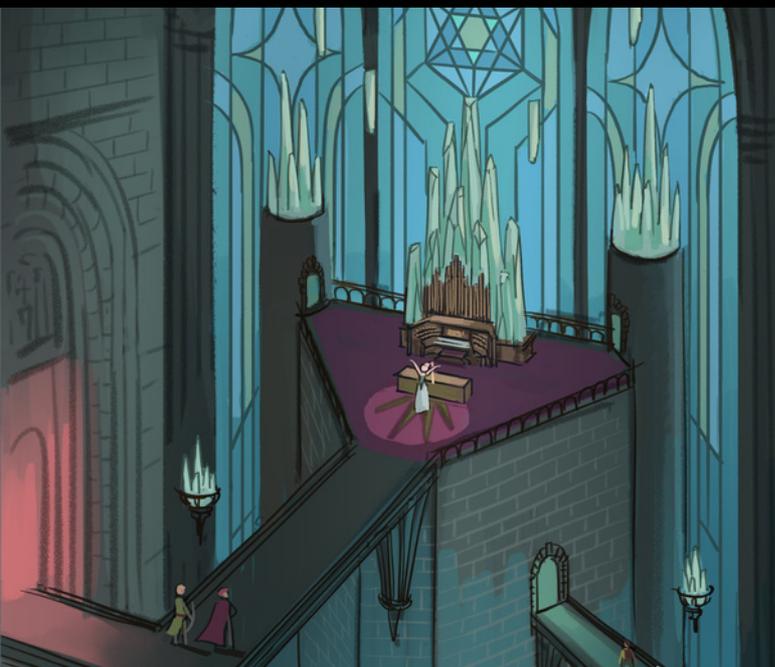


Welcome to Luden

Narrative-Driven Creative Writing
Adventures w/ Press Start Academy





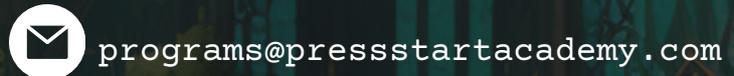
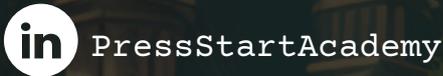
CONTENTS

SECTION	PAGE
I. OUR LEARNING EXPERIENCES	03
II. LEARNING OUTCOMES	05
III. EXAMPLES OF OUR PROGRAMS	06

OUR STORY

Press Start Academy is an education startup building fun, immersive, facilitated K-12 learning experiences founded on the 21st-century skills, and training teachers on how to do the same for their students.

Launched in 2019, we have to date developed over 40 innovative holiday and after-school programs, successfully pioneered an online and blended learning model, and have launched regular semester enrichment programs with a diverse set of international and public schools in Hong Kong, Singapore and Mainland China.



WE ARE PROUD TO HAVE COLLABORATED AND PARTNERED WITH A NUMBER OF WELL-RECOGNIZED EDUCATIONAL INSTITUTIONS:

