

# LEAP POST

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## From the Editor-in-Chief



To kick off the new school year, we introduced our students to a plethora of new and interesting topics and this edition is a collection of all the work our students have done over the past 6 weeks.

"Introduction to Jobs: Parts 1 & 2" and "Meet the Diver" were the topics on hand for our Beginner Level students. For "Introduction to Jobs", our students were taught a variety of careers and given in-depth, essential knowledge on each job including information on the job duties, work environment and necessarily qualities to excel at the job. In "Meet the Diver", students learnt about the ocean and endangered marine species and brainstormed ideas to save them. They also were treated to an educational and enjoyable class with our guest speaker, Mr. Paul Hodgson, Director of Oceanway Corporation Limited, who came in and spoke to the students about his experiences while diving.

The Intermediate Level students were exposed to three different careers: "Meet the Architect", "Meet the Entrepreneur" and "Meet the Advertiser". In "Meet the Architect", students had the opportunity to learn about renowned architects, world class architecture and important tools of the trade. Subsequently, our class met with Judith Tse, founder of bldg.bloc architecture firm and helped reinvent her client's poorly designed toy store. "Meet the Entrepreneur" introduced students to famous entrepreneurs where they recognized the role and importance of entrepreneurship and identified the traits of successful entrepreneurs. Denise Ho, founder of "A for apple" kids clothing line graced us with her presence and shared key information on the subject matter while guiding our students to come up with feasible and creative business plans. In "Meet the Advertiser", our students learnt about the different tools



advertisers use when making their advertisements and techniques to properly analyze the ads they see every day. As a final project, students created ad proposals for their client Leap Studio. They were offered professional advice from two guest speakers: Maria Wu and Yijia Tiong, brand strategist of Eight Partnership, who helped students polish and refine their ideas.

To continue with the career theme, the Advanced Level students were introduced to the basic principles of law in "Meet the Barrister" module. They did a variety of activities in class including role-playing what happens in a court room, interviewing a barrister and writing persuasive case analyses. Kelvin Lai, barrister from Gilt Chambers specializing in criminal law, shared his experience in the field and led a case discussion with the students on their final projects.

The kindergarten students in Foundation Level classes learnt about "The Animal Kingdom" and "Me, My Family and Friends". In "The Animal Kingdom", students explored different types of animals like birds and mammals and their distinct features and characteristics. They also got to take a peek into the habitats of different animals. "Me, My Family and Friends" emphasized developing the sense of self in tandem with the sense of belonging to a family and a circle of friends. Students in this class learnt about the roles of the various members of a family and how to effectively interview their friends to understand different personality traits.

Our students were very busy over the last 6 weeks and this edition of Leap Post is packed with the fruits of their labor. Hope you enjoy their work!

**LEAP**  
STUDIO



*"I am very grateful that Leap Studio had a module to focus on the importance of marketing and made the kids think about the difficulties in promoting the business. The kids learned to do a marketing plan with identifying their target audience, media selection, message they want to convey and convincing the audience with their presentation. It is a very fun session with the kids and they came up with excellent ideas to promote Leap Studio. I will not be surprised that one of them turn out to be the next David Ogilvy in the coming future."*


*~ Yijia Tiong, Brand Strategist of Eight Partnership*



# Introduction to Jobs:

## How do different jobs contribute to the society?

In this module, our Beginner Level 1 and 2 students were exposed to a plethora of career choices and given the opportunity to learn basic knowledge on different types of jobs. Each job that was introduced to them included information on work environment, uniform, tools of the trade and necessary qualities one must have to be good at the job. Among the jobs introduced to the students were chef, doctor, city planner, architect, toy designer, newspaper editor and fisherman. The final output for the module was a written piece on any chosen job that the children had learnt about in the past six weeks. Some students presented their work in the form of "interviews" with an imaginary professional in the field, while others wrote journal entries from the point of view of a professional.



