Reading with children

Minneapolis College of Art and Design
Web design 1, fall 2012
For W. Stanley Conrad

Andrew Braford

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Project proposal

I would like to do a final project about toddlers and reading. It's a topic that is a part of every day in my house. This site will offer a number of things:

1. The benefits of getting even very young children active with reading.
2. Tips to getting your children reading and playing with books.
3. Recommendations on the best in children's literature.
4. Local resources to help small children and beyond as they become active readers.
5. Deals to economically increase your library - and what to do with books your children have outgrown.

Purpose

The purpose of this site is to promote literacy, starting with the very young. It also should provide parents with easy and relatively inexpensive ways to help their children grow.

Reading with children

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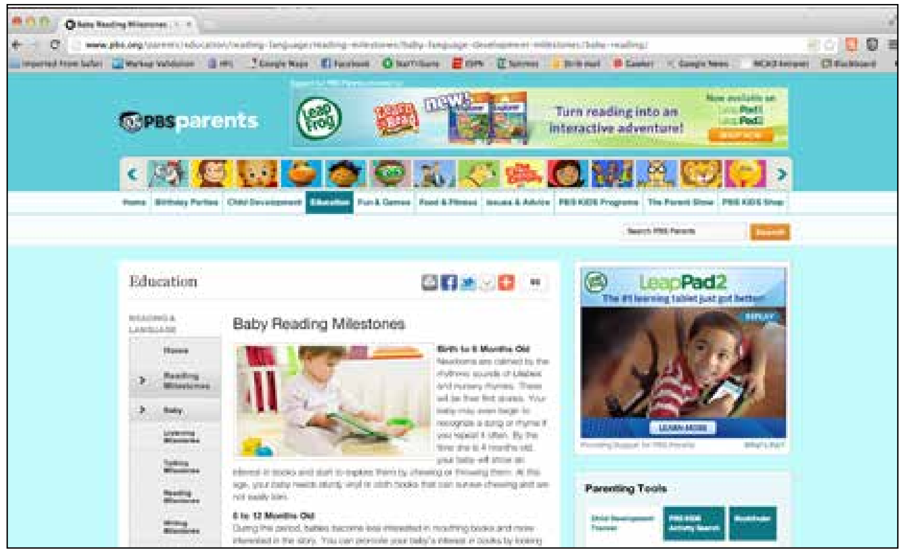
Competitive analysis


PBS parents

Education

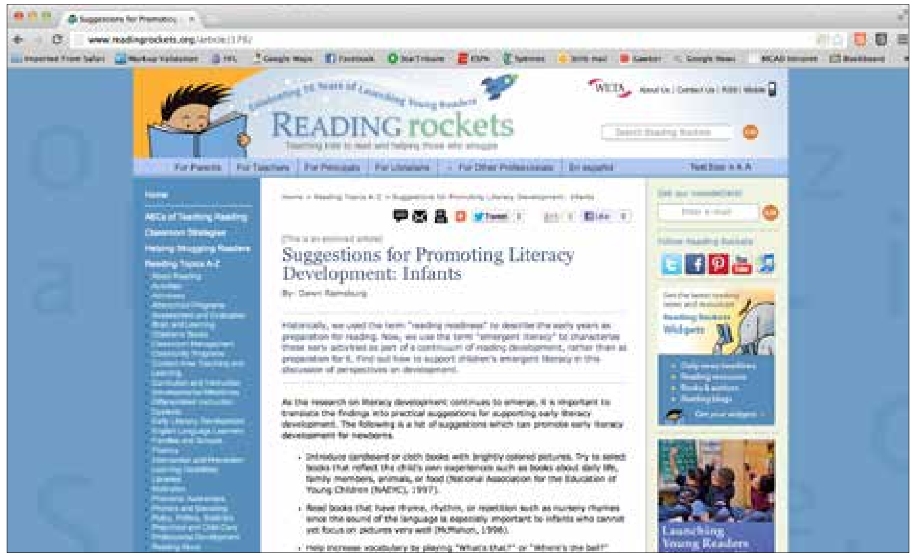
Baby Reading Milestones

Birth to 6 Months Old

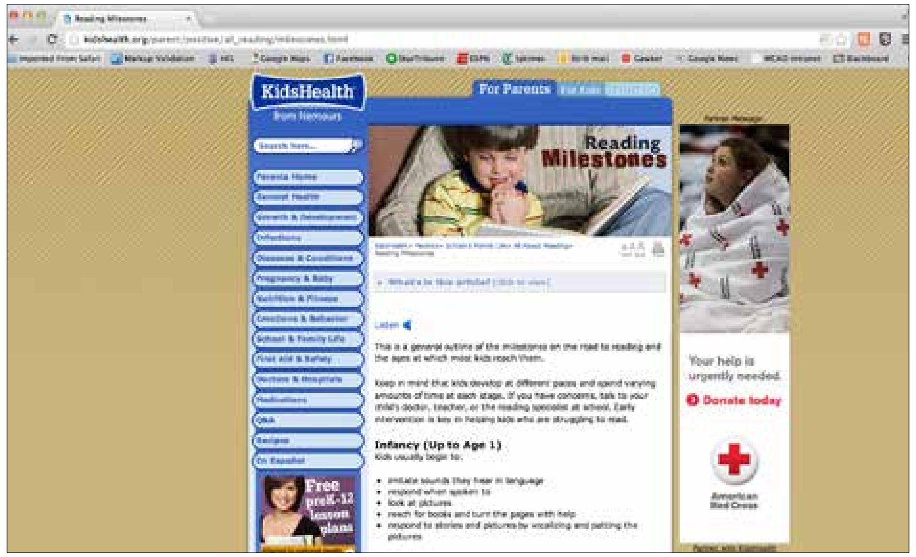
6 to 12 Months Old

LeapPad2

Parenting Tools


READING rockets

Suggestions for Promoting Literacy Development: Infants


KidsHealth

For Parents

Reading Milestones

Infancy (Up to Age 1)

Your help is urgently needed.

Donate today

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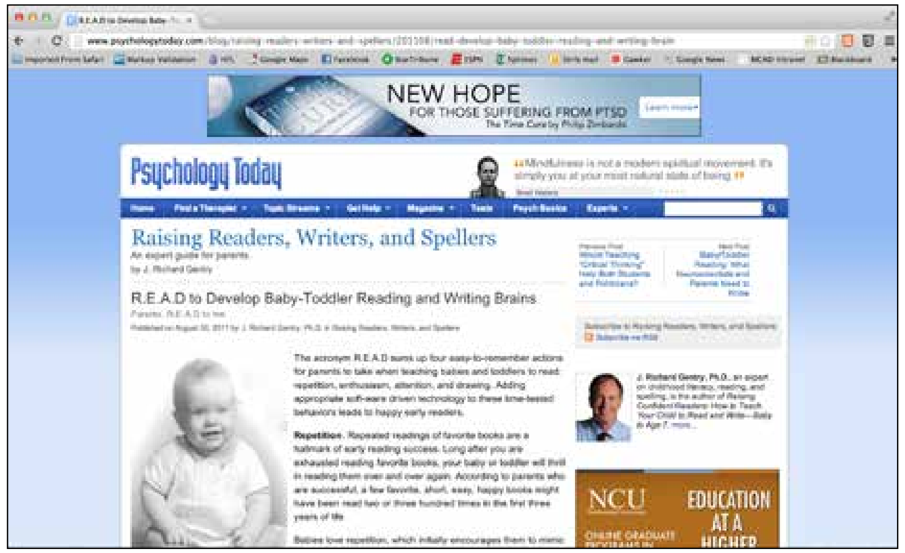
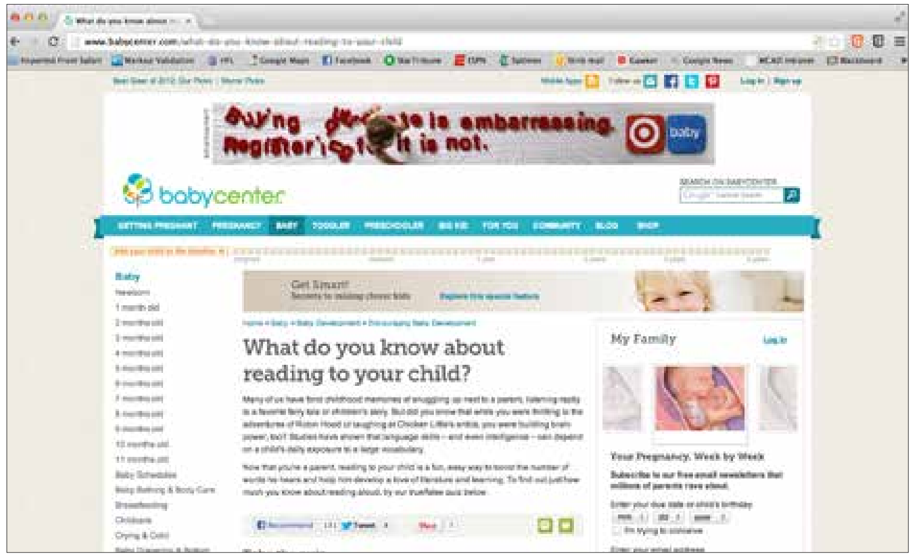
Competitive analysis


NEW HOPE FOR THOSE SUFFERING FROM PTSD

Psychology Today

Raising Readers, Writers, and Spellers

R.E.A.D to Develop Baby-Toddler Reading and Writing Brains


babycenter

What do you know about reading to your child?

My Family

Competitive analysis

There are a number of websites that touch on reading with children. All of them are parts of larger sites about raising children.

The benefits of reading to children are well documented. All these sites offer useful tips for parents.

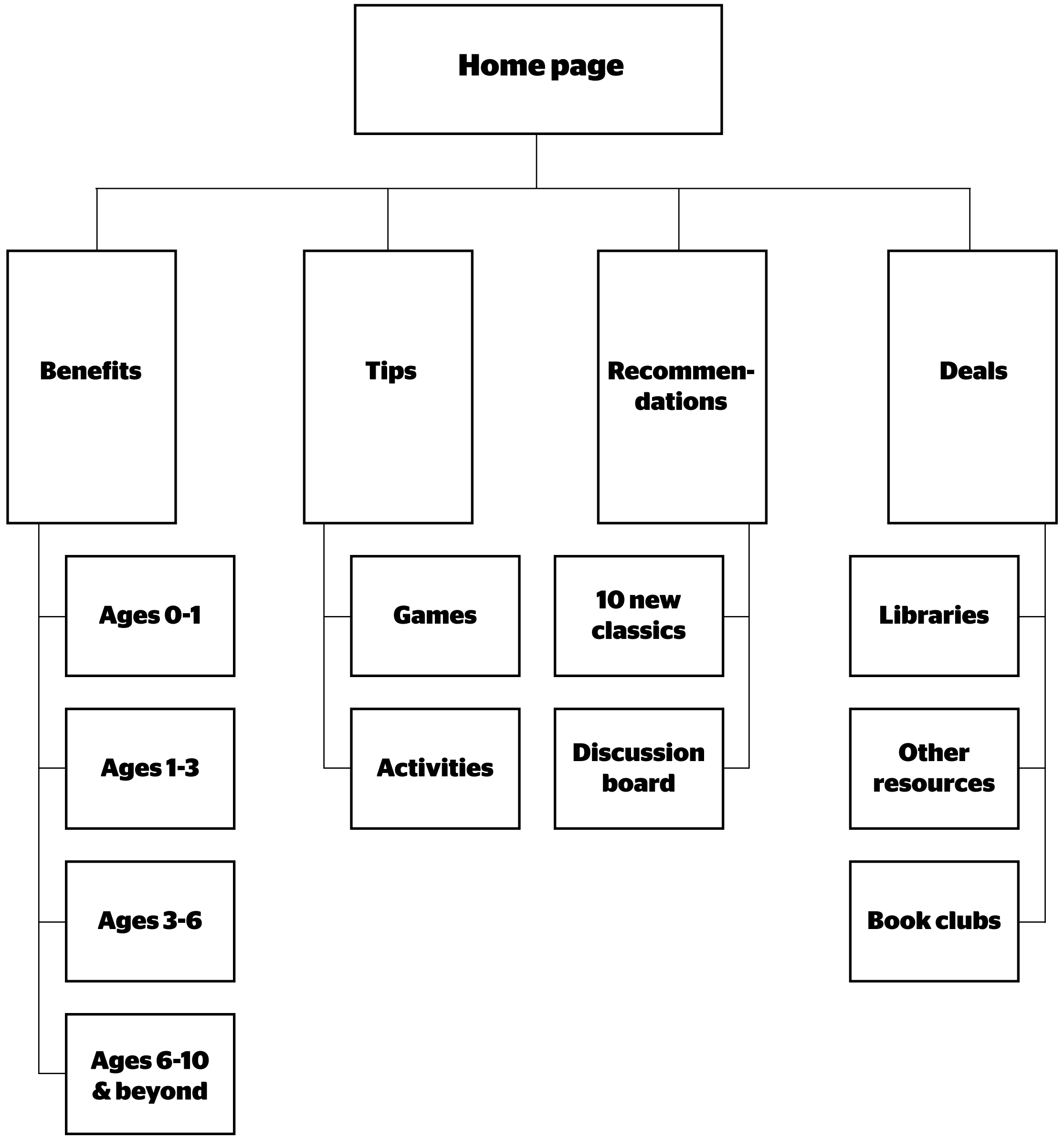
The design of this sites are very basic. They are all informational and text heavy. They are oddly the same design, with a header, links, usually down the left-hand side, a middle content area and advertising down the right. Each site’s content area is white.

Font use is very standard. The sites have ordinary, if pleasant use of color, used in a conservative manner.

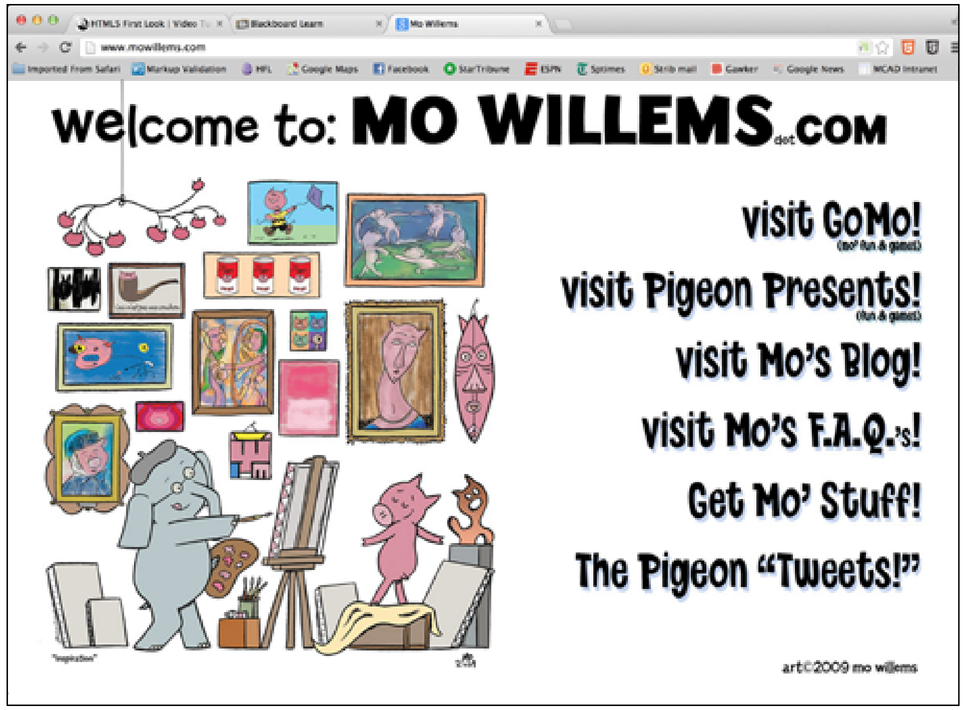
Target audience
This site will be aimed at families with small children, 6 months and up. It will serve families of low to moderate incomes. This will be aimed at suburban, but slightly hip parents interested in the educational growth of their children.

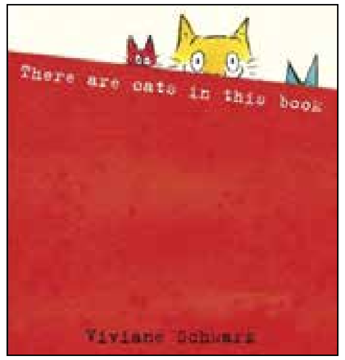
Audience action
People should come away from this site with a call to action. Parents should find useful information with simple tips to implement that information.

