
Ashley Moulton Work Sample

Dialogue and Interaction Script for iPad app

Audience

Ages 3–5

What this is

A script and game design document for a preschool iPad app made by the startup PlaySquare.

The app is no longer in the app store, so you can't see it in action. It was an "appisode," meaning an episode of the PBS Kids literacy TV show "WordWorld" that we were making interactive. Everything in the following document labeled "iSegment" is my work, the "vSegment" pages are dialogue from the original show.

What I did

Assessed the original TV episode and determined where interactivity would fit into the storyline. I designed the interactive gameplay and mocked up rough visuals for the designer and engineer. I wrote the dialogue for the app narrator, which included instructions and feedback for the child in the interactive games.

A CHRISTMAS PRESENT FOR DOG

Spec Script- *Confidential*

EPISODE OVERVIEW

LOGLINE:

Pig, Ant, Bear and Dog learn what Christmas is all about as they share their gifts with others.

DEMOGRAPHIC:

Ages 2-5 (Preschool/Kindergarten)

LEARNING FOCUS:

- **Finding letters** in SNOW
- **Tracing letters** on Pig, Ant and Bear's letters to Santa: SLED, COOKIE, DOLL, and BALL
- **Finding letters** in Santa's present bag: SLED, COOKIE, DOLL, AND BALL
- **Matching COOKIE letters** with the correct Ant cousin
- **Completing the word BALL** by adding Bear's L to BAL

OTHER INTERACTIVITY:

- Snow world exploration: Shaking iPad to create snowglobe effect (maybe also snowman building and snowball throwing?)
- Decorating Christmas tree with lights, garland, ornaments, and star topper
- Sheep sledding game- steer Sheep down the hill and around obstacles by tilting the iPad

SEGMENT RUNDOWN

Segment	Length	Description
vSegment 1	1:00	Open
iSegment 1	--	Building "SNOW" and playing with snow
vSegment 2	:46	Title card, Christmas song and Pig writes his letter to Santa (Sled).
iSegment 2	--	Tracing "SLED" and morphing
vSegment 3	:18	Pig finishes letter to Santa, Ant writes his letter to Santa (Cookie)
iSegment 3	--	Tracing "COOKIE" and morphing
vSegment 4	:19	Ant finishes letter to Santa, Bear writes letter to Santa
iSegment 4	--	Tracing "DOLL" and morphing
vSegment 5	1:02	Bear finishes letter to Santa and helps Dog write his letter (Ball).
iSegment 5	--	Tracing "BALL" and morphing
vSegment 6	:40	WordFriends sing about their letters and send them out the chimney. Santa flies over the Barn.
iSegment 6	--	Finding the letters for SLED in Santa's bag
vSegment 7	:14	See SLED letters go into chimney, see them land inside the house and morph into a sled
iSegment 7	--	Finding the letters for COOKIE in Santa's bag
vSegment 8	:13	See COOKIE letters go into chimney, see them land inside the house and morph into a cookie. See Santa flying over Bear's cave.
iSegment 8	--	Finding the letters for DOLL in Santa's bag
vSegment 9	:19	Doll letters go down the chimney, see DOLL come out of chimney and morph into doll, Bear finds doll. See Santa's sled over Dog's house.
iSegment 9	--	Finding the letters for BALL in Santa's bag
vSegment 10	1:11	BALL going down Dog's chimney, with one L falling out. Bear comes to Dog's house and she explains what's wrong. They look for an L outside.
iSegment 10	--	Decorating Christmas tree
vSegment 11	1:02	Pig shows off sled, Pig gives sled to Sheep
iSegment 11	--	Sledding fun with Sheep
vSegment 12	1:25	Sheep thanks Pig for the sled. Pig sings song. Bear and Dog leave to look for an L, and run into Ant with his cookie. Ant's cousins enter asking for cookie.
iSegment 12	--	Ant gives his cookie to his cousins
vSegment 13	1:17	Ant sings, Bear gives and L from her Doll to Dog. They sing the Build a Word song.
iSegment 13	--	Morphing BALL
vSegment 14	:39	End celebration

vSegment 1: Open



Description	In	Out	Length
Theme Song	00:00:08	00:01:08	1:00

Segment

[Theme Song]

iSegment 1: Building SNOW and playing with falling snow



Segment

Upon entry, we see a snow covered WordWorld and light snow falling. The snow globe tilting function is enabled here. There are several winter wordthings scattered throughout that break into letters when touched (like snowman, mittens, hat, tree, snowball, etc.).

Narrator: It's Christmas Eve at Wordworld, so let's make more snow! Can you help me find the letters in the word 'Snow'?

S-N-O-W ghosted letters appear at bottom of the screen on top of the shelf. Player needs to dig in the snow to find letters S-N-O-W and drag them to the shelf. Letters change location upon repeat play.

Narrator (after 10 seconds inactivity): Can you find the letters S-N-O-W?

Narrator (after 30 seconds inactivity): Use your finger to dig in the snow and find a letter.

Narrator (if choose a letter, then 5 seconds of inactivity): Look for more letters!

Kids (when player touches S): S!

Kids (when player touches N): N!

