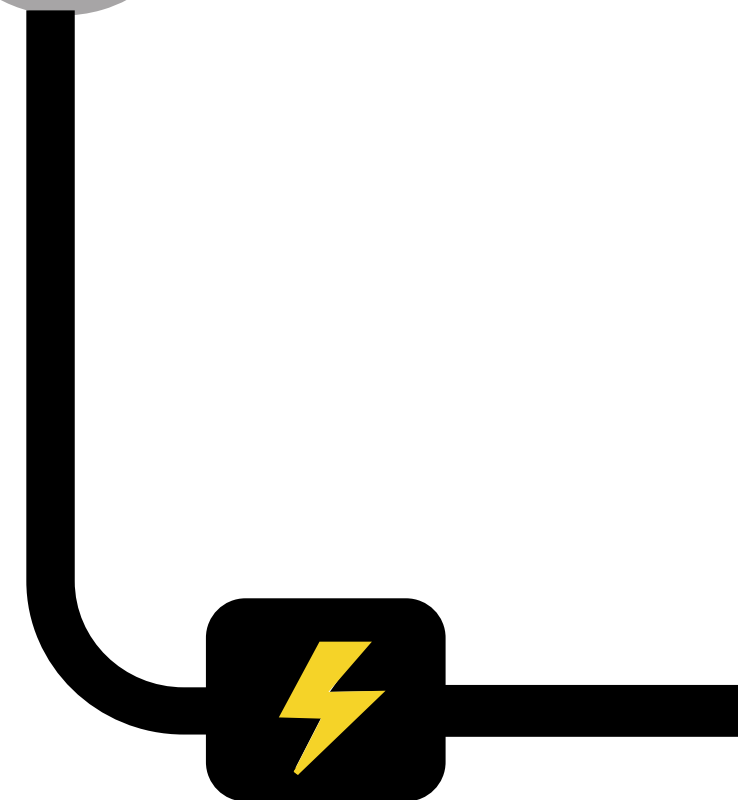


# Brain Steam

Laurie Bishop



## Inspiration: Improvements in Student Learning:

### Information Retention



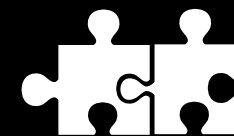
Information retention is significantly reduced through traditional lecture-reading models.\*

### Student Engagement



Student engagement is increased up to 50% through demonstration and discussion alone.\*