### The Diary of a Firefighter

by Journalist Arion Tai (G2, CIS)

Dear Diary,

I am Simon. I am the best firefighter in the city. I am 40 years old. I live in Spain. I live by myself and I live on the 19th floor. I really like my house because I live beside the river. Every morning, I wake up I look outside the window and I see birds flying around. I wake up at 6:05 because I normally wake up at this time. I put on my uniform and helmet. I walk to work by myself. This morning, as soon as I arrived at the fire station the fire alarm went off. I was the first one to jump on the fire engine. The other firefighters joined me. The engine rushed to a very busy street. I realized that is Nadal's house. It is on fire! After 10 minutes we finally put out the fire. Nadal came out and said thank you to us. What an exciting day! I really like my work because I can save people. I want to save Federer next time. I am very good at this job because I am brave and strong. Next year, I will still be a firefighter but I will go to Switzerland so I can save Federer.



### Interview with an Architect

BY JOURNALIST LUCAS ZHENG  
(P2, KIANGSU & CHEKIANG)

His name is Lucas Zheng and he is the popular architect from Singapore! He is 40 years old. He works in a beautiful office in the USA. He works with 78 architect and 62 engineers. Lucas Zheng's job is to meet with clients and design houses. An architect's job is to invent and design houses and all kinds of buildings. He wakes up at 7 o'clock every morning, and takes buses to work. As soon as he arrives, he has a big meeting with all the 78 architects. They talk about new projects and make decisions on the houses and buildings. He goes outside to visit the houses and buildings that they are building. They make sure everything is correct. At night, Lucas Zheng sometimes eats dinner with the clients. Lucas Zheng's job is interesting because he meets all kinds of people. The biggest challenge is to make the building and houses safe to make sure when someone buys this house or building it won't be dangerous. The other challenge is that it's hard to always come up with good ideas. To be good at this job you need to be creative because you need original ideas. You also need to be smart because when you don't use your brain, the building or houses won't be safe.

### Interview with a Toy Designer

BY JOURNALIST KATHY FONG (P2, SIS)

Lisa Mok is a 23 year-old toy designer who works in a toy factory. In the toy factory, Lisa's job is to create a draft by sketching the design of the toy.

A toy designer's job is to decide on the size of the toys. Lisa also thinks about the colour of the toy. It means that she chooses the colour of the toy. She also chooses the material for the toy. For example: a teddy bear should have soft material. Lisa has to work from 12pm to 8pm every day. She works in an office in Lan Fong Road called The Toy Office. She works with a sculptor. Lisa sketches a toy then she passes the drawing to the sculptor who makes a model then passes the model to the factory worker who makes identical copies of the model. She doesn't need a uniform but she wears casual clothes to work like short pants, t-shirts and Converse shoes.

The most interesting thing I learnt about this job is that sketching the toy is not easy. Even if you think that a toy is easy to make, it is actually hard to make a toy. Some challenges Lisa has to face when she is designing a toy are sketching, using different materials, colouring, measuring and creating the draft. The qualities she has to have to be good at this is that she has to be careful about choosing what material to use for the toy and sketching the toy.





## Interview with an Architect

by Journalist Adrian Hui (P2, SIS)

Do you ever wonder who is behind all of the fabulous skyscrapers in New York? It's the great Thomas, aged 31! Thomas works for a company called Thunder Tyrants. He got this name from Thunderclan which is a clan from the Imaginary book "Warrior: Clan Cats". Thomas had invented a 160-storey triangular skyscraper. Thomas has also built the 400-storey shopping mall, breaking the world record! Right now, Thomas is building a 1000-storey high apartment near the White House. The president, Tom J. Jacob had ordered Thomas to do this. Thomas is an architect and he lives in New Zealand, even though he plans the skyscrapers in New York.

An architect plans how tall a building is, how wide it is and how comfortable it is. Thomas works starting from 9:00am-10:00pm. He works in a white room that has a few decorations: 1 table, 3 chairs and 1 sofa. It also has a small bookcase that has 20 books in it; 10 books about being a good architect, 5 fiction books and 5 books about art and music. The white room is also Thomas's home, so it also has a bed and a TV. There's also a fridge and 2 bags. Thomas has a servant called Ms. Chu Chu train. He wears normal clothes to work and also when he's free. He wears a construction suit when he visits the site so he doesn't have to worry if it gets dirty.

