



WILD OCEAN EXPLORERS

PLAY BOOK



PROJECT BACKGROUND



The Wild Ocean Explorers is a set of graphic assets and characters that MSC colleagues across the world can use to create activities for younger children featuring the three wild characters – Handi, Octavia and Tumble. The characters and graphic assets can be used in a range of resources - for instance informal education materials and downloads to support an education programme, in marketing assets to engage families, and in learning materials for teachers of younger children.

TARGET

The principle target audiences for the activity sheets are children aged 4-7 and their teachers and parents/carers. Handi Herring and if possible Octavia Octopus should also appeal to children up to 9 years old.

THE ROLE OF THE WILD OCEAN EXPLORERS

The three Wild Ocean Explorer characters introduce and guide children through a range of topics. The role of the characters is to introduce activities that young children can do, and to allow them to be character-led. The activities they feature in will often be printed by teachers or parents/carers, so the design will need to take into account the ease of printing (e.g. avoiding dark background where possible as it is heavy on printer ink). Activities could be produced in pdf, on PowerPoint or in another format for the website, or as a marketing asset for other printed purposes. This playbook includes example activities that use the characters and graphic assets in context for this audience.



INTRODUCTION TO THE CHARACTERS

Meet Wild Ocean Explorers, Handi Herring, Octavia Octopus and Tumble Turtle. Together they explore the oceans and its creatures, finding out how we can care for our fish and marine life. Children can complete each activity so they can be a Wild Ocean Explorer too!

Each character has their own personality and role in teaching and guiding younger children. If activities need instructions, facts about the ocean, information about sustainable fishing, or a creative idea or a question, you can use the right character to provide continuity in your materials.



OCTAVIA

Octavia Octopus is a clever mollusc who provides fun science facts about the sea creatures across the activities and helps Handi Herring and Tumble Turtle find out what they need to know on their sea exploring adventures.



TUMBLE

Tumble Turtle's aim is to help and protect sea creatures. He helps children find out how they can help care for the ocean and provides simple facts and information about sustainable fishing and how it can help look after sea creatures.

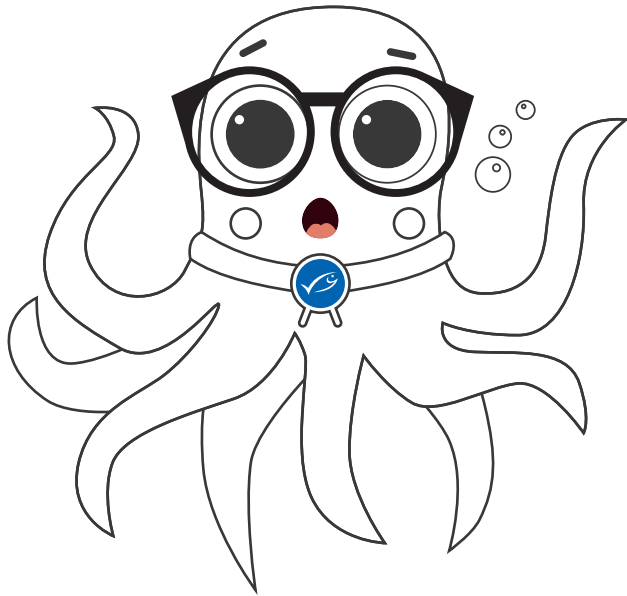


HANDI

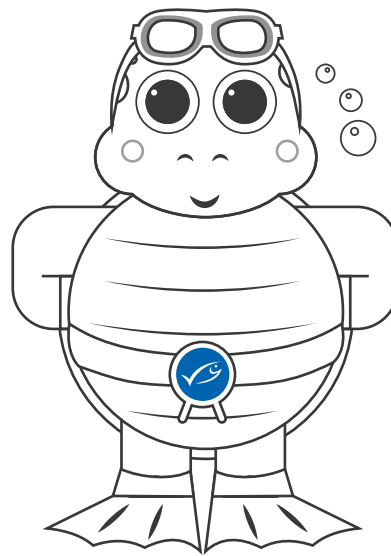
Handi Herring is a keen explorer of the oceans, questioning the what, why and where in her quest to find out more about the sea creatures around her. Her inquisitive questions are a key part of the activities. She is the 'voice' of the child, asking the questions children want to know the answers to.

