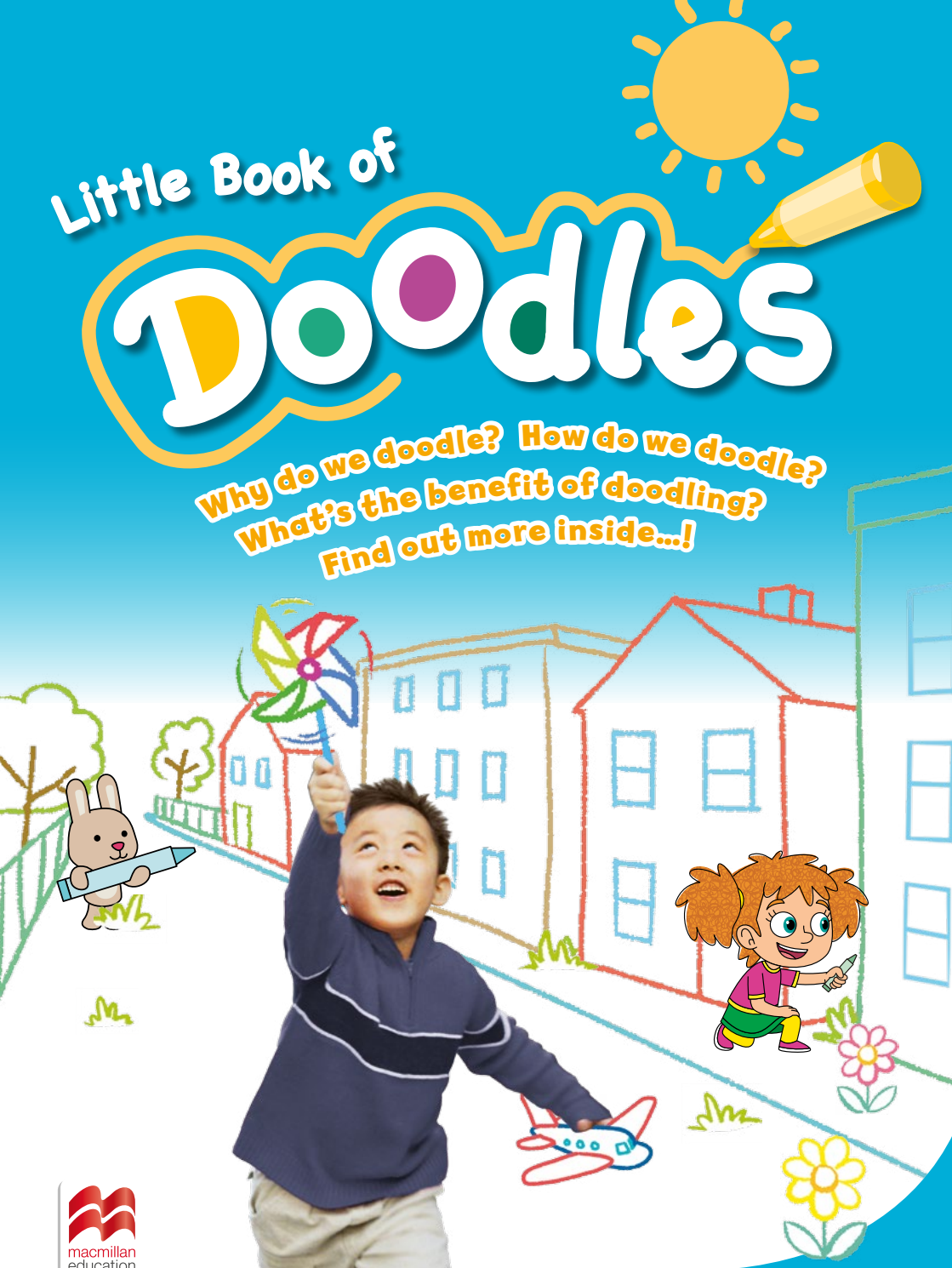


Little Book of

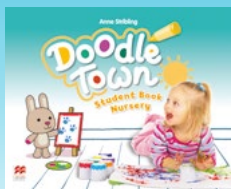
Doodles

Why do we doodle? How do we doodle?
What's the benefit of doodling?
Find out more inside...!



