



Work Attachment Experience with **Eyeyah!: Eyeing Your Way to Social Emotional Learning**

from 13 January to 26 January 2025

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My Work Attachment Story

EYEYAH!

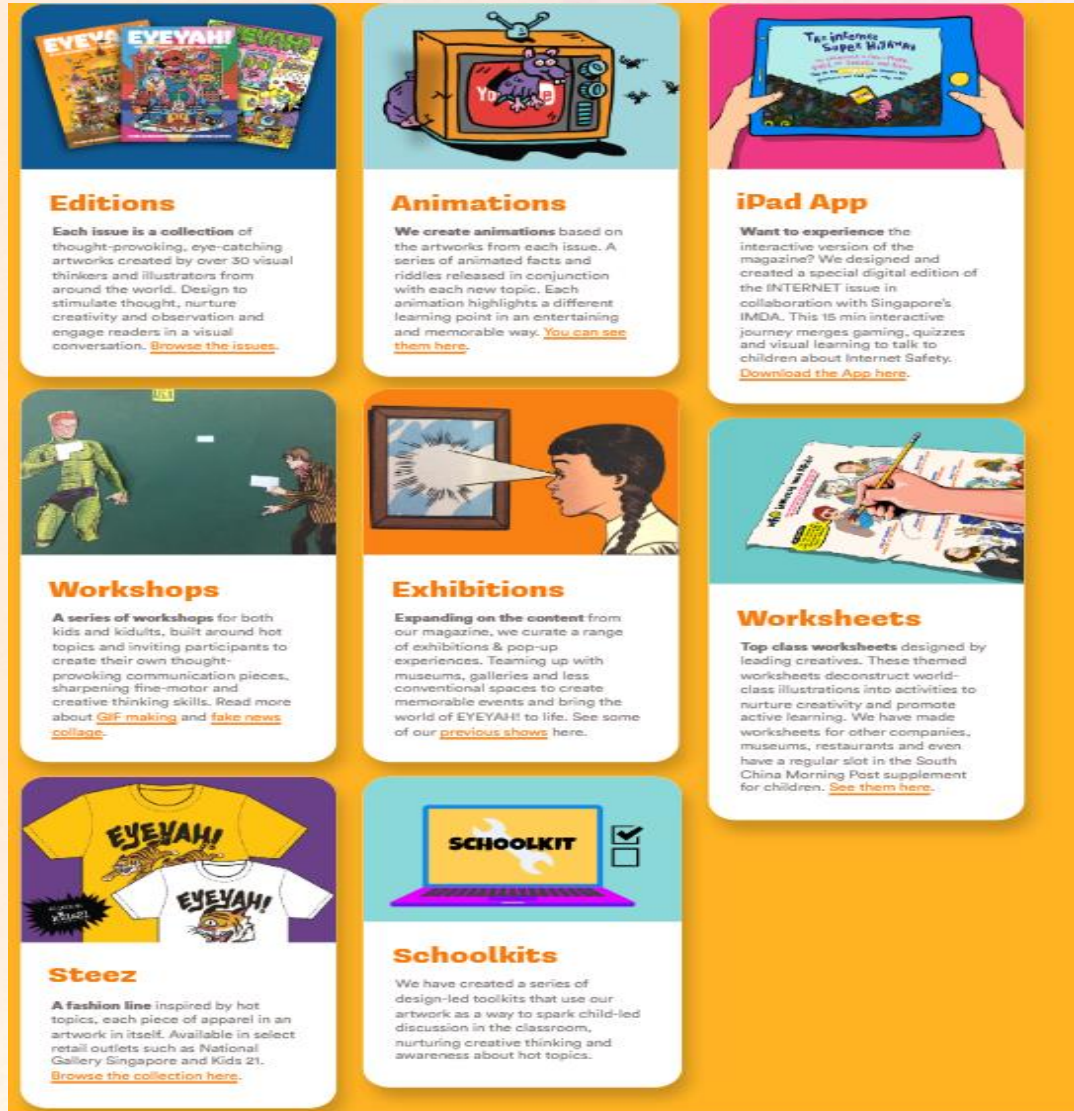
EYEYAH! is an educational platform that uses eye-catching artworks and illustrations to create engaging learning materials for children.



My Work Attachment Story

About Eyeyah!

- It is a creative education company that focuses on innovative approaches to learning, blending creativity with technology.
- They create magazines in both print and animated formats across different topics, designed to stimulate thought, nurture creativity and observation, and engage readers in a visual dialogue.
- They organise workshops, exhibitions and pop-up experiences for children and adults alike, centred around relevant themes.
- They have also created a series of design-led toolkits based on their artwork to spark classroom discussion fostering creative thinking and awareness about pertinent issues.



The image displays a grid of nine cards, each representing a different creative education initiative by Eyeyah. Each card features a colorful illustration at the top and a brief description of the activity below.

