

# Environmental print

Environmental print is everywhere! It is the familiar writing, letters, numbers and logos that we see all around us every day – just a few examples are road signs, food packaging and advertising. Logos and other symbols are a kind of writing – and recognising their meaning is often the first ‘reading’ that children do. You can help by pointing out environmental print and talking about what it says.



## Environmental print is useful

We tend to take environmental print for granted – it becomes a part of the wallpaper all around us. However, we would be lost without it! Here are some ways that we use environmental print everyday:

### At home:

- using food labels for cooking times, ingredients or nutritional information
- following instructions for how much washing powder to use – then using the symbols and displays on the washing machine to select the correct washing cycle
- using numbers, letters and symbols to select a channel on the TV remote control – and to fast forward through the adverts!
- for washing instructions or checking sizes on clothes labels



## Out and about

- looking for street names and house numbers when going to visit a friend for the first time



- finding signs for the nearest toilet!
- looking out for supermarket logos
- following directions and instructions on road signs



- seeing adverts or posters about a local event, a shop sale, a new movie or show etc

- looking for your favourite brand name, company or charity

peep

**Environmental print is an important and helpful part of our everyday life**

## Noticing and talking about environment print

It is really helpful for children to see written words, symbols and logos in context – for example seeing a shop sign above a shop door, a label on a jumper or a symbol on a rubbish bin.

The context gives them clues which help them to discover the meaning of the print or symbol.



And in some countries it can help to keep them safe.

Where do you think you might see a sign like this?!

When children notice that the letters or symbols that they see all around them actually mean something, they are on their way to becoming readers. You can help by pointing out environmental print and chatting to your child about what it means.

**Talking to children about environmental print helps them to develop the skills they will need to become confident readers.**

## ‘Reading’ environmental print

Environmental print can be the first print that children learn to ‘read’. You might have noticed your child recognising some familiar signs and logos – perhaps the local supermarket or their favourite restaurant.

Children use the colours, shapes, letters, numbers and context to help them recognise familiar logos, signs or symbols. Even if they don’t sound out the letters, they are reading for meaning, which is an important part of learning to read.

**‘Reading’ environmental print is a guessing game for children as they look out for clues like the colour or style of writing!**

Children can often ‘read’ or guess a word from its context – like *Coco pops* on a cereal packet – it might be that they recognise the monkey!

It will take them longer to recognise the written word on its own – this is all part of learning how to read.

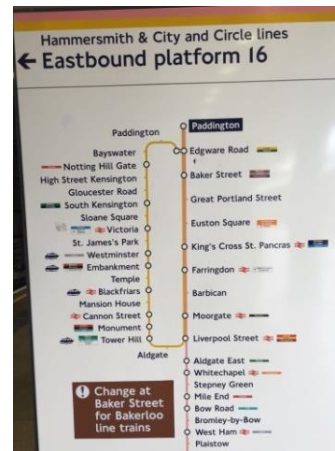


## Ideas for exploring environmental print

Exploring environmental print together offers a wonderful opportunity to talk to your child about logos, signs and labels (letters, numbers, words and symbols).

Here are some ideas for encouraging your child to notice print in their environment:

- talk to them about all the writing they see and what it means – at the park, bus stop, shops, road signs
- point out symbols and logos for their favourite restaurants or on food packets
- try going on an ‘environmental print hunt’ together around the house or on your next trip out and about – see what logos, symbols, images, words and letters you can find
- look out for the initial letter of their name or their age – perhaps on car number plates



- look out for local supermarket logos – can you see them anywhere other than on the front of the store? (*Perhaps on delivery vans, posters, carrier bags etc.*)

**Looking out for environmental print is a fun way to help your child learn to read and write.**