Doodle Town

New!
Four-level
preschool
course



Go beyond language learning and create inquisitive, happy, independent and confident learners who can think, explore, create and learn!

Using a language-rich syllabus that incorporates artwork and drawing, **Doodle Town** promotes memory, experience, imagination and observation by blending songs, projects, values, phonetics and stories into an easy-to-follow and rigorous curriculum.

Doodle Town:

- Supports cognitive development and builds a solid foundation for mathematical and literary awareness.
- Encourages children to learn about the world around them and prepares them for future academic success through a rich variety of CLIL based lessons.
- Introduces young learners to collaboration, learner independence and problem-solving to develop 21st-century skills to help them make connections with the world around them.
- Fosters social, emotional, cognitive, and physical development, to give children the tools to succeed as learners, and in life.

Doodle definition



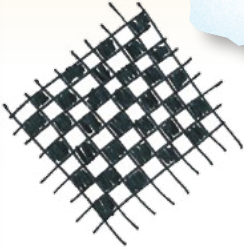
doodle (verb): to draw something without thinking what you're doing

doodle (noun): a line or shape that you have drawn when you aren't thinking about what you're doing

Phonemic script: /du:d(ə)/

Synonyms: draw, scribble

Rhyming words: noodle, oodle, Google



Try this tongue twister!

“ MEG DOODLES
OODLES OF NOODLES. ”



Why do we doodle?

“Doodles are like fragments of a map that show how someone’s mind works”

“It’s a thinking tool”



“Doodles show individuality”

The four learner types and doodling



Auditory learners use doodling in a listening situation to focus on what’s being said and demonstrate better recall.



Visual learners use doodling to process information, ideas and concepts through images and visualisation.



Kinesthetic learners like to move their hands, such as through drawing or doodling, to accompany their learning, which means they think better and this in turn facilitates ideas.

Reading/Writing learners use doodling, often repeating one word on the page, to highlight their focus and thinking.



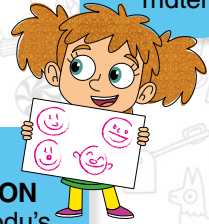
Benefits of doodling

MEMORY
doodling is helpful for memory retention



EXPERIENCE
doodling improves the capacity to think and process information visually

OBSERVATION/ LEARNING
doodling helps to visualise the material



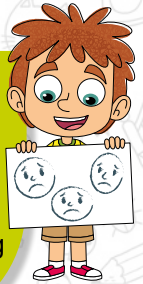
CONCENTRATION
doodling is the body's way of helping the mind stay focused, boosting concentration. In a study, participants retained 29% more information whilst doodling

IMAGINATION/ CREATIVITY
doodling exercises imagination and therefore boosts creativity



PROBLEM SOLVING
doodling encourages different pathways into problem solving and insights

CRITICAL THINKING
doodling deepens knowledge exploration, doodling is thinking in disguise



CLASSROOM MANAGEMENT
doodling is like a safety valve that allows pressure to be dispelled in a playful and creative way



COMMUNICATION
doodling offers the opportunity to make thinking explicit, and for the exchange of ideas and meaning



The science behind doodling and drawing



'When students draw they are more motivated to learn.'

Ainsworth et al (2011)

'Recent research in neuroscience, psychology and design shows that doodling can help people stay focused, grasp new concepts and retain information.'

Shelengarger (2014)

'The doodling group performed better on the monitoring tasks and recalled 29% more information on a surprise memory test. Unlike many dual task situations, doodling while working can be beneficial.'

Andrade et al (2009)



There's a reason why doodles show up in the notebooks of our most celebrated thinkers, scientists, writers, and innovators. [...] A doodler is concentrating intently, sifting through information, conscious and otherwise and – more often than we realise – generating massive insights.

Brown (2015)

Capturing important ideas by hand, whether writing words or creating images, stimulates neural pathways between motor, visual, and cognitive skills. In other words, writing and drawing can make us smarter.