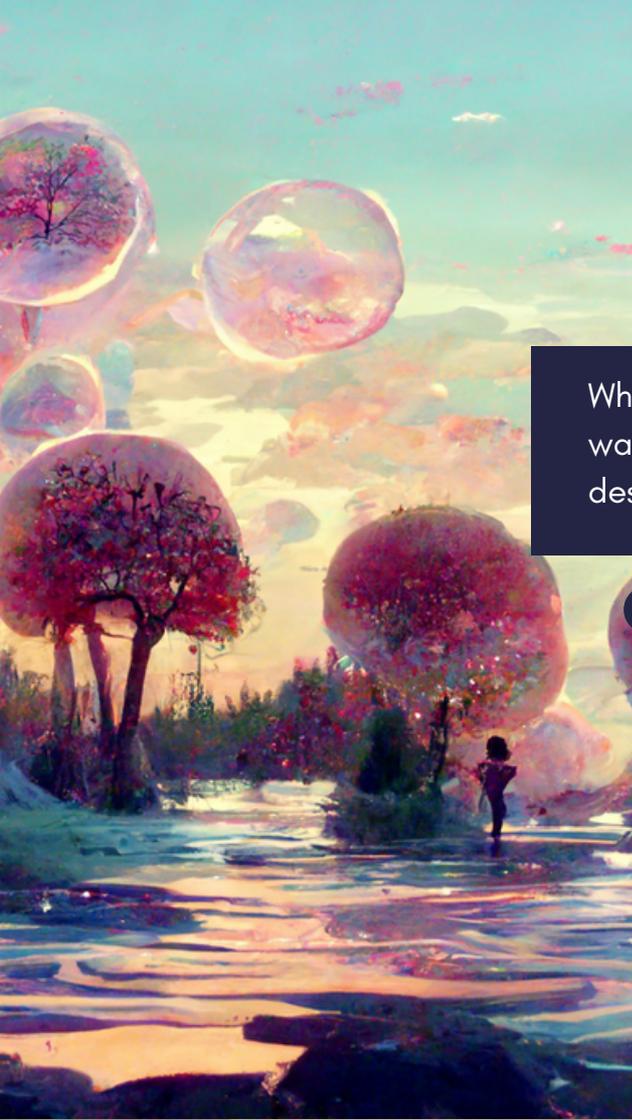


OUR LEARNING EXPERIENCES

While serving audiences from primary school all the way to corporate, our learning experiences are designed with the following three key principles:

1 They're designed outcome-first, with a focus on developing the 21st-century skills needed to thrive in the modern environment.

Our programs aren't just aligned to international academic standards; they're founded on our standardized, three-tiered 21st-century skills framework. Behind each program is a robust, tailored curriculum containing intentional observation points for various indicators, traits and skills. This allows us to provide comprehensive, qualitative feedback closely linked to real-world contexts.



