



# Codingal

**Creative Writing & Storytelling Star**

**Grades 3 - 5**

**Hello! Young Learners**

## **Get ready to fall in love with Creative Writing & Storytelling**

Accredited by



Excellent by



Backed by



Look, look! It's  
time to learn  
something new!





# About Codingal

Codingal is a leading online after-school program where kids & teens learn Creative Writing & Storytelling from expert instructors through live, interactive classes.

All our instructors come from English Language Arts background and Literature backgrounds, and they are rigorously vetted and trained. Every student gets a personalized learning path and individual attention in 1:1 private classes or small group classes with expert instructors. Students develop a daily writing practice through observation, drafting, and revision required for Creative Writing & Storytelling.

Kids find Codingal very fun & engaging. They have rated teachers at 4.9 out of 5. Curriculum content is rated at 4.8 out of 5.

Codingal aims to equip children with an education that empowers them to imagine boldly, create confidently, and grow into visionary storytellers and thoughtful authors.





# Codingal empowers kids to become innovators of the future



## Why should kids learn Creative Writing & Storytelling?

Creative writing and storytelling help kids think clearly, express themselves confidently, and connect with the world through stories. These skills boost imagination, vocabulary, emotional intelligence, and academic growth, while building a strong foundation for self-expression and future opportunities.



## Key benefits of learning?

- Builds confidence and reduces hesitation.
- Improves vocabulary and clarity of expression.
- Boosts observation and sensory awareness.
- Develops empathy through character work.
- Strengthens emotional intelligence.
- Prepares for academic writing and future opportunities.



## Why this curriculum?

- Accredited by STEM.org
- Rated 4.5 out of 5 by students and parents on Trustpilot
- Based on BIDE (Broad, Inspiring, Deep and Efficient) model
- Focus on STEAM (Science, Technology, Engineering, Arts, Math) subjects
- Enhances cognitive, logical, and computational skills
- Makes learning highly effective, interactive, and fun



# Learning Outcomes



## Daily writers with real material

Students build a writer's notebook, a daily ritual, and a Story Bank of real moments, learning that craft begins long before a complete story does.

## Vivid and figurative stylists

Students replace vague language with sensory detail and use simile, metaphor, personification, and hyperbole to make their writing memorable, surprising, and stylistically alive.



## Story-shape architects

Students shape a story with a seven-sentence spine, three acts, an inciting incident, a climax, and a named ending type that lands.

## Tension and stakes builders

Students name conflict types and stakes, escalate tension across four beats, and plant foreshadowing details that pay off at the climax of their stories.



## Worldbuilders for real and invented places

Students build settings that feel real through sensory detail, character-shaping influence, named world rules, and a deliberate threshold-crossing moment in their writing.



# Creative Writing & Storytelling Star

A bright and joyful journey into writing craft! Through daily practice, vivid sensory description, figurative language, story spines, tension and stakes, and settings that feel real, learners build the foundational craft moves that turn good ideas into stories readers actually want to keep reading.

24 Classes  
30+ Projects  
24 Quizzes



## Key learnings

- ✓ Writer's notebook habits
- ✓ Vivid sensory description
- ✓ Figurative language tools
- ✓ Story spine and arc
- ✓ Conflict and tension






## Top achievements

- ✓ Daily writing routine
- ✓ Show-not-tell mastery
- ✓ Similes, metaphors, personification
- ✓ Seven-sentence story spine
- ✓ Tension ladder with foreshadowing

Module No.	Title & Description	Activity
<b>Module 1</b>	<p><b>The Writer's Notebook &amp; Daily Practice</b></p> <p>Learners set up a writer's notebook, start a daily five-minute habit, fill a Story Bank, and read like a writer.</p>	 <p>Writer's Notebook Setup Showcase</p>
<b>Module 2</b>	<p><b>Writing Vivid Descriptions</b></p> <p>Learners replace vague words with specific ones, describe places using five senses, and show feelings through action instead of telling.</p>	 <p>Sensory Description Showcase</p>
<b>Module 3</b>	<p><b>Figurative Language</b></p> <p>Learners use similes, metaphors, personification, hyperbole, and understatement to make their writing memorable, surprising, and full of fresh comparisons.</p>	 <p>Figurative Language Lab</p>

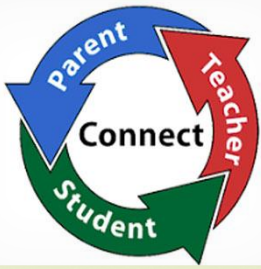


# Creative Writing & Storytelling Star

Module No.	Title & Description	Activity
<b>Module 4</b>	<p><b>Story Structure</b></p> <p>Learners shape stories with a seven-sentence spine, three acts, an inciting incident, a climax, and a named ending type.</p>	 <p>Seven-Sentence Story Build</p>
<b>Module 5</b>	<p><b>Conflict, Stakes &amp; Tension</b></p> <p>Learners identify conflict types, name what is at stake, escalate tension across four beats, and plant foreshadowing for the climax.</p>	 <p>Tension Ladder Showdown</p>
<b>Module 6</b>	<p><b>Setting &amp; Worldbuilding</b></p> <p>Learners build settings that feel real through sensory detail, character-shaping influence, named world rules, and a deliberate threshold-crossing moment.</p>	 <p>Threshold Crossing Scene</p>



# Top benefits of learning at Codingal



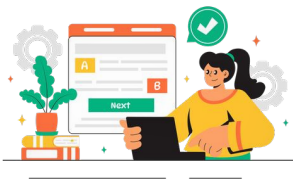
## 1. Regular PTM

Great opportunity for parents and teachers to open two-way communication and to share insights and information for the holistic development of a child.