Mullell (2014)



'Picture superiority effect' means that images are better remembered than words. Studies show 'Drawing a to-be-remembered stimulus was superior to writing it out'. 'Drawn words were better recalled than written.'

Wammes et al (2014).

Everybody doodles!

From celebrities and scientists, to royalty and CEOs, everybody doodles! Can you match the people to their doodles?



2. Bill Gates
Entrepreneur



1. Leonardo Da Vinci
Painter and scientist



B



C



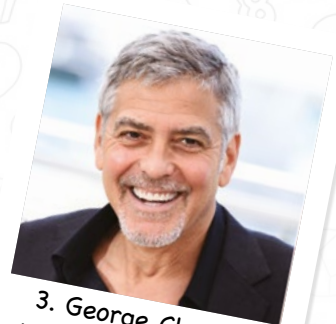
A



4. Elizabeth II
Queen



D



3. George Clooney
Actor and filmmaker

Explore

Doodle Town

Discover how **Doodle Town** will encourage your students to use artwork and drawing to improve their memory, experience, imagination and observation.



Presentation:

Instantly engage students by helping them understand and memorize target language with a Language Presentation Song accompanied by TPR actions and photo cards.

Socio-emotional Development:

Watch your students become well-rounded, confident learners with the help of sign-posted Values activities, such as singing, which aid in strengthening understanding and memory.



Student Book, Level 1, Unit 9



Student Book, Level 1, Unit 9, Lessons 3 & 4

Motor Skills Development:

Help children develop both gross and fine motor skills alongside hand-eye coordination with the student book, activity book and learning centers.



Activity Book, Level 1, Unit 9, Lessons 3 & 4

Math, Creative and Physical Development:

Boost creative skills and awareness by encouraging students to engage in a hands-on exploration of number and math concepts.



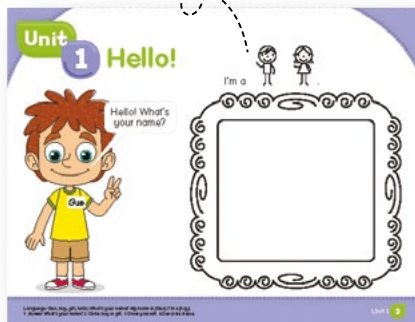
Student Book, Level 1, Unit 9, Lessons 7 & 8

Personalization:

Stimulate self-expression and encourage creativity and confidence with personalized activities that further develop early literacy skills.

Focused Listening:

Listening comprehension exercises help students consolidate language through simple pointing and circling activities.



Literacy Skills Pad Level 1, Unit 1



Student Book, Level 1, Unit 9, Lessons 5 & 6

Literacy Development:

Doodle Town includes both fiction and non-fiction texts and teaches students basic constructs such as narrative skills, working with speech bubbles to tell a story, and reviewing a story.



Everything you need
to support great teaching
and effective learning

Course Components



Components	ISBN
Doodle Town Nursery Level Student's Book Pack	9780230492059
Doodle Town Nursery Level Teacher's Edition Pack	9780230492066
Doodle Town Level 1 Activity Book	9780230486379
Doodle Town Level 1 Literacy Skills Pad	9780230491892
Doodle Town Level 1 Math Skills Pad	9780230491724
Doodle Town Level 1 Student's Book Pack	9780230492097
Doodle Town Level 1 Teacher's Edition Pack	9780230492103
Doodle Town Level 2 Activity Book	9780230486409
Doodle Town Level 2 Literacy Skills Pad	9780230491762
Doodle Town Level 2 Math Skills Pad	9780230491731
Doodle Town Level 2 Student's Book Pack	9780230492134
Doodle Town Level 2 Teacher's Edition Pack	9780230492141
Doodle Town Level 3 Activity Book	9780230487369
Doodle Town Level 3 Literacy Skills Pad	9780230491809
Doodle Town Level 3 Math Skills Pad	9780230491779
Doodle Town Level 3 Student's Book Pack	9780230492172
Doodle Town Level 3 Teacher's Edition Pack	9780230492189
Doodle Town Photo Cards	9781786328311
Doodle Town Puppet	9781786328335