

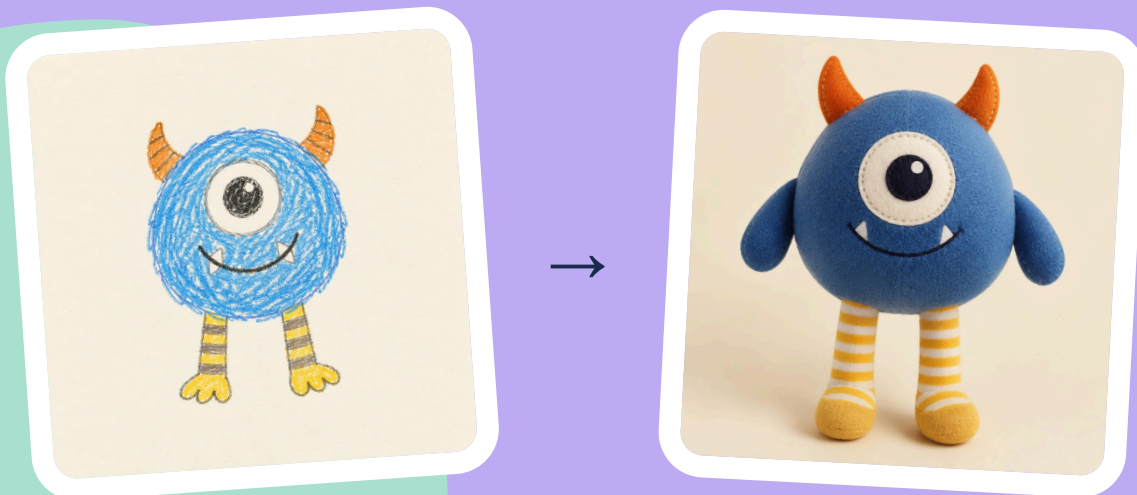


DESIGN A
TOY FOR
THE WORLD

TEACHER PACK • AGES 5-12

TURN YOUR CLASSROOM INTO A TOY DESIGN STUDIO.

Where little drawings become big ideas.



A complete, ready-to-teach lesson: introduce character design, invent an original soft-toy character, and write its story in 100 words or fewer.

THE CONTEST AT A GLANCE

Who can take part

Children aged 5–12, anywhere in the world. Two age groups by age on the day of entry: **Little Creators (5–8)** and **Young Designers (9–12)**.

What they make

One original drawing of a soft-toy / plush character, plus a description of up to **100 words**.

Two editions a year

Spring 2027 edition closes 15 March 2027 · Autumn 2027 edition closes 1 October 2027.

Who enters

A parent or legal guardian registers and pays the £10 entry fee at home. **Schools never handle payment or children's data.**

Contents

- 01 Lesson plan (60 minutes)**
Warm-up, invent, draw, tell, share.
- 02 Curriculum links**
Art & design, English, D&T, PSHE / wellbeing.
- 03 How judging works**
The five-part scoring guide, explained for children.
- 04 Supporting families**
Sending the parent letter and safeguarding notes.
- 05 Differentiation ideas**
Support and stretch for every age group.



Also in the resource set: Character Design Worksheet · Parent Letter · Classroom Poster · Certificate · Presentation Slides — free to download from DesignAToyForTheWorld.com/schools

ONE LESSON. ONE BRAND-NEW CHARACTER.

Learning objective: to invent an original character and communicate its personality through drawing and writing. **You will need:** worksheets, pencils, crayons or felt-tips, the slides (optional).

0–10 MIN

1

Warm-up: What makes a character?

Show three favourite toys or story characters. Ask: What shape are they? How do they feel? What makes them special? Collect ideas on the board as 'shape · feeling · quirk'.

10–20 MIN

2

Invent

Children answer the worksheet prompts: name, home, superpower, a funny habit, who they would be friends with. No drawing yet — imagination first!

20–40 MIN

3

Draw

Draw the character large and clear on the worksheet. Remind them it will become a soft toy: big simple shapes, friendly features, colours that matter.

40–52 MIN

4

Tell the story

Write up to 100 words: who is the character and why do they matter? Younger children can tell the story aloud for an adult to scribe.

52–60 MIN

5

Gallery walk

Lay drawings out as an exhibition. Each child shares one thing they love about a classmate's character. Hand out the parent letter.

ART, WORDS AND DESIGN — TOGETHER

Art & design

- ★ Using line, shape, colour and pattern
- ★ Developing ideas from imagination
- ★ Evaluating and talking about artwork

English

- ★ Character description and adjectives
- ★ Writing concisely (100-word limit)
- ★ Speaking and listening in the gallery walk

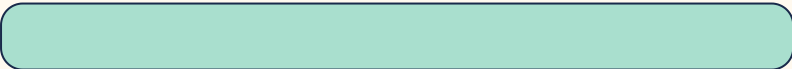
Design & technology

- ★ Designing for a user (a child who will hug it!)
- ★ Thinking about materials and safe shapes
- ★ From 2D drawing to 3D product

PSHE / wellbeing

- ★ Expressing feelings through a character
- ★ Kindness, friendship and belonging
- ★ Giving positive feedback to peers

THE 100-POINT SCORING GUIDE

	Originality & Imagination	30
	Character & Story	25
	Visual Communication	20
	Joy & Emotional Connection	15
	Potential to Become a Toy	10

Judges see only the drawing, character name, story, the child's first name, age and country — never surnames, schools or family details. Neatness is not the point: imagination is.

ENTERING IS A FAMILY MOMENT



Send it home

Give each child their worksheet and the parent letter.



Photograph it

A parent/guardian takes one clear photo of the drawing.



Enter online

They register, upload and pay £10 at the website.

Safeguarding at a glance

- ★ Children never create accounts or enter payment details.
- ★ Schools are not asked to collect or submit children's personal data.
- ★ Publication in the gallery happens only with separate parent/guardian permission.
- ★ The story helper only asks gentle questions — it never writes for the child.

SUPPORT AND STRETCH

Little Creators (5–8)

- ★ Use picture prompts and talk partners
- ★ Scribe stories, or write 3 simple sentences
- ★ Celebrate bold shapes and big colours

Young Designers (9–12)

- ★ Sketch three versions, then choose one
- ★ Add a 'toy spec': size, textures, features
- ★ Edit the story down to exactly 100 words



DRAW IT. DREAM IT. BRING IT TO LIFE.

Thank you for making space for imagination.

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October 2027

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Sample / trial drawings shown for illustration.