Kids (when player touches O): O!

Kids (when player touches W): W!

Once the correct letters are placed on the shelf, the arrows appear. The player squeezes the word together to morph into a Snow wordthing.

Kids: Snow!

Narrator: Ahh... It's snowing!

Heavy snow begins to fall and blankets the entire landscape for 5 seconds. After this 5 seconds, the PlaySquare appears around the SNOW wordthing. After the PlaySquare appears, snow keeps falling. If user chooses to ignore the PlaySquare, they can continue to tilt/shake the iPad back and forth to move the snow around like a snow globe.

TRANSITION OUT: User can play with the snowglobe for as long as he/she likes, but must draw PlaySquare to exit. Usual prompt "Use your finger to draw a square" would still play to remind the child to move on.

Leveling

There are distractor layers buried in the snow in the 2nd and 3rd levels. The distractors should not be located near one another. If the player drags these to the word shelf, they get an audio prompt and the letter flies back to its place in the grass.

First level: only S, N, O, W buried in snow

Second level w/ dissimilar letters (activates after 3 number of plays): adding Z and A in the snow.

Second level w/ similar letters (activates after 3 number of plays): adding M and Q

Kids (when player touches Z): Z!

Kids (when player touches A): A!

Narrator (if player tries to drag Z to ghosted letters): Nope! There's no 'Z' in 'Snow.'

Narrator (if player tries to drag A to ghosted letters): Try again! There's not an 'A' in 'Snow.'

Kids (when player touches M): M!

Kids (when player touches Q): Q!

Narrator (if player tries to drag M to ghosted letters): Try again! There's no 'M' in 'Snow.'

Narrator (if player tries to drag Q to ghosted letters): Nope! There's not a 'Q' in 'Snow.'

vSegment 2: Title Card, Christmas song, Pig writes letter to Santa



Description	In	Out	Length
Title card, Sing song about Christmas, Pig writes letter to Santa	00:01:10	00:01:56	:46

Segment

Enter on Title Card.

Kids: A Christmas Present for Dog!

Pan down to find Dog's House.

Narrator: It's Christmas Eve at WordWorld and all our friends are at Dog's house, writing their letters to Santa.

Bug Band: (sings) And everyone in WordWorld knows, it's time for presents and time for snow. It's Christmas time, and nothing could be better. It's time for us to write Santa Clause a letter.

Ant: Okay, WordFriends, let's write our letters to Santa, so he knows what to bring us for Christmas!

Pig: (sings) I've been good the whole year through, so Santa what I ask from you... S-L-E-D!

Pig writes letters S-L-E-D.

TRANSITION OUT: Piece of paper shrinks and iSegment 2 begins.

iSegment 2: Tracing “SLED” and morphing



Segment

Upon entry is Pig’s SLED- the white of the paper takes up the entire frame (and letters may be cheated larger). Pig’s hand/crayon is not in frame. The letters are light pink. NOTE: Make sure that the difference between the pink and red of the letters is clearly visible.

Narrator: Nice writing, Pig. Let’s write S-L-E-D too!

The PlaySquare meteor will trace one part of the letter at a time to illustrate the proper letter drawing technique (see reference guide for order of lines to trace). The user will trace each line segment and his/her tracing will change the crayon writing from pink to the same red shade in the episode.

Narrator (10 seconds inactivity, sparkles re-animate the path): Follow the sparkles and trace the letter.

Narrator (if player traces one letter then stops, after 4 seconds inactivity): That’s it! Keep writing letters!

Narrator (if player gets bounced back to the beginning of a line segment after tracing wrong direction): Follow the direction of the sparkles to trace the letter.

Kids (after player traces S): S!

Kids (after player traces L): L!

Kids (after player traces E): E!

Kids (after player traces D): D!

After the player has traced all of the letters:

Arrows appear on both sides of SLED, if player pushes in, the word morphs to line drawing of a sled.

Kids (after word morphs): Sled!

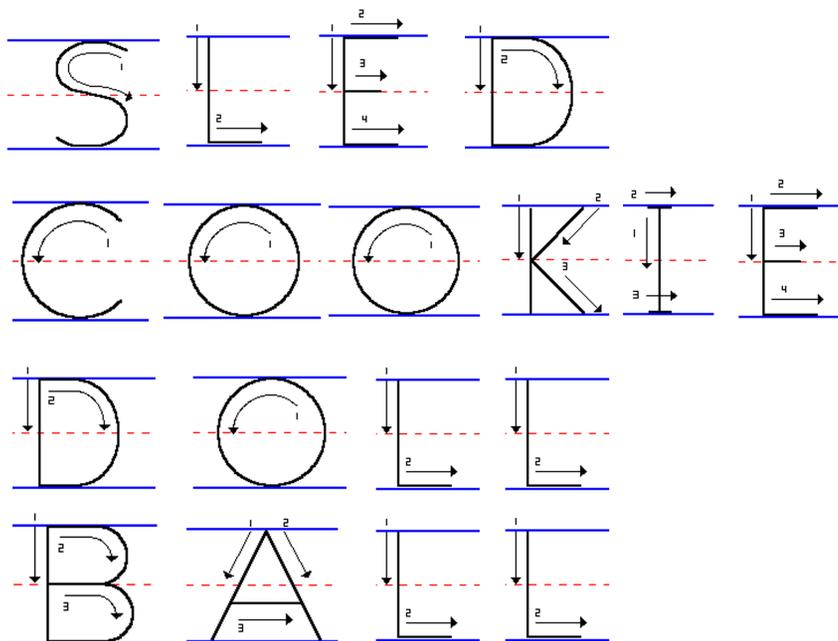
Narrator (congrats): Great writing!