The most interesting thing I learnt about architects was you have to work hard to achieve what you want. One challenge for the architect is he has to concentrate on his job e.g. the architect's favourite TV show is on when he's supposed to be making blueprints. You have to be patient, brainy and be able to oversee a lot of things. You also need to pay attention to details, think thoughtfully and know how to invent something new to be good at this job.



## Interview with a Toy Salesman

by Journalist Tyler Werisberg (P2, Kiangsu & Chekiang)

Do you know who sells the best toys in the world? I will tell you it is Sergeant Pepper! He is 26 years old and he is from California, Stanford. He travels everywhere. His super company is so famous you can find it on posters and newspapers. His company is Mario Kart!

He sells out every single toy that comes from the factory. He works from seven am to six o'clock. He works with Miss Chu Chu Train, Miss Kong and Miss Getty. Miss Chu Chu Train does Lego design. Miss Kong designs Rudolf the diaper chicken. His uniform has a special tag that says "Mario Kart worker in Toys"R"Us." He doesn't work in an office but he works at a shop. The shop is always quiet and babies have to wear blue or white and baby shoes or else everyone will be kicked out of the shop.

The interesting thing is meeting and working with different people. He also likes his job because he has friends to help with his work. There are two challenges at his job. To fill in every single shelf with toys is very hard to do. Driving the big truck to a factory and bringing toys back to the shop is also tiring. To be a good salesman, you have to be friendly or else no one wants to buy the toys. You also have to be popular so everyone likes you and buys your toys. Lastly, Sergeant Pepper needs to be organized or else everyone says "Why is this toy here? Why is this toy there?" and the shelves would be messy.



## Interview with a City Planner

by Journalist Gillian Cheng (G3, Kau Yan)

Her name is Doracs Munsh. She is 34 years old. She works in Sky Company. She is a city planner. She plans where the buildings, malls, bus stations etc are going to go. Her specific job duty is to plan Wan Chai.

She plans how to have more rubbish bins in specific places. She works from 9am to 6pm and she works in the Sky Company that is in Central. She works with her younger sister, Dorie. She works in a quiet, bright and comfortable place because everyone concentrates and they just have their own office rooms. She has her uniform which she wears but she can also wear other black and white clothes. She likes to wear black high or not high shoes. In this module, I learnt about what is a city planner and the cool thing I learnt is that they plan the whole place. I would maybe want to be a city planner when I am an adult. But there is a challenge which is that they need to think always and work with other people. You need to be good at thinking, smart, organized and be able to concentrate all the time to be a good city planner.





## Interview with a Toy Designer

by Journalist Getty Li (G2, DGJS)

Miss Chu Chu Train is 30 years old. She is a very talented toy designer and she designs for Lego. She works in Hong Kong at an office in Central. Her duty is to design different cars.

Every morning, she wakes up at 10am and arrives at Central at 10:30am. Every morning, she has a meeting with all the designers and they discuss new designs for Lego cars. In the afternoon, she works on her designs on the computer. The office is very quiet. The only sound you can hear is people typing on the computer. She doesn't need to wear uniform. The most interesting thing that I learnt about her job is coming up with designs. The biggest challenge is coming up with a popular design. The other challenge is to draw the picture of the Lego car on the computer. To be good at this job, you need to have good imagination because you need to come up with ideas. This person needs to like working on the computer as well because she needs to sketch on the computer for long hours.



## Interview with an Architect

by Journalist Gabriel Szeto (P1, Po Leung Kuk Camiles Tan Siu Lin)

Mr. Tom Chan is 29 years old. He is an architect. He works for Barack Obama at the White House. But Barack Obama wanted to hire him so he built another house. But Barack Obama didn't like that house so Tom didn't want to work for Barack Obama. He went to work in the grass.

His work hours are from 3:00am to 11pm. He works with Jak Wong, Louis Szeto, Sammy Jo, Lucas Zheng, Funkky Jino. He has a black and red t-shirt and yellow trousers. An architect builds some houses and schools.

His job is challenging because he can fall off the tallest building because he will die. It is hard to design some hard buildings. You need to be a good designer because if you don't design well it is going to be hard to think of good buildings. If you are not creative, you cannot build special buildings. If you are not friendly to your friends, you cannot build all of the buildings. They will not help you with your job.