CHARACTERS OUTLINED - TO COLOUR IN

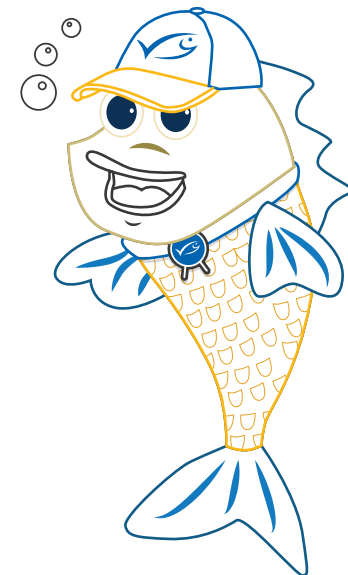
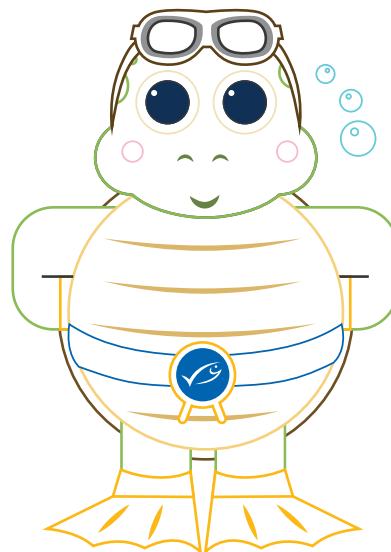
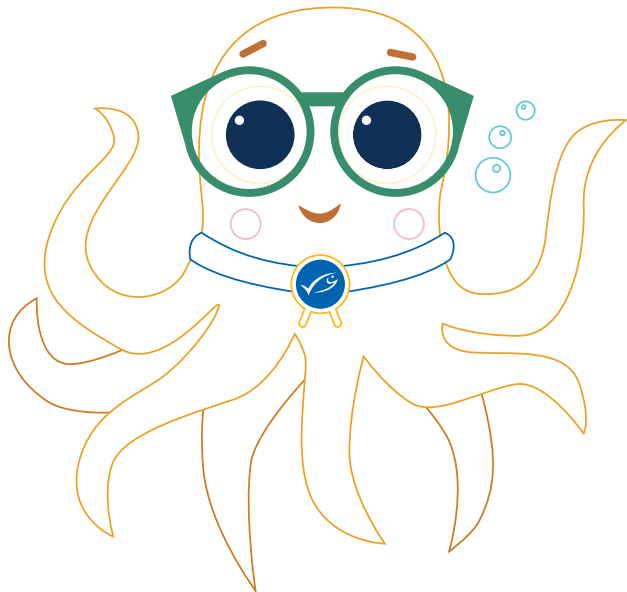
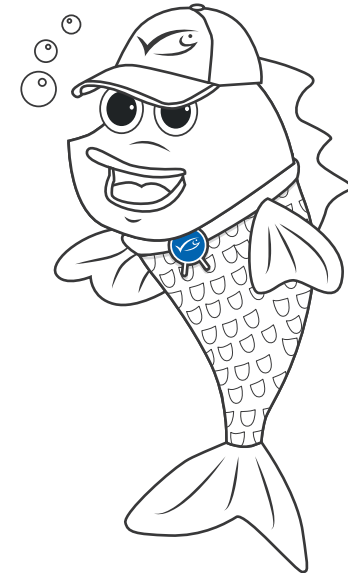
OCTAVIA



TUMBLE



HANDI



CHARACTERS - FACE EXPRESSIONS

These face expressions below can be used for all the characters, only replacing the eyes and mouth.



Surprised, talkative.



Bored, not engaged.



Happy, laughing.



Smile, cute.






















Sad, crying.



Cute, thinking.

