

Case Study

Authoring and Illustrating 15 SEL Children's Titles in English and Spanish

Magic
EdTech

The Client

The client is the largest supplier of content, software, and services to public and academic libraries in the United States. They also provide sales, manufacturing, and distribution support to small and mid-sized publishers.

The Challenge

The client was seeking a partner to conceive, write, illustrate, and deliver files for a new 15- title series of children's books (in English and Spanish) that mined SEL themes, addressed underserved populations, and engendered a love of reading - all under a new imprint.

Critical Success Parameters

- ✓ Create 15 new, resonant, audience-tested, professionally and culturally validated children's stories in English and Spanish.
- ✓ Develop original stories that inspire conversation, empathy, and represent diverse experiences, including underserved and underrepresented young readers.
- ✓ Finalize story concepts, gain approval, and prepare visual collateral in time to launch new imprint and showcase inaugural titles at the 2022 ALA conference.

Our Approach

- ✓ Magic gathered diverse authors experienced in social and emotional learning to authentically represent underrepresented populations in children's literature.
- ✓ Paired the authors with experienced illustrators to create a shared vision for each title.
- ✓ Magic's editorial team collaborated closely with the client's imprint team, providing guidance on go-to-market considerations.
- ✓ A native Spanish speaker was made part of the team to execute and ensure authentic translations.

For more details, visit: www.magicedtech.com



Key Result Highlights

15 children's book titles conceived, written, tested, validated, illustrated, and released within **8** months.

Each of the **15** books was translated into Spanish, within **1** week by a native Spanish speaker and writer.

3 additional titles were requested of Magic after the success of the first 15.

Several social/emotional themes are explored throughout the series, including managing anxiety and loneliness and coping with such issues as food insecurity and absentee caregivers.