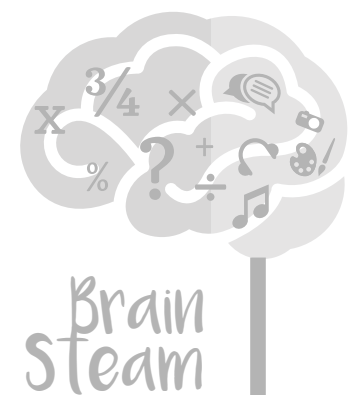
### Relatable Experiences



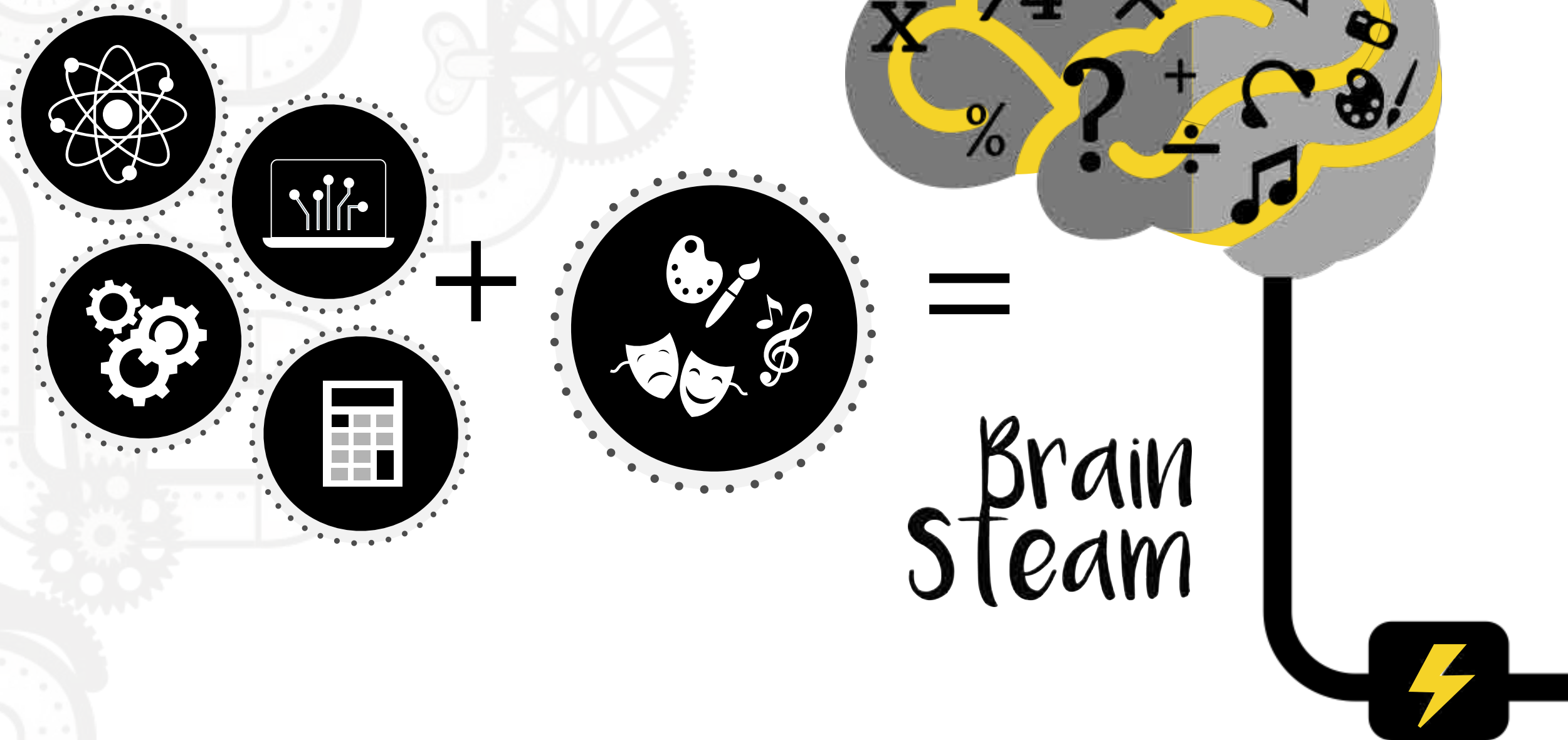
Students engaging in relatable experiences with others increase learning retention up to 90%\*

“Better understand people. Observe their lives, hear hopes and desires. Get smart on the challenge.” - IDEO

\* From National Training Labs | Bethel, Maine



Inspiration: Researching STEM vs. STEAM:



“Better understand people. Observe their lives, hear hopes and desires. Get smart on the challenge.” - IDEO

Inspiration: Difficult situations inspire ingenious solutions.  
In order to solve wicked problems we should consider the following:



No Artificial  
Learning



Authentic  
Experience

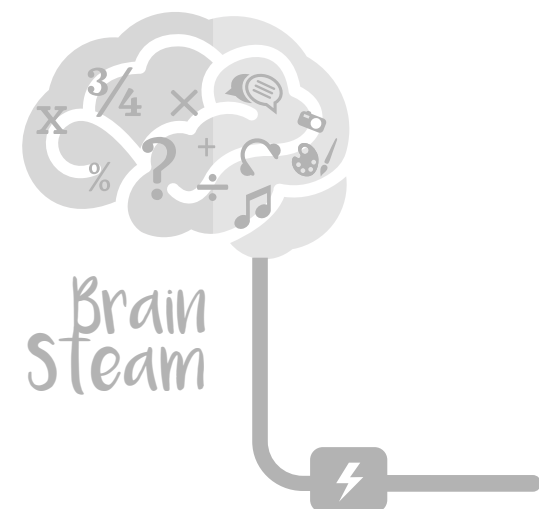


Local Education  
as Incubator

“Necessity is the mother of invention.”\*

\*English proverb sometimes attributed to Plato.