Time + Slides	Activity + Teacher Cues	Activity Specific Criteria	General C Tracker Points	Key Vocabulary
Lesson Breakdown				
Day 1 Mr Murphy				
Slides 1 - 6	<p>6-8 Remember to edit Slide 3, with the Teacher's own personal preferences.</p> <p>9-10 Remember to edit Slide 3, with the Teacher's own personal preferences.</p> <p>11-12 Remember to edit Slide 3, with the Teacher's own personal preferences.</p> <p>13-14 Remember to edit Slide 3, with the Teacher's own personal preferences.</p> <p>15-16 Remember to edit Slide 3, with the Teacher's own personal preferences.</p> <p>17-18 Remember to edit Slide 3, with the Teacher's own personal preferences.</p> <p>19-20 Remember to edit Slide 3, with the Teacher's own personal preferences.</p> <p>21-22 Remember to edit Slide 3, with the Teacher's own personal preferences.</p> <p>23-24 Remember to edit Slide 3, with the Teacher's own personal preferences.</p> <p>25-26 Remember to edit Slide 3, with the Teacher's own personal preferences.</p> <p>27-28 Remember to edit Slide 3, with the Teacher's own personal preferences.</p> <p>29-30 Remember to edit Slide 3, with the Teacher's own personal preferences.</p> <p>31-32 Remember to edit Slide 3, with the Teacher's own personal preferences.</p> <p>33-34 Remember to edit Slide 3, with the Teacher's own personal preferences.</p> <p>35-36 Remember to edit Slide 3, with the Teacher's own personal preferences.</p> <p>37-38 Remember to edit Slide 3, with the Teacher's own personal preferences.</p> <p>39-40 Remember to edit Slide 3, with the Teacher's own personal preferences.</p> <p>41-42 Remember to edit Slide 3, with the Teacher's own personal preferences.</p> <p>43-44 Remember to edit Slide 3, with the Teacher's own personal preferences.</p> <p>45-46 Remember to edit Slide 3, with the Teacher's own personal preferences.</p> <p>47-48 Remember to edit Slide 3, with the Teacher's own personal preferences.</p> <p>49-50 Remember to edit Slide 3, with the Teacher's own personal preferences.</p> <p>51-52 Remember to edit Slide 3, with the Teacher's own personal preferences.</p> <p>53-54 Remember to edit Slide 3, with the Teacher's own personal preferences.</p> <p>55-56 Remember to edit Slide 3, with the Teacher's own personal preferences.</p> <p>57-58 Remember to edit Slide 3, with the Teacher's own personal preferences.</p> <p>59-60 Remember to edit Slide 3, with the Teacher's own personal preferences.</p> <p>61-62 Remember to edit Slide 3, with the Teacher's own personal preferences.</p> <p>63-64 Remember to edit Slide 3, with the Teacher's own personal preferences.</p> <p>65-66 Remember to edit Slide 3, with the Teacher's own personal preferences.</p> <p>67-68 Remember to edit Slide 3, with the Teacher's own personal preferences.</p> <p>69-70 Remember to edit Slide 3, with the Teacher's own personal preferences.</p> <p>71-72 Remember to edit Slide 3, with the Teacher's own personal preferences.</p> <p>73-74 Remember to edit Slide 3, with the Teacher's own personal preferences.</p> <p>75-76 Remember to edit Slide 3, with the Teacher's own personal preferences.</p> <p>77-78 Remember to edit Slide 3, with the Teacher's own personal preferences.</p> <p>79-80 Remember to edit Slide 3, with the Teacher's own personal preferences.</p> <p>81-82 Remember to edit Slide 3, with the Teacher's own personal preferences.</p> <p>83-84 Remember to edit Slide 3, with the Teacher's own personal preferences.</p> <p>85-86 Remember to edit Slide 3, with the Teacher's own personal preferences.</p> <p>87-88 Remember to edit Slide 3, with the Teacher's own personal preferences.</p> <p>89-90 Remember to edit Slide 3, with the Teacher's own personal preferences.</p> <p>91-92 Remember to edit Slide 3, with the Teacher's own personal preferences.</p> <p>93-94 Remember to edit Slide 3, with the Teacher's own personal preferences.</p> <p>95-96 Remember to edit Slide 3, with the Teacher's own personal preferences.</p> <p>97-98 Remember to edit Slide 3, with the Teacher's own personal preferences.</p> <p>99-100 Remember to edit Slide 3, with the Teacher's own personal preferences.</p>	<p>1. When Teachers (or student volunteers) read through the text with a highlighted key word, pause and do the following:</p> <ul style="list-style-type: none"> Ask students whether they are familiar with the specific words, whether they know how to pronounce it and use it in a sentence. If students are unfamiliar with the word, explain the word using simpler terms and break down the word's phonics gradually in terms of syllables or variations in pronunciation. Students should identify the word's definition and use it when going through the introductory slides, please refer to the plot overview for the narrative of the Peak of Mystery. <p>2. Slide 6: Introducing the main concept and key vocabulary used in the game.</p> <ul style="list-style-type: none"> Show examples of what students can suggest for the trip: <ul style="list-style-type: none"> Sleeping bag Map 	<p>1. Able to describe their favourite animal and food in detail, either using vocabulary of associated properties, or not.</p> <p>2. Able to understand how definitions work.</p> <p>3. Able to begin justify their own choice with reasons.</p>	<p>1. Student (Belonging to the very distant past and no longer in existence) "VSE", "use (found answers)", "Tesserae".</p> <p>2. Writing (Introduction)</p> <p>3. Drawing (Introduction)</p> <p>4. The (Found)</p> <p>5. (Introduction)</p> <p>6. (Introduction)</p> <p>7. (Introduction)</p> <p>8. (Introduction)</p> <p>9. (Introduction)</p> <p>10. (Introduction)</p> <p>11. (Introduction)</p> <p>12. (Introduction)</p> <p>13. (Introduction)</p> <p>14. (Introduction)</p> <p>15. (Introduction)</p> <p>16. (Introduction)</p> <p>17. (Introduction)</p> <p>18. (Introduction)</p> <p>19. (Introduction)</p> <p>20. (Introduction)</p> <p>21. (Introduction)</p> <p>22. (Introduction)</p> <p>23. (Introduction)</p> <p>24. (Introduction)</p> <p>25. (Introduction)</p> <p>26. 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2 They're built analogue-first, with a learner-centric process that can scale regardless of platform and medium.