TRANSITION OUT: PlaySquare appears around SLED—tracing around square prompts next vSegment.

Notes about Letter Tracing (apply same notes each time we do it)

- Only one line segment of a letter will animate at a time. For example, the vertical line in “L” will animate, then the user will trace that line, THEN the horizontal line in the “L” will animate, then the user will trace that line.
- The user will only be able to complete the parts of the letter in the correct order and direction. If they draw incorrectly their line will not “stick” to the letter and they’ll have to start over (perhaps prompted by a new comet animation).
- The user will not be able to draw outside of the specified letter area.
- See below for order of the lines we’re tracing

CHRISTMAS PRESENT FOR DOG LETTER TRACING GUIDE



vSegment 3: Pig finishes letter to Santa, Ant writes letter to Santa



Description	In	Out	Length
Pig finishes letter to Santa, Ant writes letter to Santa	00:02:03	00:02:22	:18

Segment

Enter on Pig holding the sled drawing.

Pig: PS, a Sled!

Pig: (Sings) Santa please, a sled would be, the perfect present just for me.

Ant: Tomorrow, I want something sweet. So Santa please bring me a treat. C-O-O-K-I-E.

Ant writes out C-O-O-K-I-E.

TRANSITION OUT: Piece of paper shrinks and iSegment 3 begins.

iSegment 3: Tracing “COOKIE” and morphing



Segment

Upon entry is Ant’s COOKIE- the white of the paper takes up the entire frame (and letters may be cheated larger). Ant’s hand/crayon is not in frame. The letters are light brown. NOTE: Make sure that the difference between light and dark brown of the letters is clearly visible.

Narrator: Let’s write “cookie” too!

The PlaySquare meteor will trace one part of the letter at a time to illustrate the proper letter drawing technique (see reference guide for order of lines to trace). The user will trace each line segment and his/her tracing will change the crayon writing from light brown to the same brown shade in the episode.

Narrator (10 seconds inactivity, sparkles re-animate the path): Follow the sparkles and trace the letter.

Narrator (if player traces one letter then stops, after 4 seconds inactivity): That’s it! Keep writing letters!

Narrator (if player gets bounced back to the beginning of a line segment after tracing wrong direction): Follow the direction of the sparkles to trace the letter.

Kids (after player traces C): C!

Kids (after player traces O): O!

Kids (after player traces second O): O!

Kids (after player traces K): K!

Kids (after player traces I): I!

Kids (after player traces E): E!

After the player has traced all of the letters:

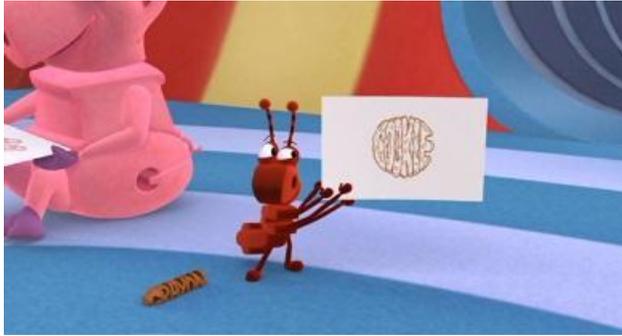
Arrows appear on both sides of COOKIE, if player pushes in, the word morphs to line drawing of a cookie.

Kids: Cookie!

Narrator(congrats): Super writing!

TRANSITION OUT: PlaySquare appears around COOKIE wordthing—tracing around square prompts next vSegment.

vSegment 4: Ant finishes letter to Santa, Bear writes letter to Santa



Description	In	Out	Length
Ant finishes letter to Santa, Bear writes letter to Santa	00:02:29	00:02:47	:19

Segment

Enter on Ant holding Cookie drawing.

Ant: That's right, a cookie. (sings) Santa won't you bring to me, a big delicious Christmas cookie?

Bear: (sings) I've waited all year for this special day. I wanted a toy so I can play. D-O-L-L.

Bear writes D-O-L-L.

TRANSITION OUT: Piece of paper shrinks and iSegment 4 begins.

iSegment 4: Tracing “DOLL” and morphing



Segment

Upon entry is Bear’s DOLL- the white of the paper takes up the entire frame (and letters may be cheated larger). Bear’s hand/crayon is not in frame. The letters are light yellow. NOTE: Make sure that the difference between the light and dark yellow of the letters is clearly visible.

Narrator: Let’s trace around the letters to find out what toy Bear is asking for!

The PlaySquare meteor will trace one part of the letter at a time to illustrate the proper letter drawing technique (see reference guide for order of lines to trace). The user will trace each line segment and his/her tracing will change the crayon writing from light yellow to the same yellow shade in the episode.