“Better understand people. Observe their lives, hear  
hopes and desires. Get smart on the challenge.” - IDEO



## Inspiration: Elevate Student Education through STEAM:



Develop activities that foster inspiration and design thinking.

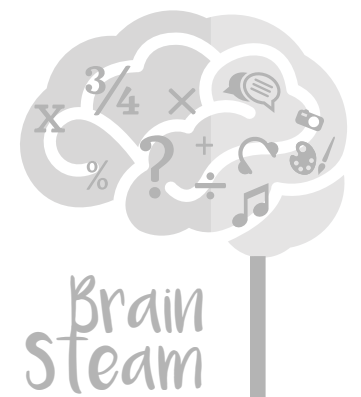


Hands on learning incorporating STEAM ideology.



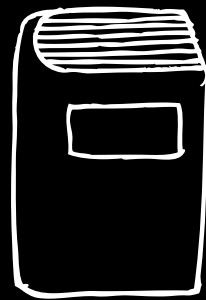
Target young students ages 4-8 to develop early life-long learning skills.

“Better understand people. Observe their lives, hear hopes and desires. Get smart on the challenge.” - IDEO





Ideation: Benchmarking: What are the current available resources?



Activity Books

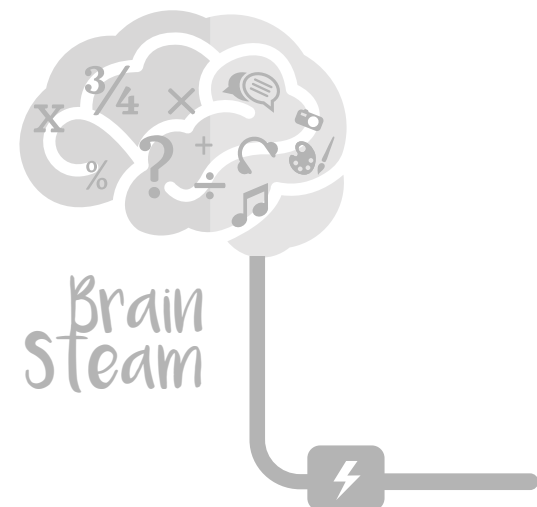


Online Blogs



Pinterest

“Making sense of information. Generate ideas, identify opportunities for design, test and refine solutions.” IDEO



## Ideation: Interviews & Feedback:

“The Arts are not just tools to be added to the curriculum. They are their own branch of thinking. The arts represent feeling and being and experience. The Arts do not need to justify their existence by how helpful they are to the ‘really important stuff.’

**Arts are the  
important stuff.”**

Josh Heethius | Math Teacher | Drama Club | St. Johns Public Schools

“The national numbers are staggering. In Michigan alone, it’s reported that 21st-century workers  
**require skills that  
many of today's  
graduates don't have.”**

Mark Palmer | Principal | St. Johns Public Schools

Today’s ideals surrounding STEM education make students feel if they are interested in design, then their creativity is not as important - or even worthless.

