



About PLD

PLD, founded by renowned Australian Speech Pathologist and Educator Diana Rigg, stands for Promoting Literacy Development.

The dynamic organisation equips parents and teachers with quality education programs, resources and services designed to maximise literacy based learning outcomes for 3 to 11 year olds.

Resources are used in the traditional classroom and as teaching aids in the home and at school.

PLD's range of products and services represent a unique and distinctive integration of recent research findings and best practice in the disciplines of speech pathology, occupational therapy and education.

Challenge

PLD, as a traditional publishing company, has produced 90 resources/programs, each addressing specific skills from the three areas as shown in the visual below:



The content of each program varies. Often they incorporate physical resources such as worksheets, activity cards, assessment sheets, posters and game boards. The product range is specifically tailored to particular activities, age groups and various skill levels.



PLD provides further support for teachers and parents by using modern media such as their website where development milestones information can be downloaded. Free videos are available, demonstrating in person how to use the learning resources.



As a forward thinking business, PLD recognised the need to develop digital products and apps to maintain a sustainable competitive advantage. Realising children, parents and teachers are using iPads, it was a natural development to tap into evolving media such as game apps, complementing PLD's existing resources.

Concurrently, PLD was aware of the lack of resources in educational organisations; there are only limited numbers of iPads available, so the challenge was to equip the children with the best possible resource to support improving childhood literacy.

CASE STUDY



IPAD GAME APP FOR TEACHING LITERACY

INDUSTRY: EDUCATION



Solution

PLD's first project was to develop a range of iPad app games for reading.

In order to overcome the challenge of restricted resources, the game was to be developed for two children to play simultaneously.

Lateral was assigned to develop a range of iPad games to enhance reading skills. Lateral, as app developers, not only worked closely with PLD's graphic designers to assure consistency in the look and feel of all PLD products; they also maintained close contact with PLD's director, as she is a Classroom Teacher,

a Specialist Literacy Teacher, as well as a Speech Pathologist. This triangle of professional collaboration resulted in the release of PLD's first app game called "PLD 2P Read 1a", in the Apple Store. It is the first app in a series of four games.



The early literacy game addresses the category CVC (consonant vowel consonant) for those students on the verge of reading,

or who have recently started reading. The theme plays around space and uses rockets, stars and clouds, suitable for children at the age group around pre-primary school.

Result

Four weeks following its release, the first PLD iPad game app ranked sixth in the paid Word Games category in Apple's iPad Top Charts.

Buyers stated in reviews that the app "perfectly compliments the use of Diana Rigg literacy strategy in my classroom", "we have purchased 20 of these apps for our Pre primary iPads. We love the two player aspect...", and "my son wanted me to play it with him". The majority of the reviewers gave 5 stars.

