

Spur Design Launches PrestoBingo Colors - New Color Identification App

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Baltimore based design and illustration studio, Spur Design today introduces PrestoBingo Colors 1.0, its new educational app developed for iOS devices. PrestoBingo Colors provides an introduction to colors for kids from preschool age on up. Art by award-winning illustrator Joyce Hesselberth guides kids through robot factories and butterfly fields as they master the intricacies of color identification. Offering over 80 colors to master, the app features animations and physics-based interaction.

Baltimore, Maryland - Spur Design, a nationally recognized design and illustration studio, today is thrilled to announce the release and immediate availability of PrestoBingo Colors 1.0, its new educational app developed for iPhone, iPad and iPod touch devices. PrestoBingo Colors provides an introduction to colors for kids from preschool age on up! Art by award-winning illustrator Joyce Hesselberth guides kids through robot factories and butterfly fields as they master the intricacies of color identification. Basic colors like red, yellow and blue are mastered first, but then kids can move to intermediate colors such as magenta, gold and turquoise. Finally, in the advanced mode they can tackle crimson, ochre, cobalt and many more - over 80 colors in all!

PrestoBingo Color's first set of colors covers basic identification for preschoolers: black, blue, brown, gray, green, orange, pink, purple, red, white and yellow. On each screen kids are asked to find objects of a certain color, with friendly narration to guide them if they become stuck. To add depth and intrigue, the app sometimes requires children to tilt their devices to find a hiding shape that's just off the screen. Then, when the basics are mastered, the difficulty level can be changed. Magenta? Periwinkle? Plum? Developing a broad vocabulary to describe color becomes a fun game.

Features:

- * Beginning, intermediate and advanced levels of color
- * Over 80 colors to master
- * Friendly narration to guide your child through the app
- * Animations and physics-based interactions
- * No in-app purchasing
- * Ad-free

The PrestoBingo Color app is inspired by creator Joyce Hesselberth's lifelong love of color. "Colors have strong associations for kids. What colors do you see when you look around? You might see something green, but is it moss green, or kelly green or even chartreuse? Building a rich, descriptive vocabulary of colors is a way to involve kids in both language and art."

Device Requirements:

- * iPhone, iPad, and iPod touch
- * Requires iOS 5.1 or later
- * 41.0 MB

Pricing and Availability:

PrestoBingo Colors 1.0 is \$1.99 USD (or equivalent amount in other currencies) and available worldwide exclusively through the App Store in the Education category.

Spur Design:

<http://www.spurdesign.com>

PrestoBingo Colors 1.0:

prMac: Publish Once, Broadcast the World :: <http://prmac.com>

<http://prestobingo.com/prestobingo-colors/>

Purchase and Download:

<https://itunes.apple.com/app/prestobingo-colors/id885161196>

Media Assets:

<http://prestobingo.com/prestobingo-colors-pr-screen-shots/>

Located in Baltimore, Maryland, Spur Design is a design and illustration studio that creates posters, covers, logos, brochures, websites, and more for non-profit organizations, publishers and corporations. Joyce Hesselberth is a nationally recognized illustrator whose work has appeared in newspapers and magazines, as well as children's books. Her clients include: the New York Times, McGraw-Hill, Imagination Stage, and the Wall Street Journal. Copyright (C) 2014 Spur Design. All Rights Reserved. Apple, the Apple logo, iPhone, iPod and iPad are registered trademarks of Apple Inc. in the U.S. and/or other countries.

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Joyce Hesselberth
Creative Director
410-235-7803

joyce@spurdesign.com

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