

creativeans[®]

LET OUT YOUR
CREATIVITY



Build Brands that *Matter*.

Since 2012, organisations have trusted us to solve their strategic and creative challenges: from branding, business design, UI/UX design, packaging design to communication design across industries and regions. Guided by our systematic approach and methodologies, such as **BrandBuilder®** and **EDIT Design Thinking®**, we build brands that matter.



DESIGN THINKING: LET OUT YOUR CREATIVITY

With **Let Out Your Creativity**, we empower students to unleash their creative potential and cultivate their creative confidence to solve real-world problems through immersive learning journeys. By stepping "out" of their comfort zones students embark on a transformative exploration of the world, fostering empathy and embracing design thinking principles. These enriching experiences allow them to understand diverse perspectives, ignite their curiosity, and develop the skills needed to make a positive impact in their communities and beyond.

Our programme is suitable for students in **Secondary / JC levels**.



Developed by Creativeans, the **EDIT Design Thinking®** methodology is equipped with tools kits to help people and organisations solve problems easily, and creatively.



At Creativeans, we have a strong network of partners to **enrich participants' learning** and bring design thinking into **real-world application**.



As practicing consultants, we have the **experience, deep expertise and know-how** to educate students on design thinking.



PROGRAMME OUTLINE

Package 1 [BASIC] (select 1 theme)	How Might We?	Session 1 – Part 1 Partner Site Visit	Session 1 – Part 2 Activities
<div style="background-color: green; color: white; padding: 5px; text-align: center; writing-mode: vertical-rl; transform: rotate(180deg);">Sustainability</div>	<ul style="list-style-type: none"> • How might we develop a waste management system within our school that encourages recycling, composting, and reduces overall waste generation? • How might we redesign our school cafeteria to minimise food waste and encourage sustainable eating habits among students? 	<ul style="list-style-type: none"> • Participants will gain first-hand insights of the industry, understand challenges of stakeholders, and inspire them on how they can apply Design Thinking to solve real world problems. <p style="text-align: center;">Q&A with stakeholders.</p>	<ul style="list-style-type: none"> • Participants will be introduced to EDIT Design Thinking® Methodology. <p style="text-align: center;">Participants will understand the steps to apply Design Thinking.</p> <ul style="list-style-type: none"> • Application of Design Thinking through in-class activities. <p style="text-align: center;">Participants will learn how to apply the fundamentals of Design Thinking.</p>
<div style="background-color: red; color: white; padding: 5px; text-align: center; writing-mode: vertical-rl; transform: rotate(180deg);">Culture</div>	<ul style="list-style-type: none"> • How might we design interactive cultural experiences within the school that allow students to engage with and learn from diverse cultural traditions? • How might we make heritage exciting and interesting for the younger generation? 		
<div style="background-color: blue; color: white; padding: 5px; text-align: center; writing-mode: vertical-rl; transform: rotate(180deg);">Community</div>	<ul style="list-style-type: none"> • How might we design outdoor spaces that promote biodiversity in the school? • How might we create wildlife-friendly habitats within the school grounds to support local biodiversity and provide learning opportunities for students? 		
<p>*Educators are encouraged to be part of the programme, sharing session for educators can be provided after each session.</p> <p>**The session can be conducted within a day or spread over 2 days, whichever work best with both parties.</p>			

