

# GAMEUP

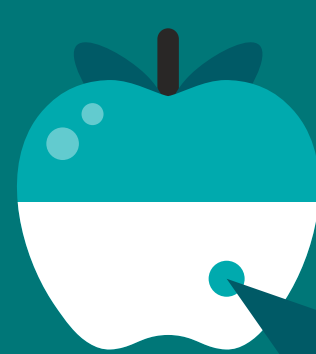
BRAINPOP.COM/GAMES

## WHY TEACH WITH GAMES?

Today's teachers and learners are equipped with an ever-expanding toolbox of digital technologies. All over the world, educators are using game-based learning to motivate students, encourage participation, foster creative problem solving, strengthen critical and systems thinking, pose adaptive challenges, and spark inquiry in their classrooms.



## GAME-BASED LEARNING IN U.S. SCHOOLS



### 55%

of U.S. teachers report using games in their classroom at least once a week.



“When you look around and see kids trying to mathematically figure out algorithms for the diets and reproductive rates of the animals in a game, you know you've struck gold.”

— KEVIN ALLGOOD  
Middle School Science Teacher  
Volusia County, FL

### 78%

of U.S. teachers who use games in their classrooms agree that games have improved their students' mastery of curricular content/skills.



“What makes @brainpop #GameUP great is that each game is connected to Lesson Ideas. So critical! #G4CIndustry”

— RAFRANZ DAVIS  
Executive Director of Professional & Digital Learning  
Lufkin, TX

## WHAT IS GAMEUP?

GameUp is a curated collection of cross-curricular learning games developed by leading publishers, universities, and organizations around the globe. Titles are paired with supporting resources and best practices to facilitate the seamless integration of game-based learning.



## WHO'S TEACHING & LEARNING WITH GAMEUP?

### 1MIL+

monthly active users

### 25%

of elementary and middle schools in the U.S. subscribe to BrainPOP

### 100

Users in over 100 countries

## THE GAMEUP MODEL

What makes GameUp such a valuable tool for educators and students alike?



### THOROUGH VETTING

Every game goes through a thorough **evaluation** process, which ensures that only high quality games make it onto the site.



### EXCEPTIONAL PARTNERS

We've formed close ties with leading **developers** in the educational game industry so that we can help to support their work while exposing teachers and students to award-winning content.



### EDUCATOR RESOURCES

For every game, we offer a variety of supporting **resources** that educators can use to incorporate the game into their curriculum, including video clips, lesson plans, assessment tips and more.



### NON-STOP GROWTH

Our team is always on the lookout for new partnership opportunities and great new games to add to our collection.

## GAMEUP BY THE NUMBERS

### 600+

BRAINPOP TOPICS covered on GameUp

### 120+

EDUCATIONAL GAMES currently on GameUP

### 50+

Professional game development PARTNERS that participate in GameUp

### 0

ADVERTISEMENTS that users will encounter on GameUP

## WHAT TYPE OF SKILLS CAN BE LEARNED WITH GAMEUP?



Digital Citizenship



Argumentation



Critical Thinking



Perspective-taking



Nutrition



Number Sense



Test Preparation



Systems Thinking



Earth Awareness



Coding



Scientific Inquiry



Data Analysis

...AND MANY MORE!

## GAMEUP ENGAGEMENT OVER THE 2015-2016 SCHOOL YEAR

### 2.2 MILLION

hours of gameplay

### 50 MILLION

page views

### 5.7 MILLION

new visitors

### 4K

students reflecting on their gameplay with SnapThought every month



## FROM GAME TO GAMEUP



### 1. FIND AND CONNECT

A member of our team finds an interesting game and we get in touch with the publisher, OR one of our existing **partners** releases a new game.



### 2. REVIEW

We **evaluate** the game, making note of what we like along with any questions we may have or bugs we find, and then share feedback with the publisher.



### 3. CREATE SUPPORT RESOURCES

We obtain all relevant materials from the publisher, and then align the game to appropriate grade level(s), subjects and educational standards. We also work with the publisher to create **support materials** including lesson plans, videos, game guides, teaching tips, and more.



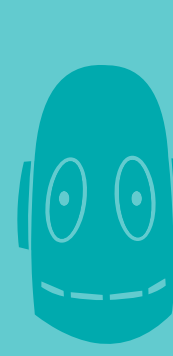
### 4. QA TEST

We create a page for the game on GameUp and make sure that the game is working properly in all browsers and on all devices.



### 5. PUBLISH!

Time for the official launch! We write a **blog** entry and post announcements on **social media** introducing our users to GameUp's newest addition.



## GAMEUP

BRAINPOP.COM/GAMES

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