**STEM perpetuates the idea  
that creative thinking is not  
needed; doing what has  
always been done is ok.**

Amy Jo Duckett | Former Teacher | Homeschool Mom

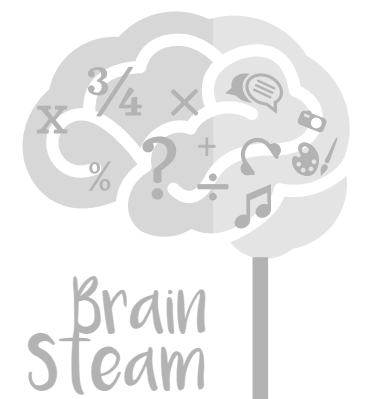
“Making sense of information. Generate ideas, identify opportunities for design, test and refine solutions.” IDEO

Brain  
steam

## Ideation: Testing in the Classroom.



“Making sense of information. Generate ideas, identify opportunities for design, test and refine solutions.” IDEO





Ideation: Design Opportunities:

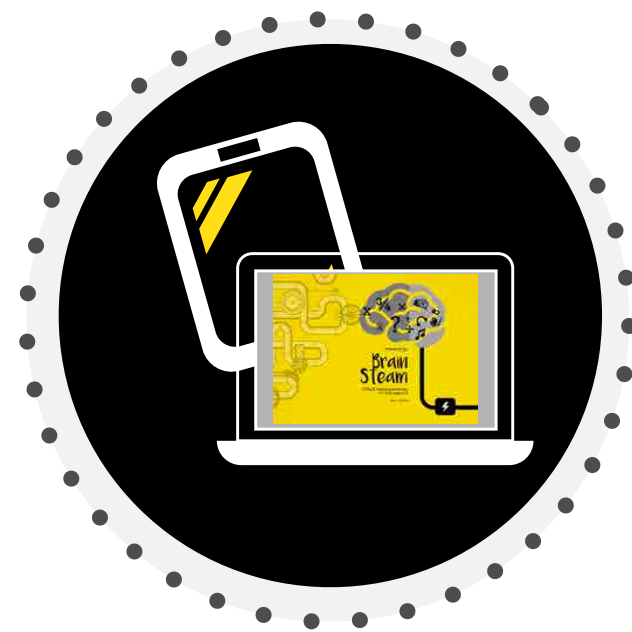
## Visuals, Graphics, Gamefy, Inclusion & Activity Engagement



Durable, Expandable  
Activity Book

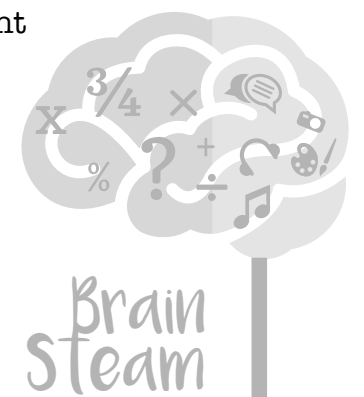


Durable, Visual  
Flashcards

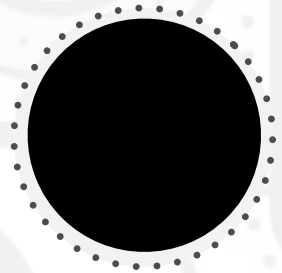


Application &  
Website Content

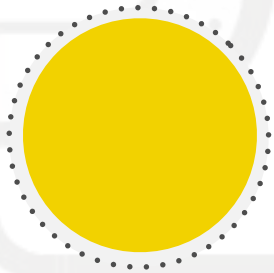
“Making sense of information. Generate ideas, identify opportunities for design, test and refine solutions.” IDEO



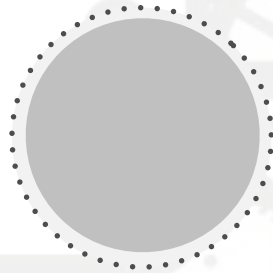
Ideation: Brand Elements:



