2012 National STEM Video GAME Challenge
SESAME STREET PRIZE

Sesame Street STEM HTML5 Game Challenge
In this season of *Sesame Street,* Sesame Workshop continues to focus on STEM education, encouraging children to think critically about Science, Technology, Engineering, and Mathematics. Through this STEM curriculum, children become active participants in the learning process—solving problems using critical thinking and scientific process skills.

The Challenge
Create a STEM web game built in **HTML5** and optimized for iOS / Android touch-screen tablets that reflects the Sesame Street brand. The game must include one of the following three scenarios:

- A park, an elephant, a pulley, a tree
- A restaurant, a cheese wheel, a wedge, a mouse
- A farm, a skateboard, a ramp, a chicken

The game must target children in **Pre K – 1 grade** and STEM should be presented as one unified discipline, rather than four independent domains. The game should focus on at least four of the following scientific process skills:

- Observing
- Questioning
- Investigating
- Analyzing
- Reporting
- Reflecting on the big idea

Game play should allow for children to have multiple ways to solve a problem. Note, as the core audience of your game is pre-literate, we advise against using text to instruct or explain game play.

Technical Guidelines

- Games must be built using HTML5 framework
- Must be in-browser games (not native app)
- Must be optimized for iPad2 and Android 3.0+ tablets
- Maximum game play area should be 1020 X 650 pixels centered on background, but background can be larger if desired
- Games requiring Wi-Fi or Ethernet connection are OK

The Process

Each applicant must submit the following:

- A fully-completed application form, which must specify the name of the entrant or, if the entry is submitted by a team, the name of the team leader, all members of the team and all accurate and up-to-date contact information, including an e-mail address and phone number.
- A written game proposal describing the entrant's project. Each proposal must contain the following components:

    - **Entry Title**
    - **Executive Summary**
    - **Concept Overview:** What is your project? At what stage of development is the project? Your overview should also address the following questions:
        - **Educational value proposition and impact:** What educational need(s) does your project aim to address? How have you been/will you measure educational impact?
        - **Research:** What research theories or evidence is driving the development of your project? What, if any, research has been done, and what are the outcomes?
        - **Contribution to the field of math learning:** How does your project address the challenge of math curriculum through digital gaming?
        - **Playability:** How does the project work?
        - **Potential for Scale:** Does your project have potential for broad-scale impact? What is the feasibility of mass production, marketing and distribution? Please outline your thoughts around an implementation plan.
        - **Underserved communities:** Can your project be made available on a platform that is accessible to underserved communities, such as being played via a dial-up internet connection with a standard web browser or mobile phone that has limited connectivity and functionality?
        - **Next steps:** Sketch out your plan for what you will do next if you win the Grand Prize. What is your next stage of development?

- **Link to playable prototype**: The project must be at a stage where a field/market test can occur. Idea/concept stage projects will not be accepted. Each submission must consist of an embedded link to an online video of the prototype being demonstrated or a link to the prototype itself if it is available to be played online.
- **Biography:** A brief biography of the entrant or, if you are applying as a team, brief biographies of each of the team members. Each biography must not exceed 500 words and must contain information about the applicant's or team member's relevant work experience and educational background. It should be submitted in the form of a portable document format (PDF) file. For teams, all team member biographies must be included in one PDF document.

Each part of our submission should be uploaded to the www.STEMchallenge.org site; each submission should comply with all of the entry guidelines listed in the rules.

Judging

Judging will take place utilizing the following criteria:

- Potential to reach underserved communities
- Originality
- Feasibility for large-scale impact
- Educational quality and math impact (targeting grades pre K – 1)
- Team strength (i.e., strategy of overall plan)
- Engagement