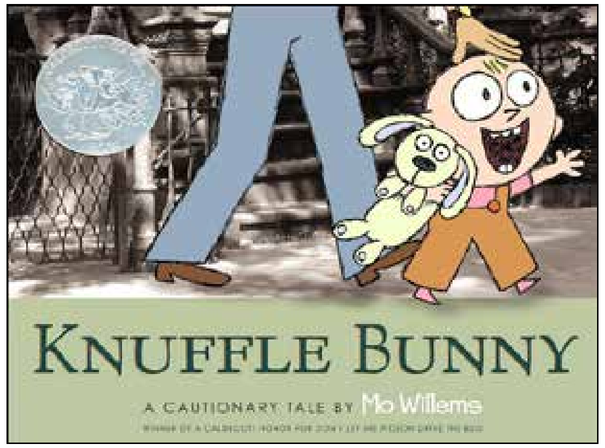
Site structure

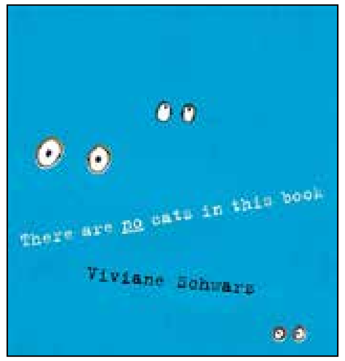

Home page
Benefits
Ages 0-1
Ages 1-3
Ages 3-6
Ages 6-10 & beyond
Tips
Games
Activities
Recommen-dations
10 new classics
Discussion board
Deals
Libraries
Other resources
Book clubs

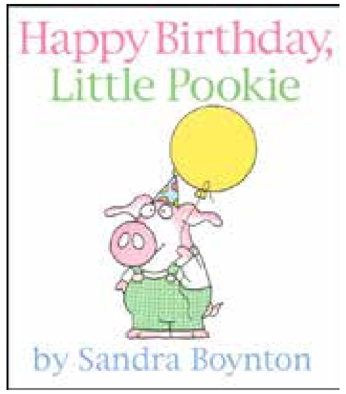
Mood board


www.mowillems.com
welcome to: MO WILLEMS.com
visit GoMo!
visit Pigeon Presents!
visit Mo's Blog!
visit Mo's F.A.Q.'s!
Get Mo' Stuff!
The Pigeon "Tweets!"
art©2009 mo willems

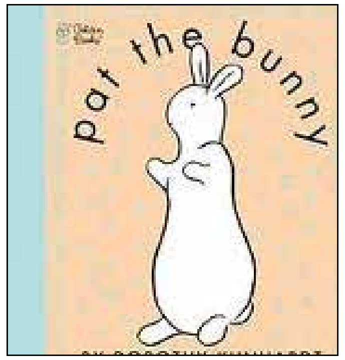

There are cats in this book
Viviane Schwarz

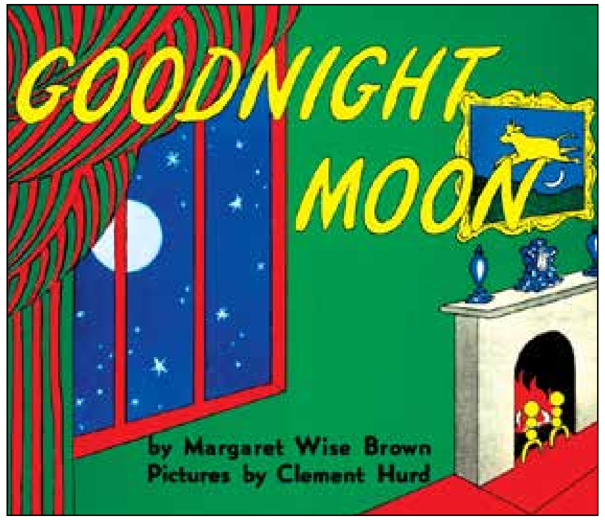

KNUFFLE BUNNY
A CAUTIONARY TALE BY Mo Willems

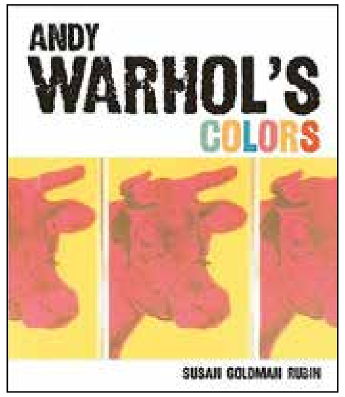

There are no cats in this book
Viviane Schwarz


Happy Birthday,
Little Pookie
by Sandra Boynton

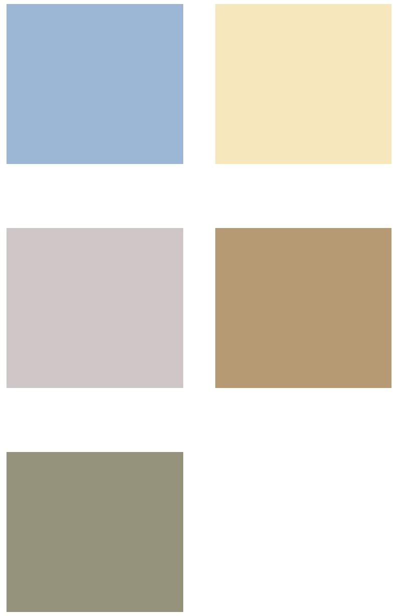
Mood board


pat the bunny


GOODNIGHT MOON
by Margaret Wise Brown
Pictures by Clement Hurd


ANDY WARHOL'S COLORS
SUSAN GOLDMAN RUBIN

Mood board | colors & fonts



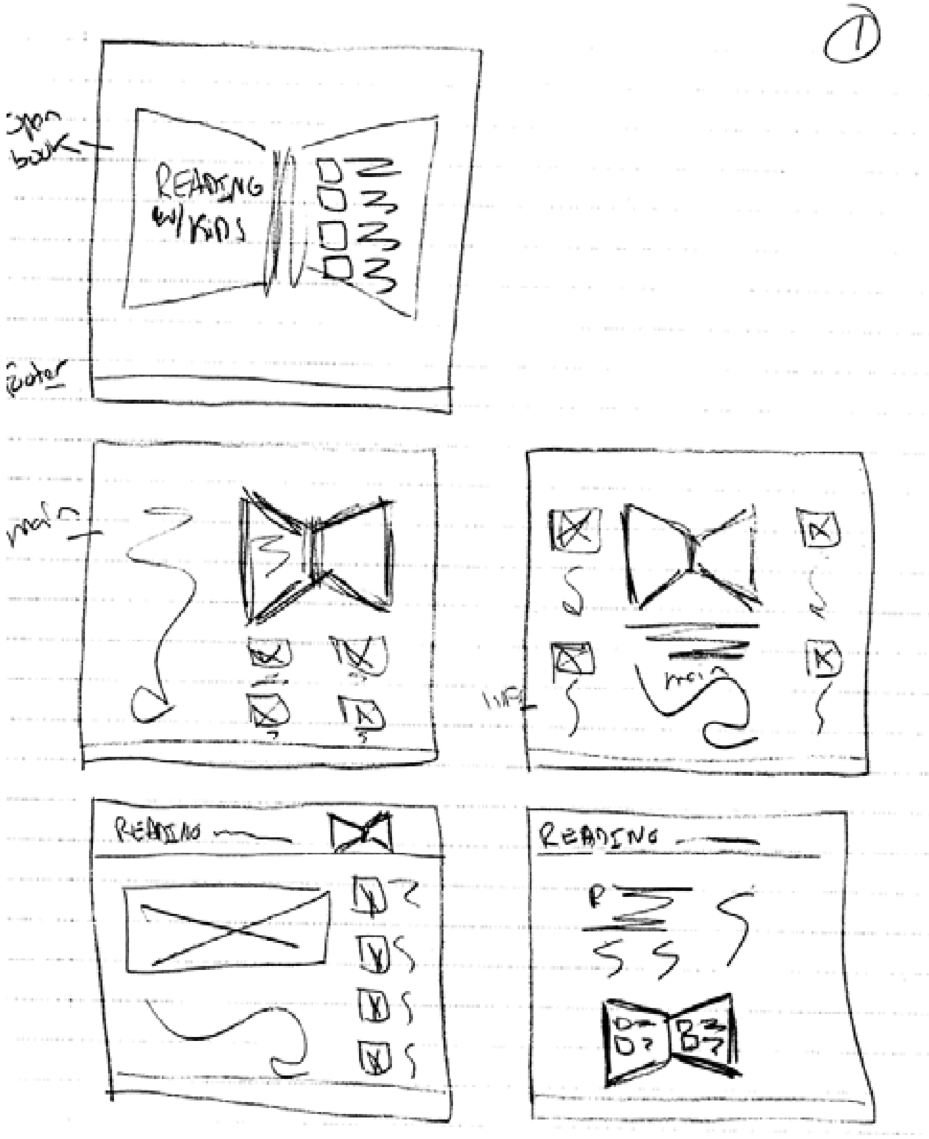
Lobster

Open Sans

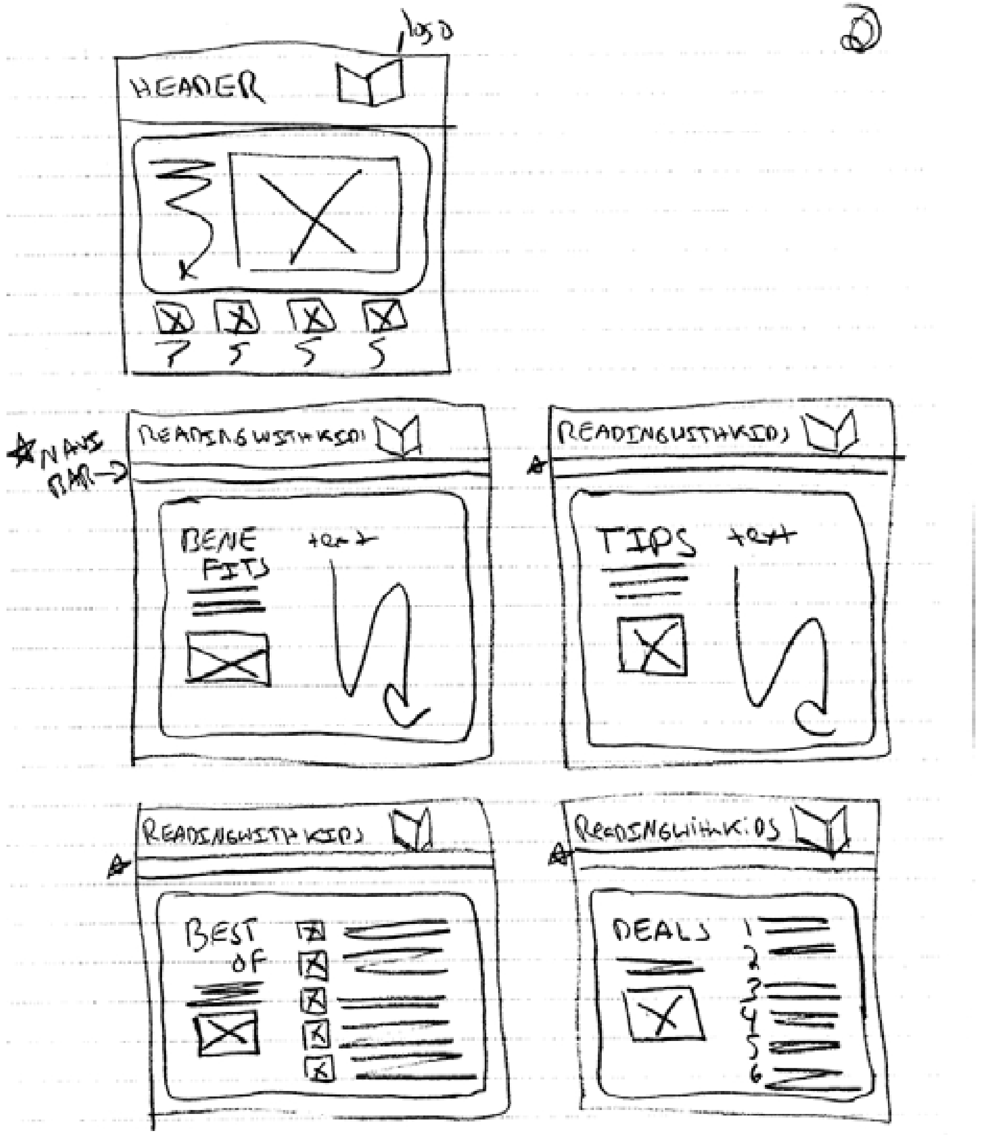
This is Open Sans, from Google fonts. This is Open Sans, from Google fonts. This is Open Sans, from Google fonts.

Image
This site should have a clean and modern look, with softening touches. It needs to find a balance between educational and inviting. This will primarily be a type focused site, but it should avoid narrative forms as much as possible, instead providing lists, questions and answers and other alternative story forms. Ideally, even though this site is about children's literature, parents should feel smarter and more confident when they leave.

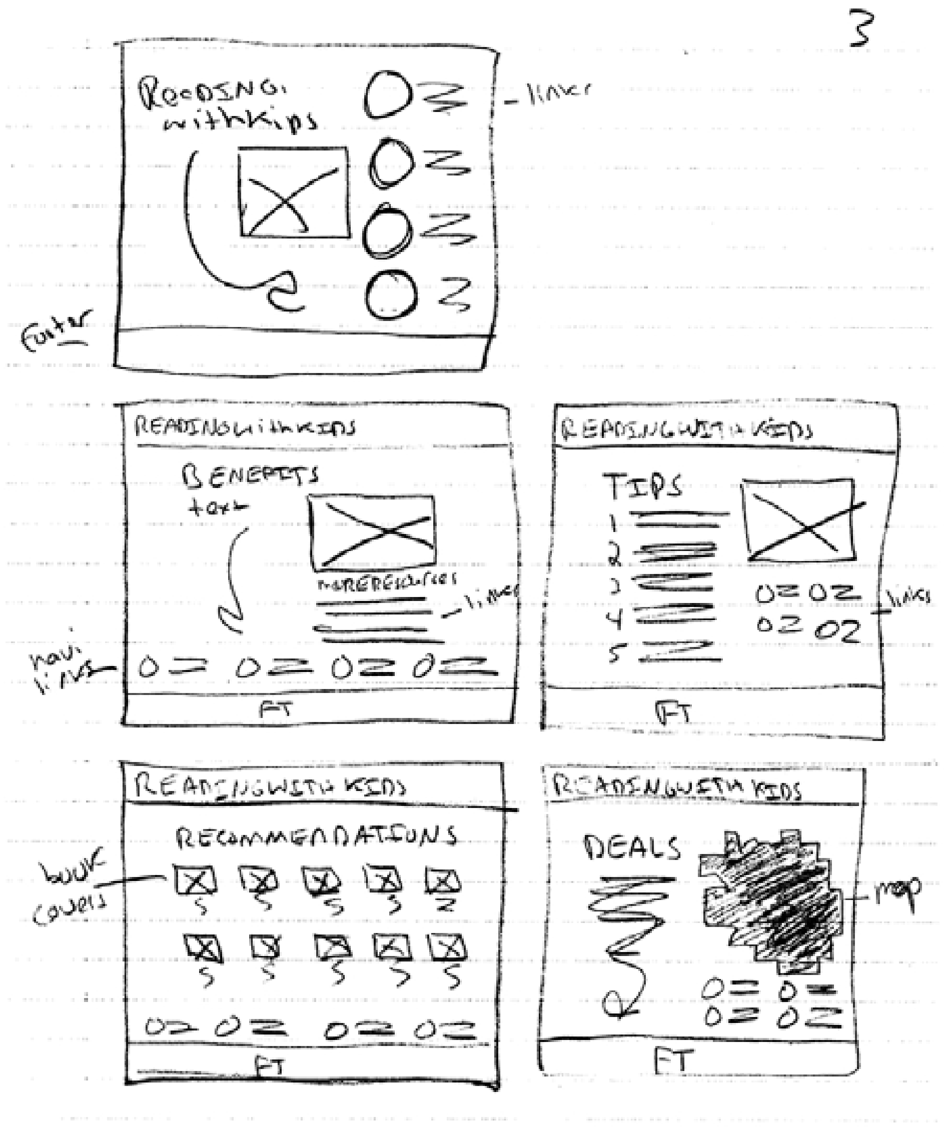
Thumbnails | Version 1



Thumbnails | Version 2


logo
2
HEADER
NAV BAR
READINGWITHKIDS
BENE FITS
text
TIPS
text
BEST OF
DEALS
1
2
3
4
5
6

Thumbnails | Version 3


3
Reading withKids
links
Footer
READINGWithKIDS
BENEFITS
text
MORE RESOURCES
links
navi links
FT
TIPS
1
2
3
4
5
links
RECOMMENDATIONS
book covers
DEALS
map

