

# Penguin Platform

Re-imagining the role of reading, books and authors in young people's learning experience

This project proposes three interconnected components;

**Education they can enjoy:** The proposed design for a new way of engaging with school children named **Penguin Platform** (Education Edition) uses books and authors to bring to life the joy of reading, and fun to education. With different levels and stories. Players progress at their own speed, solving challenges, engaging with books, poems and stories to progress to the next level.

Modernise Education

Promote Diversity

**Diversity campaign:** Building on Penguin's Lit In Colour campaign which is focused on getting more writers of colour into the curriculum, this project proposes **Dyslexic Diaries**, a series of short videos about (or with) dyslexic authors speaking about their own experiences and reading excerpt from their own books, to be delivered on the platform along with support tools for dyslexic readers.

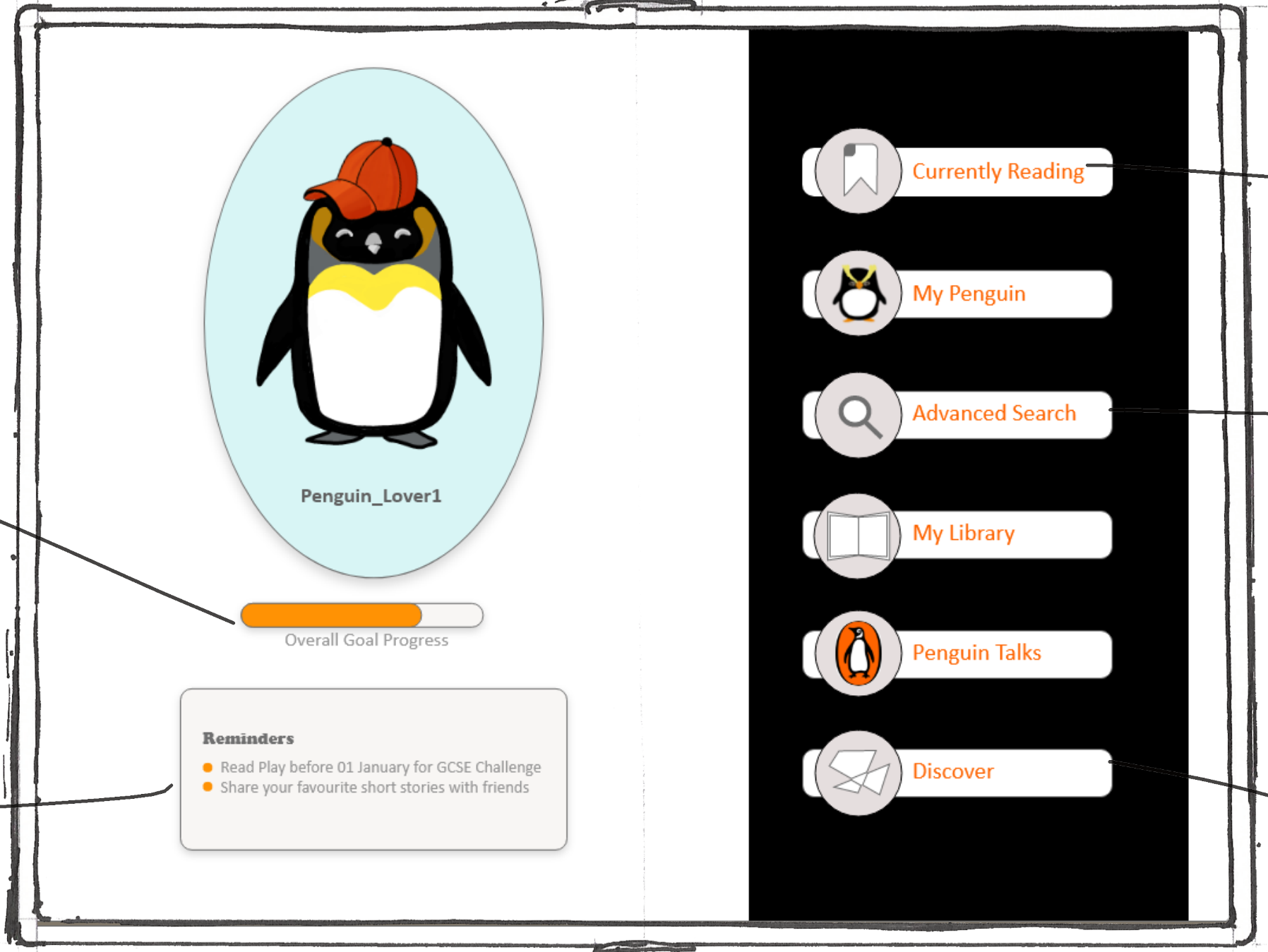
**Technology focused outreach:** While the proposed Penguin Platform is comparable with PC's, tablets, phones and iPads, this project proposes a new type of technology. Specially designed to host the Penguin platform only, a fusion between e-book and tablet. This folding, book inspired **Penguin Pad** is cost effective meaning Penguin can donate this technology to school libraries and books on subscription to allow for faster, lower cost changes in the curriculum.