Narrator (10 seconds inactivity, sparkles re-animate the path): Follow the sparkles and trace the letter.

Narrator (if player traces one letter then stops, after 4 seconds inactivity): That’s it! Keep writing letters!

Narrator (if player gets bounced back to the beginning of a line segment after tracing wrong direction): Follow the direction of the sparkles to trace the letter.

Kids (after player traces D): D!

Kids (after player traces O): O!

Kids (after player traces L): L!

Kids (after player traces L): L!

After the player has traced all of the letters:

Arrows appear on both sides of DOLL, if player pushes in, the word morphs to line drawing of a doll.

Kids: DOLL!

Narrator (congrats): Wonderful writing!

TRANSITION OUT: PlaySquare appears around DOLL wordthing—tracing around square prompts next vSegment.

vSegment 5: Bear finishes letter and helps Dog write letter



Description	In	Out	Length
Bear finishes letter to Santa and helps Dog write his letter (Ball).	00:02:53	00:03:55	1:02

Segment

Enter on Bear holding Doll drawing.

Bear: (sings) Santa you know I've been good. Bring me a doll if you could.

All: Yours truly.

Ant: Ant

Bear: Bear

Pig: Pig

Dog: Barks

Bear: Okay Dog, what are you asking Santa to bring you for Christmas?

Dog imitates bouncing up and down

Bear: A ball? Oh, of course.

Pig: Dog. There's nothing you like more than playing with a brand new ball.

Dog writes out B-A-L.

Bear: B-A-L Hm. Dog, you need two L's to make the word BALL, just like you need to L's to make the word DOLL.

Dog: Ohhhh.

Bear: Here Dog, let me show you. B-A-L-L

TRANSITION OUT: After vSegment plays, the video shrinks into next iSegment

iSegment 5: Tracing “BALL” and morphing



Segment

Upon entry is Dog’s BALL- the white of the paper takes up the entire frame (and letters may be cheated larger). Bear’s hand/crayon is not in frame. The letters are light blue. NOTE: Make sure that the difference between the light and dark blue of the letters is clearly visible.

Narrator: Let’s trace Dog’s Ball- with two L’s.

The PlaySquare meteor will trace one part of the letter at a time to illustrate the proper letter drawing technique (see reference guide for order of lines to trace). The user will trace each line segment and his/her tracing will change the crayon writing from light blue to the same blue shade in the episode.

Narrator (10 seconds inactivity, sparkles re-animate the path): Follow the sparkles and trace the letter.

Narrator (if player traces one letter then stops, after 4 seconds inactivity): That’s it! Keep writing letters!

Narrator (if player gets bounced back to the beginning of a line segment after tracing wrong direction): Follow the direction of the sparkles to trace the letter.

Kids (after player traces B): B!

Kids (after player traces A): A!

Kids (after player traces L): L!

Kids (after player traces L): L!

After the player has traced all of the letters:

Narrator: Squeeze the letters together to (pause) build a word.

Arrows appear on both sides of BALL, if player pushes in, the word morphs to line drawing of a ball.

Kids: BALL!

Narrator (congrats): Super duper writing!

TRANSITION OUT: PlaySquare appears around BALL wordthing—tracing around square prompts next vSegment.

vSegment 6: WordFriends send letters to Santa



Description	In	Out	Length
WordFriends sing about their letters and send them out the chimney. Santa flies over the Barn.	00:04:00	00:04:40	:40

Segment

Dog: Barks

Bear: Oh, you're welcome, Dog.

Ant: Now, let's send these letters to Santa. Hit it BUGS!

All: Up the chimney our wishes take flight. And now it's time to say good night.

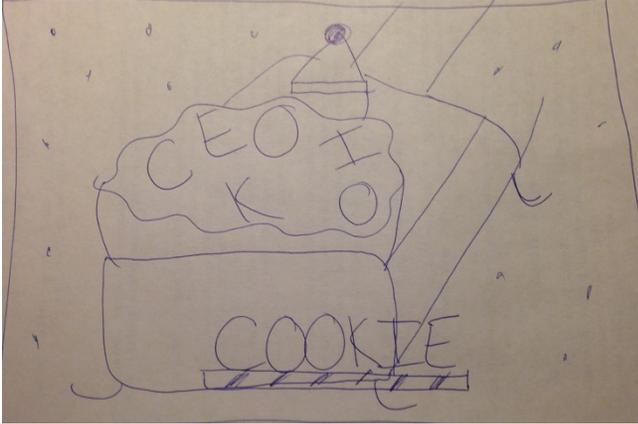
Bear: Goodnight Dog.

Cut to the exterior of the Barn and see Santa fly into frame. End shot before words come down from the sled.

Narrator: That night, as everyone slept, Santa delivered the presents down all the WordFriend's chimneys.

TRANSITION OUT: After vSegment plays, the video shrinks into next iSegment

iSegment 6: Finding “SLED” letters in Santa’s bag



Segment

On entry, we see a medium shot of Santa and his reindeer flying through the sky.