## Interview with a City Planner

by Journalist Jasmine Tam (P2, SIS)



Do you know who is the best city planner? It is Ms. Mavis Fu! She was the one who planned all the buildings in Tokyo, Hong Kong and New York, but she is only 30 years old. She works in a nice, quiet and peaceful office, but part of the day, she spends her time by walking and looking all around her. Her job is to figure out the best way to organize the streets and buildings of a city.

Ms. Mavis wakes up at 6:45am in the morning to check her email to see what the government has sent her so that the government could tell Ms. Mavis where to put the streets or buildings. After she checks her email, she packs her things into her bag and goes to her office to work and walks around as usual. She is the boss so she has 3 architects, 4 employees, 5 workers and 10 clients at her office, those are the people that she works with. Her work environment is quiet in the inside, but very noisy on the outside. She wears a light-green uniform to work.

The most interesting thing that I learnt from this job is that you must always be very thoughtful and creative so that you can think harder and clearer about where and how are you going to organize the streets and buildings. Some challenges that people face are: figuring out how to lay out the city and coming up with solutions. The qualities you need for this job include being clever, original and intelligent.



# Meet the Entrepreneur:

## What is a good business idea?

Co-designed with Denise Ho, the founder of A for apple clothing line ([www.aforapple.net](http://www.aforapple.net)), this module examines the function and importance of entrepreneurship. Through discussing and analyzing businesses of famous entrepreneurs, students identified traits of successful entrepreneurs and reflect on their own strengths and weaknesses. Alongside the entrepreneur, students learnt about major considerations for each business, which include product, place, people, promotion and price (5Ps). Students were then guided to experience key stages of starting a business from generating and discussing ideas to refining concepts and developing a simple business plan.

### “The Bookworm” Business Plan

by Hannah Szeto (P4, DGJS)

My sustainable business is called “The Bookworm”. Inspired by local bookstores like Dymocks, I feel like there is a missing gap in the market, therefore I will take a risk and open this bookstore. “Bookworm” is mainly for adults who like to read. Inside, there are comfortable sofas. As you enter my bookstore, you will be greeted by a friendly receptionist who will show you around. At the end of your visit, you can choose to check-out or to hang around. There is also a cute computer room for finding the books. The books come in a variety of genres like mystery, literature, fiction, science and geology etc. The main purpose of the bookstore is to help people improve on their social studies and reading skills. What happens to the books that you do not read anymore? They are either neglected or thrown away! This second-hand bookstore collects the neglected books that still can be used and rented out. This would be a helping hand to parents as they are concerned about their children’s academics.

My partner will be my loyal friend, Fion. My management team will be my classmates as we are all booklovers. The treasurer will be my friend Aimee, the math whiz. Most of my friends will be librarians while I tour people around. The qualifications we aim for are 3 years of work experience. My partner will also be responsible of collecting books as well as touring the people. The bookstore will be in Aberdeen. It will take up 7000 square feet space in a residential clubhouse.

I will advertise our business in a few local newspapers such as Standard, South China Morning Post...as well as promoting the brand on websites which have high traffic like Google, Facebook and Twitter. On Mondays to Wednesdays, there will be a discount of 50% applying to students and parents.

I will profit by charging \$25 per hour on the books. In addition, I will make money by providing food and beverages. Also, they can enjoy music of any kind in the sofas. To keep my customers happy, I will have to pay quite an amount. My expenses will include food costs, promotional costs, rent, salary and all the additional costs related to operating the business. My revenue will be less than my expenses during the first few months. However, I expect to become profitable once I have built a solid base of customers. I hope to have a sustainable business while being a successful entrepreneur by accomplishing the

tasks to be profitable.



### CLUBLIN

### “Clublin” Business Plan

by Rosslyn Sinclair (P4, SIS)

The business idea that I am creating is called “Clublin”. It is a hotel and a club combined, it looks quite modern and the décor incorporates nature such as waterfalls, some plants, and some nice bushes of flowers. My target audience is families and couples because the club is fun for the children and the adults will like the spas, the gym, and many other things. The couples will enjoy the hotel because it is very luxurious and has a lot of privacy. It is different from the hotels on the market because this is very special. Although there are also other hotels and clubs combined in many other countries, but those hotels and clubs are only for visitors and they don’t let the locals to use the club. Clublin is unique that it allows the locals and the visitors to use the club.

