



For enquiries:

Tanya Wilson | 9736 3642
education@eyeyah.com

EYEYAH!™



Since 2017 EYEYAH! has been uses visuals to spark conversations and grow social emotional learning, creative and critical thinking.

Our Design Thinking learning experience is created for Singapore students in conjunction with experts from leading design schools around the world.

With emphasis on making DT fun and accessible, interspersed with Creative Confidence building activities designed by illustrators from across the world.

Programmes ran with
400,000+
Singapore students

86% of students rate our programmes as 'very good' and 'excellent'.

90% of teachers feel confident to facilitate DT post our training.



PRESIDENT*S
DESIGN AWARD
SINGAPORE
DESIGN OF THE YEAR 2020



**BEST USE OF ILLUSTRATION
2018 WORLD ILLUSTRATION AWARDS**



Case Study 1 | Online Safety for Teens

We are working with Meta Singapore on a 3 year plan to educate youths about social media safety. The design thinking-led project started with in-depth interviews with teenagers, analysis and presentation of findings, development of a toolkit for educators and peer support leaders, and pilot programmes in IHLs & secondary schools (ITE, Geylang Methodist, Bartley).

CLICK HERE TO LEARN MORE

CLICK HERE TO VIEW COVERAGE REEL



that they have their own illustrations.

Case Study 2 | Building Creative Confidence from young

A primary school based program to develop design and creative thinking skills in children. Includes a teacher training program, provision of curriculum, pop-up exhibition in schools and Augmented Reality Experience. Piloted at Chongfu Primary & Bedok Green Primary.

CLICK HERE TO LEARN MORE



CLICK HERE TO VIEW COVERAGE VIDEO



- ✓ Builds creative confidence
- ✓ Makes DT relevant approachable and FUN
- ✓ Input and talks from industry and education experts
- ✓ Designed and engaging slides

Case Study 3 | P3 Design Thinking Programme.

EYEVAH!

We collaborated with Tanjong Katong Primary to re-design their P3 Design Thinking curriculum. We designed a 'problem surfacing workshop', interviewing students to identify a problem statement that was relevant, relatable and challenging.

CLICK HERE TO LEARN MORE

EYEVAH!
NEW WAYS OF SEEING



OBSERVING WITH ALL YOUR SENSES

- List 5 things you can SEE
- List 4 things you can TOUCH
- List 3 things you can HEAR
- List 2 things you can SMELL
- List 1 thing you can TASTE



Name	Package A	Package B	Package C
Curriculum & teacher training Programme	<ul style="list-style-type: none"> - Student workshop and/or teacher consultation - Teacher training workshop (Up to 50) - Programme design (1 cohort) Total Cost: \$26,000	<ul style="list-style-type: none"> - Student workshop and/or teacher consultation - Teacher training workshop (Up to 120) - Programme design (1 cohort) Total Cost: \$30,000	<ul style="list-style-type: none"> - Student workshop and/or teacher consultation - Teacher training workshop (Up to 120) - Programme design P1-P6 Total Cost: \$40,000
Design & Facilitation of student ALP/DT programme	1 student workshop Up to 50 participants Provision of slides for future cohorts & teacher training Total Cost: \$29,000	1 student workshop Up to 240 students Provision of slides for future cohorts & teacher training Total Cost: \$35,000	1 student workshop Up to 240 students Provision of slides for future cohorts & teacher training, Guest expert speakers x3 Total Cost: \$40,000
Teacher Training	1 teacher training workshop (Up to 6) Total Cost: \$17,500	1 teacher training workshop (Up to 120) Total Cost: \$23,500	1 teacher training workshop & 2-4 online inspiration sessions (Up to 120) Total Cost: \$26,000

Summary of Packages

Notes:

- School may use curriculum materials designed by EYEHYAH indefinitely (incl. student facing slides and booklet).
- To qualify for DSG funding, educator training is required.