We strive to create the most interactive form of learning; this places our focus on the learning process, and removes a reliance on technology and platforms that comes with digital-first experiences. This allows us to keep equity at the forefront of our work, ensuring that the highest-quality education is accessible to all.

3 They're delivered fun-first, with learning taking place via debrief, reflection and application following immersive gameplay.

Depending on the age and skill level, we use games as the vehicle for learning and application, or as the entry point for debriefing, discussion and reflection. This allows us to create a structured but malleable framework for immersive learning through play, which is scalable across age ranges and skill focuses.

WELCOME TO LUDEN

OUR SHARED UNIVERSE FOR PRIMARY & MIDDLE YEARS

Luden is the Press Start Shared Universe* in which our Primary & Middle Years English programs are set. With this fun and innovative fictional backdrop, our programs share the following unique traits:



CONTINUITY

- Events and settings across different programs share the same origin and terminology
- The lore, mythology and progression are consistent, immersive and memorable for students
- There is a shared sense of purpose among students and familiarity with the stories and characters



SELF-EXPLORATION

- Instructors act as Game Masters, guiding students through a self-directed, collaborative adventure
- Open-ended adventure design allow for creativity, strategic thinking and collaboration
- Quest Journals contain writing assignments linked to in-game events for deep learning and practice



DIVERSITY

- Each program is set in different locations across the world of Luden, with unique focuses and aspects
- Each program focuses on different writing skills, from descriptive writing to character creation
- Each program features different gameplay modes and mechanics for fresh new play experiences



PERSONALIZATION

- Each program can be run at different age levels, with adjustments made to the educational content
- Students can enroll based on the stories they are interested in, not just the content at hand
- Parents and schools can choose based on the skills they would like their children to develop

* A fictional realm in which multiple independently created works are set, with self-consistent events and settings. Popular examples include the Marvel Cinematic Universe and the Wizarding World (Harry Potter).

WATCH OUR TRAILERS!



#1: INTRO



#2: LANDMARK



#3: CHARACTER

LEARNING OUTCOMES AND OBJECTIVES

We draw our curriculum and teaching inspirations from concepts such as constructivism, learning through play, design thinking and creative flow.

21ST-CENTURY SKILLS

Our skills development focus is built around the 6Cs interpretation of the 21st-century skills, as first proposed by Michael Fullan. Underlying all our lesson plans is a robust, proprietary, three-tiered skills framework that provides intentional observation points delivered through our learning through play approach.

- Communication
- Critical thinking
- Creativity
- Collaboration
- Citizenship
- Character development



ACADEMIC ALIGNMENT

In order to ensure world-class academic outcomes, we reference and align our curriculum with international standards including the Primary and Middle Years Programs (International Baccalaureate), the International Primary and Middle Years Curriculum (Fieldwork Education), and the Cambridge Primary English Curriculum Framework. Core skills include:

- Sentence construction
- Descriptive writing
- Dialogue writing
- Persuasive writing
- Debate and public speaking
- Journalism
- Peer review and feedback



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BEGINNERS CREATIVE WRITING PROGRAMS

AGES 6–8*



PEAKS OF
MYSTERY



FORBIDDEN
FORESTS

OTHER PROGRAMS:

- IN THE DEEP
- INTERGALACTIC INVASION

INTERMEDIATE CREATIVE WRITING PROGRAMS

AGES 8–11*



THE EYE OF THE
PYRAMID



TRIAL BY FIRE

OTHER PROGRAMS:

- FROSTBOUND
- THE BARD'S TALE
- THE BURNING PORTAL
- THE DRAGON'S BREATH
- PRINCE OF HAR

IMMERSIVE CREATIVE WRITING PROGRAMS

AGES 11–14*



THE CRYSTAL
TOWER



THE LICH OF
LYMONIX

OTHER PROGRAMS:

- THRONE OF STORMS
- EON EXPEDITION

* The Years listed per program are based on a medium-to-strong grasp of the English language and are for reference only. In English-as-a-Second-Language (ESL) settings, we recommend shifting one level down.