I might have a partner because this business that I want to run is a risk taking business. To make it sustainable, I cannot do it all by myself and I don’t know how to do some things so I need a partner who complements me. I will still be the head boss of this business because I created it, and my partner will be the vice president. I think I will be quite good at this job because I am decisive and make decisions without much hesitation. I will hire people with backgrounds in the service industry because most likely, when I tell them to do something urgently they can get it done quickly without any mistakes. All of my staff will be responsible for different jobs.

I will market this business by putting up signs and boards on bus stops, because the people who go to catch a bus will see the signs and boards at the bus stop, and if they like it they might go themselves or introduce it to friends or relatives who they think will enjoy it. I will also put it on air so that the people who are watching TV might come across it. In the T.V. commercial, I will show all the rooms, the suites, bathrooms and the facilities. It will display the design of Clublin and its amazing location.

For my revenue, I will make money from the locals who want to be members at my club. I will also make money from visitors of other countries staying at my hotel. I will also be making double the amount of money than other normal clubs around the country because they are just a club but my business is a club AND a hotel. The restaurants and the gift shops will not be too cheap or too expensive, I will set them at a reasonable price. The biggest expense will be the development for the whole entire building. For my ongoing expenses, I will have to pay for the salary of my staff, accessories like towels and cups and furniture and electricity etc. My revenues will be maybe around the same amount as my expenses or less for the first year because of the huge development costs. However, moving forward, I think my revenue will be more than my expenses.





## “Sip N’ Read” Business Plan

by Faith Yuen (G5, ICS)

The name of my business idea will be Sip N’ Read. It will be a café that has a library of books so that you can read while you drink. It will have tables that are big and small and sofas that have really soft cushions. The books will be for people of all ages and will come in different genres such as History, Biography, Fantasy, Mystery, etc. The books will also come in a wide variety of languages such as Chinese, English, etc. These books will only be borrowed by customers who buy drinks. My target audience will be everyone who is interested in books. It is different from what is currently offered in other cafes because there are very little shops that will have a library of books.

I will be the only person on the management team. I will be good at this job because I will be proactive at analyzing how the customers will feel about my business and try to improve it. I will hire five people, and the employees’ job duties will be to serve the customers and make them happy so that they will come back more often. My employees will be people who have really good experiences and some friends who like to read or help and serve others. I will sell the product at Festival Walk because there are lots of people who like to shop, read, or relax around there. My shop will be near the ice-skating rink as the moms who bring their kids there have nothing to do. It will also have a glass wall facing the skating rink so people skating can look in.

I think I will market Sip N’ Read by advertizing it online on Facebook, Google, etc. because those sites are quite popular. I also want to post posters in places where I have permission to do so or hand out flyers in popular places to people who are passing by.

I will make money by first inviting my friends to come and try it out for free. Then, I will use what they like and don’t like about my café to improve my café. I will charge about 30 to 60 dollars per drink, increasing and decreasing the price as more or less people come. I will also have some snacks to go along with the drinks, and there will be discounts for people during holidays or their birthdays. I will have to pay about \$60,000 for the rent of the 1,500 square feet shop. I also have to pay about \$10 to 30 dollars every two hours for my employees, depending on how much money we earned in those two hours. I think that at first, my expenses will be more than my revenue, but as my shop gets more popular, my revenue might be more than my expenses.



## “The Cube Car Wash” Business Plan

by Ian Chu (G6, ISF)

My car wash business is called “The Cube”. It is a car wash that has waxing and makes your car good as new. When you wait for your car to be washed, you can have a cup of coffee and a cake too. In the café, you sit in a car and drink your coffee with a premium selection of cakes made by the famous chef, Jamie Oliver. My target audience is car owners who don’t have time to care for their cars. Some people will need this service because they just can’t find time to wash their cars so they could drive into The Cube Car Wash and have a cup of coffee before they go home. My car wash is very different from other car washes in Hong Kong, because my service includes waxing and also changing the colour for your car, you can also design a pattern and we will help you spray it on.

