

Easy and convenient access to digital devices and information has modified the way we learn. Children no longer learn from just their parents or schools, the availability of online education has paved the way for a variety of programs, tools and materials. These additional resources help supplement children's learning and development.

The ability to communicate effectively is by far the most important of all life skills. Children have to learn to pass information and understand the words that have been said. This is especially challenging for children who are learning more than just one language. Existing teaching methods used in bilingual education can be more efficient with the aid of interactive and engaging alternatives available.

Our idea is to develop a product which combines both passive and active learning methods: **An online bilingual storybook game**.

This product is designed for children aged 5 to 8 years old, who are in kindergarten or have just entered primary school. We have opted to start our bilingual storybook game with the focus on teaching 'Bahasa Melayu' and the 'English' language. This product is thought to be ideal for users residing in Singapore, Brunei and Malaysia and is expected to be gradually adapted for the Indonesian market as well.

Product Title

'Adventures with Adam & Sarah'

Background & Components

The plot revolves on the adventures of Adam and Sarah. In the stories, we see both characters experience everyday activities, events and social situations. In each outing, the characters are brought to explore and learn about everyday objects and their useful applications. Users can choose to read along or listen to the storyteller in either of the languages selected (ie. English or Malay).

We will include two different game categories. The first, being a 'Search Game' shall be the main learning component for all the stories. Here, users are presented with a scene or picture of an activity. Users are required to identify and drag and drop specific objects requested by the program (ie. Ball or Towel, to be brought for a beach activity). The other category of games will vary from 'Memory, Logic and Hand-Motor Skill Games', (ie. Colour, number or animal matching), these games add a bit of fun and variety to the challenges in our storybook game.

Direction & Purpose

The stories are designed to be clear and simple for our young learners. By using ordinary situations (ie. beach, market or holiday), we hope to provide relevant everyday settings which the child (user) can associate with, find meaning and apply what they've learnt. Apart from learning new words or languages, the product shall serve as a platform for guiding children towards practicing good morals, conduct, kindness, righteousness and respect for one another.

Details of the Main Characters

The story and game features activities revolving around a family of four:
Mr Ali, the father. Ms Zara, the mother. Adam, the son. Sarah, the daughter.

No.	Name	Relationship	Characteristics
1.	Mr Ali	Father	A caring and concerned father that always guides, supports and advises his children.
2.	Ms Zara	Mother	A loving and caring mother that is always thoughtful, patient and kind towards her children.
3.	Adam	Son	An active and curious boy that is always eager to explore and experience new challenges.
4.	Sarah	Daughter	A gentle and passionate girl that is always looking out for those (including animals) around her.

Details of the Story and Game

In total, there will be five stories. Each told from the perspective of Adam and Sarah. We look to develop graphic designs for **Phase A (Beach)**. We will provide information about phases B, C, D and E after the commencement of Phase A.

Phase.	Title	General Description
A.	Beach	Prepare for the beach trip. Beach activity games.
B.	Market	Look for groceries. Farm activity games.
C.	Neighborhood	Explore places and parks. Playground activity games.
D.	School Excursion	Prepare for the excursion. Arctic activity games.
E.	Family Holiday	Pack for the trip. Theme park activity games.

Details of Story and Game Phase A (Beach)

No.	Game Sections	Objective	Educational Elements
A1.	Story	Parents ask Adam and Sarah to join them on a trip to the beach	Read-along Storytelling Audio
	Search Game	Locate items for beach trip	Learn names of objects
		Primary Items	Objects for beach trip
		Secondary Items	Objects in bedroom
	Interactive Game	Sandwich making activity (with Mum)	Identify <u>food objects</u> and place on a plate
A2.	Story	Family arrives at the beach Two friends invite Adam and Sarah to build sandcastles	Read-along Storytelling Audio
	Search Game	Locate sandcastle molds	Learn names of colours
		Primary Items	Sand molds
		Secondary Items	Objects at the beach
	Interactive Game	Sandcastle making activity (with two new friends; one boy and one girl)	Match the correct <u>colour</u> to its designated position and tap to reveal sandcastle creation
A3.	Story	The family play and swim together at the beach. Sarah meets a turtle which asks for help to clean the beach/sea	Read-along Storytelling Audio
	Search Game	Pick items for beach clean-up	Objects at the beach/sea
		Primary Items	Discarded trash
		Secondary Items	Objects in the sea
	Interactive Game	Beach ball activity (10 friends at the beach; mix of different age, gender & race)	Pass the ball to the person holding the correct <u>number</u>