Curriculum Student + Educator Programme Package (Package A)

<p><u>Programme Description</u> This image-led programme works with students to identify relevant and relatable problem statements. The programme uses illustrations and visual literacy to grow creative confidence and divergent thinking skills throughout.</p>
<p><u>What you will learn</u> Nurture DT mindsets in students and educators. Build empathy, creative confidence, collaboration and experimentation skills.</p>
<p><u>Target Audience</u> Primary / secondary / JC students and teachers</p>
<p><u>School Level</u> Primary / secondary / JC students and teachers</p>

No	Package Price	\$26,000	
	Description of Services	Specifications	Remarks
1	Understanding needs	Identification of school needs and adaptation into programme proposal	1 or 2 sessions of consultation with school leaders
2	Problem surfacing workshop with students	One 30min-1hr workshop with up to 30 students to surface problems in the school or community	School leaders may also provide problem statement
3	Learning journey development	Development of custom-designed cohort-specific slides, worksheets and learning journey x10-12hrs worth of lessons	Final copy in PDF and PPT will be shared with school. • Syllabus • Lesson Plans • Related resources School has unlimited rights to re-use materials Includes administering pre- and post- survey to measure impact of project, and documentation in the form of a Final Report at the end-point of the project.
4	Programme presentation	Presentation of curriculum and worksheet to teachers for feedback.	We believe in iteration and co-design. We will also take lead teachers through the training workshop.
5	Teacher Training workshop	A ½ or full day workshop to train teachers on how to use the materials and be confident DT facilitators	Up to 50 teachers
6	Third Party Costs	Costs paid out for project purposes	Project Audit Fees, Documentation, transport and printing of training materials

Curriculum Student + Educator Programme Package (Package B)

<p>Programme Description</p> <p>This image-led programme works with students to identify relevant and relatable problem statements. The programme uses illustrations and visual literacy to grow creative confidence and divergent thinking skills throughout.</p>
<p>What you will learn</p> <p>Nurture DT mindsets in students and educators. Build empathy, creative confidence, collaboration and experimentation skills.</p>
<p>Target Audience</p> <p>Primary / secondary / JC students and teachers</p>
<p>School Level</p> <p>Primary / secondary / JC students and teachers</p>

No	Package Price	\$30,000	
	Description of Services	Specifications	Remarks
1	Understanding needs	Identification of school needs and adaptation into programme proposal	1 or 2 sessions of consultation with school leaders
2	Problem surfacing workshop with students	One 30min-1hr workshop with up to 30 students to surface problems in the school or community	School leaders may also provide problem statement)
3	Learning journey development	Development of custom-designed cohort-specific slides, worksheets and learning journey x10-12hrs worth of lessons	Final copy in PDF and PPT will be shared with school. • Syllabus • Lesson Plans • Related resources School has unlimited rights to re-use materials Includes administering pre- and post- survey to measure impact of project, and documentation in the form of a Final Report at the end-point of the project.
4	Programme presentation	Presentation of curriculum and worksheet to teachers for feedback.	We believe in iteration and co-design. We will also take lead teachers through the training workshop.
5	Teacher Training workshop	A ½ or full day workshop to train teachers on how to use the materials and be confident DT facilitators	Up to 120 teachers
6	Third Party Costs	Costs paid out for project purposes	Project Audit Fees, Documentation, transport and printing of training materials

Curriculum Student + Educator Programme Package (Package C)

<p>Programme Description</p> <p>This image-led programme works with students to identify relevant and relatable problem statements. The programme uses illustrations and visual literacy to grow creative confidence and divergent thinking skills throughout.</p>
<p>What you will learn</p> <p>Nurture DT mindsets in students and educators. Build empathy, creative confidence, collaboration and experimentation skills.</p>
<p>Target Audience</p> <p>Primary / secondary / JC students and teachers</p>
<p>School Level</p> <p>Primary / secondary / JC students and teachers</p>

