PLUM LANDING
Project Description

PLUM LANDING is a digital project that uses videos, games, apps, and hands-on activities to help connect 6- to 9-year-old children to nature, teach them about ecosystems, and get them pumped up about their role as caretakers of the planet.

The storyline revolves around Plum, a video game designer from desolate Planet Blorb. Plum longs to experience nature—so, she commandeers a space ship and zooms down to Earth. There, she befriends five kids and sends them out on missions to explore Earth's ecosystems. These five kids—Clem, Brad, Gabi, Oliver, and Cooper—enthusiastically help Plum create games by testing possible challenges and tools, making observations, or searching for things she's heard about—say, shrimp in the desert—but hasn't been able to locate. The kids visit four different ecosystems in their travels—a desert in Australia, a mangrove swamp in Belize, a mountain in the Canadian Rockies, and a rainforest in Borneo.

The PLUM LANDING characters and storyline are featured in all the media components, which are designed to work together to create an interactive learning loop that cycles kids through video clips, online games, hands-on science activities, and mobile apps. By inviting children to watch, play, investigate, and document, PLUM LANDING offers children diverse and repeated opportunities to explore the science and systems of the natural world.

The major components of the PLUM LANDING website are:

Videos
http://pbskids.org/plumlanding/video/index.html
Here, children can find 50 short video clips—30 animated "webisodes" showing Plum and her Earthling friends exploring four ecosystems on Earth (the Australian desert, Bornean rainforest, Belizean mangrove swamp, and Canadian Rockies), and 20 live-action videos showing kids and their friends and families investigating nature in their own neighborhoods.

Games
http://pbskids.org/plumlanding/games/index.html
The Games section of the PLUM LANDING website contains eight online games. These games are set in the same ecosystems as the animated webisodes. Four games ask children to take pictures of plants and animals that display features or behaviors that help them survive in different environments. Four games ask children to create their own virtual ecosystems using the plants and animals that live there. Kids can earn points by playing these games and then redeem them for digital animated "stickers" of

plants and animals.

Pictures
http://pbskids.org/plumlanding/pictures/index.html
Here, kids can find the "Nature Sketchpad"—a drawing tool that they can use to create drawings of animals, plants, and ecosystems. Children can choose from several posted missions. (Example: "What would Clem find outdoors if she came to visit you? Draw us a picture!") Each week we review and post a selection of these drawings to our online gallery.

Plum's Photo Hunt Mobile App
http://pbskids.org/apps/plums-photo-hunt.html
Pictures from our mobile app also find their way into our online gallery. In this app, Plum sends kids on missions outdoors to photograph things that they find in nature like the weather, plants, shadows, and bugs. Children are then prompted to write a little bit about what they found, and send their submissions to Plum.

My Stuff
http://pbskids.org/plumlanding/mystuff/index.html
Children who are logged in with a PBS KIDS username and password can visit the My Stuff part of the site to see the stickers they've bought and the drawings and photos they've created.

The Ship
http://pbskids.org/plumlanding/ship/index.html
This part of the site contains information on the PLUM LANDING characters—Plum, Gabi, Oliver, Cooper, Clem, and Brad. Kids can click on each character to see a photo album of funny and surprising moments from the animated websiodes.

Educators
http://pbskids.org/plumlanding/educators/index.html
The Educators section of the site contains a "digital curriculum," developed specifically with informal educators in mind. The curriculum consists of collections of media resources paired with hands-on and outdoor science experiences. It offers educators multiple options for using PLUM LANDING resources, which are grouped by topics, such as habitats, ecosystems, and human impacts on the environment. The curriculum is also organizing according to the amount of time educators are spending with kids, from one hour in a drop-in afterschool setting to fifteen hours in a week-long camp experience.

Parents
http://pbskids.org/plumlanding/parents/index.html
The Parents section of the site contains a set of eight hands-on activities that promote active investigation of ecosystem concepts. Parents can also find a 2-page guide containing tips and suggestions for exploring science and nature outdoors.