For Everyone



# Bringing Gamification to Education

Gamification is where game-design and game principles are used in non-game contexts & environments.



progress at your own speed & set custom goals

see reminders from your teacher

pickup where you left off

find something for you

discover new content based on your interest areas

**Progress**

Penguin\_Lover1

Penguin Talk Goal

Audiobook Challenge

Diversity Discovery

Classic Book Goal

Custom GCSE Student Challenge

Featured Author

The Dyslexic Diaries

Join the Challenge

Discover Classic Reads

Books made into Movies

## Customise to meet individual education plans and a changing curriculum.

Penguin Platform goals and activities can be tailored to the class and even to individual students. Students can choose their own goals, join nationwide challenges, or have their teacher assign them tasks. This customization provides an educational support system that fosters students' intrinsic motivation by challenging them at an appropriate level.

earn accessories

Penguin\_Lover1

earn upgraded penguin avatars

Teachers support students to:

- Develop the critical thinking skills they need to solve challenges
- Guide discussion on perspectives
- Make connections with the outside world using the Penguin Platform

Teachers can guide their classes in online UK wide activities, e.g.,

- Engage with other schools in drawing alternative book covers
- Compete with other classes in "battle of the books"
- Discuss different perspectives on historical events
- Bring diversity into homogeneous classroom spaces
- Building cultural awareness through participating in Lit in Colour events

## Expand Penguin's diversity campaigns

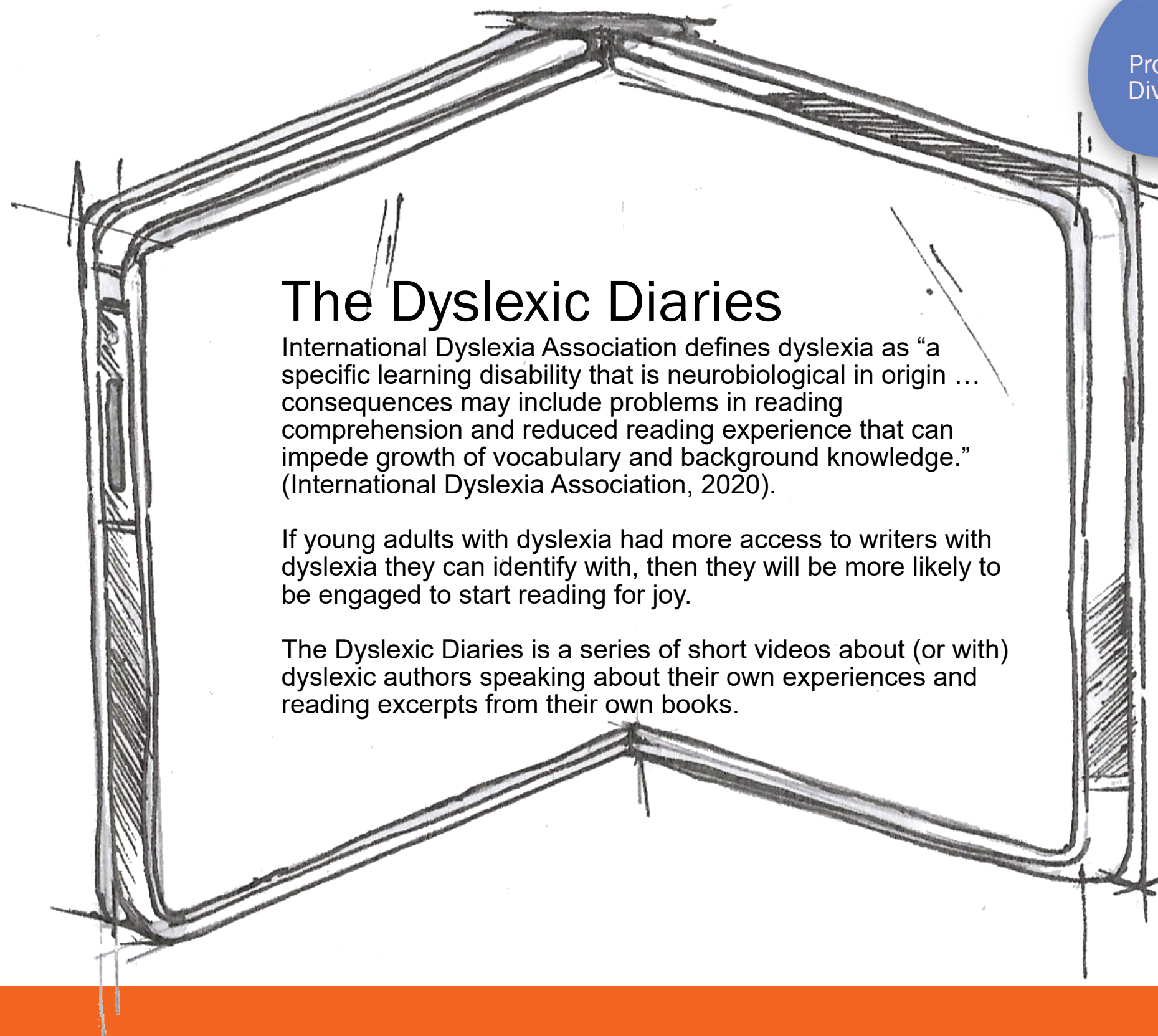
Be at the forefront of a revolution to bring the authors to life as well as the books through The Dyslexic Diaries and Lit in Colour on the new Penguin Platform