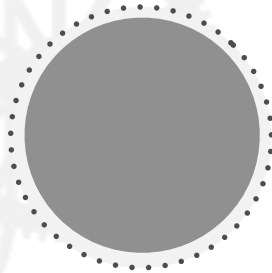
Licorice



Cab Yellow



Nickel

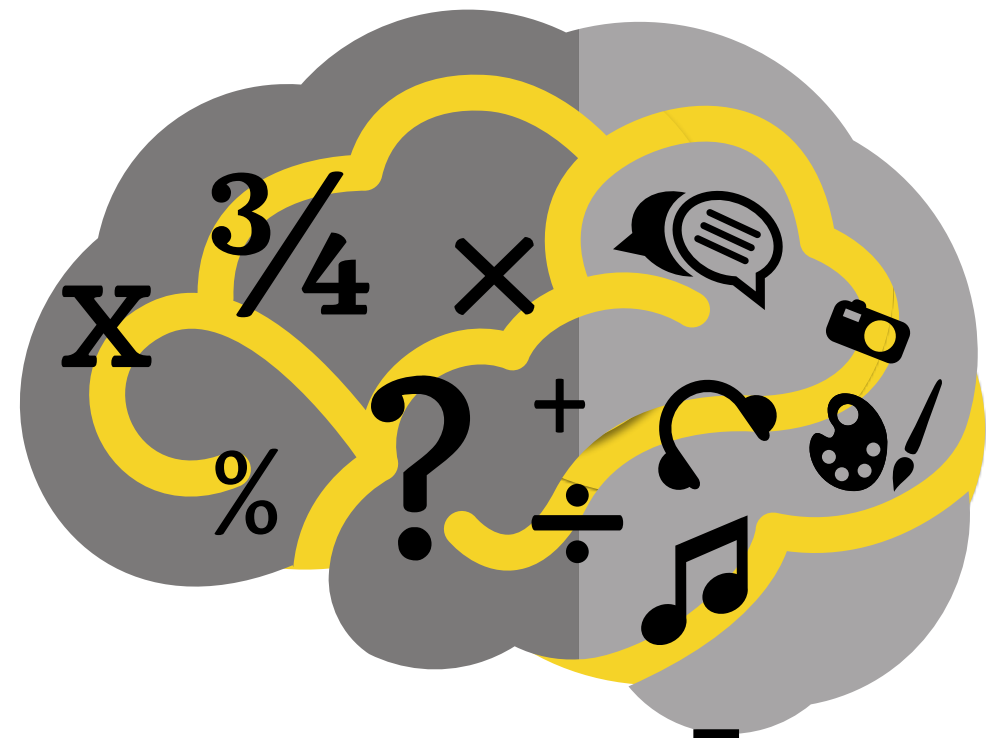


Tin

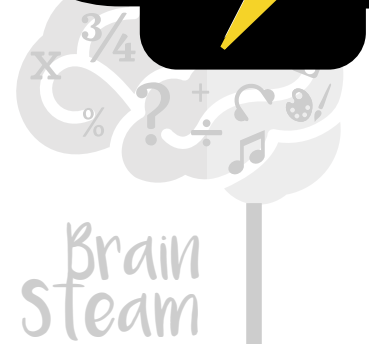
Luna

American  
Typewriter

“Making sense of information. Generate ideas, identify opportunities for design, test and refine solutions.” IDEO

