

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® Project (www.kellogghubbard.org/storywalk) was created by Anne Ferguson and developed in cooperation with the Kellogg Hubbard Library and the Vermont Bicycle & Pedestrian Coalition. The StoryWalk® Project offers fantastic ways to use physical copies of a book to make temporary signage in your community.

Curious City offers a more long-term solution. Each Curious City StoryWalk sign is professionally designed. Each 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 activity prompt so that walkers can participate in the story and increase their physical activity. Additionally, the opening and closing signs provide customizable sponsor acknowledgements and messaging. Explore slideshows of our signage at www.curiouscitydpw.com/storywalk. For options on how the signage is displayed in your community, look for the “STORYWALK®: Signage Printing, Sign Holders & Installation” at www.curiouscitydpw.com/storywalk.

WANT TO CHOOSE AN EXISTING STORYWALK?

Want to use a picture book already being tested in other communities? This is how Curious City and communities work together!

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. Visit www.curiouscitydpw.com/storywalk to see slideshows of the following books:

I AM A BIRD

by Dana Walrath & illustrated by Jamie Kim (Simon & Schuster)

Number of signs: 15

Current Size Options: 24" w x 20" l

THE SUMMER NICK TAUGHT HIS CATS TO READ

by Curtis Manley & illustrated by Kate Berube (Simon & Schuster)

Number of signs: 17

Current Size Options: 24" w x 20" l

CATS COLORS

by Airlie Anderson (Child's Play)

Number of signs: 15

Current Size Options: 24" w x 20" l and 24" w x 18" l

HOW DO YOU WOKKA-WOKKA?

by Elizabeth Bluemle & illustrated by Randy Cecil (Candlewick Press)

Number of signs: 14

Current Size Options: 24" w x 20" and 24" w x 18"

MOUSE HOUSE TALES

by Susan Pearson & Illustrated by Amanda Shepard (Blue Apple Books)

Number of Signs: 13

Current Size Options: 24" w x 20" l and 24" w x 18"

NOTE: This has STEM-aligned action and discussion prompts.

AND HERE'S TO YOU

by David Elliott & Illustrated by Randy Cecil (Candlewick Press)

Number of signs: 13 (With option for 2 additional directional signs)

Current Size Options: 24" w x 20" l and 24" w x 18"

BOW-WOW WIGGLE-WAGGLE

by Mary Newell DePalma (Eerdman's)

Current Size Options: 24" w x 20" l

Number of signs: 17

STORYWALK®: Signage Design from Curious City

RAINBOW STEW

by Cathryn Falwell (Lee & Low)

Number of signs: 15

Current Size Options: 24" w x 20" l

Note: This title's publisher requires a \$500 license fee.

POND BABIES

by Cathryn Falwell (Down East Books)

Current Size Options: 14

Sizes Options: 24" w x 20" l

BUGLIEST BUG

by Carol Diggery Shields & Illustrated by Scott Nash (Candlewick Press)

Current Size Options: 14

Size Options: 24" w x 20" l and 24" w x 18" l

BUG SAFARI

by Bob Barner (Holiday House)

Current Size Options: 24" w x 20" l

Number of signs: 14

NEST NOOK & CRANNY

by Susan Blackaby & Illustrated by Jamie Hogan (Charlesbridge Publishing)

Number of signs: 12

Current Size Options: 24" w x 22" l

*Note: The poems in **Nest, Nook, & Cranny** represent habitats nationwide. This StoryWalk only represents the portion of the book that features the habitats of the Northern climate. We can develop the pages/signs for other climates for an additional fee. Because of the wide age range of this StoryWalk (Age 7-Adult), it does not include physical activity prompts. It is a wonderful choice for nature trails and does not need to be displayed in chronological order.*

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 a DropBox link of the final art to the community for the purpose of future reprints of possible damaged signage.
- Assist as needed on operations.

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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+ inches wide).
- Compose community messaging for the final sign using allotted space.
- Purchase at least 15 copies of the featured book from a bookseller of your choice to give to area schools, libraries, early childhood centers, and relevant organizations.
- 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 \$700 post-project.

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.

WANT TO CHOOSE YOUR OWN BOOK FOR STORYWALK?

Have a book in mind that you want to display in your community? This is how Curious City and communities work together!

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.
- When possible, secure book's illustrator or contract artist to depict the prompts.
- Photograph the open spreads of the book.
- Design 24" w x 20" l or 18" w x 24" l signage incorporating the photographed spreads, activity prompts, and StoryWalk design framework.
- Provide a slideshow of final sign design for the community approval.
- Provide high-resolution art for signage to local printer to their specs.
- Provide a DropBox link of the final art to the community for the purpose of future reprints of possible damaged signage.
- Advise, as possible, on operations.

The community will be asked to:

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- 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+ inches wide).
- Participate in the creation of activity or book extension prompts to ensure grant goal fulfillment.
- Purchase at least 15 copies of the featured book from a bookseller of your choice to give to area schools, libraries, early childhood centers, and relevant organizations.

For the above project, Curious City will bill \$2000 post-project.

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.