No	Package Price	\$40,000	
	Description of Services	Specifications	Remarks
1	Understanding needs	Identification of school needs and adaptation into programme proposal	1 or 2 sessions of consultation with school leaders
2	Problem surfacing workshop with students	One 30min-1hr workshop with up to 30 students to surface problems in the school or community	optional, school leaders may also provide problem statement)
3	Learning journey development: full school integration	Development of custom-designed cohort-specific slides, worksheets and learning journey from P1 – P6	Final copy in PDF and PPT will be shared with school. • Syllabus • Lesson Plans • Related resources School has unlimited rights to re-use materials Includes administering pre- and post- survey to measure impact of project, and documentation in the form of a Final Report at the end-point of the project.
4	Programme presentation	Presentation of curriculum and worksheet to teachers for feedback.	We believe in iteration and co-design. We will also take lead teachers through the training workshop.
5	Teacher Training workshop	A ½ or full day workshop to train teachers on how to use the materials and be confident DT facilitators	Up to 120 teachers
6	Third Party Costs	Costs paid out for project purposes	Project Audit Fees, Documentation, transport and printing of training materials

Design + Facilitation of student ALP/DT Programme (Package A)

<p>Programme Description</p> <p>This image-led programme works with students to identify relevant and relatable problem statements. The programme uses illustrations and visual literacy to grow creative confidence and divergent thinking skills throughout.</p>
<p>What you will learn</p> <p>Nurture DT mindsets in students and educators. Build empathy, creative confidence, collaboration and experimentation skills.</p>
<p>Target Audience</p> <p>Primary / secondary / JC students and teachers</p>
<p>School Level</p> <p>Primary / secondary / JC students and teachers</p>

No	Package Price	\$29,000	
	Description of Services	Specifications	Remarks
1	Understanding needs	Identification of school needs and adaptation into programme proposal	1 or 2 sessions of consultation with school leaders
2	Problem surfacing workshop with students	One 30min-1hr workshop with up to 30 students to surface problems in the school or community	optional, school leaders may also provide problem statement)
3	Learning journey development	Development of custom-designed cohort-specific slides, worksheets and learning journey from P1 – P6	Final copy in PDF and PPT will be shared with school. • Syllabus • Lesson Plans • Related resources School has unlimited rights to re-use materials Includes administering pre- and post- survey to measure impact of project, and documentation in the form of a Final Report at the end-point of the project.
4	Programme presentation	Presentation of curriculum and worksheet to teachers for feedback.	We believe in iteration and co-design. We will also take lead teachers through the training workshop.
5	Teacher Training workshop	A ½ day workshop to train teachers on how to use the materials and be confident DT facilitators	Up to 50 teachers
6	On site workshops with students	For up to 50 students, 12hrs spread across 2-4 days	1 facilitator per class provided by Eyeyah, teachers can observe .
7	Third Party Costs	Costs paid out for project purposes	Project Audit Fees, Documentation, transport and printing of training materials

Design + Facilitation of student ALP/DT Programme (Package B)

<p><u>Programme Description</u> This image-led programme works with students to identify relevant and relatable problem statements. The programme uses illustrations and visual literacy to grow creative confidence and divergent thinking skills throughout.</p>
<p><u>What you will learn</u> Nurture DT mindsets in students and educators. Build empathy, creative confidence, collaboration and experimentation skills.</p>
<p><u>Target Audience</u> Primary / secondary / JC students and teachers</p>
<p><u>School Level</u> Primary / secondary / JC students and teachers</p>

