

Press Release

Spur Design Releases Illustrated iPad App That Explores Geometry

Baltimore, MD Feb 01, 2012 in [Education](#)



FOR IMMEDIATE RELEASE

Baltimore, MD - February 01, 2012 - Spur Design, a nationally recognized design and illustration studio, has released a new iPad app, PrestoBingo Shapes, which teaches shape recognition and counting. It is designed for children ages 2-6. Illustrated by Joyce Hesselberth, PrestoBingo Shapes takes a modern approach to app design.

PrestoBingo Shapes provides an introduction to geometry for children. Circles, diamonds, ovals, rectangles, semi-circles, squares, triangles, trapezoids, and triangles are explained and identified. Each screen presents a different shape-finding puzzle and kids are verbally and visually prompted to click on the shapes. Animations throughout the app explain geometric forms concisely, and encourage children to see shapes in a unique way. When prompted for more information, the app's narration explains, "A trapezoid is a triangle with the top cut off. It can be a tent in the woods, or a lampshade, or a ship sailing away."

The premise for designing this app was the simple idea that we can find shapes everywhere. As creator Joyce Hesselberth explains, "A square isn't just a square. It's a present, a building, a jack-in-the-box, a window. Sometimes it's even something silly, like my brother's head, or a balloon that's not quite right. Shapes are everywhere."

As shapes are discovered, they are counted as well, reinforcing numbers from 1 to 20.

Features:

- * 12 Illustrated puzzles
- * 20+ animations
- * Concise descriptions of shapes in terms kids can understand
- * Text based, verbal and visual prompts throughout
- * A narrator to guide the child through the app

Requirements:

- * Compatible with iPad.
- * Requires iOS 4.3 or later.

Pricing and Availability:

PrestoBingo Shapes is available for \$1.99 in the iTunes app store.

[PrestoBingo Website](#)

[Spur Design](#)

[Purchase PrestoBingo Shapes](#)



Located in Baltimore, MD, Spur Design is a nationally recognized design and illustration studio that designs posters, covers, logos, brochures, websites, and more for non-profit organizations, publishers and corporations. Since 1995, founders David Plunkert and Joyce Hesselberth, have led a team of designers, illustrators and photographers to communicate each client's unique message to their targeted audience.

Joyce Hesselberth's illustrations have been used in national ad campaigns, theater productions, and numerous major newspapers and magazines. She is currently illustrating her fifth children's book, and an early-learning story for McGraw-Hill.

All Material and Software (C) 2012 Spur Design / All Rights Reserved. Apple, the Apple logo, iPod, the iPod logo, are registered trademarks of Apple Computer in the U.S. and/or other countries.

###

Joyce Hesselberth

Creative Director

410-235-7803