Narrator: Find the letters to help Santa build a sled for Pig!

Santa: Ho ho ho!

Cut to a top down view close up of the back of Santa’s sleigh. His bag is open, showing the letters S-L-E-D. The position of the letters changes upon repeat play. S-L-E-D ghosted letters appear at bottom of screen, player needs to find letters S-L-E-D in Santa’s Bag and drag them to the shelf at the bottom.)

Narrator (after 10 seconds inactivity): Drag the letters down to the bottom.

Narrator (after 30 seconds inactivity): Use your finger to match the letters S-L-E-D.

Narrator (if choose a letter, then 4 seconds of inactivity): Look in Santa’s bag for another letter.

Kids (when player touches S): S!

Kids (when player touches L): L!

Kids (when player touches E): E!

Kids (when player touches D): D!

The player finishes dragging all of the letters to the shelf. The arrows appear beside the letters, and the player must pinch to morph into the word thing.

Narrator: Thanks for your help! Let's send Pig's sled down the chimney!
PlaySquare appears around SLED. Tracing PlaySquare prompts next vSegment.

vSegment 7: SLED goes down chimney and morphs into a Sled



Description	In	Out	Length
Sled letters go down into chimney	00:04:37	00:04:41	:04
See Pig and Ant sleeping, then SLED comes out of the chimney and morphs into a sled	00:04:44	00:04:54	:10

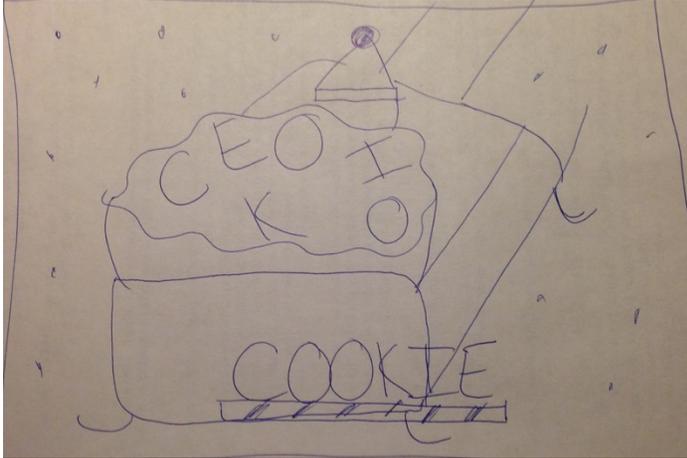
Segment

On entry see SLED letters going down the chimney. Cut to Pig and Ant sleeping and then to the letters coming out of the chimney. They morph into a Sled.

Kids: Sled!

TRANSITION OUT: Video shrinks down into next iSegment.

iSegment 7: Finding “COOKIE” letters in Santa’s bag



Segment

On entry, player hears Santa’s voice and sees a top down view closeup of the back of Santa’s sleigh. His bag is open, showing letters C-O-O-K-I-E. The location of the letters changes upon repeat play. C-O-O-K-I-E ghosted letters appear at bottom of screen, the player needs to drag letters to this shelf.

Narrator: Now help Santa find the letters for Ant’s cookie.

Narrator (after 10 seconds inactivity): Drag the letters down to the bottom.

Narrator (after 30 seconds inactivity): Use your finger to match the letters C-O-O-K-I-E.

Narrator (if choose a letter, then 4 seconds of inactivity): Great job! Do you see any other letters?

Santa (random, in between player activity): Ho ho ho!

Kids (when player touches C): C!

Kids (when player touches O): O!

Kids (when player touches O): O!

Kids (when player touches K): K!

Kids (when player touches I): I!

Kids (when player touches E): E!

The player finishes dragging all of the letters to the shelf. The arrows appear beside the letters, and the player must pinch to morph into the word thing.

Narrator: Thank you! So long, Ant's cookie.

PlaySquare appears around COOKIE. Tracing PlaySquare prompts next vSegment.

vSegment 8: COOKIE goes down chimney and morphs into a Cookie



Description	In	Out	Length
Cookie letters go down into chimney	00:04:41	00:04:44	:03
Cookie comes out of the chimney and morphs into a cookie	00:04:55	00:05:04	:09
Cut to see Santa flying over Bear's cave	00:05:11	00:05:12	:01

Segment

On entry, see COOKIE letters going down the chimney and then the letters coming out of the chimney. They morph into a Cookie.

Kids: Cookie!

Ant and Pig wake up to find their presents.

Pig: Oh boy oh boy! Su-weet! <laughs>

See Santa flying to Bear's cave.

TRANSITION OUT: Video shrinks and leads to iSegment 7.

iSegment 8: Finding “DOLL” letters in Santa’s bag



Segment

On entry, player hears Santa’s voice and sees a top down view closeup of the back of Santa’s sleigh. His bag is open showing letters. The location of the letters changes upon repeat play. D-O-L-L ghosted letters appear at bottom of screen, player needs to find letters D-O-L-L in Santa’s Bag and drag them to the shelf at the bottom.

Narrator: Help Santa find the letters for Bear’s DOLL.

Narrator (after 10 seconds inactivity): Look for the letters D-O-L-L.