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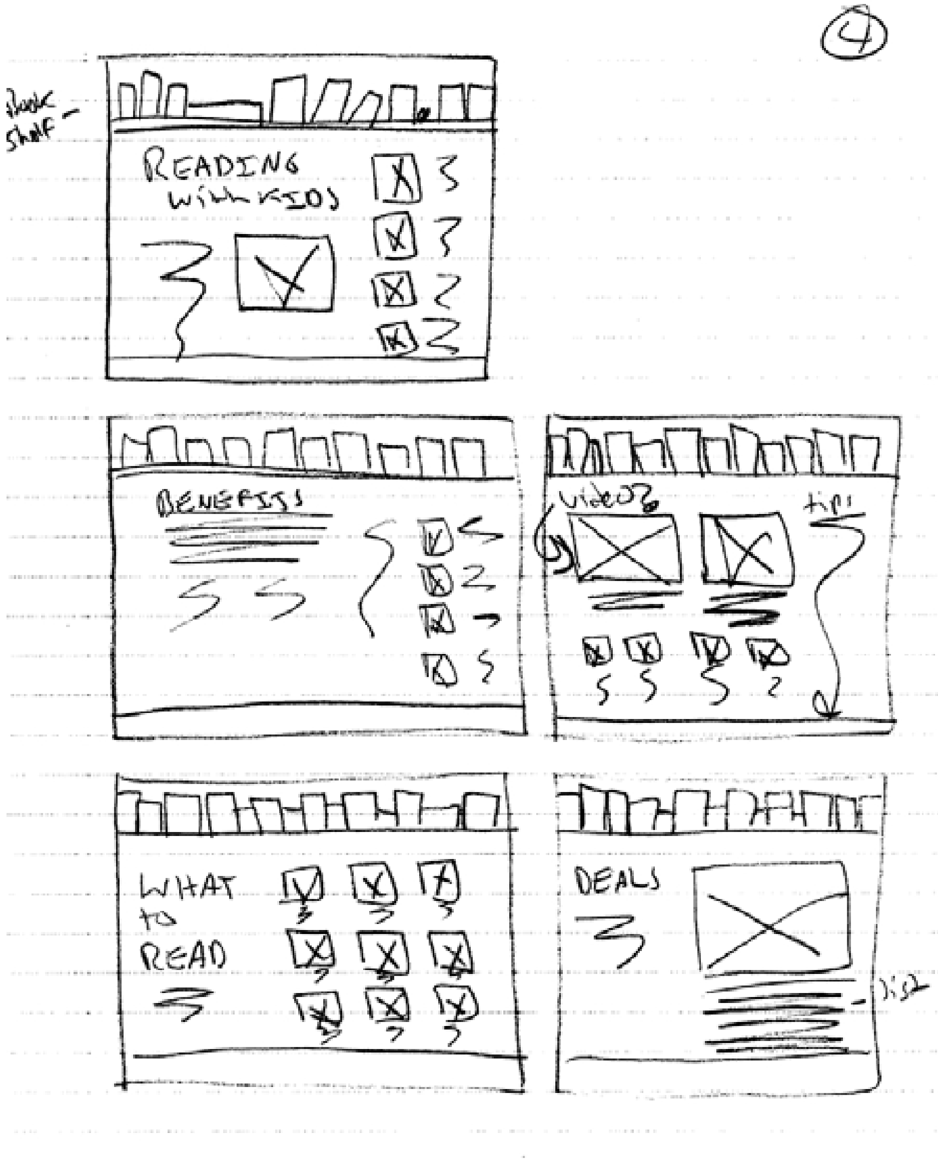
Andrew Braford

Thumbnails | Version 4


4
book shelf
READING with KIDS
BENEFITS
videos
tips
WHAT to READ
DEALS
list

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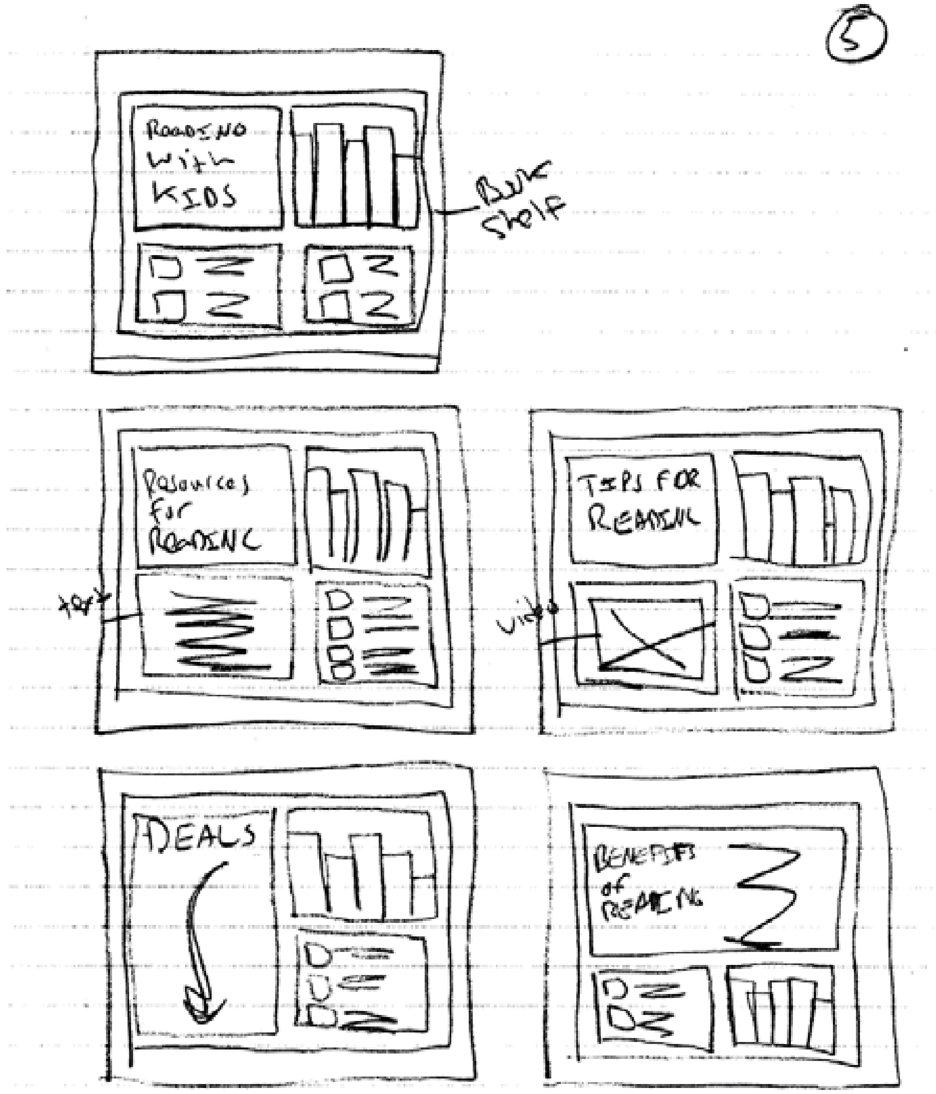
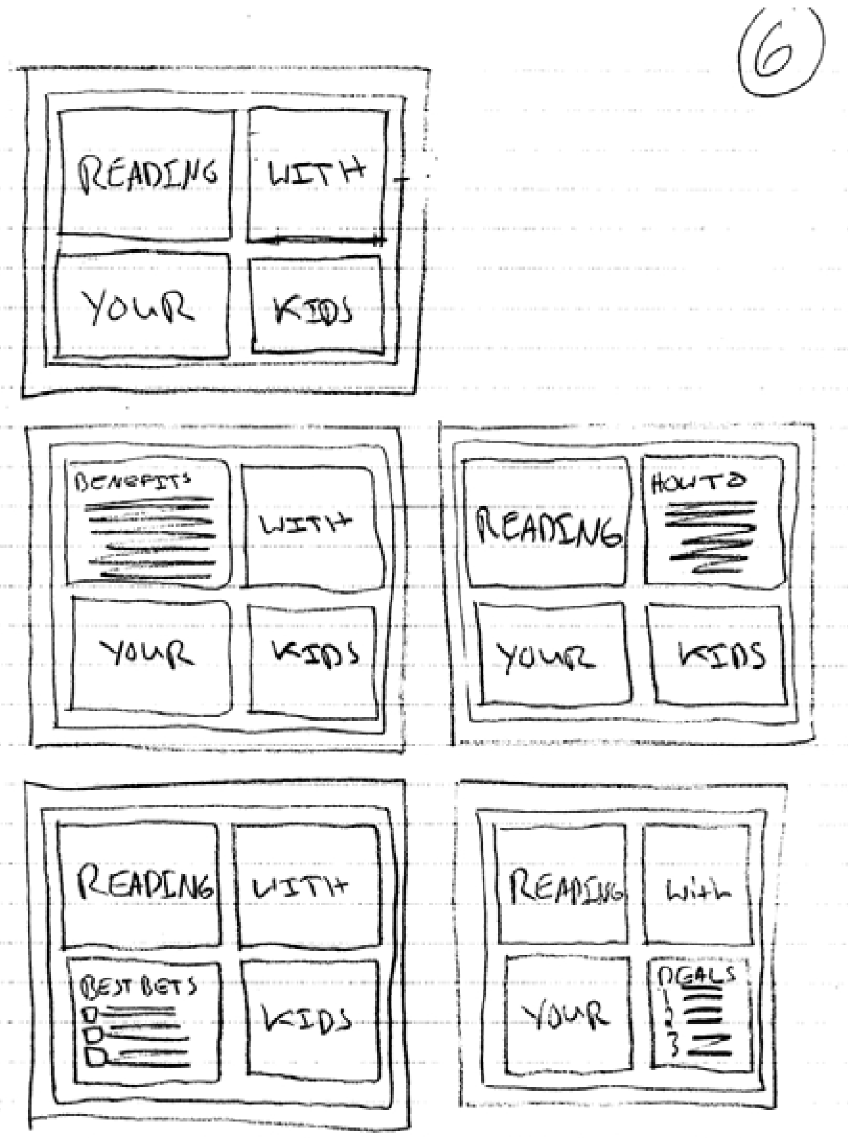
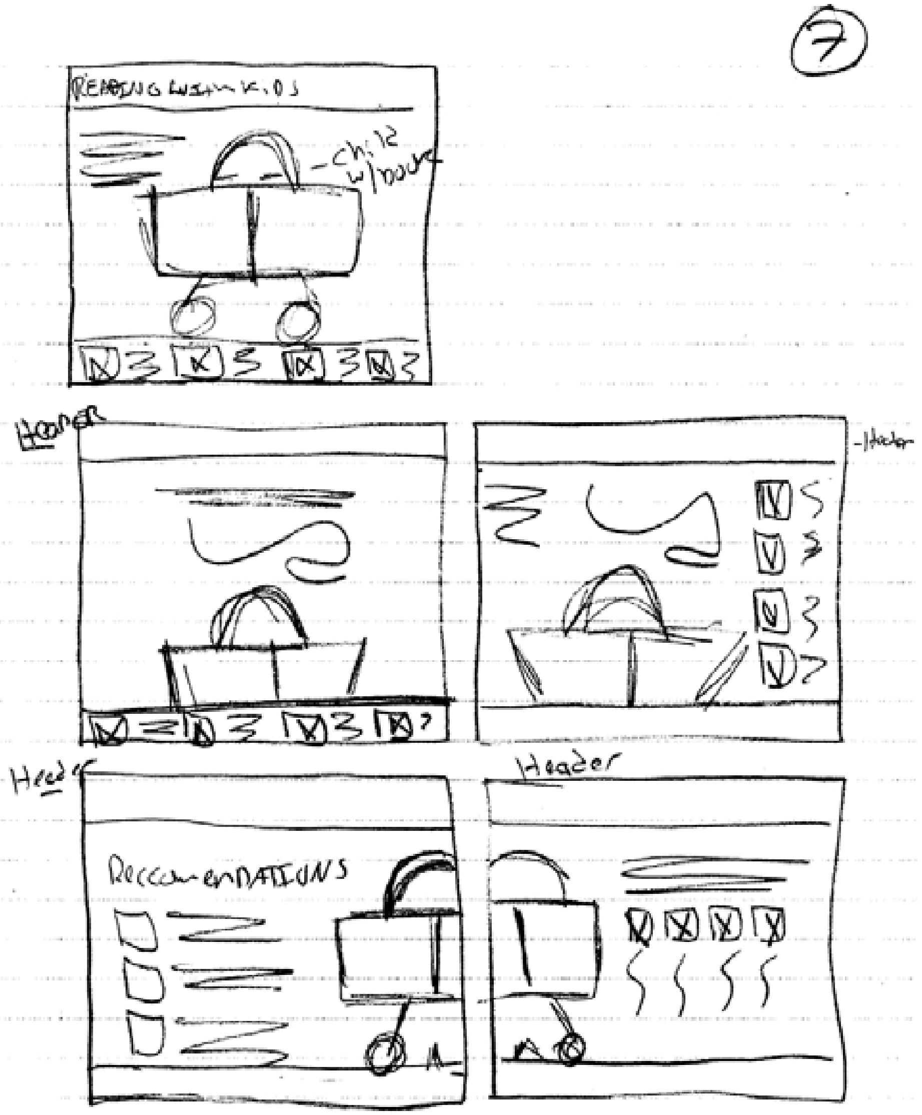
Thumbnails | Version 5


5
Reading with KIDS
Book Shelf
Resources for Reading
text
TIPS FOR READING
video
DEALS
BENEFITS of READING

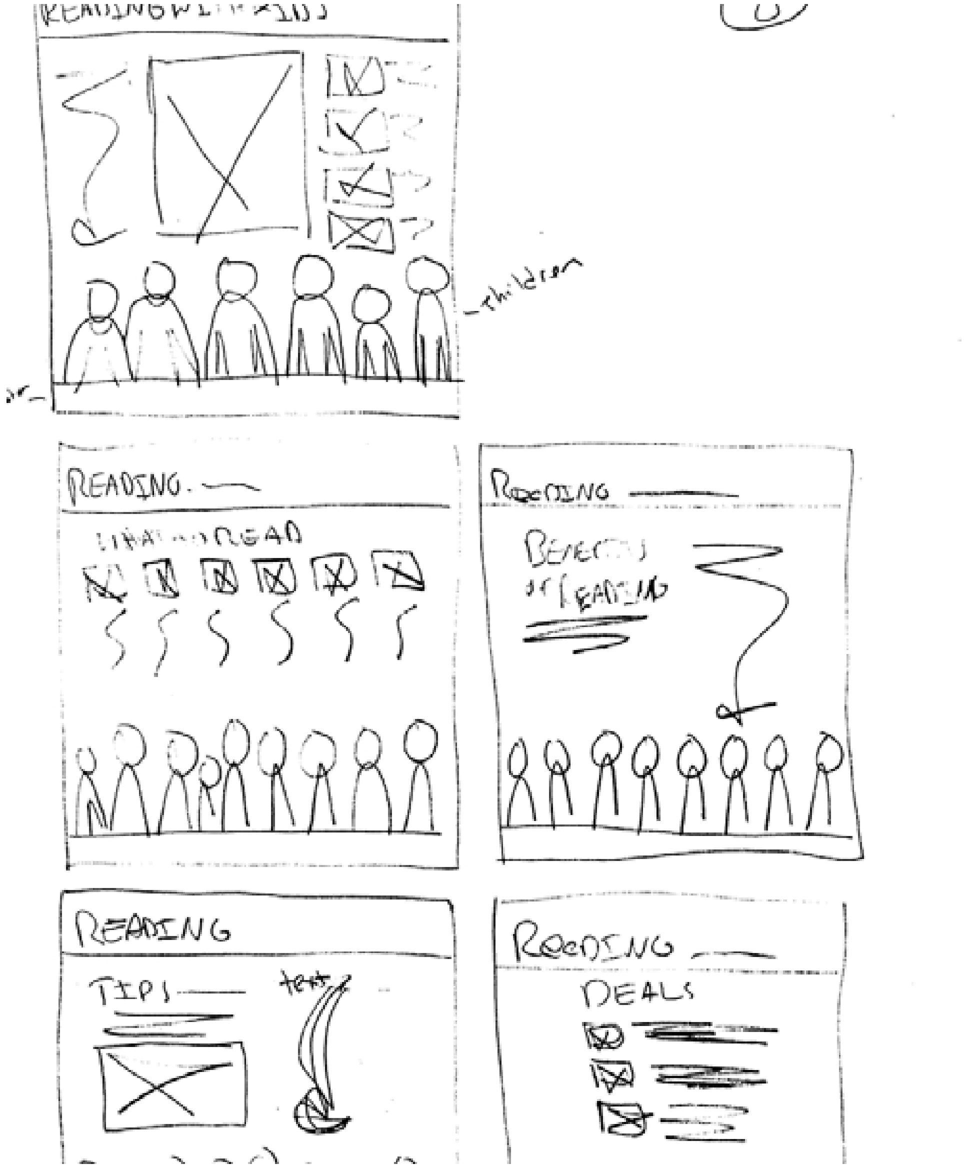
Thumbnails | Version 6


6
READING
WITH
YOUR
KIDS
BENEFITS
WITH
YOUR
KIDS
READING
HOW TO
YOUR
KIDS
READING
WITH
BEST BETS
KIDS
READING
With
YOUR
DEALS
1
2
3