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ADVANCED CREATIVE WRITING PROGRAMS

AGES 11–14*



A WORLD OF YOUR OWN



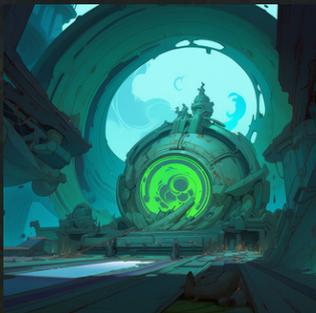
A CHARACTER OF YOUR OWN

OTHER PROGRAMS:

- JOURNEYS OF YOUR OWN
- QUEST OF YOUR OWN

INTEGRATING AI INTO WRITING

AGES 8–14*



EON EXPEDITION



PRINCE OF HAR

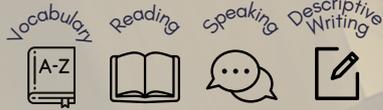
OTHER PROGRAMS:

- A CHARACTER OF YOUR OWN

* The Years listed per program are based on a medium-to-strong grasp of the English language and are for reference only. In English-as-a-Second-Language (ESL) settings, we recommend shifting one level down.

BEGINNERS PROGRAMS

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1
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3



PEAKS OF MYSTERY

Hidden deep within the mountains of Alteria, a powerful crystal is distorting the balance of nature. Using vocabulary and grammar skills, students will unlock mysterious, meet new friends, and defeat powerful enemies. Oral English, reading and descriptive writing are key throughout this daring adventure.

INTERMEDIATE PROGRAMS

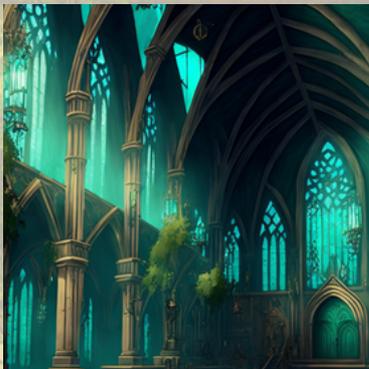
Y THE EYE OF THE PYRAMID

3 Mysteries lurk around every corner in the Pyramids of Har, as students' actions and choices help shape their journey through this curious pyramid. Along the way, they will encounter characters, navigate environments, solve puzzles and practice their writing skills as they solve the mystery lurking deep in these ancient ruins.



IMMERSIVE PROGRAMS

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-
8



THE CRYSTAL TOWER

This creative writing adventure program asks students to protect the city of Mirth from a wicked mastermind. As they work with their peers to navigate challenges, solve problems, and defeat formidable monsters, they develop their story comprehension, strategic thinking, and collaborative decision-making skills. Are you ready to put your magic and imagination to the test?

Y A WORLD OF YOUR OWN

6 This program enhances understanding and application of world-building techniques to create a compelling, believable world. Will you be drawing inspiration from your favorite sci-fi or fantasy series, or opting for alternate history? Will your stories be set in an Earth-like environment, or in an imaginary setting with its own physics and logic? The choice is all yours!



INTEGRATIVE AI PROGRAMS

Y

6

8



EON EXPEDITION

This program exposes learners to a choose-your-own-adventure style of storytelling. It is a comprehensive skill-building experience that enhances critical thinking and creativity, nurtures linguistic proficiency, and introduces students to the exciting world of generative AI and its applications in storytelling.

Please note that the programs displayed above are just a sample. For a comprehensive list of programs and detailed synopses, we invite you to visit our website at www.presstartacademy.com. Discover the full range of offerings and explore the exciting opportunities that await your school.

LUDEN

A NEVER-BEFORE-SEEN CLASSROOM



PressStartAcademy



PressStartAcademy



PressStartAcademy



programs@pressstartacademy.com



PLAY. LEARN. GROW.