Narrator (after 30 seconds inactivity): Use your finger to match the letters.

Narrator (if choose a letter, then 4 seconds of inactivity): Keep finding more letters!

Santa (random, in between player activity): Ho ho ho!

Kids (when player touches D): D!

Kids (when player touches O): O!

Kids (when player touches L): L!

Kids (when player touches L): L!

The player finishes dragging all of the letters to the shelf. The arrows appear beside the letters, and the player must pinch to morph into the word thing.

Narrator: You're a great helper! Farewell, Doll.

PlaySquare appears around DOLL. Tracing PlaySquare prompts next vSegment.

Leveling

There are distractor layers in the sled in the 2nd and 3rd levels. If the player drags these to the word shelf, they get an audio prompt and the letter flies back to its place.

First level: only D, O, L, L

Second level w/ dissimilar letters: adding H and F

Second level w/ similar letters: adding I and C

Kids (when player touches W): W!

Kids (when player touches F): F!

Narrator (if player tries to drag W to ghosted letters): Oops! There's no 'W' in 'Doll.'

Narrator (if player tries to drag F to ghosted letters): Try again! There's not an 'F' in 'Doll.'

Kids (when player touches C): C!

Kids (when player touches I): I!

Narrator (if player tries to drag C to ghosted letters): Oops! We don't need a 'C' to spell 'Doll.'

Narrator (if player tries to drag I to ghosted letters): Try again! There's not an 'I' in 'Doll.'

vSegment 9: DOLL goes down chimney and morphs into a Doll



Description	In	Out	Length
DOLL letters go down the chimney, see DOLL come out of chimney and morph into a doll, Bear finds the doll. See Santa's sled over Dog's house.	00:05:13	00:05:31	:18

Segment

On entry DOLL letters go down the chimney and then see the letters coming out of the chimney. They morph into a Doll.

Kids: Doll!

Bear wakes up to find her present.

Bear: Oh, she's perfect!

See Santa flying to Dog's house.

TRANSITION OUT: Video shrinks and leads to next iSegment.

iSegment 9: Finding “BALL” letters in Santa’s bag



Segment

On entry, player hears Santa’s voice and sees a top down view closeup of the back of Santa’s sleigh. His bag is open showing letters. The location of the letters changes upon repeat play. B-A-L-L ghosted letters appear at bottom of screen, player needs to find letters B-A-L-L in Santa’s Bag and drag them to the shelf at the bottom.

Narrator: And last, can you find the letters for Dog’s Ball?

Narrator (after 10 seconds inactivity): Let’s help Santa find the letters B-A-L-L.

Narrator (after 30 seconds inactivity): Use your finger to match the letters.

Narrator (if choose a letter, then 4 seconds of inactivity): Keep finding letters!

Santa (random, in between player activity): Ho ho ho!

Kids (when player touches B): B!

Kids (when player touches A): A!

Kids (when player touches L): L!

Kids (when player touches L): L!

The player finishes dragging all of the letters to the shelf. The arrows appear beside the letters, and the player must pinch to morph into the word thing.

Narrator: Well done! Dog will love his Ball.

PlaySquare appears around BALL. Tracing PlaySquare prompts next vSegment.

Leveling

There are distractor layers in the sled in the 2nd and 3rd levels. If the player drags these to the word shelf, they get an audio prompt and the letter flies back to its place.

First level: only B, A, L, L

Second level w/ dissimilar letters: adding V and T

Second level w/ similar letters: adding G and J

Kids (when player touches V): V!

Kids (when player touches T): T!

Narrator (if player tries to drag V to ghosted letters): Nope! There's no 'V' in 'Ball.'

Narrator (if player tries to drag T to ghosted letters): Oops! 'Ball' doesn't have any T's.

Kids (when player touches G): G!

Kids (when player touches J): J!

Narrator (if player tries to drag G to ghosted letters): Nope, there's no G in 'Ball.'

Narrator (if player tries to drag J to ghosted letters): Try again! 'Ball' doesn't have any J's.

vSegment 10: BALL goes down chimney and loses an “L”



Description	In	Out	Length
BALL goes down Dog’s chimney, but the second “L” doesn’t make it. Bear comes to Dog’s house and she explains what’s wrong. They look for an L outside.	00:05:32	00:06:43	1:11

Segment

B-A-L goes down Dog’s chimney, but the second L bounces off of the chimney and doesn’t make it inside.

Narrator: Uh oh. It looks like one of the letter-L’s for Dog’s present didn’t make it into the chimney.

Dog tries to morph B-A-L together, but it doesn’t work. Bear enters.

Bear: Merry Christmas, Dog. Look at my new doll, isn’t she perfect?

Dog: Whines

Bear: What’s the matter dog?

Dog: Points at B-A-L

Bear: B-A-L. Oh no. You need two L’s to make a BALL, just like you need two L’s to make the word DOLL. And you only have one L. That’s why it’s not morphing into a Ball. Well, maybe we can find you another L for your ball. C’mon. Let’s go.

See Dog and Bear walking through the landscape.

Narrator: So Bear and Dog set out to find an L that would fix the BALL.