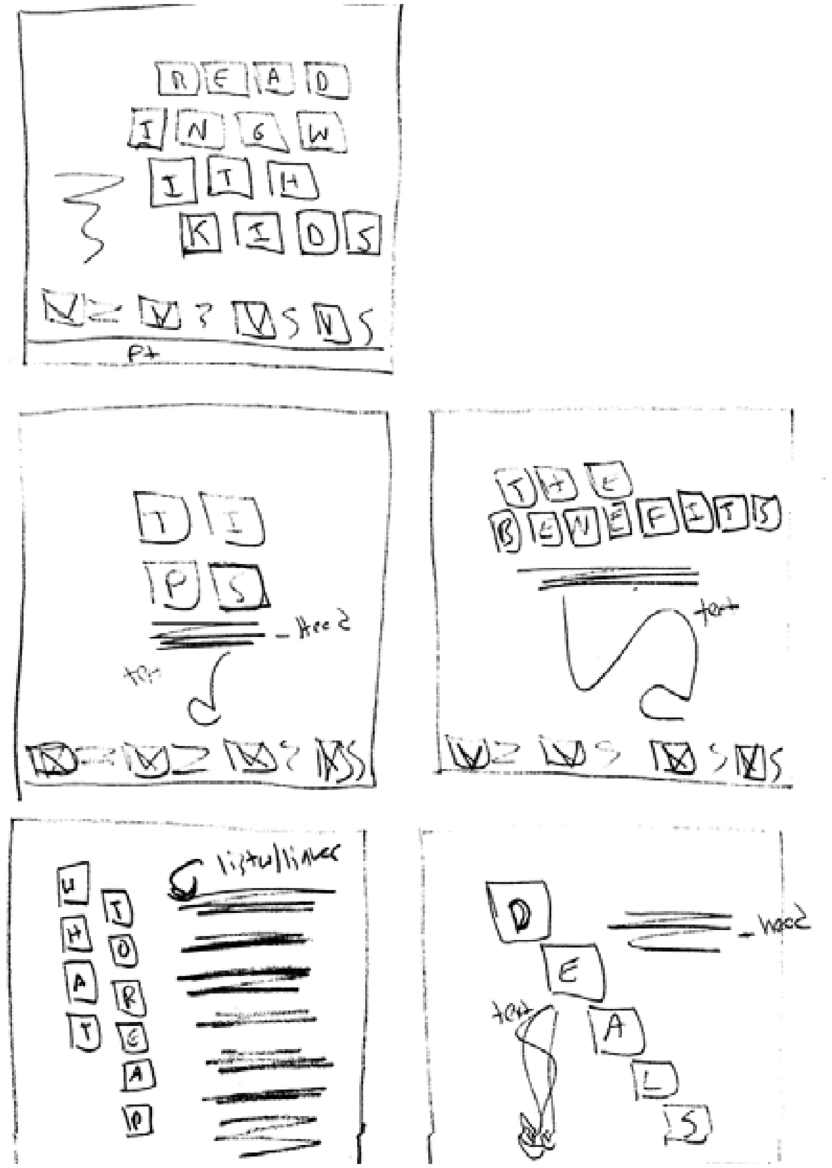
Thumbnails | Version 7


7
READING WITH KIDS
-child w/book
Header
-Header
Header
Header
Reccomendations

Thumbnails | Version 8


READING WITH KIDS
children
READING.
LEARN TO READ
READING
BENEFITS OF READING
READING
TIPS
text
READING
DEALS

Thumbnails | Version 9


READ
ING W
ITH
KIDS
TIPS
head
text
THE
BENEFITS
text
WHAT
TO READ
list/links
DEALS
head
text

[redacted]

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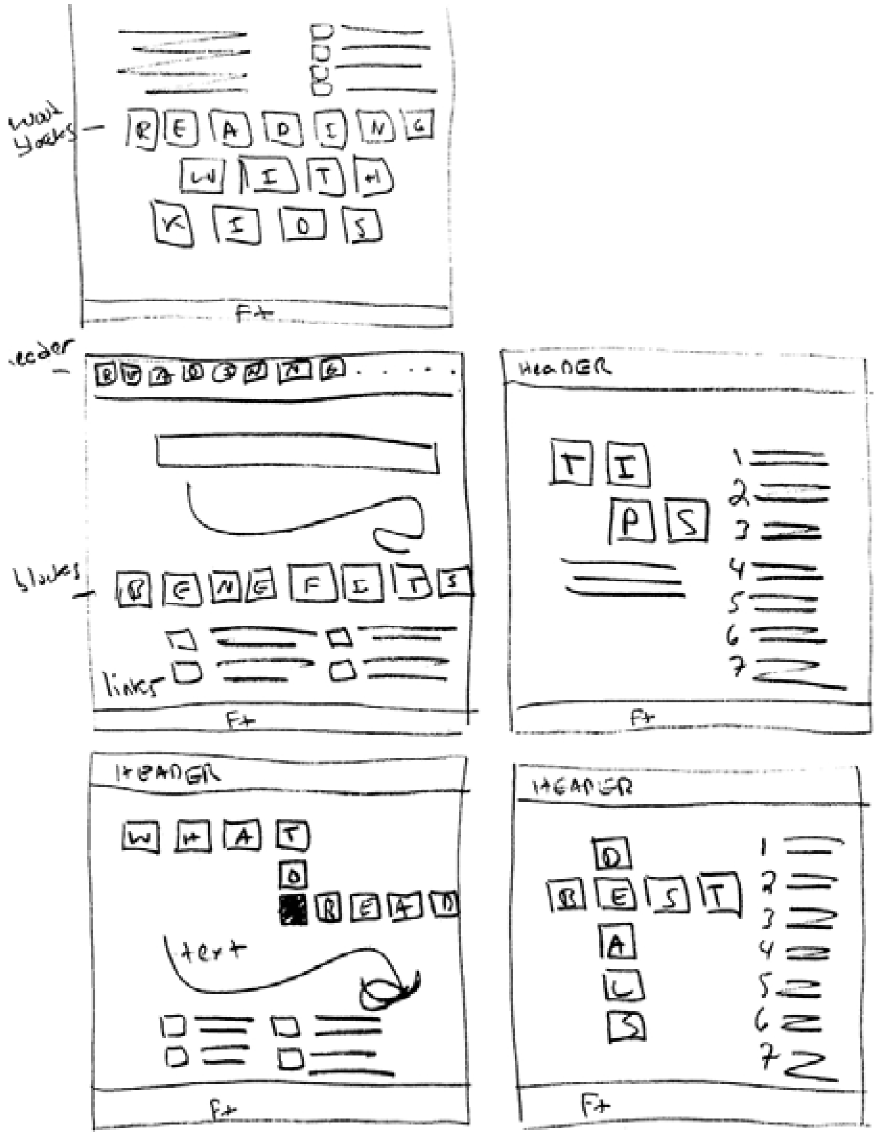
Thumbnails | Version 10


wall Yorks
READING
WITH
KIDS
Ft
header
blocks
BENEFITS
links
Ft
HEADER
TIPS
1
2
3
4
5
6
7
Ft
HEADER
WHAT
TO
READ
text
Ft
HEADER
BEST
BOOKS
1
2
3
4
5
6
7
Ft

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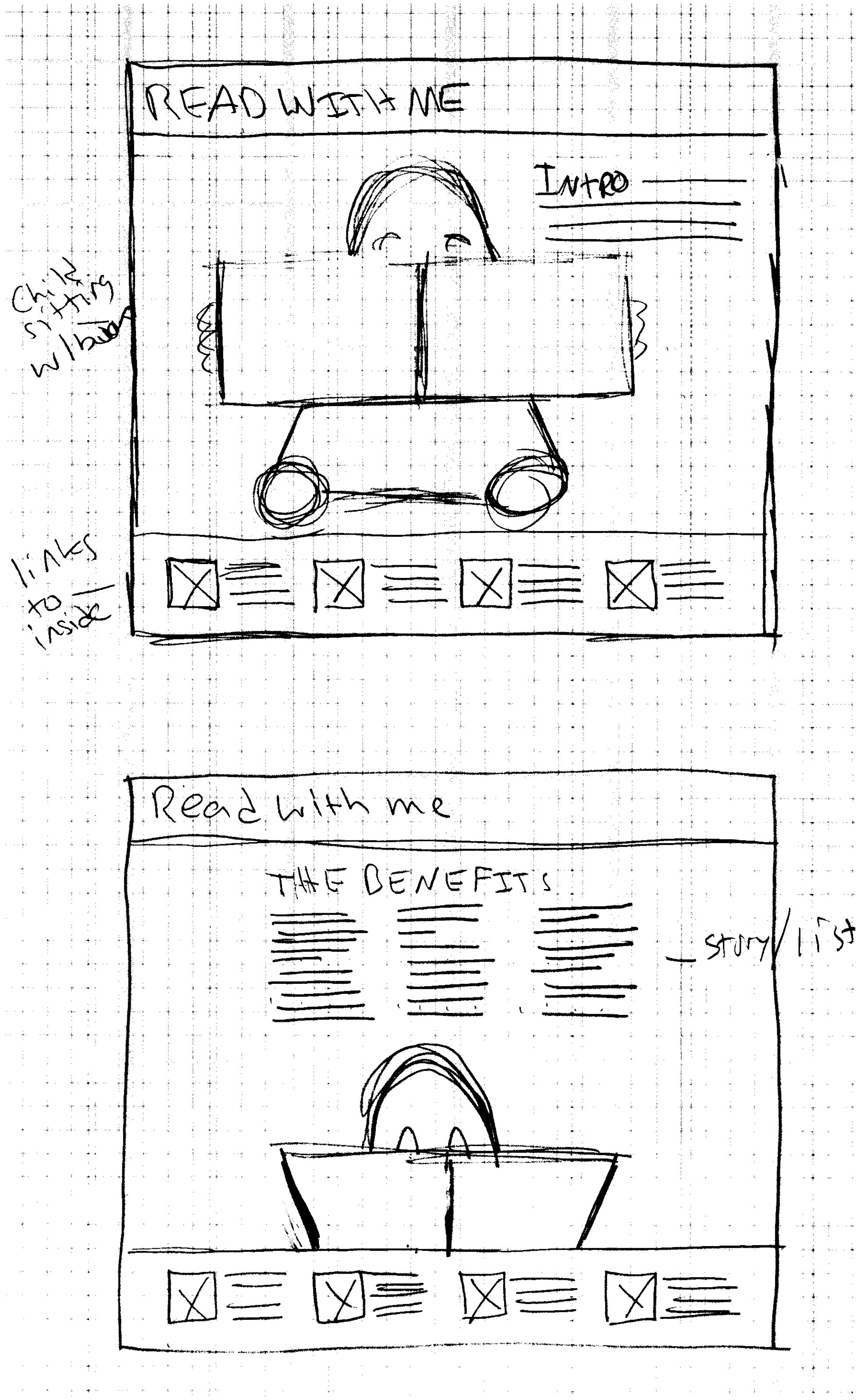
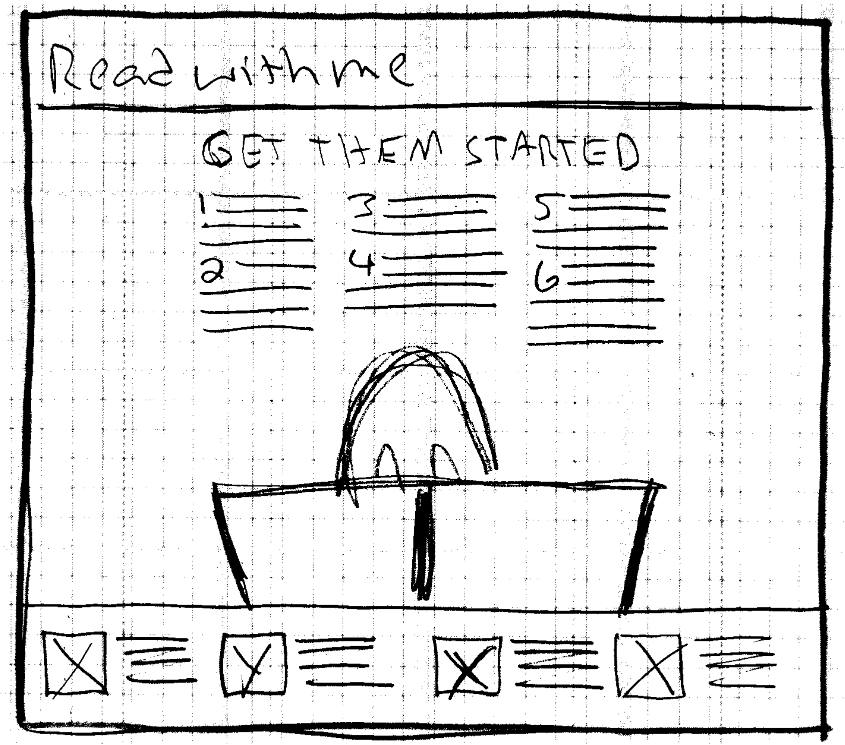
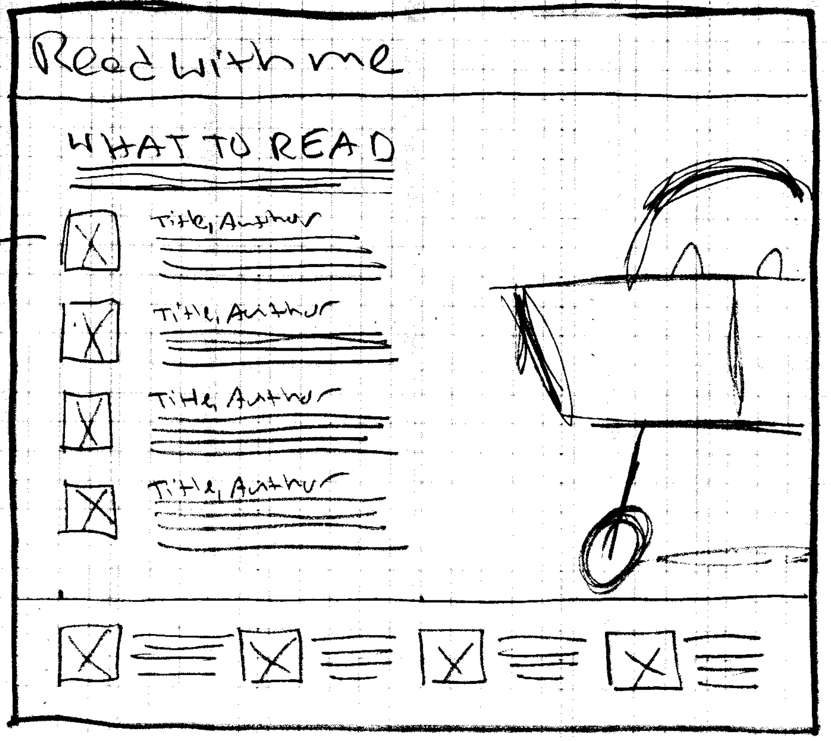
Final thumbnails | Version 1


READ WITH ME
INTRO
Child sitting w/ book
links to inside
Read with me
THE BENEFITS
story/list

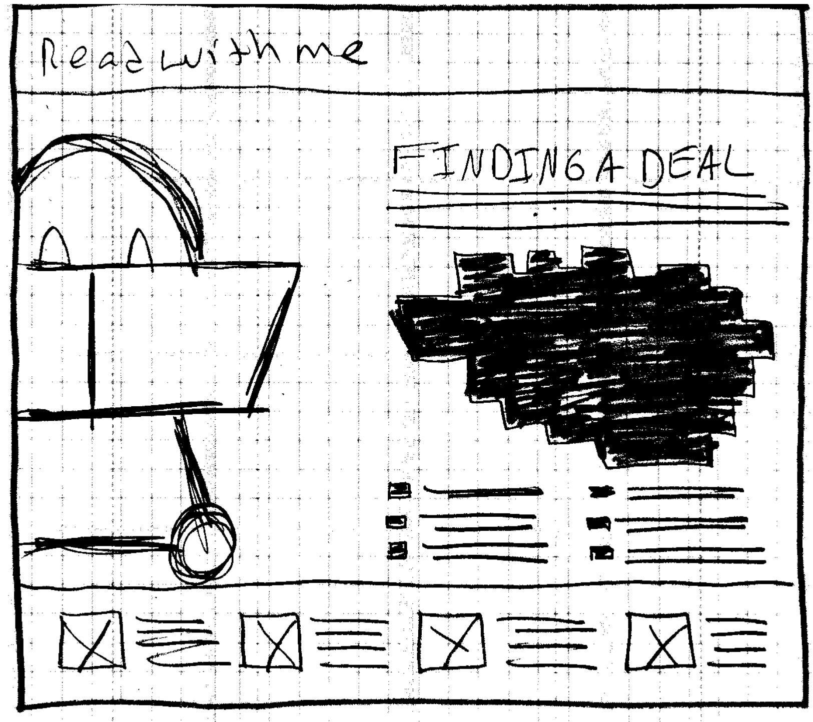
Final thumbnails | Version 1


Read with me
GET THEM STARTED
1
2
3
4
5
6

Book covers


Read with me
WHAT TO READ
Title, Author
Title, Author
Title, Author
Title, Author