### Lit in Colour

Through research projects, alliances and creative tools the Lit in Colour campaign aims to encourage the school curriculum to include more books by authors of colour.

A more diverse literature curriculum will mean that students aren't graduating having never come across a book written by someone like them, or that features characters from their background.

Promote Diversity



### The Dyslexic Diaries

International Dyslexia Association defines dyslexia as “a specific learning disability that is neurobiological in origin ... consequences may include problems in reading comprehension and reduced reading experience that can impede growth of vocabulary and background knowledge.” (International Dyslexia Association, 2020).

If young adults with dyslexia had more access to writers with dyslexia they can identify with, then they will be more likely to be engaged to start reading for joy.

The Dyslexic Diaries is a series of short videos about (or with) dyslexic authors speaking about their own experiences and reading excerpts from their own books.

**Dyslexic Diaries**

**Lit in Colour**



**Penguin Platform**

Supporting inclusive reading in schools

# Looking beyond the traditional reader

People with Dyslexia may struggle with traditional reading but there are ways to help them find the joy of reading and stories

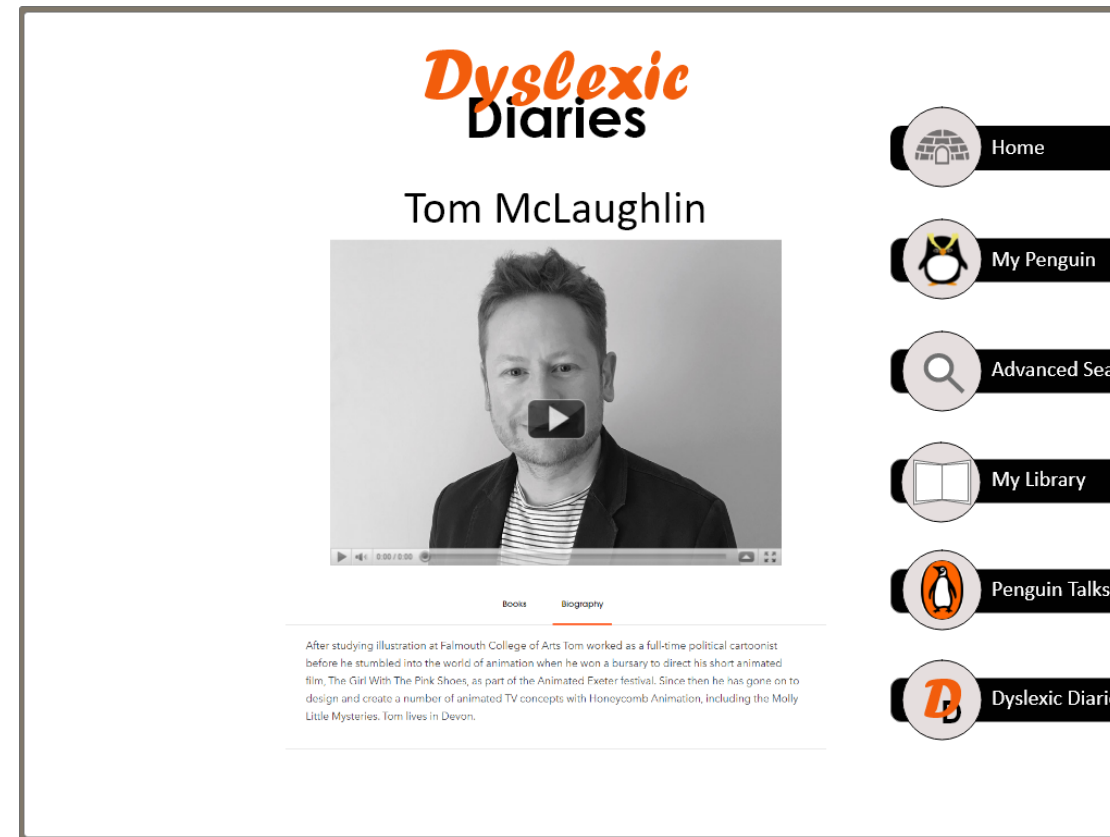
## Dyslexic Diaries & More

The Dyslexic Diaries promotes dyslexic authors, but more can be done to make dyslexics feel more included and enjoy reading.

