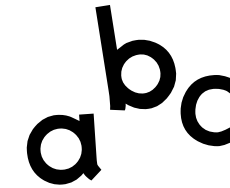


What is Letterland?

Letterland is a unique, phonics-based approach to teaching reading, writing and spelling to 3-8 year olds. The Letterland characters transform plain black letter shapes into child-friendly pictograms and they all live in an imaginary place called Letterland.

Simple stories about the Letterland characters, explain the full range of dry phonics facts so that children are motivated to listen, to think and to learn. These stories build to explain letter sounds & shapes, allowing children to progress quickly to word building, reading and writing.



Abstract letter shapes are transformed into motivating and engaging pictogram characters.

These colourful pictograms provide memory hooks for all the letter shapes and sounds.



Why Letterland?

✓ We are child-friendly

Letterland taps into children's imagination making learning fun and easy to remember. Just start to say any Letterlanders name for the correct letter sound.

✓ We have actions

Letterland uses actions that link to the letters of the alphabet, forging a strong connection between the action, letter shape and sound.



✓ We go beyond ABC

Letterland builds from single letter recognition to all 44 sounds heard in the English language, and covers 150 spelling patterns.



✓ We are synthetic phonics

'Synthetic phonics' refers to the blending of sounds together to make a word. Letterland also provides comprehensive support for explaining the change in sounds associated with different spelling patterns.

✓ We are backed by research

The use of characters and actions to teach phonics is in line with research on memory and the way we learn, supported by scientific research.

✓ Letterland works!

Letterland has been successfully helping children to read, write and spell for over 45 years in over 111 countries.

Don't just take our word for it! Take a look at:

www.letterland.com/testimonials

"Letterland is the most effective of all the synthetic phonics programs for children that I have observed or worked with. This program is not only extremely well-thought out, it is highly imaginative and distinctly and usefully memorable."
- Bob Schlagal, Ph.D., Professor of Reading

Letterland teaching scope

Early Years (age 2-5)

The Letterland Early Years teaching level provides children with a solid foundation for learning to read, write and spell.

Overview

- Actions for each letter
- Songs & rhymes
- Activities for each letter
- Handwriting
- Speaking & listening
- Vocabulary development
- Alliterative words
- Phonemic awareness

Teaching Scope

Letterland who's who **a-z**
Letter sounds & shapes **a-z**
Capital shapes **A-Z**
Long vowels **a, e, i, o, u**



Primary (age 4-7)

The Letterland Primary teaching level covers essential spelling patterns for all 44 sounds of the English language and includes a wide range of interactive teaching resources.

Overview

- Fast track **a-z**
- Blending
- Segmenting
- Long vowels
- Digraphs and trigraphs
- r-controlled digraphs
- High frequency words

Teaching Scope

Fast track (6 weeks or less!): **a-z, A-Z**
Word building: **a, e, i, o, u, ck, ng, sh, ch, th, ph, -ff, -ll, all, wh**
Consonant blends: **sc, sk, sm, sn, sp, st, sw, bl, cl, fl, gl, pl, sl, br, cr, dr, fr, gr, pr, tr**
Long vowels: **a_e, ai, ay, e_e, ee, ea, i_e, ie, y, igh, o_e, oa, ow, u_e, oo**
More digraphs & trigraphs: **ar, or, ir, ur, er, igh, oo, u, aw, au, ew, ow, ou, oy, oi, air, ear**



Advanced (age 6-8)

The Letterland Advanced teaching level introduces children to more phonemes, digraphs, complex spelling patterns and their exceptions.