Final thumbnails | Version 1


Read with me
FINDING A DEAL

map w/locati

links to oth Resour

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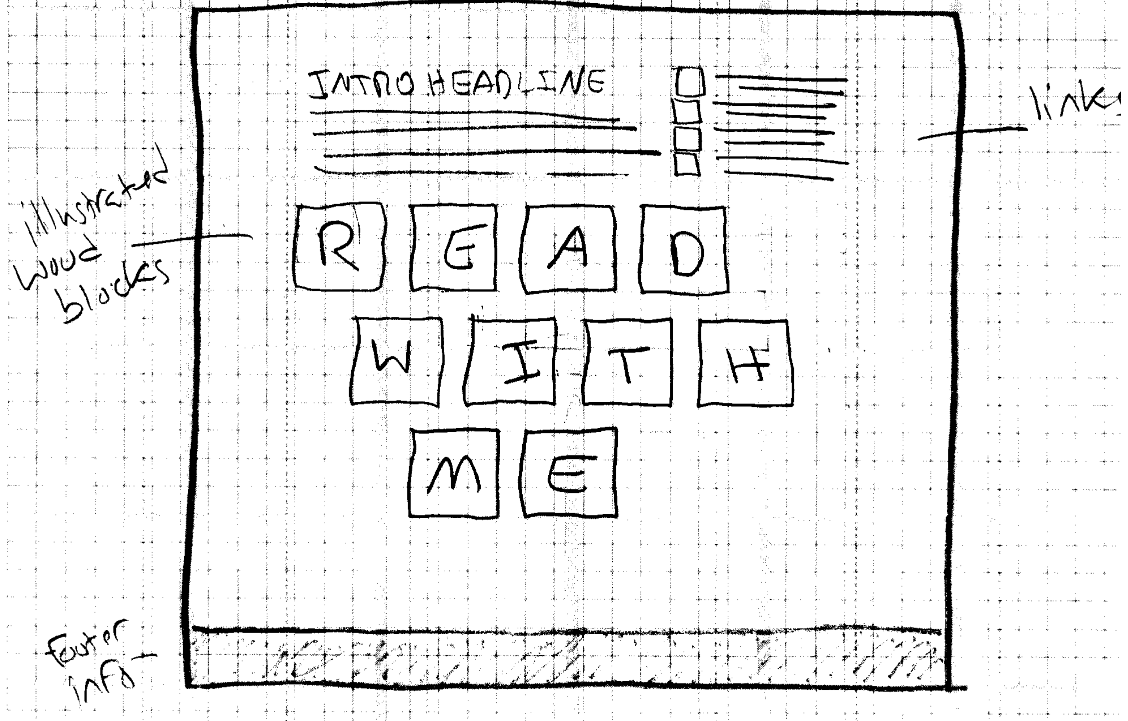
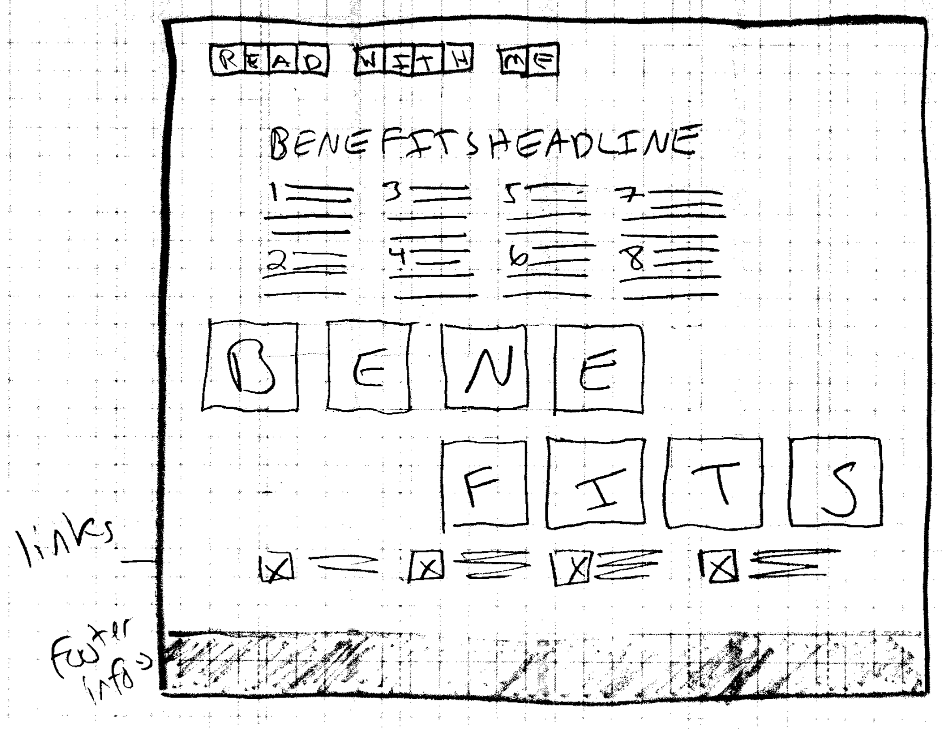
Final thumbnails | Version 2


INTRO HEADLINE
links
illustrated wood blocks
READ
WITH
ME
Footer info


READ WITH ME
BENEFITS HEADLINE
1
2
3
4
5
6
7
8
BENE
FITS
links
Footer info

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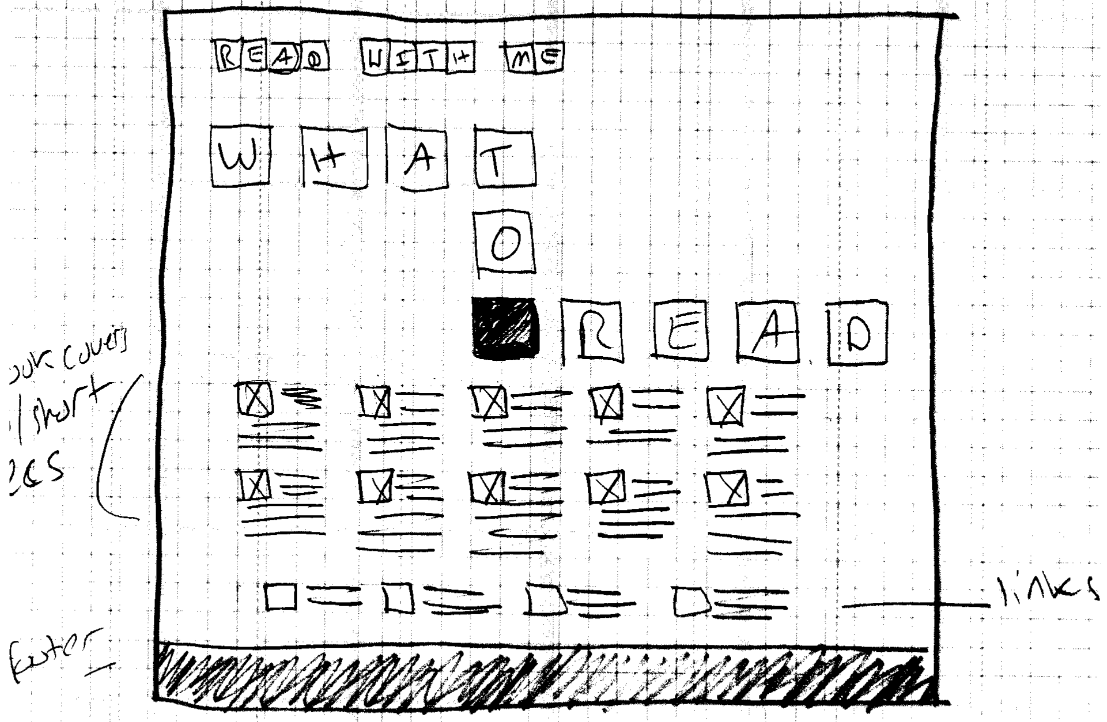
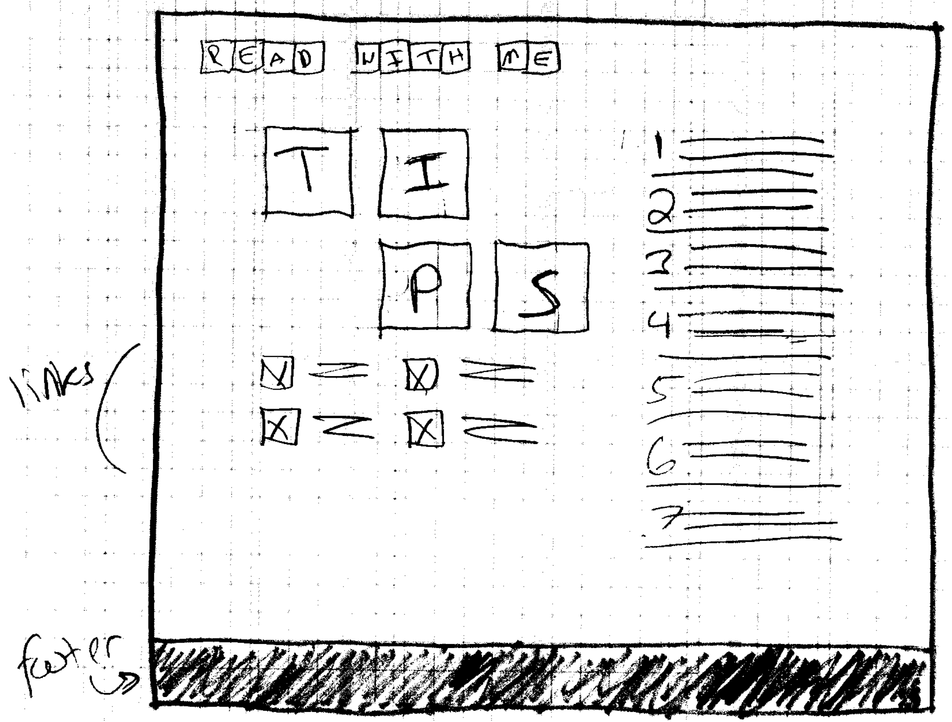
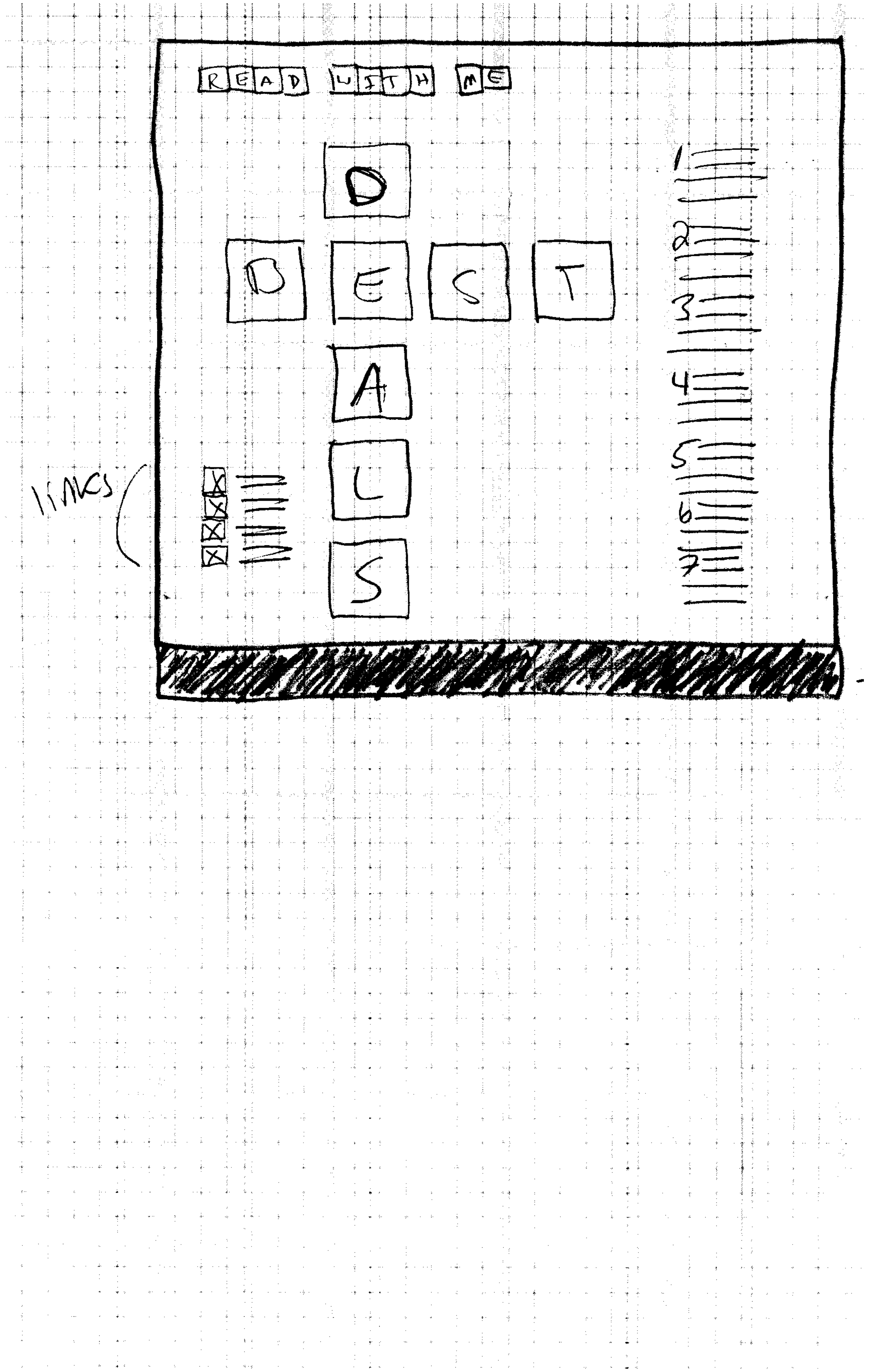
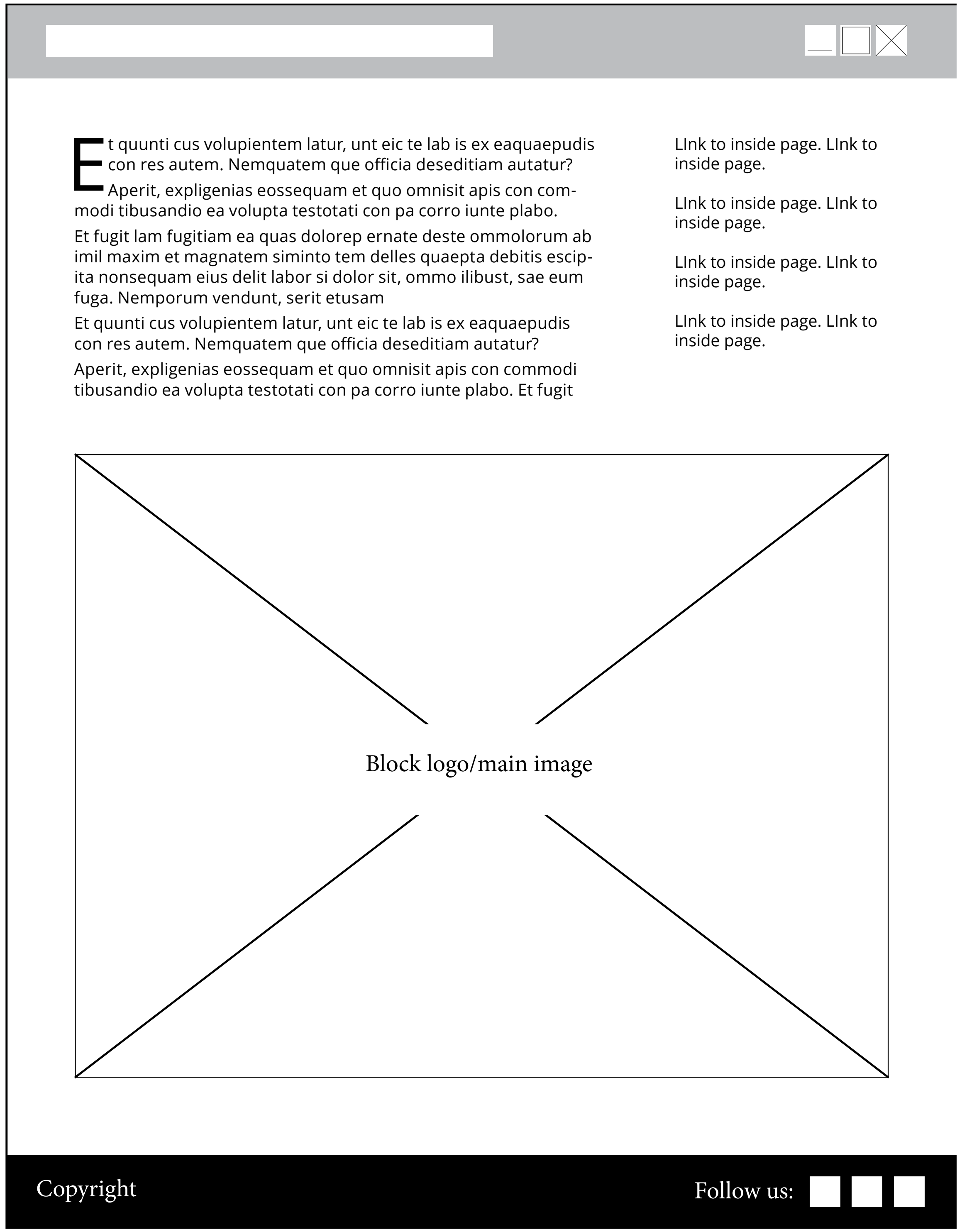

READ WITH ME
WHAT
TO
READ
ook covers
/ short
ecs
links
Footer


READ WITH ME
TIPS
1
2
3
4
5
6
7
links
footer

Final thumbnails | Version 2



Wireframe



Et quunti cus volupientem latur, unt eic te lab is ex eaquaepudis con res autem. Nemquatem que officia desediitiam autatur? Aperit, expligenias eossequam et quo omnisit apis con commodi tibusandio ea volupta testotati con pa corro iunte plabo.

Et fugit lam fugitiam ea quas dolorep ernate deste ommolorum ab imil maxim et magnatem siminto tem delles quaepta debitis escipita nonsequam eius delit labor si dolor sit, ommo ilibust, sae eum fuga. Nemporum vendunt, serit etusam

Et quunti cus volupientem latur, unt eic te lab is ex eaquaepudis con res autem. Nemquatem que officia desediitiam autatur?

