SMALL DISCOVERIES. BIG LITTLE ADVENTURES.

Little Jack

The curious one.

A little look. A big idea. A cheerful **“Let me try!”** Meet the friend who notices the small things and invites everyone into the adventure.



His curiosity starts the story.
His choices shape it.

HIS SPARK	HIS WISH	HIS FAVOURITE INVITATION
Noticing little things	**“My idea matters too.”**	**“Come and see!”**

01

A FRIEND, NOT A PERFECT LITTLE HERO

A whole lot of wonder.

Jack wants to have a go. He has ideas, feelings and preferences of his own—and sometimes he needs a helping hand.

01

Curious

A new sound. A tiny shoot. A change in a familiar place. Jack stops to look a little closer.

He notices the small thing that starts an adventure.

02

Eager to try

He wants a real part in what everyone is doing, even if it is just one small, manageable job.

“Can I do that bit?”

03

Imaginative

An ordinary rug can become pretend grass. His ideas open up another way to play.

A different plan can become a new adventure.

04

Affectionate

Jack makes room beside him and invites someone to join. Discoveries are better when he can share them.

“Your place is here.”

05

Playfully serious

Finding just the right place for a toy at a picnic is important work when you are Jack.

Small details can matter a great deal.

06

Still learning patience

Sometimes his excitement runs ahead of his patience. A setback can feel disappointing, and he needs a little time.

He can pause, try again, change the plan or ask for help.

Curiosity is more than asking “why?” Sometimes it is a close look, a small gesture, or an idea he cannot wait to try.

02

HIS FIRST ADVENTURE TEAM

Little Jack. Lots of love.

His family gives him room to explore, try and share what matters to him.



A place to belong. A little space to grow.

With Mum

EXPLORATION & MUSIC

Jack chooses a sound or a destination. Mum shares the discovery with him.

With Dad

MAKING & TESTING

Jack tries an idea and suggests a change. Dad helps him keep a useful part in the making.

With Grandpa

STORIES & MEMORIES

Jack tells the detail that matters to him. Grandpa makes space for his own view of the story.

With Grandma

GARDENING & CARE

Jack notices a new shoot or chooses a little task. Grandma shares the care and the discovery.

Care, curiosity and humour belong to the whole family.

03

A STORY TO IMAGINE TOGETHER

A rainy day. A new idea.

Follow Jack through The Rainy-Day Picnic, a story concept from his character guide.

1. **A little plan**

   Jack chooses a garden picnic with Mum. He has a plan and wants to help make it happen.
   What would you choose to bring?

2. **Here comes the rain**

   Rain changes the plan. Jack feels disappointed, and Mum stays close. There is time for that feeling.
   How might Jack be feeling?

3. **An idea on the floor**

   Jack notices the rug. Maybe the picnic can happen in a different way. His idea gives them a new possibility.
   What could a rug become in your imagination?

4. **A new kind of picnic**

   Mum joins Jack's idea. Together they make an indoor picnic, with the rug as their pretend grass.
   Where would you put your picnic things?

5. **A tiny rain song**

   Jack adds a sound. Little fingertip taps become pretend rain as they play together.
   Can you make a gentle rain sound with your fingertips?

6. **Room for you**

   Jack makes room beside him. The rain continues outside, but inside they have a shared moment of their own.
   Who would you invite to sit beside you?

Story concept, not a released episode. The questions are invitations to imagine and talk together.

IN HIS OWN LITTLE WORDS

A voice with something to say.

Jack can share a discovery, express a preference and ask for help. There is room for quiet reactions, too.

“Come and see!” Sharing a discovery	**“Can I do that bit?”** Asking for a part
“I wanted it over there.” Expressing a preference	**“Help me with this part?”** Asking for useful support

A LITTLE CURIOSITY OF YOUR OWN

What will you try today?

Three companion activities to share with a grown-up. Choose any one; there is no hurry.

- [ ] **Notice something small**

  With a grown-up, find one sound, colour or little change nearby. Show each other what you noticed.

- [ ] **Choose your little part**

  Plan a pretend picnic together. Choose one simple job, such as finding a place for your toy.

- [ ] **Ask for a helping hand**

  Build something with large toy blocks. If a part feels tricky, practise saying, “Help me with this part?”

04

FROM THE DEVELOPMENT GUIDE

Every story starts with a wish.

Six proposed adventures, each built around something Jack wants. These are story ideas, not available episodes.

01 The Rainy-Day Picnic

JACK'S WISH

Enjoy the picnic he planned

Finding another possibility

02 The Little Sound Jack Found

JACK'S WISH

Add a sound to Mum's song

Observation & creative choice

03 A Bridge for My Toy

JACK'S WISH

Cross a pretend river

Trying & asking for help

04 The Carrot with Knees

JACK'S WISH

Share his funny discovery

Playful observation

05 My Turn to Tell It

JACK'S WISH

Tell his favourite part

Confidence & his own view

06 Two Ideas for One Game

JACK'S WISH

Play his game with a friend

Preferences & shared choices

05

KEEP THE CURIOSITY GOING

The Little Jack guide.

A closer look for families and the people bringing his adventures to life.

A child with a choice

Begin with something Jack wants. Let him take part, notice a change, receive support and choose what to do next. The ending can be a discovery, a result or simply a shared moment.

Support keeps him involved

When the picnic load wobbles, Mum steadies it and Jack asks her to take one part. He still carries his chosen part. Help gives him a way to keep contributing.

Curiosity has more than one voice

A close look, a point, a pause or a step nearer can begin the discovery. Leave room for feelings and quiet reactions. “Let me try!” belongs where it fits his wish, rather than in every exchange.

Keep the familiar Little Jack

Use the original character model and colours. Preserve asymmetric details and do not add a tail. The guide uses Little Jack in titles and Jack in family dialogue as a proposed writing convention.

For different stages of early childhood

The source guide suggests these editorial starting points to try with families. Ages 2–5 describes the intended audience; Jack’s exact age is left open.

Suggested story treatments from the team guide

Audience	Story emphasis	Picnic example
Ages 2–3	One visible action and a simple choice.	Choose a place on the rug.
Ages 3–4	A clear change and an emotional response.	Rain changes Jack’s plan.
Ages 4–5	A choice that changes what happens.	Suggest and arrange a new picnic.

Adapted from Moo Family: Little Jack — Character & Team Guide, development proposal v1.0, 25 October 2026. The personality additions and story concepts are proposals. This companion page adds reading prompts and activities; it does not claim evaluated learning outcomes.