COLOURS AND FONTS TO USE

COLOURS

Principal colours			Colours and tones											
Midnight Blue	#1B3053													
			#078A4E	#007E48	#007240	#E0855A	#BB562F	#A13D1F						
Orange Sunset	#F49712													
			#0AADB8	#079FA3	#009499	#E30613	#CC151C	#E9425B						
Green Grass	#94B948													
			#FCAE47	#E28308	#AB5817									
MSC Blue	#005BA7													

FONTS

LOCAL BREWERY - FOUR

This font will be used for all titles in the activities. Size 28.18pt

[DOWNLOAD LOCAL >](#)

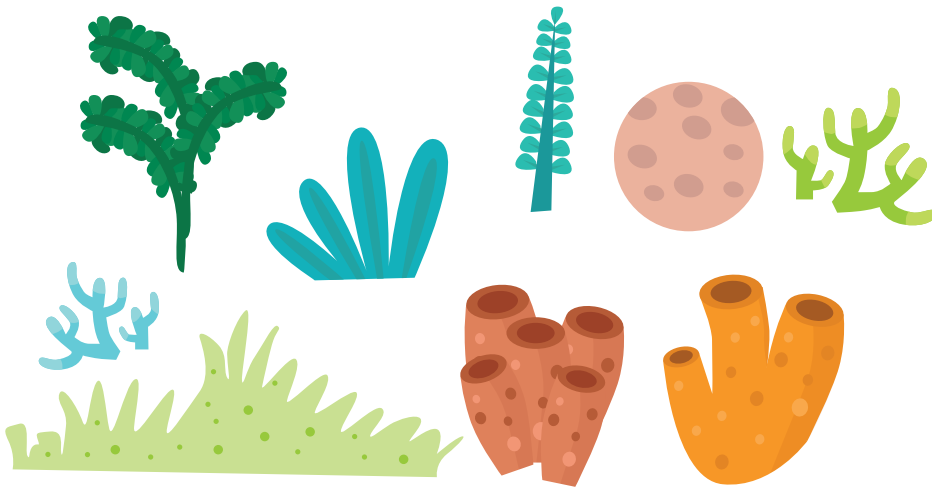
Meta Offc Pro

Meta family will be used as a main font for all text in the activities. Speech bubble text size is 12pt. This text size can't be smaller.

[DOWNLOAD META >](#)

SEA ELEMENTS TO USE - STYLE TO FOLLOW

Ocean Wild Elements



The Ocean Wild Elements will be used of part of the main style illustration, to make activities more colourful and playful for the children.



These elements below (splashes, arrows, waves and sea elements) will ensure a consistency with MSC brand.

We will use these elements to highlight or point at words or make activities clear. They are not to mix with the main illustration style, they are to reinforce and make activities clear for children, teachers and parents.

They can be used on different colours following our colour guideline and on white with midnight blue background.



Splashes



Arrows



Waves



Sea elements





ACTIVITY SHEETS

HOW TO DESIGN AN ACTIVITY PAGE

Main top tittles

Font - Local Brewery Four -
size 28pt - Colour MSC Blue

Title will always be
accompanied by a wave and
drops to highlight it.
See example on the right.

Blue speech bubbles

Are used for questions or
explanation of the activity,
things that children need to
do.

WHAT MAKES HANDI HERRING, A FISH?

I want to know what makes me a fish!

eyes
mouth
skeleton
fins
gills

We are looking at her through special x-ray vision to see how she is made. Can you label the parts of Handi that make her a fish?

Did you know fish use their gills to breathe oxygen underwater? As the water passes over the gills, oxygen is carried into the fish's blood and travels around the fish's body!

Outlines
The line thickness of the illustration for colour in should not be less than 1pt.

Broken egg speech bubbles
Are used for 'Did you know' tips and they will be accompanied by fish elements.

Bottom page
It will always have number of charity + wave + web and the symbol of 'Recycle me'

Marine Stewardship Council © 2020
Charity number 1066806

MSC.ORG/TEACH

Recycle me

DOWNLOAD ACTIVITIES >

SAMPLES OF ACTIVITIES

Activities need to be playful, colourful and fun. Use the space of the page as much as you can with all the elements of the brand to create a bold consistent product.

SPOT THE DIFFERENCE

I'm helping this fisher bring his catch of fish in. Can you spot the 6 differences in the picture?

One picture shows the safest and best way to catch fish. It means there are always more left in the sea, and seabirds and other animals are safe. Which picture do you think it is?

ANSWERS: The picture showing the best way to keep our ocean creatures safe is picture 1! All the differences are in picture 2:
 1. There are no ribbons on the line going out from the trawler / 2. The net has very small mesh holes / 3. There are more, and smaller, fish in the net. / 4. There is an extra bird in the sky / 5. Tumble's badge belt is missing / 6. There is a life belt missing from the boat.