Aperit, expligenias eossequam et quo omnisit apis con commodi tibusandio ea volupta testotati con pa corro iunte plabo. Et fugit

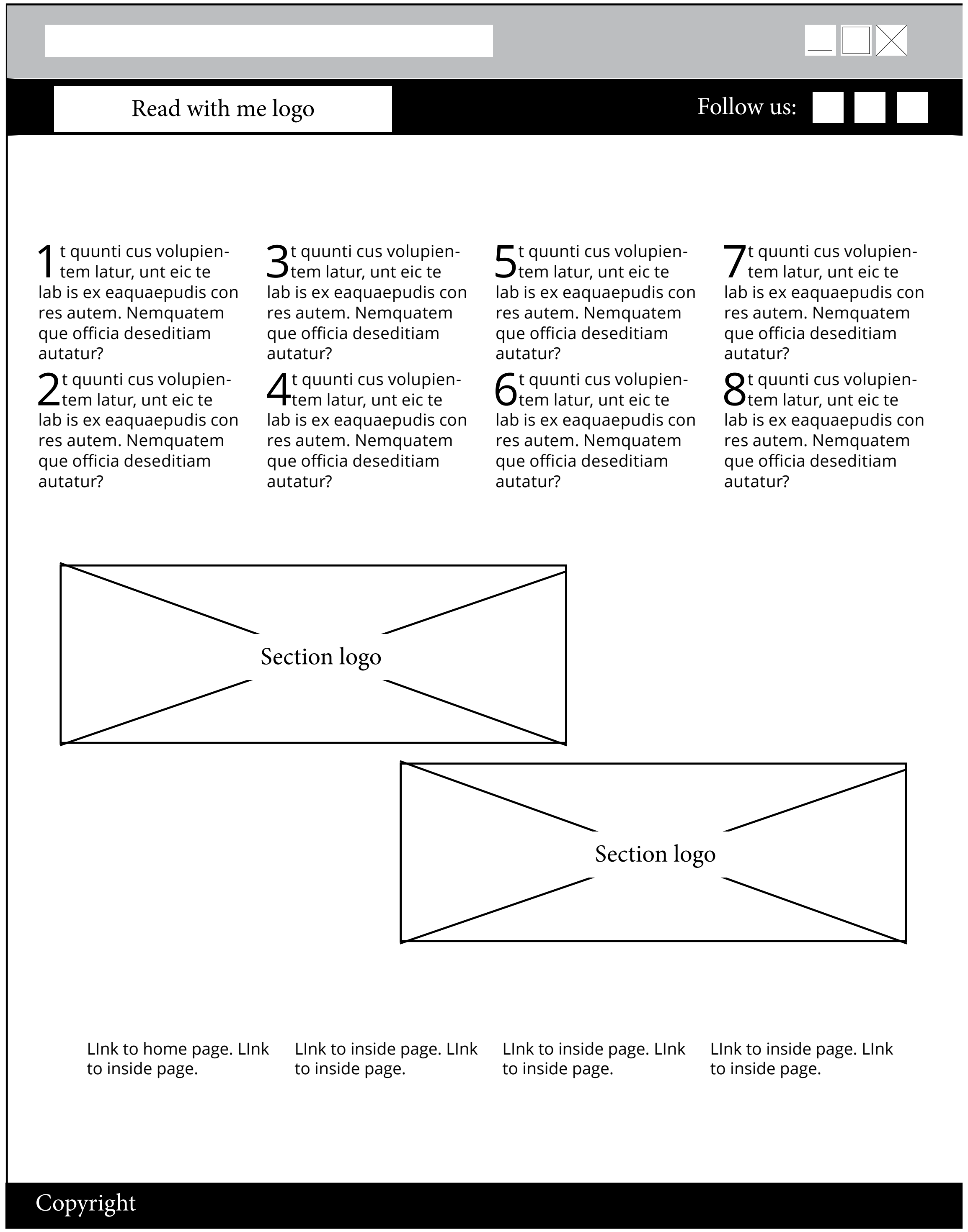
LInk to inside page. LInk to inside page.

LInk to inside page. LInk to inside page.

LInk to inside page. LInk to inside page.

LInk to inside page. LInk to inside page.

Wire frame



1 t quunti cus volupientem latur, unt eic te lab is ex eaquaepudis con res autem. Nemquatem que officia deseditiam autatur?

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7 t quunti cus volupientem latur, unt eic te lab is ex eaquaepudis con res autem. Nemquatem que officia deseditiam autatur?

8 t quunti cus volupientem latur, unt eic te lab is ex eaquaepudis con res autem. Nemquatem que officia deseditiam autatur?

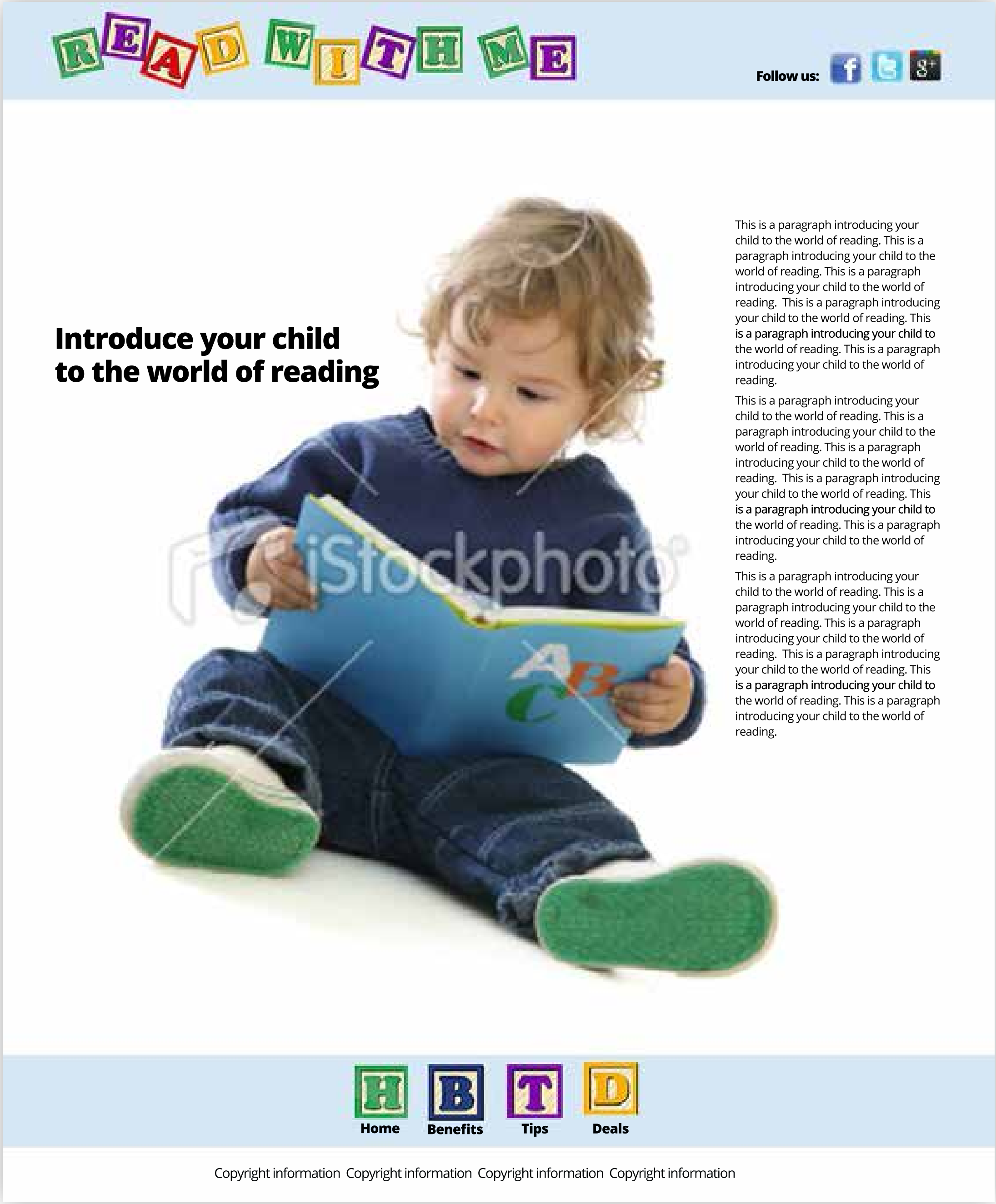
LInk to home page. LInk to inside page.

LInk to inside page. LInk to inside page.

LInk to inside page. LInk to inside page.

LInk to inside page. LInk to inside page.

Prototype | Home page



Introduce your child to the world of reading

This is a paragraph introducing your child to the world of reading. This is a paragraph introducing your child to the world of reading. This is a paragraph introducing your child to the world of reading. This is a paragraph introducing your child to the world of reading. This is a paragraph introducing your child to the world of reading. This is a paragraph introducing your child to the world of reading.

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Copyright information Copyright information Copyright information Copyright information

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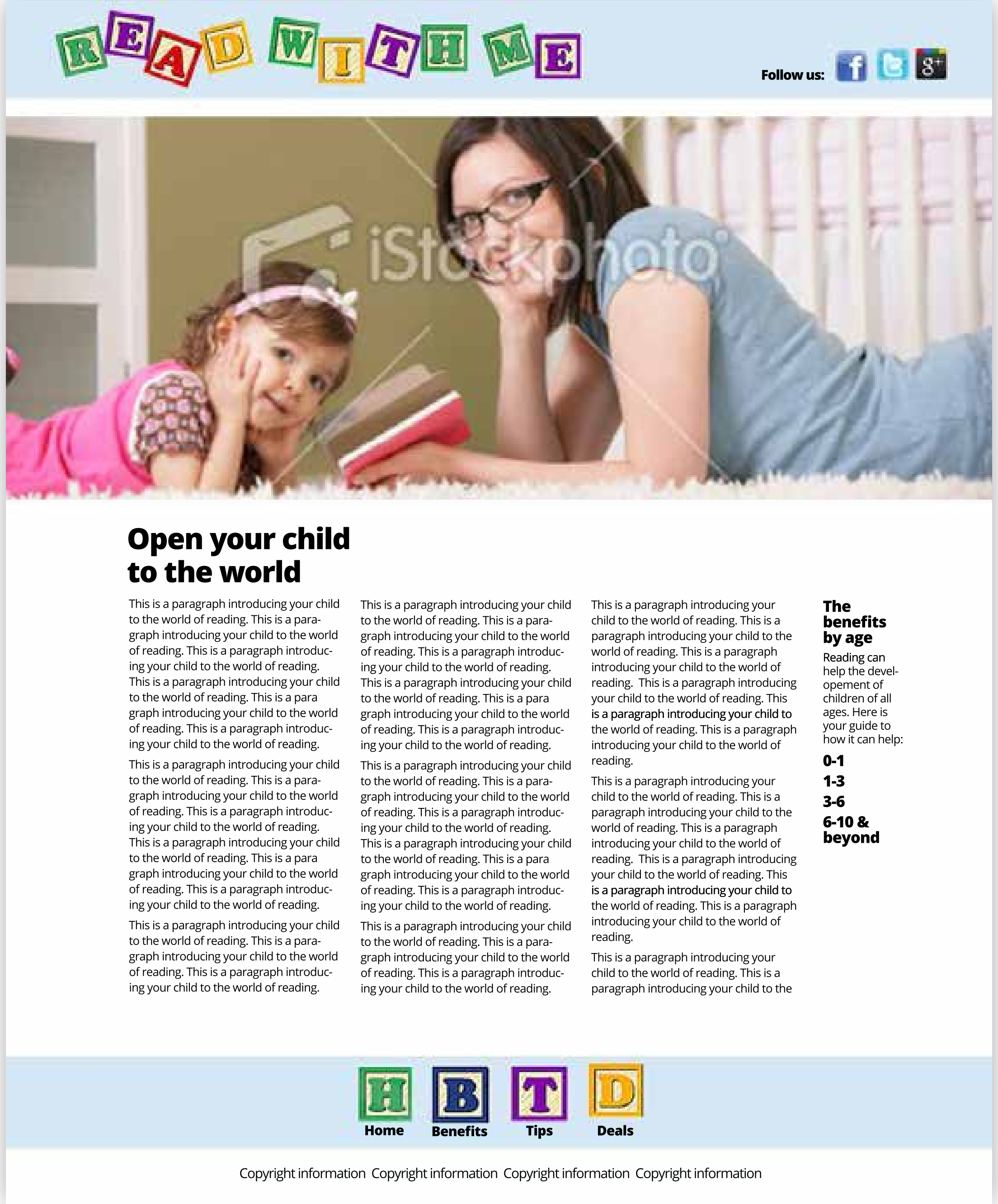
Andrew Braford

Prototype | Page 2



Open your child to the world

This is a paragraph introducing your child to the world of reading. This is a paragraph introducing your child to the world of reading. This is a paragraph introducing your child to the world of reading. This is a paragraph introducing your child to the world of reading. This is a para graph introducing your child to the world of reading. This is a paragraph introducing your child to the world of reading.

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This is a paragraph introducing your child to the world of reading. This is a paragraph introducing your child to the

The benefits by age

Reading can help the developement of children of all ages. Here is your guide to how it can help:

0-1

1-3

3-6

6-10 & beyond

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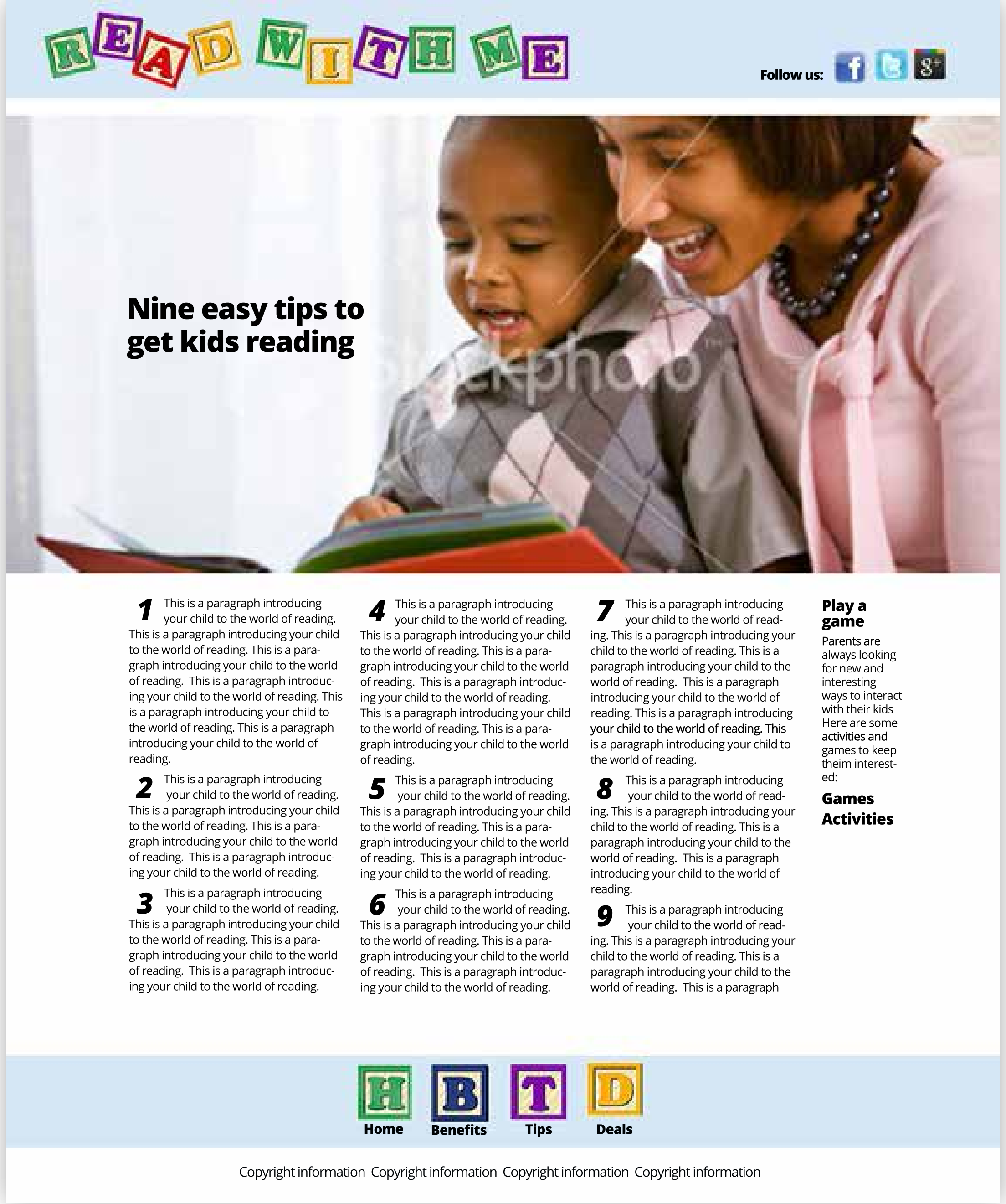
Prototype | Page 3



Nine easy tips to get kids reading

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Play a game

Parents are always looking for new and interesting ways to interact with their kids Here are some activities and games to keep theim interested:

