Preselect media types
Choose ones kids will like, such as mazes, maps, puzzles, flags, music sheets, diagrams, paintings, coloring pages, crosswords, tracings, etc.

Generate media queries for children's queries
For example, if the child issues the query, "dinosaurs", create a set of media queries for each media type, e.g., "dinosaurs mazes", "dinosaurs maps", "dinosaurs puzzles", "dinosaur diagrams", etc.

Check the sanity of these queries and filter
For each media query, check if it is "sane" by querying if it's in the Google Suggest database. If it isn't, remove it from the set. (Frequent queries are hosted by Google Suggest, indicating that the media query, as combination of query terms and media type, makes sense. e.g., "pirate flag" and "math puzzles" are in the DB, but "math flag" and "biology music sheets" are not.)

Run image search using the sane media queries
For each media query in the sane set, run a Google image search. Some filters, such as "black-and-white" or "line art" can help for some media types. Return these as results in addition to existing search results, e.g.:

Read the abstract for more details
"A Picture is Worth a Thousand Search Results: Finding Child-Oriented Multimedia Results with collAge" by Karl Gyllstrom and Sien Moens.