

BY S. TAMARA CHELI

Creative learning techniques

FABER-CASTELL Malaysia recently launched the Creative Learning by Score A, Teacher's Edition programme, which will benefit primary and secondary school students in six states across Malaysia.

The programme focuses on exposing and enhancing the use of various creative teaching techniques as well as the right stationery in different creative methods and learning processes.

Firstly, the teachers will be equipped with the learning techniques through a three-hour workshop. Subsequently, the teachers will impart their knowledge of the techniques to the students.

At the end of the programme, the students are encouraged to demonstrate their techniques learnt by competing in Score A Creative Learning Olympics, where the top 10 students from primary and secondary schools will receive cash prizes, product hampers, and certificates of participation.

The Score A programme was introduced during the Covid-19 pandemic in response to the Ministry of Education's (MOE) call for a strategic partnership between the corporate sector and the ministry to help cultivate creativity among teachers.

In the first phase, Faber-Castell collaborated with state education departments (under the ministry) in six states, such as Penang, Perak, Selangor, Kuala Lumpur, Johor, and Sarawak. In the workshop, the teachers were given a comprehensive handbook on learning techniques.

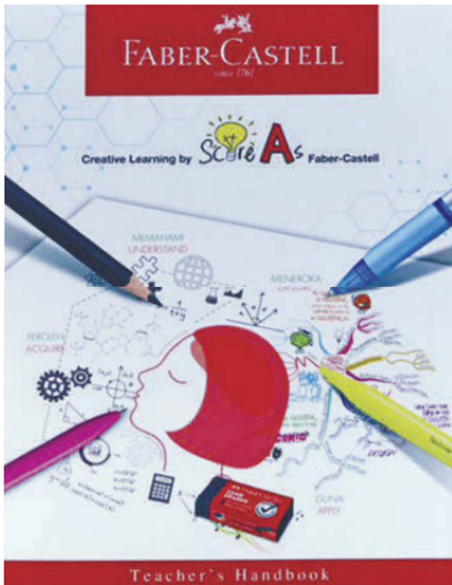
A total of 1700 teachers and about 200,000 students in these states are expected to benefit. The first workshop began on June 28 in Sarawak. In the future, Faber Castell plans to extend the workshop to teachers from other states, including rural areas, as well.

Faber-Castell wants to provide an enjoyable experience for students and reach as many students as possible through teachers.

On June 23, Faber-Castell held a virtual launch. The Deputy Minister of Education, Senator Datuk Dr Mah Hang Soon, launched the programme, which was attended virtually by teachers and media members.

In his speech, the minister welcomed collaboration that involves enhancing the skills, knowledge, and expertise of

➤ Faber-Castell Malaysia launches a free creative learning programme for teachers with the hope they will transfer the techniques to students from all over the country



teachers and students towards strengthening national education.

"With the incorporation of techniques in Score A and the application of the 21st century learning approach PAK 21 (Pembelajaran Abad ke-21) into the classroom, I believe classroom teaching and learning would be more enjoyable as students will be equipped with the right skills and values for the future," said Mah.

"Creative teaching and learning

are key drivers to helping students grasp information better and develop student's communication, critical thinking, problem solving, and motor skills," he added.

At the same programme, Faber-Castell Malaysia's managing director Andrew Woon said creative learning is not just memorising information or rote-learning.

"It is more about acquiring

and understanding information through the application of creative methods to facilitate the learning process," he said.

He said, for example, mind mapping uses visualisation to help with memory retention.

It helps learners to organise their train of thoughts by linking up information in a graphical way for better understanding and is effective for revision.

Among other techniques, including river-flow Note taking, associating techniques, and using colours is also a technique that helps with visualisation.

Speaking of Faber-Castell, Woon said the programme is in line with the company's tagline: "Companion for life", and that the company is always seeking innovative methods to improve teaching and learning techniques.

They intend to promote and cultivate creativity at all levels of age and with no age limitation.

Woon said: "We want to continue to inspire and offer creative experiences to our customers while using our innovative products. Creativity is not limited to art but covers problem-solving and learning processes, as well."

He said Faber-Castell is known

for great stationery products, but actually, the company's mission is to improve people's lives.

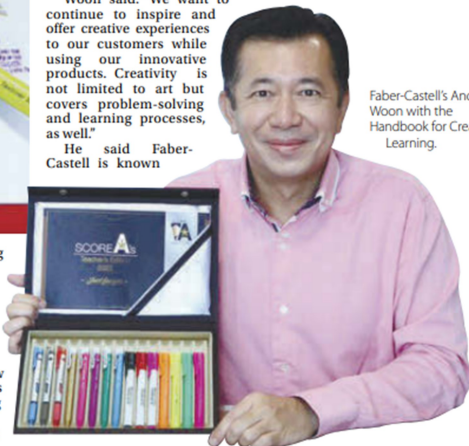
"We want to be beside our children when they first learn to draw and discover the world of colours and when they put their imagination on the paper to compose their first stories. We want to make those moments a wonderful experience that they can carry out throughout their lives," said Woon.

He said they focus on art experience and creative learning. They teach, guide, and impart information on how to be more creative and how to study smarter.

"Many private institutions charge a lot of money for this type of enrichment programme, but we want to give away this knowledge for free. In a small way, it's our CSR programme (Corporate Social Responsibility) towards building our next generation," added Andrew.

For the past two years, Faber-Castell has conducted workshops such as 7 Intelligence Effective Learning Skills, Brain Memory, and Critical & Creative Thinking workshops, as well as an

Art Experience Teacher's Edition workshop.



Faber-Castell's Andrew Woon with the Handbook for Creative Learning.