



## **STORYWALK**

### **What is StoryWalk?**

StoryWalk is a literacy and physical activity tool that engages community members in reading children's books in unique environments. StoryWalk is a series of signs featuring sequential spreads from a children's picture book. Those signs or pages are spread through indoor or outdoor spaces in all seasons allowing a reader to follow along with a story by walking.

The StoryWalk™ concept was created by Anne Ferguson and developed in cooperation with the Kellogg Hubbard Library and the Vermont Bicycle & Pedestrian Coalition. (For more information about the development of the concept, contact Anne Ferguson at [StoryWalkvt@yahoo.com](mailto:StoryWalkvt@yahoo.com).)

The concept has been developed into more interactive literacy tools by Curious City. Each Curious City StoryWalk sign features a photograph or scan of the open book allowing the "walker" to view the book as a physical obtainable object, not simply as an image on a sign. Each "page turn" has an illustrated activity prompt so walkers can participate in the story and increase their physical activity. Because of the combined physical and literacy activities, financial support for StoryWalks comes from both literacy and health organizations.

Curious City assists communities across the country to select stories, secure publisher permission, create activity prompts, engage the illustrator to depict the prompts, design the signage, and to help communities choose a means of displaying the StoryWalks. Some communities chose permanent park structures with the option for interchangeable stories. Other communities use a portable, loanable system designed by Curious City. These weatherproof plastic signs are staked outdoors in the manner of real estate or campaign signage. This system allows for increased spontaneous exposure for book titles, literacy, and physical activity.

You can find links to Curious City StoryWalk signage and installations here: <http://www.curiouscitydpw.com/2012/05/22/storywalk-from-curious-city/>

## **Work Plan to Create New Book for StoryWalk**

Curious City (CC) will contract with a community to complete the following tasks:

- Assist in the selection of an age-appropriate picture book.
- Secure permissions to reproduce the book as a StoryWalk from the book's publisher.
- Provide publisher permission letters to the community.
- Draft activity or book extension prompts for each page with the community.
- Secure book's illustrator or contract artist to depict the prompts.
- Photograph the open spreads of the book.
- Design 24" w x 20" l signage incorporating the photographed spreads, activity prompts, and StoryWalk design framework.
- Provide a slideshow of final sign design for the community approval.
- Advise on printing and sign installation.
- Provide high-resolution art for signage to local printer to their specs.
- Provide CD of final art to the community for the purpose of future reprints of possible damaged signage.
- Assist as needed on operations.

The community will be asked to:

- Send CC grant language and/or local statistics that include: city population, number of elementary schools, library visit rates, and other relevant data for CC to obtain publisher permission.
- Send partner Logos to CC (the best files are 300+ dpi, .jpeg or .tif, and 3+ " wide).
- Participate in the creation of activity or book extension prompts to ensure grant goal fulfillment.
- Increase the number of free circulating copies of the featured book in the community. This can be completed by informing schools and libraries about the featured book, but it best accomplished by purchasing copies for schools, libraries, and area early childhood centers and organizations with grant monies.

For the above project, Curious City will bill \$1950.

Changes made to any of the StoryWalk design framework including: size, additional signs beyond standard, branding, or opening or closing text could incur a \$100 per hour change fee.

## Work Plan to Brand an Existing StoryWalk

Curious City (CC) will contract with a community to complete the following tasks:

- Assist in the selection of an age-appropriate picture book from list of pre-existing StoryWalks. Follow to see slideshows of the following books:

MOUSE HOUSE TALES:

<https://www.flickr.com/photos/curiouscity/14451095242/in/set-72157644826254059/lightbox/>

AND HERE'S TO YOU:

<http://www.flickr.com/photos/curiouscity/6240416699/in/set-72157627224883955/lightbox/>

RAINBOW STEW:

<http://www.flickr.com/photos/curiouscity/9632625550/in/set-72157635299443887>

POND BABIES:

<http://www.flickr.com/photos/curiouscity/6821149228/in/set-72157629547753343/lightbox/>

BUGLIEST BUG:

<http://www.flickr.com/photos/curiouscity/6220823350/in/set-72157627224883955/lightbox/>

BUG SAFARI:

<https://www.flickr.com/photos/curiouscity/12331400705/in/set-72157640557603965>

NEST NOOK & CRANNY:

<https://www.flickr.com/photos/curiouscity/5093435454/in/set-72157625068595879/lightbox/>

Title availability depends on publisher's approval of individual projects.