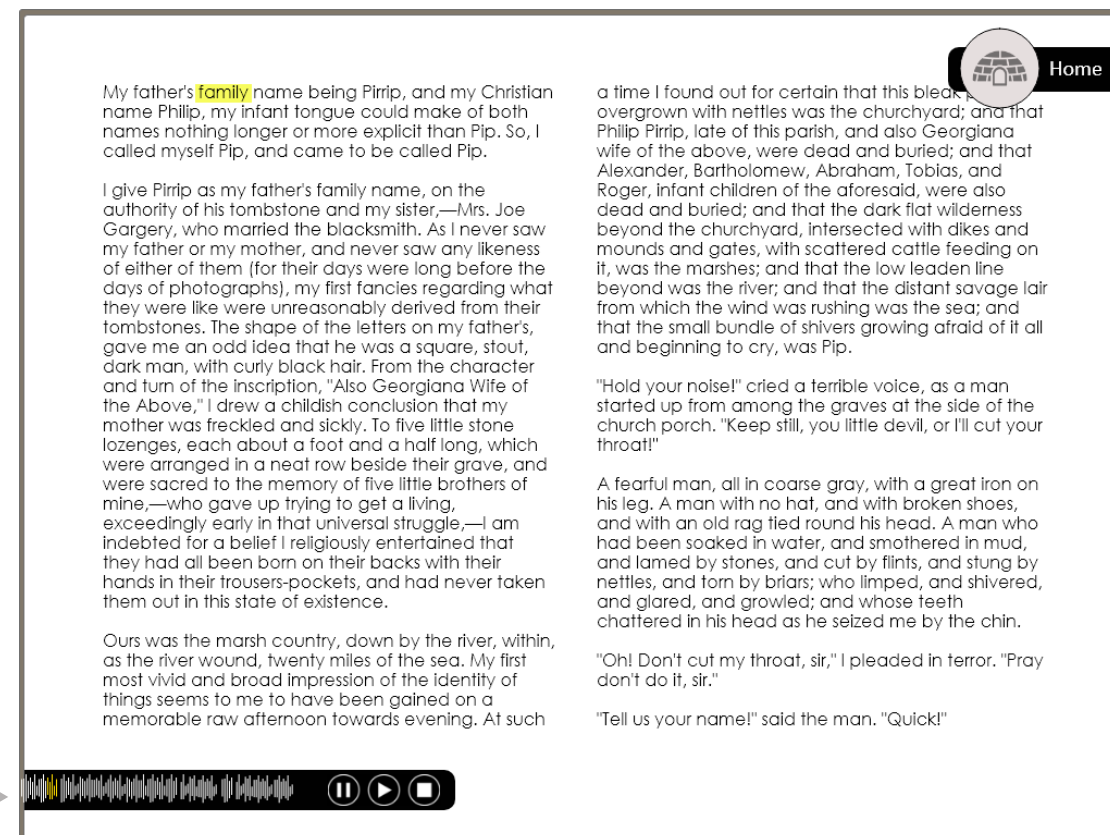
Current text to speech software can have an unnatural reading pace and sound. Comparatively, audio-books are read naturally and have other storytelling cues. Using an easy to use interface where audio-books can be listened to at the same time as reading an ebook will provide students with enjoyable multi-sensory learning experiences.

Combined with words highlighted while reading - this further assist dyslexics students.

Fully contained within the Penguin Platform it becomes inclusive – meaning dyslexics won't need to use another piece of software to access the books their classmates are reading.



swipe for menu



swipe for home

swipe for audio book controls

## Reducing socioeconomic divides

Bringing books and authors to everyone regardless of their personal situation by investing in our school libraries.

For Everyone

**Penguin Pad is an affordable tablet donated by Penguin UK to school libraries in lieu of traditionally printed books.**

**Penguin Platform also works on PC's and tablets already owned by students.**



Nearly 40% of 14-16 year olds agreed that 'I can't find anything to read that interests me' (National Literacy Trust 2019)



## Find something to read

### Advanced Search

Title

Genre

Type

Age Range

Tags

Female Lead  Made into Movie  Made into TV show  Set in London   
Male Lead  Based on a true story  Trilogy  Series  Cold War

Author's Name

Author's Background

ON Include similar suggestions

OFF Only available in print

Promote Diversity

For Everyone

Modernise Education

**Dyslexic**  
Diaries

Lit in *colour*



**Penguin**  
**Platform**

Supporting inclusive reading in schools