## 2. Regular doubt session

After every module solve all your queries in this personalized session. The toughest problems addressed concepts revised and doubts cleared!



## 3. Engaging quizzes

Quizzes are fun and help us remember important facts. These well-targeted and tailor-made quizzes will boost self-esteem and confidence among kids.



## 4. Thrilling competitions

Regular competitions are conducted to encourage students to showcase their skills and develop their ideas.

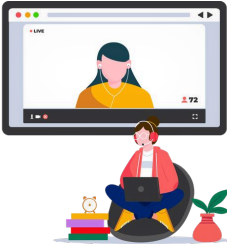


## 5. Learning certificates

Show the world what you can do with a certificate for every amazing skill you master.



# Top benefits of learning at Codingal



## 6. Live personalized classes

Understand concepts faster with personal attention from teachers. Learn Creative Writing & Storytelling from highly qualified teachers trained to make learning effective and impactful.



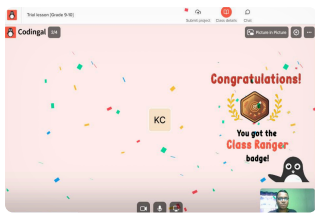
## 7. Lifetime access to class videos

Forgot what was taught in the last class? No worries. Watch the recorded class video anytime to refresh your memory.



## 8. Lifetime access to resources

Get lifetime access to our exclusive learning content including DIY sheets, videos, and other resources.



## 9. Gamified learning

Codingal makes learning fun with gamification. Students can take quizzes or complete projects to earn points, badges, and rewards.



## 10. After class projects

For each class, students have the opportunity to complete an after-class project, enabling them to apply what they've learned, test their skills, and receive valuable feedback from their teacher.



# Psychology behind this curriculum



Creative writing and storytelling nurture a child's ability to express themselves with clarity, imagination, and emotional intelligence. With guided practice, students learn to observe the world thoughtfully, listen with curiosity, and shape their thoughts into stories that connect with others.

The programme strengthens everyday expression by helping children articulate their ideas, understand others' perspectives, and craft narratives that travel from page to reader. As they grow more assured in how they write and revise, children naturally develop stronger voice, improved focus, and a more confident creative practice in school and beyond.



Our teachers provide individual attention to students, guide them through personalised creative writing tasks, and help them develop clear writing craft, enabling them to express themselves confidently and perform better across all subjects in school.



# Foundation of Codingal's curriculum

## **BLOOM**

Bloom's Taxonomy is a standard guideline for K-12 content development, which includes 6 stages of learning: Remember, understand, apply, analyze, evaluate and create.

## **BIDE**

The BIDE (Broad, Inspiring, Deep and Efficient) model has been developed by Codingal in-house to ensure that our curriculum caters to the unique learning style of every child.

## **STEAM**

STEAM is an approach to learning that uses Science, Technology, Engineering, the Arts and Mathematics as access points for guiding student inquiry, dialogue, and critical thinking.



## Creative Writing & Storytelling - Clear minds, bold voices

“

There is no greater agony than bearing an untold story inside you."

- Maya Angelou

“

Write what should not be forgotten.

- Isabel Allende

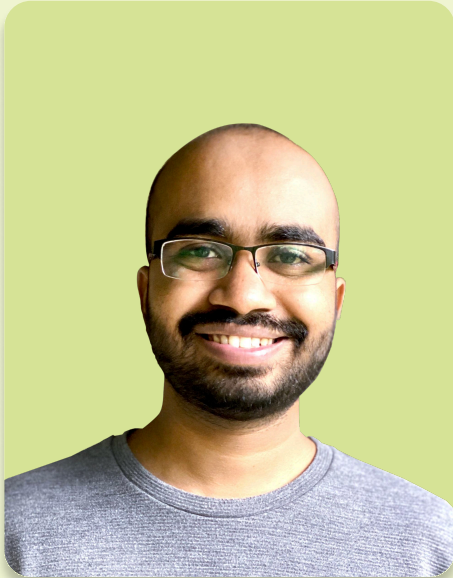
“

A story is a way to say something that cannot be said any other way.

- Flannery O'Connor



## A note from Codingal founders



Creative writing helps children unlock their imagination, express their ideas clearly, and connect with the world around them. Our programme gives every child the space to find their voice and share it through story.

### **Vivek Prakash**

Co-founder & CEO  
B.Tech & M.Tech, IIT Roorkee

 [LinkedIn](#)



Creative writing is not just about words; it is about observing the world, organising thoughts, and building meaningful narratives. It helps children grow into clear, confident, and thoughtful young storytellers.

### **Satyam Baranwal**

Co-founder & COO  
B.Tech, IIT Dhanbad

 [LinkedIn](#)



**Begin your child's Creative Writing & Storytelling journey today**

**Is your child ready for the future?**

Visit [www.codingal.com](http://www.codingal.com)

**Try a free lesson!**

**Thank You**

Built by alumni of

**Google** **amazon**



IIT Roorkee



IIT Dhanbad

In partnership with



IIT Bombay



IIT Guwahati



**Hewlett Packard Enterprise**



BITS Pilani

Accredited by STEM.org



Backed by



Combinator



REBRIGHT PARTNERS

**Got questions?  
Contact us  
anytime.**

Send us a message



[support@codingal.com](mailto:support@codingal.com)



**Codingal**

© Codingal Inc.