No	Package Price	\$35,000	
	Description of Services	Specifications	Remarks
1	Understanding needs	Identification of school needs and adaptation into programme proposal	1 or 2 sessions of consultation with school leaders
2	Problem surfacing workshop with students	One 30min-1hr workshop with up to 30 students to surface problems in the school or community	optional, school leaders may also provide problem statement)
3	Learning journey development	Development of custom-designed cohort-specific slides, worksheets and learning journey from P1 – P6	Final copy in PDF and PPT will be shared with school. • Syllabus • Lesson Plans • Related resources School has unlimited rights to re-use materials Includes administering pre- and post- survey to measure impact of project, and documentation in the form of a Final Report at the end-point of the project.
4	Programme presentation	Presentation of curriculum and worksheet to teachers for feedback.	We believe in iteration and co-design. We will also take lead teachers through the training workshop.
5	Teacher Training workshop	A ½ day workshop to train teachers on how to use the materials and be confident DT facilitators	Up to 120 teachers
6	On site workshops with students	For up to 240 students, 12hrs spread across 2-4 days	1 facilitator per class provided by Eyeyah, teachers can observe .
7	Third Party Costs	Costs paid out for project purposes	Project Audit Fees, Documentation, transport and printing of training materials

Design + Facilitation of student ALP/DT Programme (Package C)

Programme Description

This image-led programme works with students to identify relevant and relatable problem statements. The programme uses illustrations and visual literacy to grow creative confidence and divergent thinking skills throughout.

What you will learn

Nurture DT mindsets in students and educators. Build empathy, creative confidence, collaboration and experimentation skills.

Target Audience

Primary / secondary / JC students and teachers

School Level

Primary / secondary / JC students and teachers

No	Package Price	\$40,000	
	Description of Services	Specifications	Remarks
1	Understanding needs	Identification of school needs and adaptation into programme proposal	1 or 2 sessions of consultation with school leaders
2	Problem surfacing workshop with students	One 30min-1hr workshop with up to 30 students to surface problems in the school or community	optional, school leaders may also provide problem statement)
3	Learning journey development	Development of custom-designed cohort-specific slides, worksheets and learning journey from P1 – P6	Final copy in PDF and PPT will be shared with school. • Syllabus • Lesson Plans • Related resources School has unlimited rights to re-use materials Includes administering pre- and post- survey to measure impact of project, and documentation in the form of a Final Report at the end-point of the project.
4	Programme presentation	Presentation of curriculum and worksheet to teachers for feedback.	We believe in iteration and co-design. We will also take lead teachers through the training workshop.
5	Teacher Training workshop	A ½ day workshop to train teachers on how to use the materials and be confident DT facilitators	Up to 120 teachers
6	On site workshops with students	For up to 240 students, 15hrs spread across 4-6 days	1 facilitator per class provided by Eyeyah, teachers can observe. Includes 3 industry expert guest speakers to share at different stages of the learning journey (online or in person)
7	Third Party Costs	Costs paid out for project purposes	Project Audit Fees, Documentation, transport and printing of training materials

Teacher Training & provision of lesson slides (Package A)

<p><u>Programme Description</u> A workshop and generic lesson slides to upskill educators into confident design thinking facilitators</p>
<p><u>What you will learn</u> Nurture DT mindsets in students and educators. Build empathy, creative confidence, collaboration and experimentation skills.</p>
<p><u>Target Audience</u> Primary / secondary / JC students and teachers</p>
<p><u>School Level</u> Primary / secondary / JC students and teachers</p>

No	Package Price	\$17,500	
	Description of Services	Specifications	Remarks
1	Understanding needs	Identification of school needs and adaptation into programme proposal	1 or 2 sessions of consultation with school leaders
2	Workshop presentation	Presentation of workshop overview to teachers for feedback	
3	Teacher Training workshop	A full day workshop to train teachers on how to use the materials and be confident DT facilitators	Up to 50 teachers
4	Third Party Costs	Costs paid out for project purposes	Project Audit Fees, Documentation, transport and printing of training materials

Teacher Training & provision of lesson slides (Package B)

<p><u>Programme Description</u> A workshop and generic lesson slides to upskill educators into confident design thinking facilitators</p>
<p><u>What you will learn</u> Nurture DT mindsets in students and educators. Build empathy, creative confidence, collaboration and experimentation skills.</p>
<p><u>Target Audience</u> Primary / secondary / JC students and teachers</p>
<p><u>School Level</u> Primary / secondary / JC students and teachers</p>

