



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

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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.



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About EYEYAH!

The collage includes:

- Editions:** Three magazine covers for EYEYAH!.
- Animations:** A cartoon television screen showing a purple cartoon character.
- iPad App:** A hand holding an iPad displaying a colorful animation.
- Workshops:** A child in a green costume running, and another child blowing a megaphone.
- Exhibitions:** A child looking at a painting on a wall.
- Worksheets:** A hand drawing on a worksheet.
- Steez:** Two t-shirts with "EYEYAH!" and tiger graphics.
- Schoolkits:** A laptop displaying the word "SCHOOLKIT".

- 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.

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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.

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My Involvement during the Work Attachment

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

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1. Educational Material Development

- Developed financial literacy resource materials for young learners using visual storytelling to explain complex economic concepts such as supply–demand shifts and opportunity cost
- Applied visual communication principles to create infographics, concept maps, and data charts that help bridge students' theory–application gaps in learning economics
- Reviewed and refined teaching resources such as worksheets and infographic cards, with a focus on making these age-appropriate for and appealing to students, and relevant to the school curriculum



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1. Educational Material Development

My Learning:

- **Enhanced understanding of purpose of visuals in aiding effective communication:** Recognised how well-designed visuals make abstract economic concepts more tangible and accessible to diverse learners, particularly in bridging theory-application gaps
- **Developed guiding principles for design of effective visuals as educational resources:** To complement rather than replace textual/oral conceptual explanations and encourage active interpretation, whilst avoiding cognitive overload
- **Gained practical insights in creation of visuals:** Understood that creative design should enhance clarity and engagement rather than merely adding visual appeal. Recognised the importance of purposeful creativity where visuals like circular flow diagrams can bring concepts alive, but excessive decorative elements may distract from core learning messages. Learned that effective visuals require testing with actual learners to ensure they genuinely support understanding rather than competing with the educational objective

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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

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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



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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 Plan

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

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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.