PROGRAMME OUTLINE

Package 2 [FULL] (select 1 theme)		How Might We?	Session 1 Creativeans Studio Visit	Session 2 Partner Site Visit	Session 3 Empathise + Define	Session 4 Ideate (Divergence + Convergence)	Session 5 Prototype + Test	Session 6 Presentation
Sustainability	<ul style="list-style-type: none"> How might we develop a waste management system within our school that encourages recycling, composting, and reduces overall waste generation? How might we redesign our school cafeteria to minimise food waste and encourage sustainable eating habits among students? 	<ul style="list-style-type: none"> How might we design interactive cultural experiences within the school that allow students to engage with and learn from diverse cultural traditions? How might we make heritage exciting and interesting for the younger generation? 	<ul style="list-style-type: none"> Allow participants to immerse themselves in a design agency environment; to see how designers work and apply Design Thinking in their work. Introduce participants to Design Thinking through an in-house interactive workshop with real case studies done using Design Thinking. Q&A with host. <p>Participants will gain first-hand insights of how designers use Design Thinking to solve real world problems.</p>	<ul style="list-style-type: none"> Participants will gain first-hand insights of the industry, understand challenges of stakeholders, and inspire them on how they can apply Design Thinking to solve real world problems. <p>Q&A with stakeholders.</p>	<ul style="list-style-type: none"> Participants will learn the 3 methods of empathising - observing, immersing and engaging. Participants will learn how to create an empathy map and use it to understand their target audience's pain points. Participants will learn how to extract insights from the empathy map and craft a 'How Might We' question. Participants will learn how to translate the 'How Might We' question into a value proposition statement. <p>Participants will have the skills and tools to empathise.</p> <p>Participants will have the skills and tools to define a real world problem.</p>	<ul style="list-style-type: none"> Participants will learn how to use divergent thinking to generate a large quantity of possible ideas. Participants will learn how to apply divergent thinking techniques including Creativeans Idea Dice, opposite thinking, analogy thinking, random words and images. Participants will learn how to narrow down and select ideas through convergent thinking. Participants will learn how to identify the sweet spot of innovation by assessing their ideas' desirability, viability and feasibility. <p>Participants will have the skills and tools to use divergent and convergent thinking to ideate.</p>	<ul style="list-style-type: none"> Participants will learn to put their ideas to test by building prototypes. Participants will understand the importance of user testing, and use observations and feedback to refine their prototypes. <p>Participants will understand how EDIT Design Thinking® is a close-loop method to help them with continuous innovation and improve upon their initial ideas.</p>	<ul style="list-style-type: none"> Participants will present their Design Thinking process and idea to the school. <p>Participants will gain the confidence of presenting their ideas and create new ways of solving real world problems.</p>
	<ul style="list-style-type: none"> How might we design outdoor spaces that promote biodiversity in the school? How might we create wildlife-friendly habitats within the school grounds to support local biodiversity and provide learning opportunities for students? 							
	<ul style="list-style-type: none"> How might we design interactive cultural experiences within the school that allow students to engage with and learn from diverse cultural traditions? How might we make heritage exciting and interesting for the younger generation? 							

*Educators are encouraged to be part of the programme, sharing session for educators can be provided after each session.

**The sessions can be conducted within specific timelines agreed upon by both parties.



Project Showcase: Let Out Your Creativity
Client: Sembawang Secondary School

Problem: Student lack the creative confidence in the exploration of ideas.
Outcome: Students will have the skills and tools to use divergent thinking to confidently create new ways of solving real world problems.

70%
 OF THE STUDENTS ARE NOW MORE CONFIDENT IN TACKLING COMPLEX CHALLENGES THAT MAY NOT HAVE A CLEAR SOLUTION.



Theme: Sustainability

Problem: How might we encourage sustainability in school premises?

Outcome: Students developed prototypes that include a recycling bin that filters recyclables, game bin, shoe planters, and more.

Theme: Culture

Problem: Create engaging and interactive ways to share the rich stories and history of Chinatown with residents in Singapore.

Outcome: Students developed prototypes that include a fashion show that features traditional costumes, a skit, an interactive event and more.

PACKAGE 1 - [BASIC]: Design Thinking: Let Out Your Creativity

*Selected theme | 1 SESSION (8 hr) up to 50 Participants |
Field trip , Workshop*

PROGRAMME DESCRIPTION:

With **Let Out Your Creativity**, we empower participants to unleash their creative potential and cultivate their creative confidence to solve real-world problems through immersive learning journeys. By stepping "out" of their comfort zones, participants embark on a transformative exploration of the world, fostering empathy and embracing design thinking principles. These enriching experiences allow them to understand diverse perspectives, ignite their curiosity, and develop the skills needed to make a positive impact in their communities and beyond.

WHAT YOU WILL LEARN:

For students and educators to be equipped with design thinking skills and tools to confidently discuss possible new ways to solve difficult challenges that have no single/right/known answer.

TARGET AUDIENCE:

Students

SCHOOL LEVEL:

Secondary and JC Levels

Package 1 Price		\$12,000*	Min 50 Students/Package
No.	Description of Services	Specifications	Remarks
1	Understanding Needs	Identification of School Needs and adaptation into programme	-1x pre-sessions of design consultation - 1x sessions of design consultation - 1x report comprising observations and recommendations
2	Production of Standard Programme Materials	Includes: •Printing of lesson materials such as Worksheets / Posters / Charts	Per set of tool kit/ per participant include: - 1x Worksheet Booklet
3	Actual Facilitation	1 Main Facilitator, 1 Asst Facilitator	8 hr (1 session)
4	Engagement of Industrial Experts	Engagement of Industrial Experts for purpose of programme	Collaborate with relevant industry partner for students to gain first hand experience in understanding the topic being explored.
5	Project Reporting	Pre/post Surveys and Interim & Final Reports	1x Pre-Survey 1x Post Survey 1x Final Report
6	Audit report	External audit of actual expenditure by practitioner	

PACKAGE 2 - [FULL]: Design Thinking: Let Out Your Creativity

*Selected theme | 6 SESSION (18 hr) up to 50 Participants |
Field trip , Workshops*

PROGRAMME DESCRIPTION:

With **Let Out Your Creativity**, we empower participants to unleash their creative potential and cultivate their creative confidence to solve real-world problems through immersive learning journeys. By stepping "out" of their comfort zones, participants embark on a transformative exploration of the world, fostering empathy and embracing design thinking principles. These enriching experiences allow them to understand diverse perspectives, ignite their curiosity, and develop the skills needed to make a positive impact in their communities and beyond.