Overview

- Word building
- Irregular vowels
- More digraphs and trigraphs
- Advanced spelling patterns

Teaching Scope

a (as in America/half)
able/ible (suffixes)
all/al (as in all/always)
are (as in scare)

al/el (as in musical/angel)
ce/ci/cy (soft c stories)
ch (as in school)
ed/ing (magic sounds)
e (silent), **e** (they)
ei (receive/height/eight)
en/est (magic endings)
er (sometimes magic)
ere (here/there)
full/ful (as in useful)
ge/gi/gy (soft g stories)

gh (as in brought/laugh)
ie (as in lie/field)
kn (as in knee)
le (table), **ly** (lovely)
less/ness (suffixes)
mb/mn (as in thumb/autumn)
o (as in love/one/who)
ous (as in famous)
ph (as in photograph)
que (as in antique)
tion (as in action)

wh (as in when/who)
wr (as in write)
y to i (as in cry/cries)
y (very/bicycle)



How to order

Orders to:

Grantham Book Services (GBS),

Trent Road, Grantham, Lincolnshire NG31 7XQ

Tel: +44 (0)1476 541 080

Fax: +44 (0)1476 541 061

Email: orders@letterland.com

Web: www.letterland.com

See www.letterland.com/distributors for a full list.

Letterland at home

Did you know there is also a range of home learning products designed to support and reinforce what children learn at school?



See www.letterland.com/products/home for a full list or email info@letterland.com to order a free Parent's Leaflet.



Sign up to the Letterland newsletter for free downloads, teaching tips and competitions:
www.letterland.com/information/newsletter

Product advice & support:

UK Head Office

Letterland International

Tel: +44 (0)1223 262 675

Email: info@letterland.com

Can you find all the Letterlanders?



Singing, acting, drawing, writing, moving, speaking and building words by 'being' the letters are all important parts of learning. Here are just a few of the great range of Letterland techniques you can use to help your children learn how to read, write and enjoy language!

Learn letter sounds

Sounds trick

START to say the character name, then STOP after the first sound:

Action trick

Reinforce the letter sound with a multi-sensory memory cue.

Alphabet songs

Sing the song to reinforce the letter sound:

"Clever Cat says 'c' in words,
'c' in words, 'c' in words.
Clever Cat says 'c' in words,
and cuddles close to me."



Clever Cat



Digraphs (change in sound)

Letterland uses interactive story-telling to explain new sounds and spelling patterns. These stories build on knowledge that children already have.

Clever Cat loves Harry Hat Man, but as soon as she finds herself next to him in a word his hairy hat makes her nose tickle. So whenever they come together in a word, all you can hear is her little sneeze, 'ch...'

There are short stories like this for all major recurring spellings.



Learn letter shapes

Finger tracing

Air trace to reinforce letter shape and direction. Finger trace on a Letterland wall frieze, ABC book or Picture Code Cards.

Picture coding

Draw in the Letterland character on the plain letter shape to increase personal involvement with print and help eliminate inadvertent letter reversals.

Handwriting songs

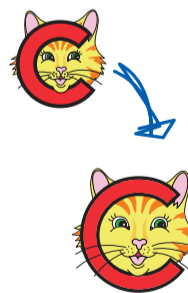
Handwriting songs relate letter shapes and formation to parts of the body, making it fun and easy to learn to write correctly.

"Curve round Clever Cat's face to begin.
Then gently tickle her under the chin."

Capital letter tricks (change in shape)

There's always a story to link lower and uppercase letter shapes. Clever Cat is so proud to start important words like names or places that she takes a deep breath and gets bigger.

When Harry Hat Man starts a name, he is so happy that he does a handstand with his hairy hat on!



Word building

Speaking & listening

Letterland introduces new vocabulary for children to apply their new found phonics knowledge.

Blending & segmenting

The children become Letterlanders, then model blending, segmenting and building words for the class.

Rollercoaster trick

To help blend individual sounds into words use the multi-sensory trick of drawing a roller-coaster curve to blend the sounds together into a word.

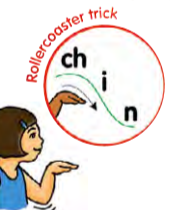
Advanced Spelling

All 44 sounds

Letterland goes much further than a-z! You can teach all the major recurring spelling patterns in the English language so your children can enjoy building sentences, reading books and fully participating in the world of literacy.

NEW: Phonics Readers

Letterland has a large number of decodable stories that link directly to the teaching order used in the the Letterland Teacher's Guide. As children progress, new letter sounds are added and previous learning is revised.



Download free sample lessons & the latest Letterland catalogue at:
www.letterland.com/information/downloads