- Editions:** Each issue is a collection of thought-provoking, eye-catching artworks created by over 30 visual thinkers and illustrators from around the world. Design to stimulate thought, nurture creativity and observation and engage readers in a visual conversation. [Browse the issues.](#)
- Animations:** We create animations based on the artworks from each issue. A series of animated facts and riddles released in conjunction with each new topic. Each animation highlights a different learning point in an entertaining and memorable way. [You can see them here.](#)
- iPad App:** Want to experience the interactive version of the magazine? We designed and created a special digital edition of the INTERNET issue in collaboration with Singapore's IMDA. This 15 min interactive journey merges gaming, quizzes and visual learning to talk to children about Internet Safety. [Download the App here.](#)
- Workshops:** A series of workshops for both kids and adults, built around hot topics and inviting participants to create their own thought-provoking communication pieces, sharpening fine-motor and creative thinking skills. Read more about [GIF-making](#) and [fake news collage](#).
- Exhibitions:** Expanding on the content from our magazine, we curate a range of exhibitions & pop-up experiences. Teaming up with museums, galleries and less conventional spaces to create memorable events and bring the world of EYEHYAH! to life. See some of our [previous shows](#) here.
- Worksheets:** Top class worksheets designed by leading creatives. These themed worksheets deconstruct world-class illustrations into activities to nurture creativity and promote active learning. We have made worksheets for other companies, museums, restaurants and even have a regular slot in the South China Morning Post supplement for children. [See them here.](#)
- Steez:** A fashion line inspired by hot topics, each piece of apparel in an artwork in itself. Available in select retail outlets such as National Gallery Singapore and Kids 21. [Browse the collection here.](#)
- Schoolkits:** We have created a series of design-led toolkits that use our artwork as a way to spark child-led discussion in the classroom, nurturing creative thinking and awareness about hot topics.

My Work Attachment Story

My TWA+ Experience with Eyeyah!

About Me

- Economics teacher at Nanyang Junior College (NYJC)
- Co-curricular activities teacher in charge of NYJC's Biz Club
- Two-week work attachment with Eyeyah!

My Learning Objectives:

- Explore innovative methods in educational content creation
- Gain insights into visual learning techniques and artificial intelligence (AI) literacy education
- Understand the intersection of design, technology, education, and practical application

My Work Attachment Story

My Involvement during the Work Attachment

- Educational material development
- AI literacy initiative at Fairfield Methodist School
- Culture Cartel experience

My Work Attachment Story

1. Educational Material Development

Context:

- Focus on creating financial literacy materials for young learners
- Emphasis on using visual storytelling to explain complex concepts

My Activities:

- Reviewed worksheets, cards, and teaching materials, providing feedback and suggesting changes based on age appropriateness, student receptivity, and content relevance
- Suggested improvements for age-appropriateness and educational impact

My Learning Outcomes:

- Deepened understanding of visual communication in educational contexts
- Gained insights into balancing creative design and educational objectives



My Work Attachment Story

2. AI Literacy Initiative

Context:

- Collaboration with Fairfield Methodist School to introduce AI literacy using a design thinking framework to empower students in curriculum creation

My Activities:

- Explored the application of design thinking in developing AI curriculum
- Observed AI teaching sessions for students

My Learning Outcomes:

- Gained deeper insights into integrating AI concepts and ethics in education
- Learned to apply design thinking principles to curriculum development



My Work Attachment Story

3. Culture Cartel Experience

Context:

- Volunteered at Eyeyah!'s stall during the Culture Cartel event to gain exposure to real-world marketing

My Activities:

- Participated in stall management and assisted in selling Eyeyah!'s products: book editions, tote bags, and customised t-shirts

My Learning Outcomes:

- Gained practical insights into entrepreneurship and product marketing
- Developed ideas for student projects combining creativity, education, and business



My Work Attachment Story

Applying Eyeyah! Experience to My Economics Teaching

Visual Economics:

- Plan to use visual storytelling for complex economic concepts such as infographics for market structures and policies

AI and Economics:

- Plan to introduce newer EdTech tools incorporating AI for data analysis, forecasting, contextual evidence and evaluation

Design Thinking in Problem-solving:

- Plan to apply design thinking to economics case studies and essays

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Sharing Experience and Future Plans

TWA+ Experience Sharing:

- Delivered presentation to colleagues at Nanyang Junior College, reflecting on learning journey and inspiring greater TWA+ participation

Cross-departmental Collaboration:

- Initiated discussions with General Paper (GP) department to explore future projects integrating visual learning and AI

Curriculum Innovation:

- Collaborated with the Singapore Student Learning Space (SLS) colleagues to pilot AI-supported feedback tools for economics essay writing, with two classes selected for testing phase

My Work Attachment Story

21st Century Skills Observed at Eyeyah! and Application to My Teaching

Observed at Eyeyah!

- **Creativity and Innovation:** Employees used visual design and storytelling to simplify complex issues.
- **Collaboration and Teamwork:** Employees engaged in collaborative brainstorming and cross-team campaign development.
- **Adaptability and Lifelong Learning:** Employees embraced experimentation with new tools and ideas.
- **Communication Skills:** Employees engaged clearly and persuasively across different disciplines.

Application to My Teaching

Students develop creative problem-solving skills by presenting economic concepts through infographics, diagrams, and visual storytelling.

Students develop collaborative and teamwork skills by engaging in group-based economic projects requiring shared research and solution development.

Students develop adaptability and lifelong learning skills by engaging with evolving AI/EdTech tools while observing adaptability modelled in classroom learning.

Students develop communication and presentation skills by learning to explain economic concepts to both peers and wider audiences.

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My Reflection:

Lessons Learned, Horizons Expanded

My TWA+ experience with Eyeyah! has been transformative, equipping me with innovative tools and perspectives to enhance my teaching.

This journey has not only expanded my professional toolkit but also reignited my passion for creative and technology-driven education.

I strongly encourage my fellow educators to explore the TWA+ programme. It offers a unique opportunity to step outside your comfort zone, gain fresh insights, and bring industry-relevant experiences back to the classroom.

Take the leap—the growth and inspiration you'll gain will benefit both you and your students immensely.