

# LEGO® LIFE MAGAZINE AUDIT

## Small Changes That Can Make A Big Difference



We design our LEGO® play experiences to make everyone feel welcome. For our LEGO Life magazine for children, we create fun and accessible content so all our readers can have an engaging, joyful experience when they open a copy. We're lucky to have lots of fans who regularly tell us what they love about the magazine and share their suggestions and ideas for how we can make what we do even better. We love listening and learning from them!

We recently decided to go one step further and call-in diversity and inclusion experts Special Networks to audit the magazine. After reviewing two years of editions, we were thrilled the Special Networks team gave us a thumbs up for inclusive content, but we were also super excited to learn about a few changes that would make our content better... small changes that can make a big difference.

We want to share the learnings so others can benefit too. Read on to learn more about what we're putting into action.

### 1 CLEAR AND CONSISTENT DESIGN

We aim for design layouts that are not just visually pleasing but also easier for every child to navigate. We're in the process of fine-tuning our design to make it more intuitive and accessible and some key steps we've taken in our latest edition include numbering cartoon boxes to make them easier to follow (this is feedback we've received via our readers surveys too – thank you readers!)

**BECOME A WILDLIFE EXPERT**

Can you guess the animal? Read the cool fact and match it to the right creature. Then, place the correct number right below the description.

**Need help?** Find answers on page 27.

Consistent placement of regular information also improves accessibility. We now put our 'Need Help' answers in the same place for every activity so it can always be found easily (that's right underneath the introduction and headline of the article!)

**Need help?** Find answers on page 27.



### 2 SIMPLE, MEANINGFUL LANGUAGE AND VISUALS

We want every visual and word we use to serve a clear purpose and enhance the reader's understanding and engagement with the magazine. We've refined our use of symbols to focus on utilising just our difficulty level icons throughout the magazine as these have a clear meaning and are useful to our readers.

**LEVEL 1**  
Easy

**LEVEL 2**  
In-between

**LEVEL 3**  
Hard

Utilising multiple ways to convey information improves accessibility. Visual prompts and words together will make an activity easier to understand and this example shows how without the description of the facial expressions, the activity can be unclear and confusing.

**WHAT DO YOU THINK?**

It's important for us to protect and take care of our environment. After all, we all live here on Earth! Choose the face that is closest to how you feel about taking care of our planet.

**X**

**DO YOU LIKE TRYING NEW FOODS?**

Your friends might like different foods than you do. They might even want to share things they like with you! Do you like trying new foods, or would you rather stick to old favourites? Choose the face that matches how you feel.

Frightened  Excited  Happy  Unsure  Nervous

**✓**

CONTINUED...



**2**

**CONTINUED...**

Using visuals and words together also makes instructions easier to follow – and the easier they are to follow, the less likely any child will feel excluded from the activity.



**1 CLOTHING BANK**

For step-by-step instructions, it's also helpful to have one worked example to help children get started on an activity.

**3**

**VARIED CONTENT WITH DIVERSE REPRESENTATION**

We aim to incorporate a diverse range of activities, stories, characters and voices in every issue. This means creating content that represents the varied interests and experiences of our readers. Our goal is that every child can find something they will love in the magazine – be it a comic, a wordsearch, a maze game... and more! We vary the level of challenge of activities throughout the magazine and aim to have something for everyone.



In 'Cool Creations', where we showcase our readers' builds, we're able to reflect the diversity of our readers and their building styles meaning it's easier for all children to be able to relate to how they build.

**4**

**KEEP LEARNING WITH REGULAR REVIEWS AND FEEDBACK**

We love getting to know and listening to our readers because making our magazine more accessible and engaging is an ongoing process. We will continue to listen, learn and act... and listen again! We have regular reader surveys to find out what our fans think and love the diversity of views they bring. Our work with Special Networks also continues this year with a new readers survey in our family newsletter focused on accessibility. So please keep sharing your views with us!

For more information on LEGO Life magazine, including how to sign up for the family newsletter, download a copy or subscribe for free, visit [www.lego.com/magazine](http://www.lego.com/magazine)

Please note the magazine is only available in select markets.