

# WHY PICTURE BOOKS ARE SO IMPORTANT



## VISUALLY STUNNING

Before kids can read, they enjoy looking at pictures to decode the meaning of words as they listen to a story.



## PROMOTES DISCUSSION

When a picture book highlights the responses of the characters or reinforces the intensity of an action, the child has an opportunity to dissect the action and interpret its meaning. Discussions about consequences, gestures and characters help develop stronger analytical and communication skills for kids.



## VOCABULARY

Text-only books are limited to a child's reading vocabulary, which may be low. Illustrations offer another layer of detail, therefore picture books may use higher level vocabulary words and sophisticated storylines.



## IMMERSIVE

Illustrations encourage children to become curious and more immersive in the story.



## INDEPENDENCE

Picture books nurture a joy of reading as well as motivates independent reading.



## BONDING

Picture books are often read by family members, teachers or friends. One of the greatest benefits of picture books is the opportunity to relax with one another and share a good story.