WHAT YOU WILL LEARN:

For students and educators to be equipped with design thinking skills and tools to confidently discuss possible new ways to solve difficult challenges that have no single/right/known answer.

TARGET AUDIENCE:

Students

SCHOOL LEVEL:

Secondary and JC Levels

Package 2 Price		\$30,000*	Min 50 Students/Package
No.	Description of Services	Specifications	Remarks
1	Understanding Needs	Identification of School Needs and adaptation into programme	-1x pre-sessions of design consultation - 1x sessions of design consultation - 1x report comprising observations and recommendations
2	Production of Standard Programme Materials	Includes: •Printing of lesson materials such as Worksheets / Posters / Charts	Per set of tool kit/ per participant include: - 1x Worksheet Booklet - 1x Creativeans Idea Dice Kit - 1x Creativeans Random Images/Words Card Deck
3	Actual Facilitation	1 Main Facilitator, 1 Asst Facilitator	18 hr (6 session)
4	Engagement of Industrial Experts	Engagement of Industrial Experts for purpose of programme	Collaborate with relevant industry partner for students to gain first hand experience in understanding the topic being explored.
5	Project Reporting	Pre/post Surveys and Interim & Final Reports	1x Pre-Survey 1x Post Survey 1x Final Report
6	Audit report	External audit of actual expenditure by practitioner	

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TABLE 1: CORE SERVICES (MANDATORY TO QUOTE; STATE NA FOR SERVICES NOT AVAILABLE)					
No.	Description of Services	Specifications	Unit of Measure	Price (\$\$)	Remarks
1	Project Reporting	Pre/post Surveys and Interim & Final Reports	Per project	\$ 1,000.00	1x Pre-Survey 1x Post Survey 1x Interim Report 1x Final Report
2	Design Thinking (DT) Consultancy	Identification of School Needs and adaptation into programme	Per project	\$ 2,000.00	2x sessions of design consultation
3	School Process Review	Consultancy services to review school processes	Per report	\$ 1,000.00	1x session of design consultation
4	School Programme Review	Consultancy services to review school programme	Per report	\$ 1,000.00	1x session of design consultation
5	Updating of DT Curriculum Materials	Updating of lesson materials for school from existing materials.	Per set	\$ 5,000.00	2x sessions of design consultation Content design update Delivery of curriculum materials in presentation format Update of existing materials of up to 2 revisions.
6	Designing of new DT Curriculum Materials	Includes: •Syllabus •Lesson Plans •Related resources	Per set	\$ 15,000.00	5x sessions of design consultation Research Content design Artwork design Layout design Delivery of curriculum materials in presentation format Design of new materials up to 2 revisions.
7	Production of Standard Programme Materials	Includes: •Printing of lesson materials such as Worksheets / Posters / Charts	Per set	\$ 350.00	Per set of tool kit include: - 1x Worksheet Booklet - 1x Stationery Kit - 1x Creativeans Idea Dice Kit - 1x Creativeans Random Images/Words Card Deck
8	Internal Manpower Cost for Facilitation – Senior Speaker/Facilitator	Includes: •Main facilitator for programmes •Main presenter for talks	Per facilitator per hour	\$ 400.00	Facilitator to foster discussions and lead activities. Facilitator to participate in speaking sessions and share knowledge about DT.
9	Internal Manpower Cost for Facilitation – Junior Speaker/Facilitator	Includes: •Support roles for programmes	Per facilitator per hour	\$ 300.00	Facilitator to foster discussions and lead activities. Facilitator to participate in speaking sessions and share knowledge about DT.
10	External Manpower Cost for Facilitation – Senior Speaker/Facilitator	Includes: •Main facilitator for programmes •Main presenter for talks	Per facilitator per hour	\$ 300.00	Invitation of external vendors for DT activities e.g. presentation talks
11	External Manpower Cost for Facilitation – Junior Speaker/Facilitator	Includes: •Support roles for programmes	Per facilitator per hour	\$ 200.00	Invitation of external vendor for DT activity support.
12	DT Project Mentoring	DT Mentor for specific projects	Per mentor per hour	\$ 300.00	Sharing of DT principles, methodologies, and tools. Introduce frameworks and techniques used in DT. Provide guidance and feedback on ideas, design concepts, prototypes and solutions.
13	Audit report	External audit of actual expenditure by practitioner	Per report	\$ 2,000.00	