No	Package Price	\$23,500	
	Description of Services	Specifications	Remarks
1	Understanding needs	Identification of school needs and adaptation into programme proposal	1 or 2 sessions of consultation with school leaders
2	Workshop presentation	Presentation of workshop overview to teachers for feedback	
3	Teacher Training workshop	A full day workshop to train teachers on how to use the materials and be confident DT facilitators	Up to 120 teachers
4	Third Party Costs	Costs paid out for project purposes	Project Audit Fees, Documentation, transport and printing of training materials

Teacher Training & provision of lesson slides (Package C)

<p><u>Programme Description</u> A workshop and generic lesson slides to upskill educators into confident design thinking facilitators</p>
<p><u>What you will learn</u> Nurture DT mindsets in students and educators. Build empathy, creative confidence, collaboration and experimentation skills.</p>
<p><u>Target Audience</u> Primary / secondary / JC students and teachers</p>
<p><u>School Level</u> Primary / secondary / JC students and teachers</p>

No	Package Price	\$26,000	
	Description of Services	Specifications	Remarks
1	Understanding needs	Identification of school needs and adaptation into programme proposal	1 or 2 sessions of consultation with school leaders
2	Workshop presentation	Presentation of workshop overview to teachers for feedback	
3	Teacher Training workshop	A full day workshop to train teachers on how to use the materials and be confident DT facilitators. Includes 4 online refresher sessions ran by experts focusing on different DT	Up to 120 teachers
4	Third Party Costs	Costs paid out for project purposes	Project Audit Fees, Documentation, transport and printing of training materials

Approved Rate Card

No.	Description of Services	Specifications	Unit of Measure	Price (S\$)	Remarks
1	Project Reporting	Pre/post Surveys and Interim & Final Reports	Per project	2,000	Cost for conducting the pre/post survey and doing the interim and final reports.
2	Design Thinking (DT) Consultancy	Identification of School Needs and adaptation into programme	Per project	6,000	Cost represents 1 hour consultation with 2 design consultants
3	School Programme Review	Consultancy services to review school programme	Per report	5,000	Unit cost represents a report to entail school current DT programme and alignment to proposed programme flow.
4	Designing of new DT Curriculum Materials	Includes: <ul style="list-style-type: none"> • Syllabus • Lesson Plans • Related resources 	Per set	15,000	Design of 6(hours) of Teacher Professional Development (PD) course. Advisable to split into 2 or 3 sessions. Cater to maximum 50 teachers
5	Production of Standard Programme Materials	Includes: <ul style="list-style-type: none"> • Printing of lesson materials such as Worksheets / Posters / Charts 	Per set	2,000	Production of toolkits
6	Internal Manpower Cost for Facilitation – Senior Speaker/ Facilitator	Includes: <ul style="list-style-type: none"> • Main facilitator for programmes • Main presenter for talks 	Per facilitator per hour	300/hr	
7	Internal Manpower Cost for Facilitation – Junior Speaker/ Facilitator	Includes: <ul style="list-style-type: none"> • Support roles for programmes 	Per facilitator per hour	150/hr	
8	External Manpower Cost for Facilitation – Senior Speaker/ Facilitator	Includes: <ul style="list-style-type: none"> • Main facilitator for programmes • Main presenter for talks 	Per facilitator per hour	500/hr	
9	External Manpower Cost for Facilitation – Junior Speaker/ Facilitator	Includes: <ul style="list-style-type: none"> • Support roles for programmes 	Per facilitator per hour	250/hr	
10	DT Project Mentoring	DT Mentor for specific projects	Per mentor per hour	300/hr	
11	Audit report	External audit of actual expenditure by practitioner	Per report	1,500	Cost to engage an external audit firm to audit the actual expenditure of the programme.