Hood**: An activity page showing the internal parts of a car with numbered callouts.
- Do You Know These Flags?**: A page with flags and questions.
- Under the Hood**: A second version of the car diagram activity.
- Dot to Dot**: A second version of the dot-to-dot activity.
- Under the Hood**: A third version of the car diagram activity.
- The Maze**: A second version of the maze activity.