- Secure permissions to reproduce the book as a StoryWalk from the book's publisher.
- Provide publisher permission letters to the community.

- Incorporate the community's logos into the opening sign and community messaging into the final sign.
- Provide a slideshow of final sign design for the community approval.
- Advise on printing and sign installation.
- Provide high-resolution art for signage to local printer to their specs.
- Provide CD of final art to the community for the purpose of future reprints of possible damaged signage.
- Assist as needed on operations.

The community will be asked to:

- Send CC grant language and/or local statistics that include: city population, number of elementary schools, library visit rates, and other relevant data for CC to obtain publisher permission.
- Send partner Logos to CC (the best files are 300+ dpi, .jpeg or .tif, and 3+ " wide).
- Compose community messaging for the final sign using allotted space.
- Increase the number of free circulating copies of the featured book in the community. This can be completed by informing schools and libraries about the featured book, but it best accomplished by purchasing copies for schools, libraries, and area early childhood centers and organizations with grant monies.
- NOTE: The publisher of RAINBOW STEW requires a \$500 licensing fee for using this title as a StoryWalk. All other titles have no licensing fees at this time.

For the above project, Curious City will bill \$550 (or \$325 for MOUSE HOUSE TALES).

Changes made to any of the StoryWalk design framework including: size, additional signs beyond standard, branding, or opening text could incur a \$100 per hour change fee.

### **Items to Consider for Budgeting, Installation, and Maintenance:**

#### **Budgeting for Printing & Mounting Permanent Structures:**

This process varies but is used to make a permanent change to an outdoor space by mounting weatherproof signboards on installed posts and frames. Please check with a local sign company for current quotes.

- Weatherproof Signage  
Average Fees: \$125 per for alumalite with safety framing.

- Aluminum Frames, Posts & Installation  
Average Fees: \$75 per for aluminum posts, frames, and installation.  
or
- Wood Frames, Posts & Installation:  
Fee Range: \$103-200 per for wood posts, frames, and installation.

### **Budgeting for Printing Portable StoryWalk:**

This process allows a community to have lightweight, durable, moveable signage that stakes into the ground (like a political campaign or real estate sign) to share in different parts of the community.

- Heavy Duty Stake  
Fees: \$4.00 each
- Vinyl - Gloss - Adhesive Back Printed on HP 5000/5500 using Hewlett Packard Solvent Inks Mounted on Coroplast - White - 3/16 Thick  
Fee: \$30 each

### **Design, Installation, and Budget Considerations for Permanent Structures:**

- Budget funds for landscaping post-installation. You do not want churned, muddy ground when you open your StoryWalk.
- Budget funds to install additional sign posts if next book is longer.
- Create a framework for the signage that allows the signs to be changed periodically, but not easily removed with standard tools (to avoid theft).
- Consider distance between each sign. We recommend at least 5 feet between signs. Remember you are asking kids to exercise between these signs—give them wiggle room.
- Consider the winter months in snowy climates. Do you need to tilt the signage for accumulated snow to slide off? Do you need the signs slightly off a walking path to protect against snow removal equipment?
- Consider flooding and wind in hurricane climates. Ask sign company about stability in high winds.
- Ask the sign company about the edges of signs. You do not want any sharp corners! Many sign companies are making signage to be

placed high or in non-child environments so they will not immediately think about safety. Let them know kids will be handling the edges of the signs and running around them.

- Consider a child's height when placing the signage on a post. You want kids to be able to see the picture book spreads.

### **Design, Installation, and Budget Considerations for all StoryWalks:**

- Budget funds to remove graffiti or to replace damaged signage. You will have the StoryWalk files and can reprint for replacement. You do not need to pay Curious City or the publisher, but you will need to pay the sign company.
- Consider budgeting funds to produce a web page or site to support StoryWalk. We will add the URL or a QR Code on your signage!
- Consider budgeting funds for a public opening of the StoryWalk. Consider a giveaway of the book to the first 50 kids that attend or invite a preschool to the opening and give them each a book. Obtain a blanket photo permission from the school and invite the press.
- Consider a literature box attached to the final sign to distribute information about literacy, physical activity, or any sponsor information. It is a great place to offer information about the book in honor of the publishers who have waived reprinting fees.