Games

Activities

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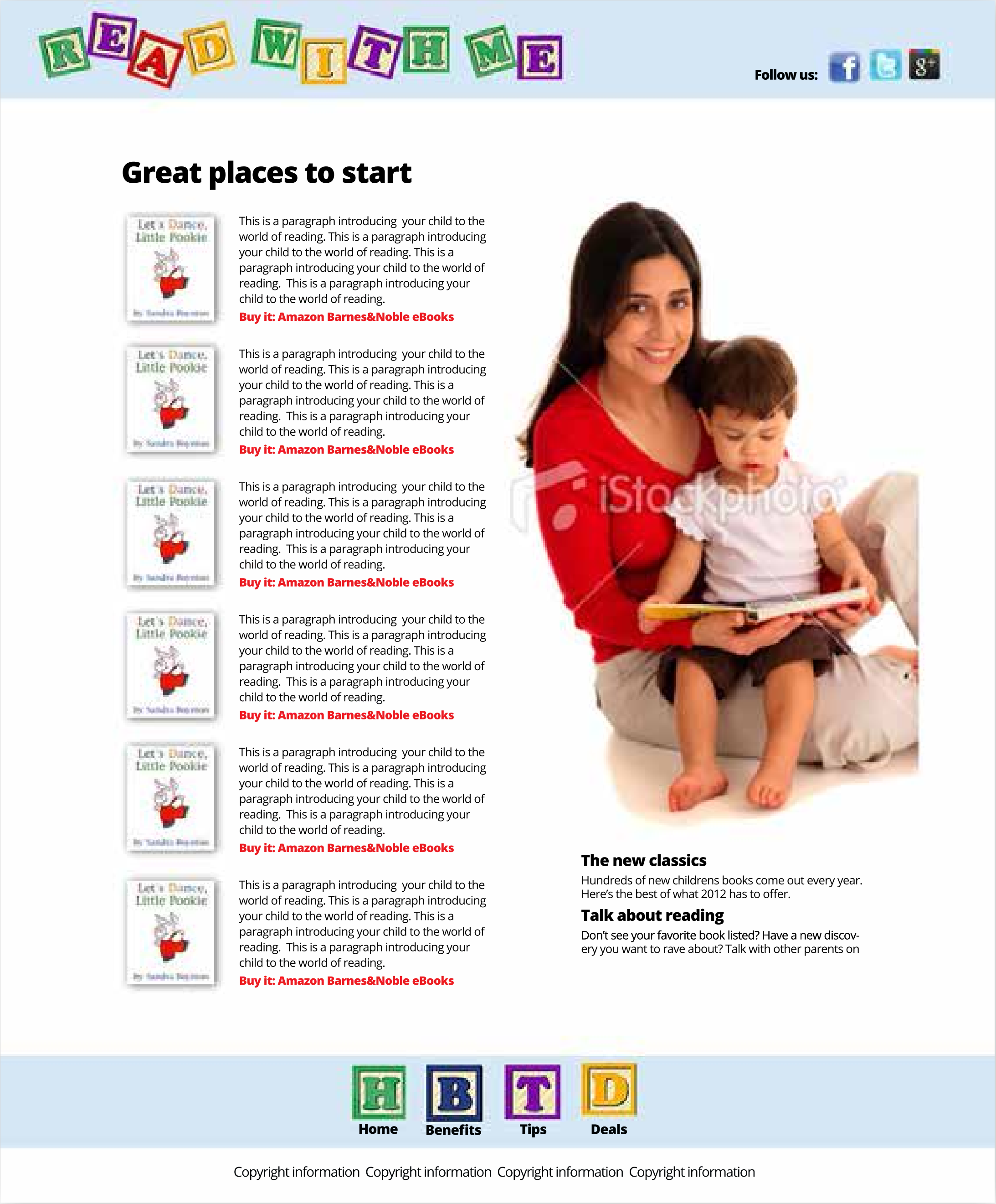

Great places to start

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The new classics

Hundreds of new childrens books come out every year. Here's the best of what 2012 has to offer.

Talk about reading

Don't see your favorite book listed? Have a new discovery you want to rave about? Talk with other parents on

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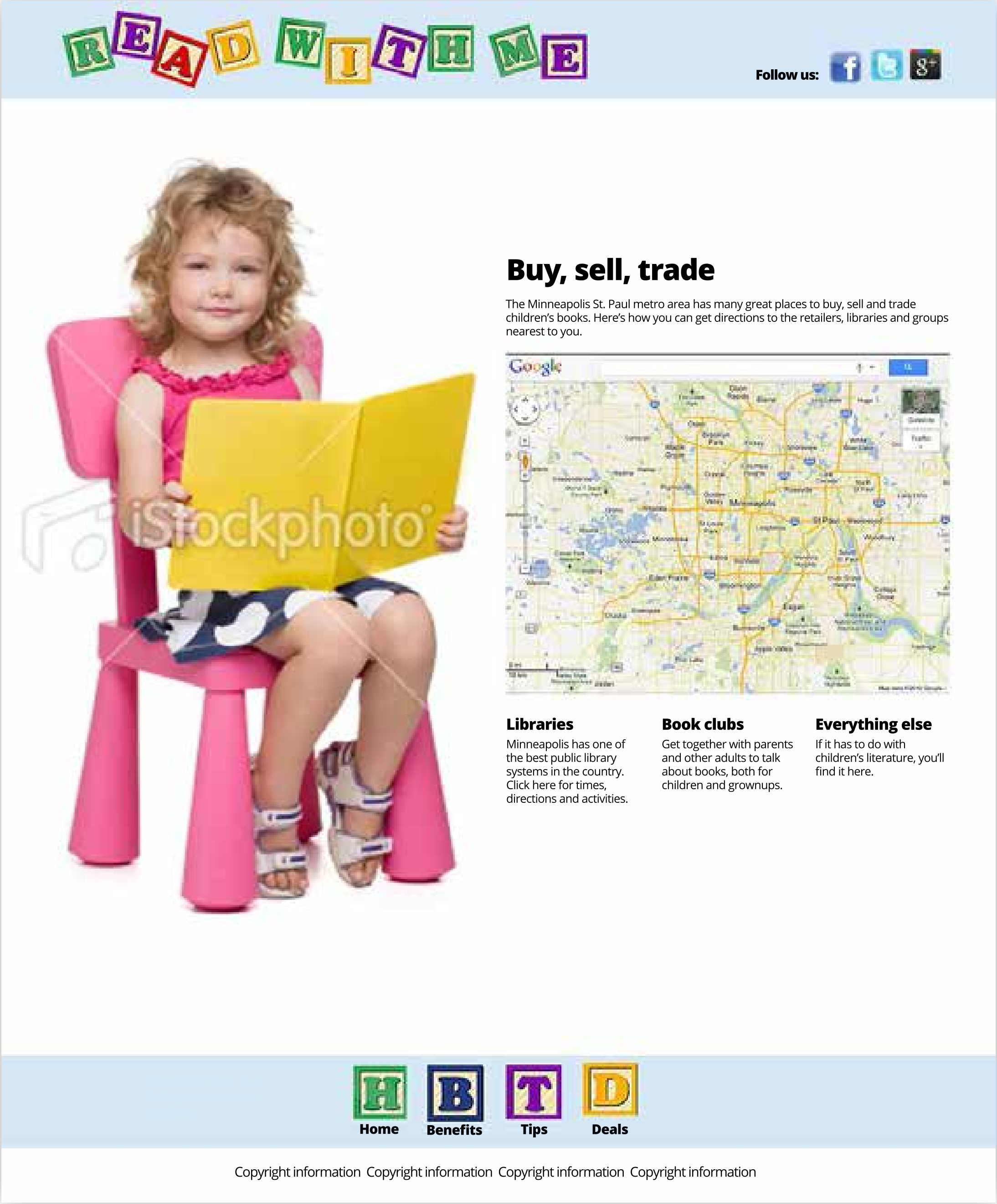

Buy, sell, trade

The Minneapolis St. Paul metro area has many great places to buy, sell and trade children's books. Here's how you can get directions to the retailers, libraries and groups nearest to you.

Libraries

Minneapolis has one of the best public library systems in the country. Click here for times, directions and activities.

Book clubs

Get together with parents and other adults to talk about books, both for children and grownups.

Everything else

If it has to do with children's literature, you'll find it here.

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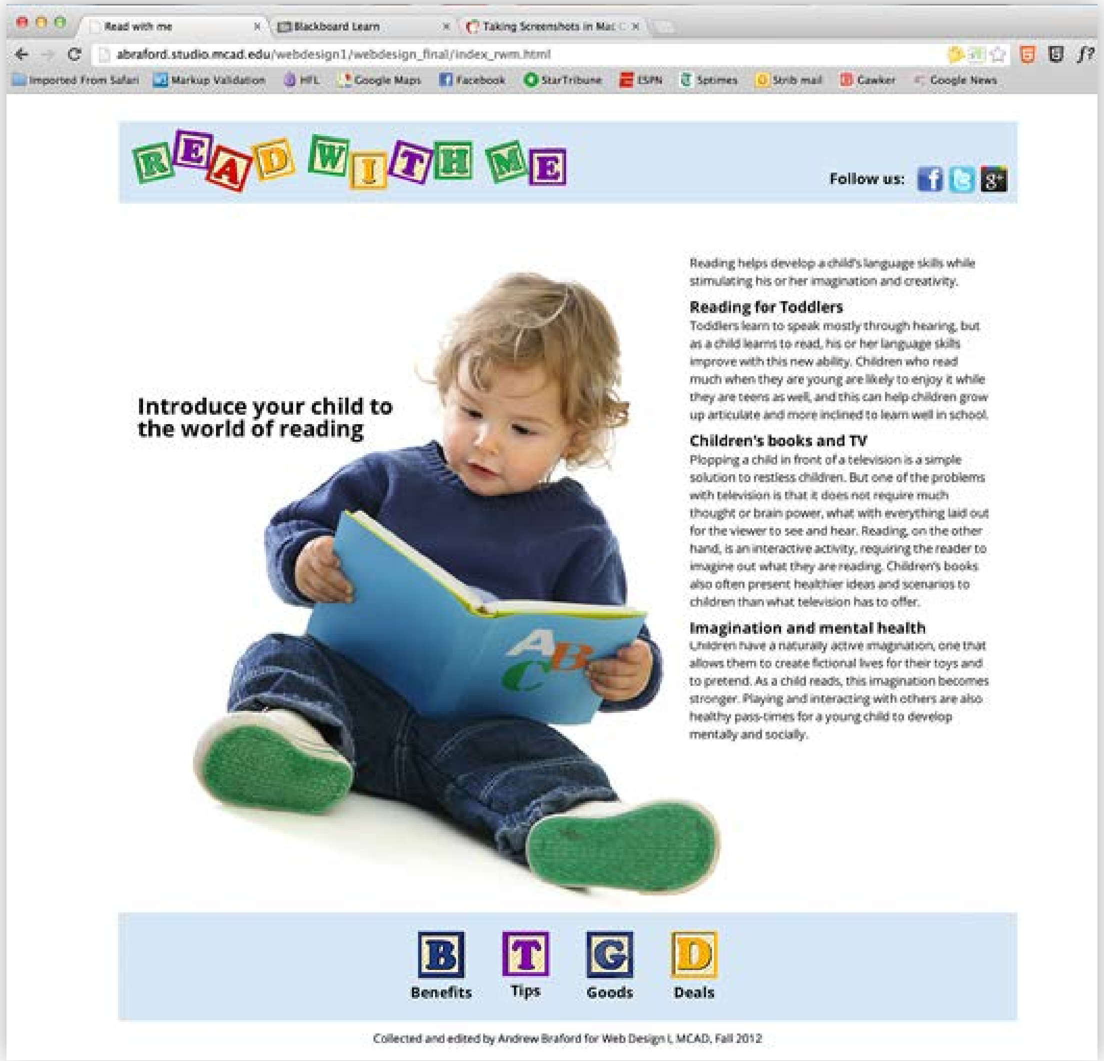
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Tips
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Reading helps develop a child's language skills while stimulating his or her imagination and creativity.

Reading for Toddlers

Toddlers learn to speak mostly through hearing, but as a child learns to read, his or her language skills improve with this new ability. Children who read much when they are young are likely to enjoy it while they are teens as well, and this can help children grow up articulate and more inclined to learn well in school.

Children's books and TV

Plopping a child in front of a television is a simple solution to restless children. But one of the problems with television is that it does not require much thought or brain power, what with everything laid out for the viewer to see and hear. Reading, on the other hand, is an interactive activity, requiring the reader to imagine out what they are reading. Children's books also often present healthier ideas and scenarios to children than what television has to offer.

Imagination and mental health

Children have a naturally active imagination, one that allows them to create fictional lives for their toys and to pretend. As a child reads, this imagination becomes stronger. Playing and interacting with others are also healthy pass-times for a young child to develop mentally and socially.

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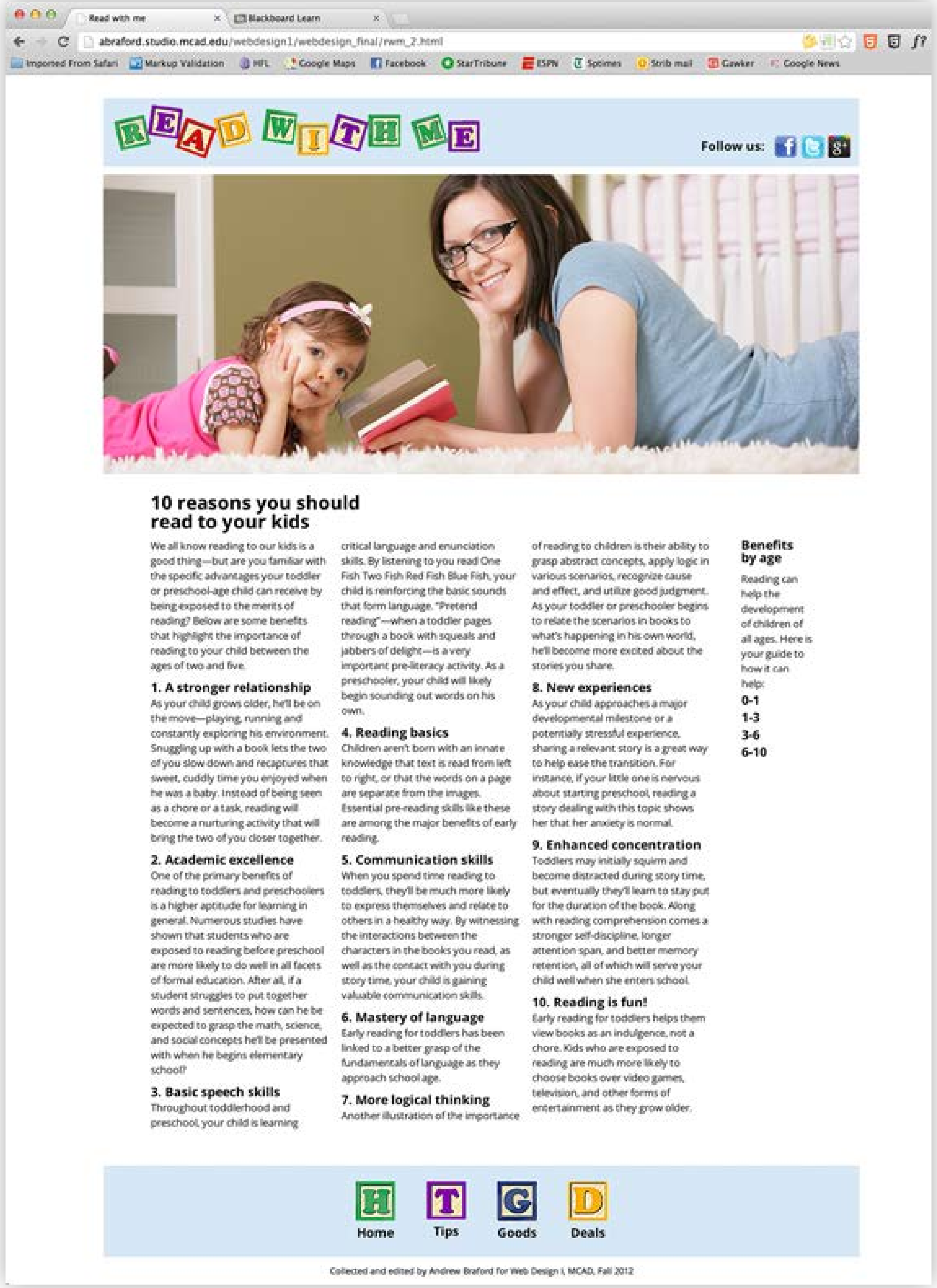

10 reasons you should read to your kids

We all know reading to our kids is a good thing—but are you familiar with the specific advantages your toddler or preschool-age child can receive by being exposed to the merits of reading? Below are some benefits that highlight the importance of reading to your child between the ages of two and five.

1. A stronger relationship

As your child grows older, he'll be on the move—playing, running and constantly exploring his environment. Snuggling up with a book lets the two of you slow down and recaptures that sweet, cuddly time you enjoyed when he was a baby. Instead of being seen as a chore or a task, reading will become a nurturing activity that will bring the two of you closer together.

2. Academic excellence

One of the primary benefits of reading to toddlers and preschoolers is a higher aptitude for learning in general. Numerous studies have shown that students who are exposed to reading before preschool are more likely to do well in all facets of formal education. After all, if a student struggles to put together words and sentences, how can he be expected to grasp the math, science, and social concepts he'll be presented with when he begins elementary school?

