

Faber-Castell creates fun learning programme

CLASSROOM teaching and learning processes have been more engaging and fun for participants of the Faber-Castell's Creative Learning by Score A (Teacher's Edition) programme.

Launched in middle of this year, the programme was developed in response to the Education Ministry (MoE)'s call for a strategic partnership between the corporate sector and MoE to help cultivate creativity among teachers.

Focusing on the use of various creative teaching techniques and activities as well as the use of the right stationery in different creative methods, this programme aims to enhance the teacher's teaching techniques and the student's learning process.

It also helps promote effective and interactive engagement between the teachers and the students.

For the first phase of this programme, Faber-Castell with the support of MoE collaborated with the State Education Departments in six states – Penang, Perak, Selangor, Kuala Lumpur, Johor and Sarawak. The first phase of the programme has created positive impact on 1,557 teachers and approximately 200,000 students in these six states.

In Phase 2, which has been scheduled in November to December, the programme will be extended to another three states – Kedah, Negeri Sembilan and Pahang, which target to reach additional 750 teachers and 100,000 students.

As for Sabah, Faber-Castell plans to conduct workshops for teachers in the State, between May and August, next year.

One of the participants, Yeo Lai Bo, a teacher from SMK Bandar Baru Sentul, Kuala Lumpur, said the programme made his class more fun and cheerful as it provided more learning techniques to make learning easier and less stressful.

"The programme shares more techniques as different pupil have different style of learning. And now, pupils have more options in learning.

"I have also changed my ways of teaching to be more student-oriented where pupils are given time to create their own notes so that they have a better understanding of the subject."

As for his pupils, he said, the programme also encourages pupils to learn by sharing and communicating.

Another participant, Prishella Lamit who is teaching in Bintulu Vocational College, Sarawak, said the Score A programme has helped her to create more fun learning approaches while preparing for her lessons.

"I engaged colours in my teaching tools as well as students' notes, especially on topics that need memorising.

"I love the mind mapping technique the most as for me, it is able to reflect students' depth of knowledge at the end of each topic. It shows how much they know about the topic as well as what did they miss and I will be able to create exercises with all the information," she said.

Faber-Castell Malaysia Managing Director Andrew Woon said Faber-Castell is always looking at innovative ways to improve teaching and learning techniques while at the same time engage and collaborate with educators.

"This programme is curated in line with our company's 'companion for life' tagline which aims to promote and cultivate creativity at any age, with no age limit.

"We want to continue to inspire and offer creative experiences to our consumers while using our innovative products. Creativity is not limited to art, but also covers problem solving and learning process as well."

He added that 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."

Score A offers a two-pronged approach. Firstly, it will equip teachers with learning techniques enhancements.

These techniques will later be transferred to students to leverage their studies in classroom and at home.

Secondly, students will be encouraged to apply and demonstrate the techniques learnt.

Nominated students by their teachers will compete in a nationwide Score A Creative Learning Olympic at the end of



Ms Prishella with her students.



The Creative Learning by Score A programme makes learning easier and less stressful for students.



Teachers can create more fun learning approaches in the classrooms.

the programme, and the Top 20 students from the primary and secondary schools will receive cash prizes, product hampers and certificate of participation.

Creative Learning by Score A was first introduced in 2020 to primary and secondary students.

In the past two years, Faber-Castell has conducted a few effective learning workshops which among them include Seven Intelligences Effective Learning Skills, Brain Memory, and Critical and Creative Thinking.

Additionally, other ongoing creative and educational programmes by Faber-Castell also include the Art Experience Teacher's Edition, which has been successfully implemented since 2021, which saw 1,944 teachers from 1,702 schools participated in the workshops. This year, Faber-Castell has enrolled an additional 1,500 teachers.

Within the Score A Teacher's Edition, the company also held five expert-sharing sessions where five industry experts with different strengths and expertise in the academic field shared more practical applications of creative techniques at the workshops.

For more information about Faber-Castell, visit their website at: <http://www.faber-castell.com.my/>



Mr Yeo Lai Bo