SCRATCH

imagine • program • share

http://scratch.mit.edu

What is Scratch?

Scratch has been called the **YouTube of interactive media**.
With Scratch, you create interactive stories, games, art, & music, then share your creations on the web.
To create Scratch projects, you snap together graphical programming blocks and mix media.
Scratch software is available as a free download from the Scratch website (http://scratch.mit.edu).

Who Uses Scratch?

The core of the Scratch community is between **ages 8 to 15**, but there is a long tail of older Scratchers.
Scratch is used in many different contexts: homes, K-12 classrooms, and after-school programs.
Scratch is also used in introductory computer-science courses at some universities (including Harvard).

What's Happening in the Scratch Community?

There have been **3 million unique visitors** to the Scratch website since the launch in May 2007.
More than **350,000 people** have downloaded Scratch software from the Scratch website.
A new project is uploaded to the website **every two minutes** (more than **160,000 projects** total).
There are many forms of **collaboration**: more than 15% of all projects are **remixes** of other projects.
New genres continually emerge and evolve: interactive newscasts, greeting cards, consulting services.

Why is Scratch Important?

With Scratch, people learn to design, create, and program, not just browse, chat, and play games.
In the process, they learn to **design creatively**, **think systematically**, and **work collaboratively**,
while also learning important mathematical and computational concepts and skills.

What's Next?

Scratch@MIT, the first Scratch conference, will be held July 24-26, 2008 (and is already sold out).
An international version of Scratch supporting more than **30 languages** will be released this summer.
With the **PicoBoard**, you can control your Scratch projects with real-world sensors.
On the new **ScratchEd** website, educators can share Scratch ideas, experiences, support materials.
MIT is launching **ScratchLabs** to support future Scratch development (first sponsors: Microsoft, Nokia).
Under development: versions of Scratch for **low-cost laptops** and **mobile devices**.

For more information, contact Prof. Mitchel Resnick at mres@media.mit.edu
Scratch is developed by the Lifelong Kindergarten Group at the MIT Media Lab (http://llk.media.mit.edu)