Continued - Details of Story and Game Phase A (Beach)

No.	Game Sections	Objective	Educational Elements
A4.	Story	Parents explain to Adam and Sarah about the different types of animals and their abilities	Read-along Storytelling Audio
	Search Game	Locate animals at the beach	Learn names of animals
		Primary Items	Animals at the beach
		Secondary Items	Objects at the beach
	Interactive Game	Animal abilities activity	Assign the <u>animal</u> to its dominant/unique ability
A5.	Story	It's time to eat Parents ask Adam and Sarah to help prepare the picnic food	Read-along Storytelling Audio
	Search Game	Locate food and drinks	Learn about food and drinks at a picnic
		Primary Items	Picnic food
		Secondary Items	Objects at the beach
	Interactive Game	Clean and pack-up activity	Select <u>items</u> which need to be <u>thrown away</u> or be <u>brought home</u>

Requirements

The graphic designs shall be in vector format and suitable for use on computer, tablet and handphone. The game artwork shall be in PSD format segregated by layers. The game layout and pages shall be designed with a widescreen 16:9 aspect ratio with high resolution to fit the full screen of a typical computer screen (and other smaller devices).

The mood board and sketches provided form as references for the designs. The designer may at any time recommend alternative design proposals which they deem to be more suitable or functional as per their interpretation and expertise. Designs for stories, games, objects, characters and scenes should share the same vein as the popular BBC (CBeebies) kids show 'Jojo & Gran Gran' or children's book author, Rachel Bright's 'Hugasaurus, Worrysaurus & Stompysaurus'. The level of details are clear and yet not too excessive, while the colour selection and tones are soft and life-like but yet not too bright or dull.

References

Part	Description	Reference
1.	<u>Theme - Storybook and game</u> - Look and feel - login, sign up, menu, themes, story/game pages, fonts, buttons	Annex T
	<u>Main Characters</u> - Mr Ali, Ms Zara, Adam and Sarah	Annex MC
	<u>Game Phase A1</u> - Story for beach preparation - Search game for beach trip - Interactive game, sandwich making activity - Primary and secondary objects	Annex A1
2.	*Audio for storytelling in english and malay *Music and sound effects for story and games *Interactive effects for story and games (ie. explosion, splash)	Upon request
	<u>Supporting Characters</u> - Boy and girl, sandcastle making activity - Ten people, beach ball activity	Upon request
	<u>Game Phase A2</u> - Story for making sandcastle with friends - Search game for sand molds - Interactive game, sandcastle making activity - Primary and secondary objects	Annex A2
	<u>Game Phase A3</u> - Story for play and swim at beach - Search game for beach clean up - Interactive game, beach ball activity - Primary and secondary objects	Annex A3
	<u>Game Phase A4</u> - Story about beach animals and their unique abilities - Search game for animals at the beach - Interactive game, animal habitat activity - Primary and secondary objects	Annex A4
	<u>Game Phase A5</u> - Story about picnic preparation - Search game for animals at the beach - Interactive game, clean and pack-up activity - Primary and secondary objects	Annex A5

Proposed Timeline

Part	Description	Proposed Timeline
1.	Overall Theme - Storybook and game	One Month
	Main Characters	
	Beach Game Phase A1	
2.	Music and Sound Effects Supporting Characters and Game Effects	One to Two Months
	Beach Game Phase A2	
	Beach Game Phase A3	
	Beach Game Phase A4	
	Beach Game Phase A5	

**Full completion of designs expected within 2-3 months after commencement of works*

Moral & Legal Guidelines

Designs shall be hand drawn and used only and exclusively for the purpose of the Adam and Sarah storybook and game. All usage rights to the graphic designs and materials associated shall belong to the client. The client shall have full authority over all materials and application (ie. merchandise etc). Designs should not depict anything immoral, political or racially inappropriate. The designer shall ensure design materials do not infringe any existing licensing, piracy, plagiarism or image usage rights issues. The client reserves the right to amend or replace the story, game, titles and information of any kind before the commencement of official design works.

Billing Phases

A) General quotation for Full Project (Phase A to E including supporting materials)

B) Payment invoices to be made in phases according to the timeline agreed between the client and the designer. The phases shall include all other supporting materials specified or related to the development of the designs:

- Phase A. (Part 1) - Beach (Theme, Characters, A1)

- Phase A. (Part 2) - Beach (Supporting Characters, A2, A3, A4 & A5)

- Phase B. - Market

- Phase C. - Neighborhood

- Phase D. - School Excursion

- Phase E. - Holiday