

Explore your creative minds and excel in studies with Faber-Castell's Score A Creative Learning Program

Faber-Castell, a brand that advocates and nurtures learning and creativity, has launched the Creative Learning by Score A, Teacher's Edition programme.

This programme is conducted with the support of the Ministry of Education (MoE) and in partnership with the state education departments in six states, including Penang, Perak, Selangor, Kuala Lumpur, Johor, and Sarawak.

Since the launch, Faber-Castell has successfully completed its Creative Learning by Score A, Teacher's Edition programme, while having the greatest positive impact on 1,557 teachers and roughly 200,000 students for phase one.

Following the success, the programme will be continued for Phase 2, which has been scheduled to start in November to December.

The programme will be extended to another 3 states – Kedah, Negeri Sembilan and Pahang, which target to reach additional 750 teachers and 100,000 students.

Teachers from across Malaysia who has attended the Score A programme by Faber-Castell has expressed their joy in attending it and has shared how it has made them better in communicating and teaching their pupils.

One of the teachers that benefitted from the programme was Yeo Lai Bo from SMK Bandar Baru Sentul, where he noticed that with colors, his classes are more fun and cheerful.

"Learning has become more fun, and pupils have more options in learning. Different pupils have different styles in learning and via new techniques like River-Flow Note-taking, it helps pupils to understand better especially in biology and science," he said.

Meanwhile, a teacher from Kolej Vokasional Bintulu, Sarawak, Prishella Lamit said that the programme has helped her to create more fun ways of learning approaches while preparing for the lesson.

"I have learnt to incorporate colours in my teaching tools



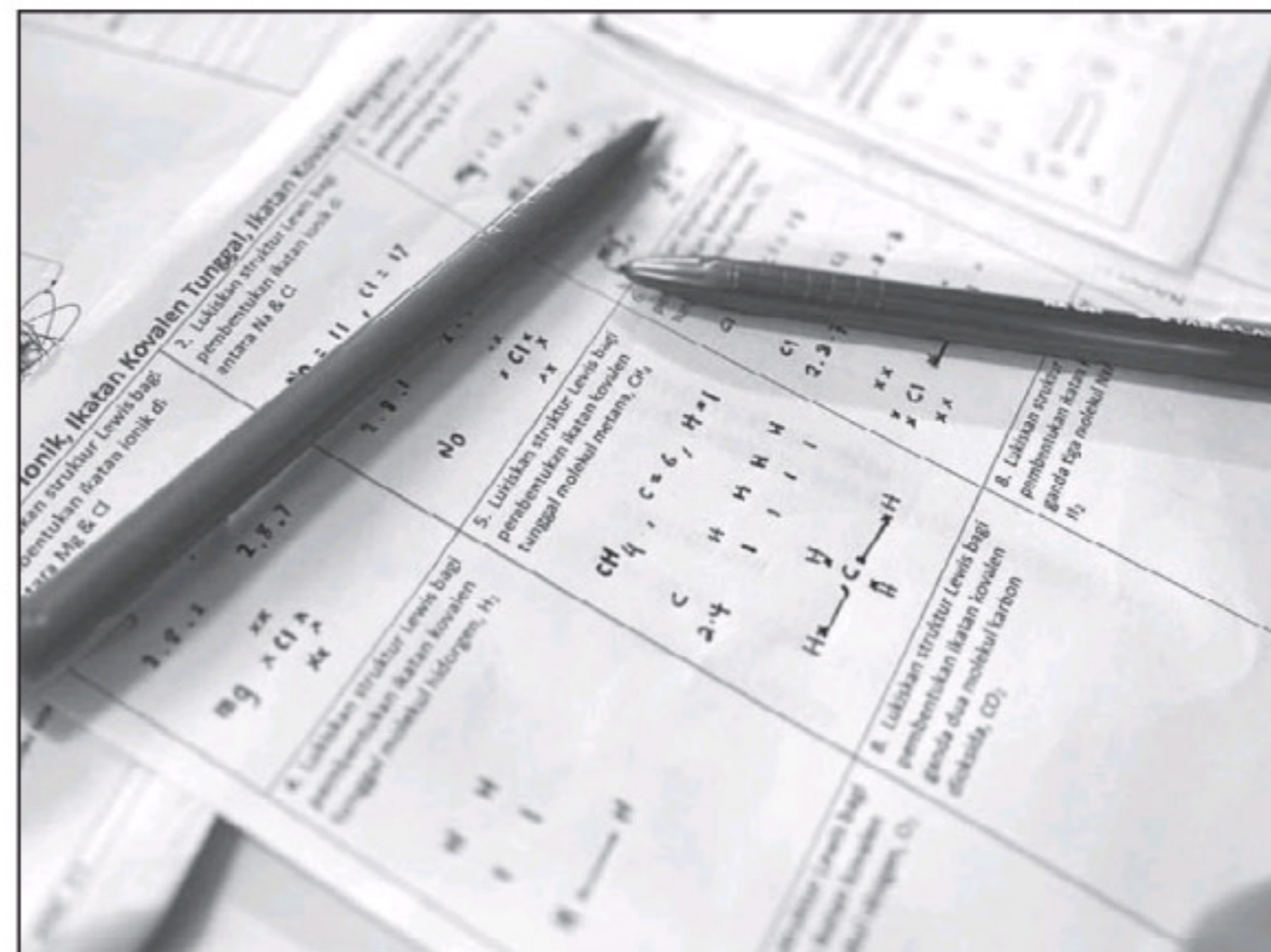
Teacher Prishella attended the Creative Learning by Score A Faber-Castell programme. And she has transferred all the techniques she learnt in the workshop to her students.



A group of students showcasing what they have learnt during the session and their colourful educational artwork.



Teachers who took part in the Score A programme will also receive a copy of Faber-Castell Creative Learning Teachers Handbook and a set of Score A Tool Kits.



Among the colourful results in learning by the students who attended Score A with Faber-Castell.



A group of students implementing what they learnt during the Score A session with Faber-Castell colorful pens.

as well as students' notes, especially on topics that needs memorising. This programme helps us (teacher and students) to expand our creativity and use it as an effective learning method," she said.

She added that she would gladly take part in another programme series by Faber-Castell as she is stoked to fun ways of learning and teaching so that she could improve her teaching skills for

her future lessons.

Talking from the perspective of Faber-Castell, its 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 said.

He added that by using Faber-Castell, learning and teaching can be much more interesting for instance encourage

the use of River-flow Note-taking, is a creative note-taking method when learning process-based or story-based with chronological flow.

Faber-Castell which is well known for its dazzling colours that captures the minds of young children has always been on the path as a brand that helps learners organise their thoughts using colours

visualisation technique.

In this programme students were able to demonstrate the technique that they have learnt and explore their creative minds by taking part in a nationwide Score A Creative Learning Olympic competition.

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