3. Basic speech skills

Throughout toddlerhood and preschool, your child is learning critical language and enunciation skills. By listening to you read One Fish Two Fish Red Fish Blue Fish, your child is reinforcing the basic sounds that form language. "Pretend reading"—when a toddler pages through a book with squeals and jabbers of delight—is a very important pre-literacy activity. As a preschooler, your child will likely begin sounding out words on his own.

4. Reading basics

Children aren't born with an innate knowledge that text is read from left to right, or that the words on a page are separate from the images. Essential pre-reading skills like these are among the major benefits of early reading.

5. Communication skills

When you spend time reading to toddlers, they'll be much more likely to express themselves and relate to others in a healthy way. By witnessing the interactions between the characters in the books you read, as well as the contact with you during story time, your child is gaining valuable communication skills.

6. Mastery of language

Early reading for toddlers has been linked to a better grasp of the fundamentals of language as they approach school age.

7. More logical thinking

Another illustration of the importance of reading to children is their ability to grasp abstract concepts, apply logic in various scenarios, recognize cause and effect, and utilize good judgment. As your toddler or preschooler begins to relate the scenarios in books to what's happening in his own world, he'll become more excited about the stories you share.

8. New experiences

As your child approaches a major developmental milestone or a potentially stressful experience, sharing a relevant story is a great way to help ease the transition. For instance, if your little one is nervous about starting preschool, reading a story dealing with this topic shows her that her anxiety is normal.

9. Enhanced concentration

Toddlers may initially squirm and become distracted during story time, but eventually they'll learn to stay put for the duration of the book. Along with reading comprehension comes a stronger self-discipline, longer attention span, and better memory retention, all of which will serve your child well when she enters school.

10. Reading is fun!

Early reading for toddlers helps them view books as an indulgence, not a chore. Kids who are exposed to reading are much more likely to choose books over video games, television, and other forms of entertainment as they grow older.

Benefits by age

Reading can help the development of children of all ages. Here is your guide to how it can help:

0-1
1-3
3-6
6-10

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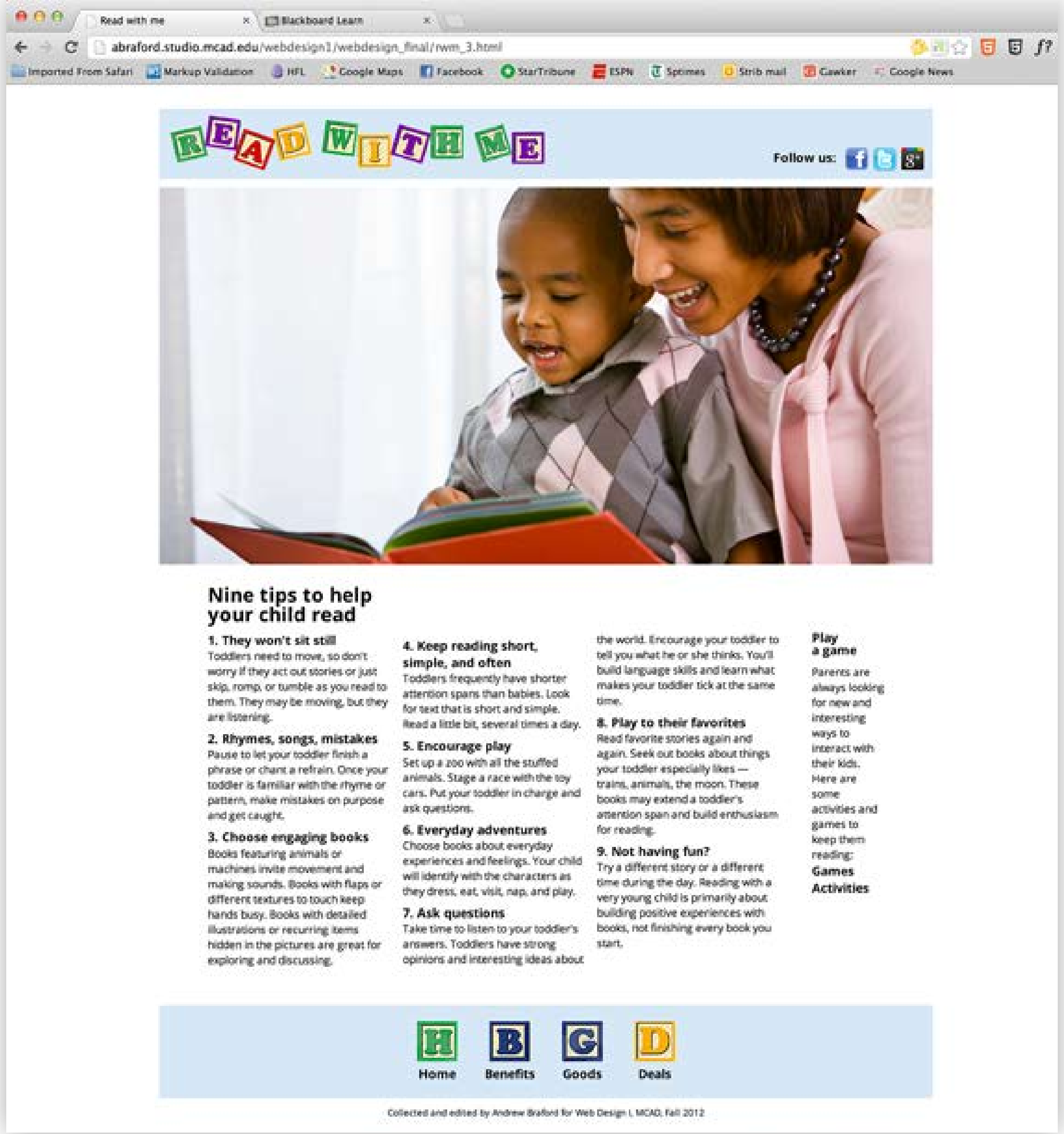

Nine tips to help your child read

1. They won't sit still
Toddlers need to move, so don't worry if they act out stories or just skip, romp, or tumble as you read to them. They may be moving, but they are listening.

2. Rhymes, songs, mistakes
Pause to let your toddler finish a phrase or chant a refrain. Once your toddler is familiar with the rhyme or pattern, make mistakes on purpose and get caught.

3. Choose engaging books
Books featuring animals or machines invite movement and making sounds. Books with flaps or different textures to touch keep hands busy. Books with detailed illustrations or recurring items hidden in the pictures are great for exploring and discussing.

4. Keep reading short, simple, and often
Toddlers frequently have shorter attention spans than babies. Look for text that is short and simple. Read a little bit, several times a day.

5. Encourage play
Set up a zoo with all the stuffed animals. Stage a race with the toy cars. Put your toddler in charge and ask questions.

6. Everyday adventures
Choose books about everyday experiences and feelings. Your child will identify with the characters as they dress, eat, visit, nap, and play.

7. Ask questions
Take time to listen to your toddler's answers. Toddlers have strong opinions and interesting ideas about the world. Encourage your toddler to tell you what he or she thinks. You'll build language skills and learn what makes your toddler tick at the same time.

8. Play to their favorites
Read favorite stories again and again. Seek out books about things your toddler especially likes — trains, animals, the moon. These books may extend a toddler's attention span and build enthusiasm for reading.

9. Not having fun?
Try a different story or a different time during the day. Reading with a very young child is primarily about building positive experiences with books, not finishing every book you start.

Play a game
Parents are always looking for new and interesting ways to interact with their kids. Here are some activities and games to keep them reading:
Games
Activities

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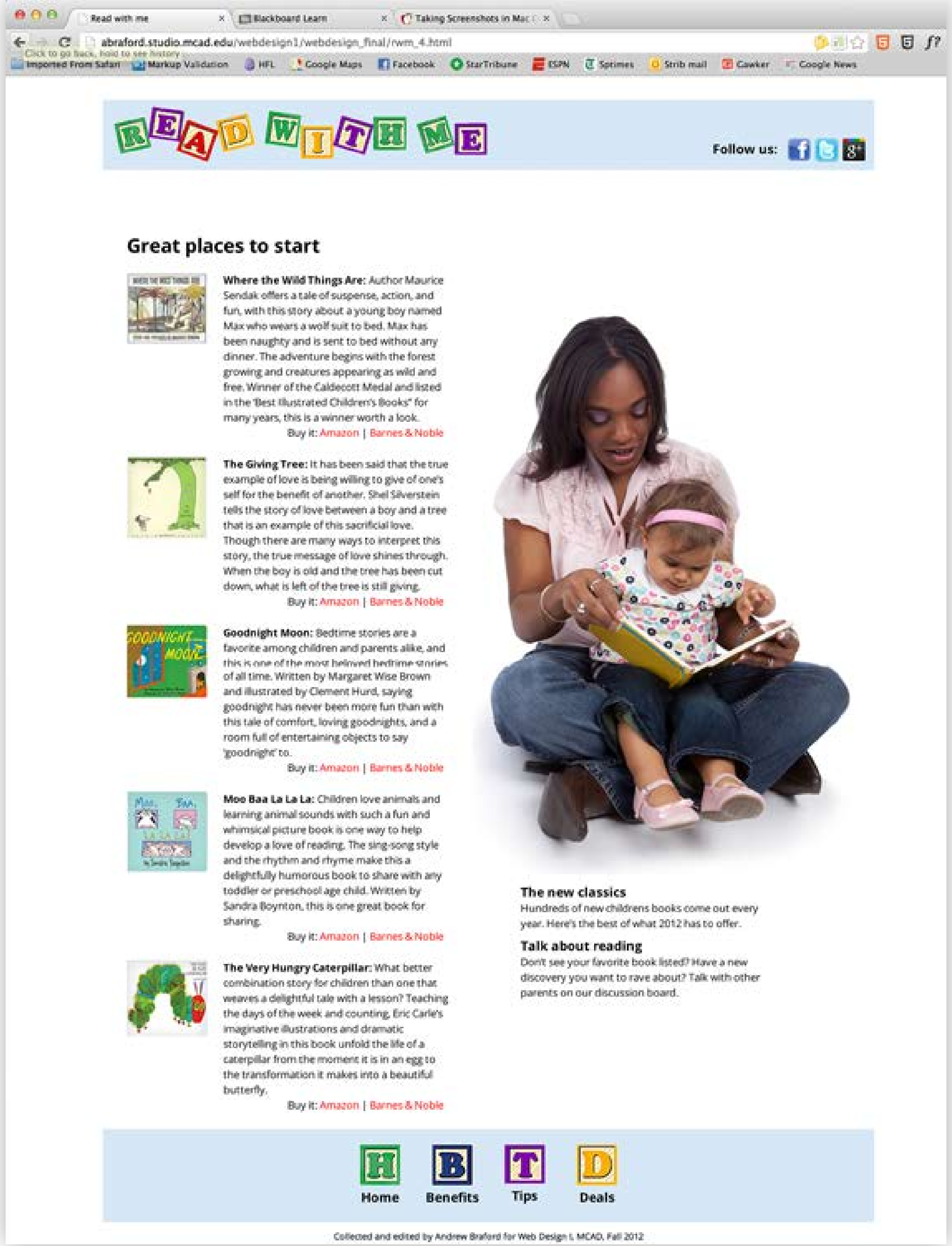
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Deals

Great places to start

Where the Wild Things Are: Author Maurice Sendak offers a tale of suspense, action, and fun, with this story about a young boy named Max who wears a wolf suit to bed. Max has been naughty and is sent to bed without any dinner. The adventure begins with the forest growing and creatures appearing as wild and free. Winner of the Caldecott Medal and listed in the "Best Illustrated Children's Books" for many years, this is a winner worth a look.
Buy it: Amazon | Barnes & Noble

The Giving Tree: It has been said that the true example of love is being willing to give of one's self for the benefit of another. Shel Silverstein tells the story of love between a boy and a tree that is an example of this sacrificial love. Though there are many ways to interpret this story, the true message of love shines through. When the boy is old and the tree has been cut down, what is left of the tree is still giving.
Buy it: Amazon | Barnes & Noble

Goodnight Moon: Bedtime stories are a favorite among children and parents alike, and this is one of the most beloved bedtime stories of all time. Written by Margaret Wise Brown and illustrated by Clement Hurd, saying goodnight has never been more fun than with this tale of comfort, loving goodnights, and a room full of entertaining objects to say 'goodnight' to.
Buy it: Amazon | Barnes & Noble

Moo Baa La La La: Children love animals and learning animal sounds with such a fun and whimsical picture book is one way to help develop a love of reading. The sing-song style and the rhythm and rhyme make this a delightfully humorous book to share with any toddler or preschool age child. Written by Sandra Boynton, this is one great book for sharing.
Buy it: Amazon | Barnes & Noble

The Very Hungry Caterpillar: What better combination story for children than one that weaves a delightful tale with a lesson? Teaching the days of the week and counting, Eric Carle's imaginative illustrations and dramatic storytelling in this book unfold the life of a caterpillar from the moment it is in an egg to the transformation it makes into a beautiful butterfly.
Buy it: Amazon | Barnes & Noble

The new classics
Hundreds of new childrens books come out every year. Here's the best of what 2012 has to offer.

Talk about reading
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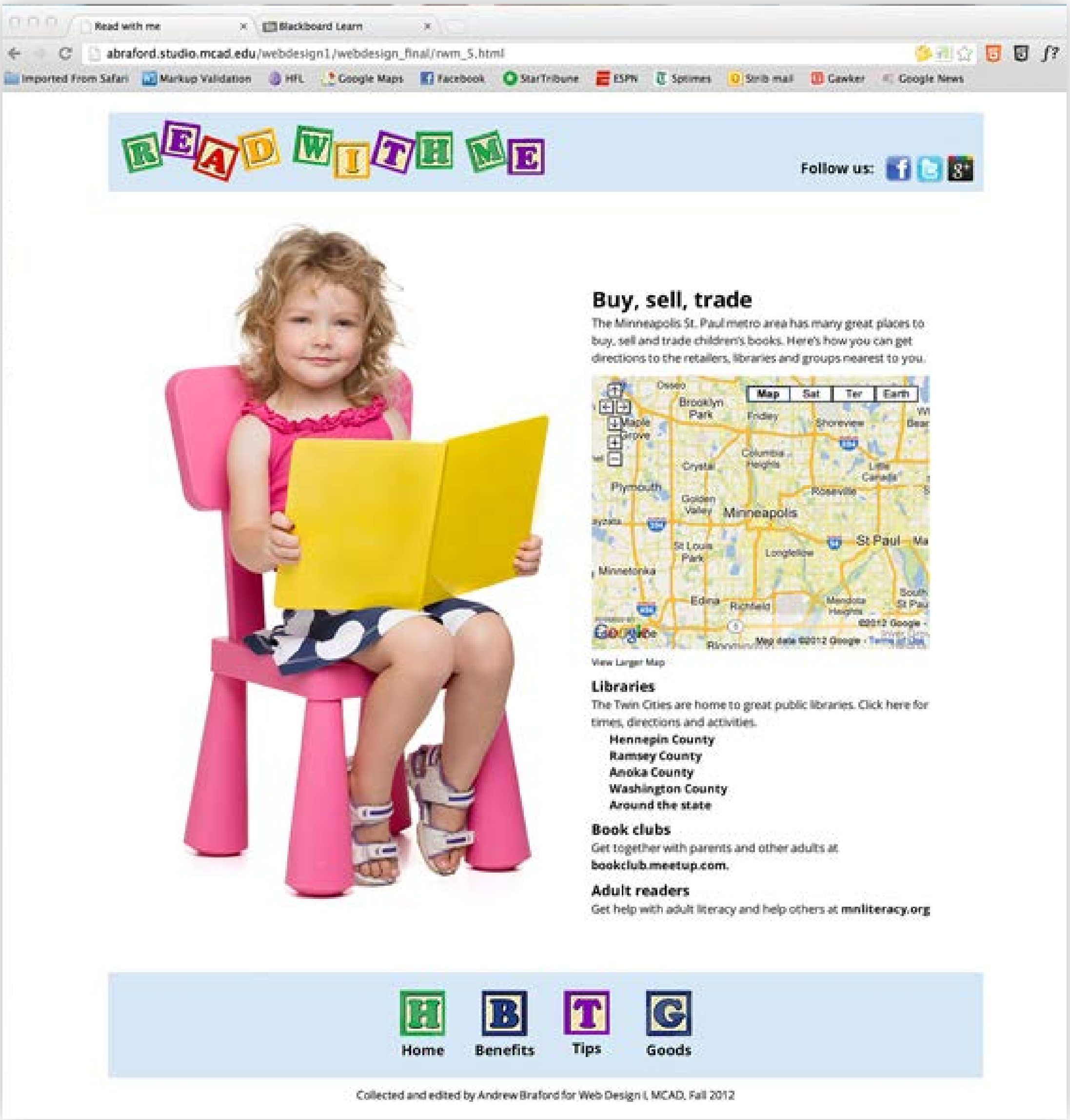
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Home
Benefits
Tips
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Buy, sell, trade

The Minneapolis St. Paul metro area has many great places to buy, sell and trade children's books. Here's how you can get directions to the retailers, libraries and groups nearest to you.

View Larger Map

Libraries

The Twin Cities are home to great public libraries. Click here for times, directions and activities.

Hennepin County
Ramsey County
Anoka County
Washington County
Around the state

Book clubs

Get together with parents and other adults at **bookclub.meetup.com.**

Adult readers

Get help with adult literacy and help others at **mnliteracy.org**

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