TRANSITION OUT: Video shrinks down to transition to next iSegment.

iSegment 10: Decorating Christmas tree



Segment

Enter segment with only an undecorated tree in shot. Bear and Dog are not in frame. The only decoration is a STAR wordthing as the tree topper. In front of the tree are four boxes overflowing with Christmas decorations. The boxes contain individual Christmas lights, ornaments, pinecones, and tinsel respectively, and the front of each box has an icon indicating what's inside. Possibly one of each object would be hovering over the boxes. Colors/styles of objects could change upon repeat play.

This is an explorable pano, but it should not be snowing. Around the landscape there are "gift" wordthings that turn into a present when touched (i.e. bicycle, train, truck, stuffed animal, etc.). The presents are also wordthings, they toggle back and forth between wordthings and letters when touched. Also can be other wordthings around the landscape, same as the opening pano or differnt.

Player drags decorations to the tree. Each box of decorations is infinite, and the kid can place the decorations anywhere they want on the tree. The player should be able to move decorations around once placed, and can also move decorations off the tree and back to the box.

Narrator: No L's here, but I do see a tree that needs Christmas cheer. Let's decorate the tree!

Narrator (10 seconds after the entry line): Touch the star when you're finished decorating the tree.

Narrator (after 10 seconds inactivity): Drag the decorations from the boxes to the tree.

Narrator (after place object, random): That looks great!/ Beautiful!/ Great decorating!

Narrator (after place object, then 5 seconds inactivity, the arrow glows): When you're finished decorating, touch the star.

When the player touches the star, the lights and star light up, the tinsel shimmers, and there's a magical sparkle around the tree. The PlaySquare appears around the STAR.

Narrator (after place last object): *Wow, you really brought some Christmas cheer to WordWorld!*

TRANSITION OUT: *Player must trace PlaySquare to move to next vSegment.*

vSegment 11: Pig shows off his sled, Pig gives sled to Sheep



Description	In	Out	Length
Pig shows off sled, Pig gives sled to Sheep	00:06:48	00:07:50	1:02

Segment

On entry Pig is coming up hill with sled.

PIG: Hey.

Bear: Merry Christmas Pig.

Pig: Merry Christmas to you, too. Check out my new SLED. It's just what I wanted.

Pig slides out of frame on SLED.

Pig: Weeeeee! Whoaaaa!

Sheep: Merry Christmas, everyone.

Bear: Merry Christmas, Sheep!

Pig: Oh, this is fun!

Sheep: Look at Pig go! That looks like fun.

Pig: Merry Christmas Sheep. Check out my new SLED.

Sheep: Wow, that's really a nice sled Pig. I want to slide down the hill like you.

Pig: Here, Sheep. Take my sled.

Sheep: Oh no no no Pig. I couldn't take your new sled.

Pig: I insist. I want you to have it. Sure thing.

Sheep: Oh, thank you. Thank you so much!

Sheep slides down hill off screen.

Sheep: Wheel!

TRANSITION OUT: Video shrinks down to transition to next iSegment.

iSegment 11: Sledding fun with Sheep



Segment

Enter scene with Sheep sitting on top of a very tall hill. Her back is to camera, and just barely visible at the bottom of the hill is an archway/gate that signifies the end goal. The game is played from Sheep's POV, looking down the hill, similar perspective to the skier image above. Sled responds to tilts forward/back and left/right. Sled does follow physics rules- Sheep picks up speed when tilted forward, loses speed when iPad is flattened or tilted towards player.

There are wordthing obstacles that break apart when hit. Could be snowmen, trees, presents, etc.. Sheep should not fall off of the sled when she hits things, it's too scary in a sledding scenario. Hitting things slows her down to almost a stop.

Narrator: Help Sheep try out her new sled. Tilt the picture to steer Sheep down the hill.

Narrator (after 10 seconds inactivity): Wiggle the picture to make Sheep sled down the hill.

Narrator (after player moves iPad but then stops for 5 seconds): Keep going! Help Sheep get to the gate at the bottom.

Sheep (random, while sledding): Wheee!/<giggles>/Woo hoo!/ This is so fun!/ Let's go this way!/ I love sledding!/ I love the snow!

Sheep (random, when hitting objects): Oops!/<giggles>/ Oh I'm so sorry!/ Ooh!

Narrator (after hit obstacles): Wiggle the picture to steer Sheep around obstacles.

When the player has steered Sheep to the arch gate at the bottom of the hill, *a PlaySquare appears around Sheep and the sled.*

Narrator (congrats): Well done! You helped Sheep sled to the bottom of the hill!

TRANSITION OUT: Player must trace PlaySquare to move to next vSegment.

vSegment 12: Sheep thanks Pig, Ant and cousins enter



Description	In	Out	Length
Sheep thanks Pig for the sled. Pig sings song. Bear and Dog leave to look for an L, and run into Ant with his cookie. Ant's cousins enter asking for cookie.	00:07:51	00:09:16	1:25

Segment

Bear: Wow, that was really nice of you. Giving sheep your sled like that.

Pig: Oh, it was nothing. Giving is what Christmas is all about. (Sings) It feels so good to get the gifts that Christmas time can bring, but when I give a Christmas gift, it's better than anything.