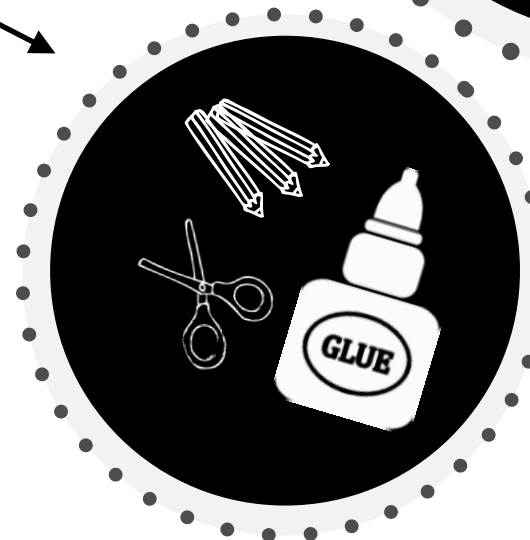
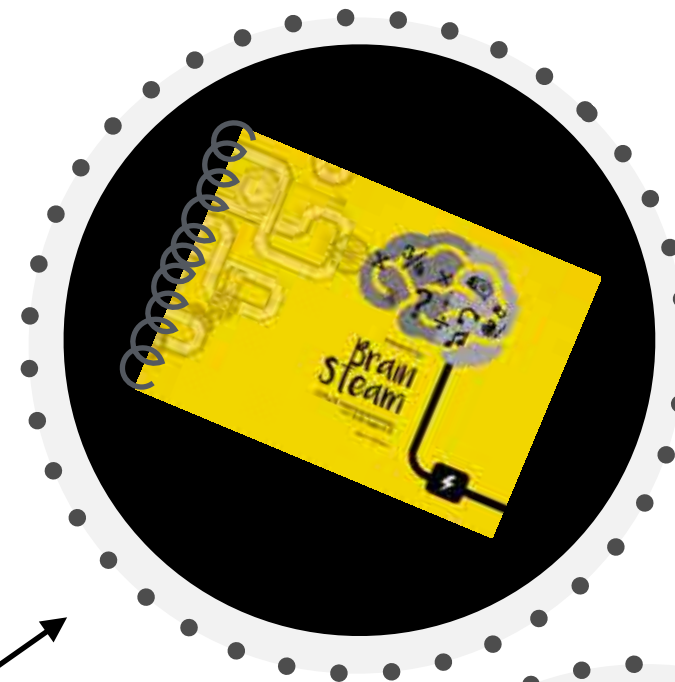


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Steam



Brain  
Steam

## Implementation: Game Box:



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Steam

“Bringing the solution to life. Getting the idea to market and maximizing the impact.” IDEO