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MSC.ORG/TEACH

Recycle me

MAKE FABULOUS FISH NUGGETS

Serve with your favourite vegetables, a wedge of lemon and your favourite sauce to dip your nuggets!

This is a super-simple, tasty recipe that you can make yourself, with a little help from an adult. It can get a bit messy so make sure you wash your hands and wear an apron!

RECIPE
 Preheat the oven to 200 degrees / gas mark 6. Drizzle a little oil on a baking tray.
 Get an adult to help you grate the bread or put it in a food processor to make breadcrumbs. If you like, you could add some herbs or spices to the breadcrumbs. Why not try black pepper, fennel, parsley or even chilli?
 Line up the flour, egg and breadcrumbs in three bowls next to each other, with the baking tray at the end. Take a fish chunk and dip it into the flour, then the egg, then the breadcrumbs. Make sure the piece of fish is covered at each stage.
 Put on the baking tray and repeat with all the fish chunks. Put them in the oven for 15-20 minutes, until golden and cooked through.

INGREDIENTS
 250g chunky MSC fish fillet, de-skinned and chopped into 1-inch pieces e.g. tuna, salmon, cod, or pollock
 1 egg
 approx 40g flour
 2 slices of bread/breadcrumbs
 Herbs and spices (optional)
 Olive or vegetable oil
 Lemon wedges

This recipe serves 2-3 children

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Recycle me

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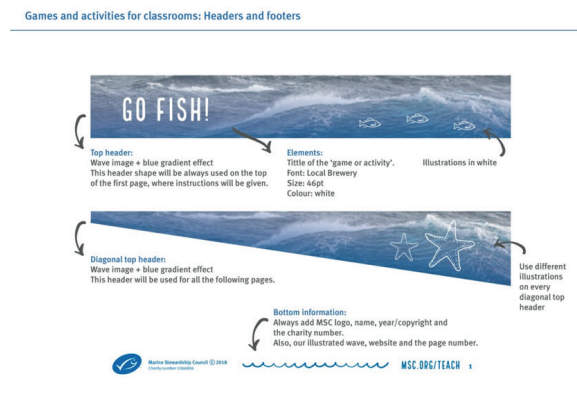
OTHER ACTIVITIES AND LEARNING RESOURCES

Did you know the MSC developed another Playbook to use when you're developing new games, activities or learning and resources for classrooms and teachers?"

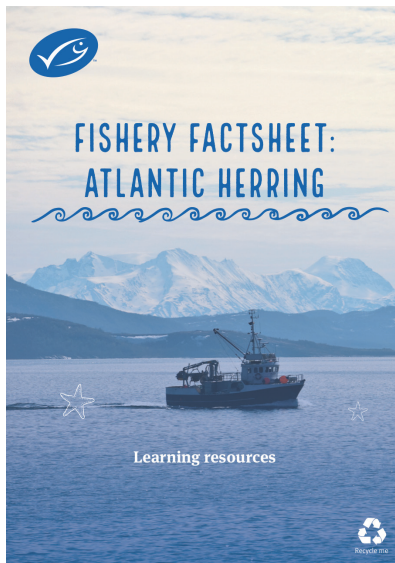
With a link to:

<https://multimedialibrary.msc.org/?r=10025&k=719862a212>

DOWNLOAD HERE >



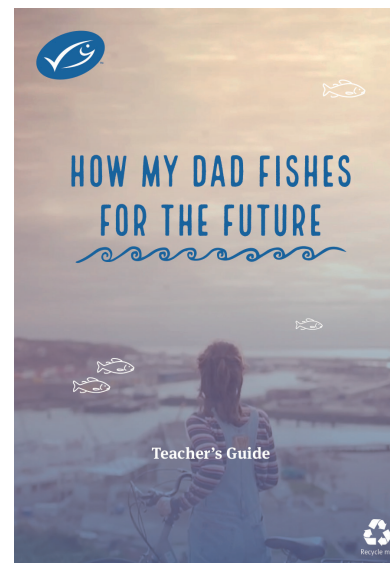
Style Guide



Activities



Teacher resources
Lesson plan



Teacher's Guide



PPT presentation

DOWNLOAD HERE >