Bear: Gee, Pig sure made Sheep happy. C'mon dog. Let's go find you another letter L.

Dog: <woof woof>

Bear: Huh?

They see Ant carrying a giant cookie.

Ant: Merry Christmas Bear and Dog.

Bear: Wow! Santa sure brought you a huge Christmas Cookie.

Ant: He sure did!

Bear: Hey ant, we're looking for an extra L. Have you seen any?

Ant: Sorry. No L's around here.

Bear: Well, alright. Thanks anyway. Enjoy your cookie.

Ant: I will. I just love COOKIES.

Ant cousins enter.

All Ants: We just *love* cookies.

Ant: Huh? Oh hey guys, I was just about to eat my Christmas present. Yummy Cookie.

All Ants: Yummy Cookie!

Ant: Would you like some?

All Ants: (Gasp) We'd like some. We'd like some.

Ant: Here you go, guys!

TRANSITION OUT: After vSegment plays, the video shrinks into iSegment.

iSegment 12: Ant gives his cookie to his cousins



Segment

Enter with the Cookie in the center of the screen and the ants arranged around the cookie in a circle in a top-down view. Each ant has a ghosted letter on the ground next to him (in random order, not in C-O-O-K-I-E order). Letter placement changes upon repeat play.

Narrator: Use your finger to help Ant share the cookie with his cousins.

The user touches a letter in the cookie wordthing to drag it away from the cookie. When a letter leaves the cookie wordthing, it becomes a cookie-textured block letter. When the user drags the block letter to the correct ghosted letter, it snaps into place (similar to when we put letters on a shelf but these are all spread out).

Ant Cousins (when correct letter given to them): Yum!/Mmm mmm!/Thanks!/<nom nom>

Narrator (after 10 seconds of inactivity): Use your finger to give each Ant the right cookie letter.

Narrator (if move a piece but then 4 seconds of inactivity): Keep going! All of Ant's cousins want a piece of the cookie.

Kids (when player touches C): C!

Kids (when player touches O): O!

Kids (when player touches O): O!

Kids (when player touches K): K!

Kids (when player touches I): I!

Kids (when player touches E): E!

When the last cookie letter is distributed, the ants march to the center of the screen holding their cookie pieces. They do NOT restore the letters to the cookie wordthing.

Narrator (when the last cookie letter is distributed): Great job! You helped share Ant's cookie!

TRANSITION OUT: The PlaySquare appears around the ants. Player needs to trace around PlaySquare in order to move to next vSegment.

vSegment 13: Ant sings, Bear gives “L” to Dog



Description	In	Out	Length
Ant sings, Bear gives and L from her Doll to Dog. They sing the Build a Word song.	00:09:22	00:11:21	1:17

Segment

Upon entry, we see the Ant cousins holding their cookie pieces.

All Ants: Thank you Ant. Merry Christmas!

Ant cousins eat the cookie pieces.

Bear: Gee Ant. You gave away your whole Cookie! There's none left for you.

Ant: I know, but even though I like Christmas Cookies, I like giving stuff to others even better. After all, giving is what Christmas is all about. (sings) It feels so good to get the gifts that Christmas time can bring. But when I give a Christmas gift, it's better than anything.

All Ants: Yay, Ant!

Bear: Wow, that sure was nice of Ant to give his cookie to his cousins.

Dog opens bag he has been carrying and spreads B-A-L across snow.

Bear: Ahh. Dog, I wish there was some way I could give you the Christmas Present that you want. <gasps> Maybe I can. All you need is one more L to make a ball, right? Well, I have an L for you, right here on my doll.

Bear pulls DOLL apart.

Narrator: But your Doll, that's *your* Christmas present.

Bear: Yes, but it's Christmas. And the only thing better than getting presents is giving presents.

Bear adds her L to B-A-L.

Bear: After all, giving is what Christmas is all about. (Sings) It feels so good to get the gifts that Christmas Time can bring. But when I give a Christmas gift, it's better than anything.

Bear: C'mon dog. It's time to (pause) build a word!

Bear: (Sings) It's time to build a word. Let's build it. Let's build it now. B-ALL.

TRANSITION OUT: After vSegment plays, the video shrinks into iSegment.

iSegment 13: Morphing BALL



Segment

Upon entry, see a closeup of B-A-L-L with a snowy background.

Narrator: Help build Dog's present! Squeeze the letters together to... build a word!

Arrows appear on both sides of BALL, when pushed together they morph into a BALL wordthing.

Kids: BALL!

Narrator: The only thing better than getting presents is giving them.

TRANSITION OUT: PlaySquare appears around BALL—tracing around square prompts final vSegment.

vSegment 14: End celebration



Description	In	Out	Length
End celebration	00:11:30	00:12:09	:39

Segment

Upon entry, see Bear and Dog dancing.

Bear: ♪Yeah we just built a word. We built it. We built it!

Dog plays with ball.

Bear: Well, merry Christmas to you, Dog.

Narrator: And Merry Christmas to All! The end.

TRANSITION OUT: Screen shrinks back to the home screen of the app