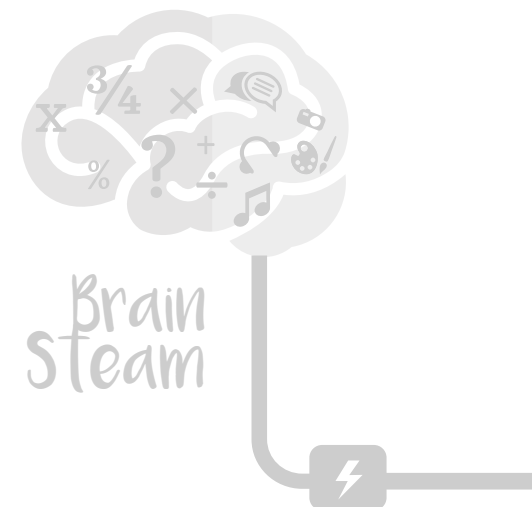


## Implementation: Digital Content:

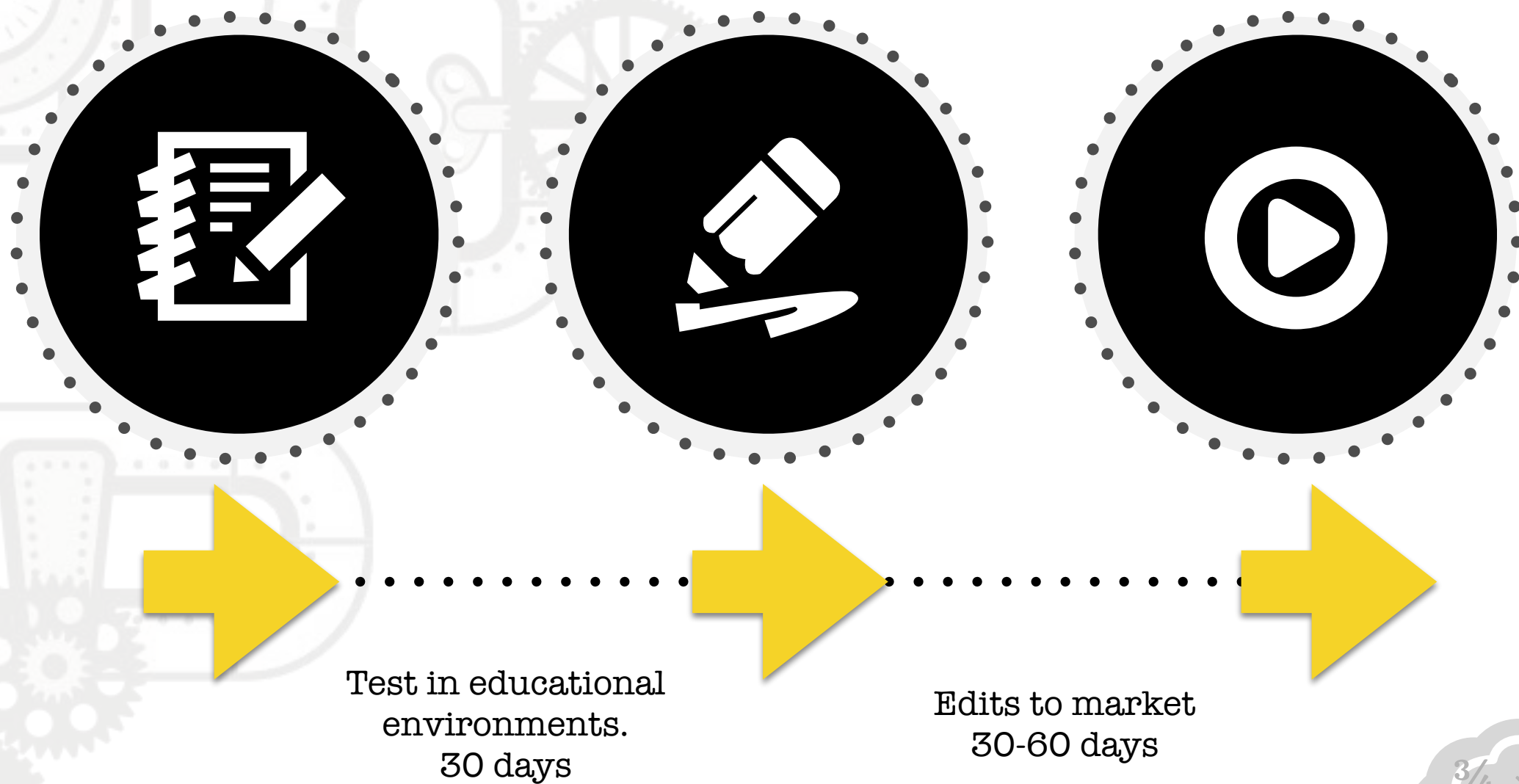


Purchase Kit | Downloadable Content  
Expansion Packs | Blog | Newsletter  
Digital Book Available on iBooks with interactive content  
Application for iPhone & Android phones

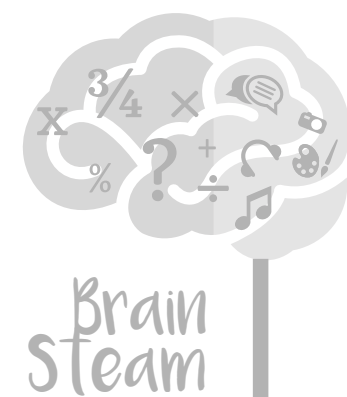
“Bringing the solution to life. Getting the idea to market and maximizing the impact.” IDEO



## Implementation: Next Steps: Test, Edit and Market:



“Bringing the solution to life. Getting the idea to market and maximizing the impact.” IDEO





Thank you



<https://laurielocalemedia.wixsite.com/poweredbybrainsteam>



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