My management team is myself. I don’t have a partner and everyone’s job is to offer the best service to our customers. I’m good at this role because I know how to manage a good business. I want my employees to be people who know how to operate a car wash business. Their qualifications include two years of experience working at a car wash and strong communication skills. My employees will be ranked according to their background and performances. I will hire a manager who can manage the other employees. The manager needs to be friendly and can be relied on. I will spend my morning at The Cube Car Wash supervising my employees and help our customers. My store will be located on both sides of the Cross-Harbor tunnel so people can go there before they go home.

My promotional plan is to market my service on the internet and also place advertisements on billboards in front of the cross-harbor tunnel. I will also promote my service on T.V. I will also put my advertisement on The Standard. I want to promote on the Pearl channel because a lot of people watch T.V. at night after they come back from work. A lot of people also will see the advertisement so they may even consider going to The Cube Car Wash. I think T.V commercial is the best way to promote our service to customers.

My revenue will be the coffee or cakes sold to car owners and also the car wash and colour changing service for cars. It will be \$10K for a monthly package, which means you can try the car washing service as many times as you want during that month, and also three times for the car colour changing service. If you only want one car wash it will cost 200 HKD. I need to pay for the salary, the rent and also for the machines at the car wash. My revenue is more than my expenses so I can earn more money.



## “Shut Up & Eat” Business Plan

by Jocelyn Landes (G5, ICS)



My business is a frozen yogurt shop called “Shut Up and Eat”. The shop looks like a typical house. I want to maximize my shop adding more flavors and toppings than other frozen yogurt shops. You can call us and we can deliver it to you wherever you are. Those are good objectives and they will make my business sustainable. I would sell this to the

obese kids and skinny people of HK. Now, in the market they just hire random people and sometimes the workers use not-so-nice-words. When I open my business, I will only hire professional workers who don't just sleep on the counter and are friendly and hardworking.

I am the sole manager of the yogurt shop I don't have a partner. I will need a garbage boy, a cashier and a person to make yogurt. Yes, I am good at this role because I can think of a lot of new flavors. My employees have to be talented and have to be professional in order to work at my shop. They cannot use not-so-nice-words, they have to be nice to the people or else they will be fired.

I would sell my yogurt in Wan Chai. I would buy a shop near the MTR then sell my products there, since more people come out of the MTR and take a break from work. I would use TV and make commercials since more people watch TV than read news articles. I would make money by selling my frozen yogurt. I would charge 5 dollars for one cup of frozen yogurt and one dollar per topping. My prices would be cheaper than other frozen yogurt shops so more people would come to my shop if they like my frozen yogurt. When I run this business I would need to pay for the cooler, the ingredients for the frozen yogurt, a designer for the commercials, air conditioning, lighting, furniture and a toilet. My revenue will be more than my expenses because I have to be careful about spending my money. I will make a budget when I spend my money.



## “pranktoys.com” Business Plan

by Justin Tam (P4, SIS)

www.pranktoys.com is the ultimate website for kids who want to have fun. On the landing page you will find pictures and information about the store and what is new in the store. There are many sections including “Toys to annoy Girls” and “Toys to annoy Boys”.

My website is unique because the only thing it sells is prank toys. I have a partner whose name is Justin Cheng. He is very good in computers. Then I am selling my toys through the computer and I am the idea producer. I am good at this because I have a creative mind. I need a partner because I am bad at computer work. I am also going to hire an engineer to help me make the toys I have in mind. My engineer has to be a graduate from an American college majoring in computer science.

I will market my toys through advertisements because I can stick them everywhere that is free. I picked this marketing channel because posters are easy to make and the paper is cheap. I will also promote my website through the internet and place ad banners on Facebook. Marketing through the internet is effective because a lot of people have computers at home and it is also cheap.

My business will profit from selling the toys. The only expenses are the engineer's salary and the computers. My biggest competitor is ebay.com because it is very established. However, they don't sell prank toys. My revenue will be more than how much I spend so that my business will be profitable. This job is great because I won't get fired. I only do the firing.

## “Pro Sports” Business Plan

by Martin Choi (G6, ISF)

My business is called Pro Sports, a shop that sells professional sportswear. It is a big shop with two floors consisting of different sections like football, golf, tennis and more. It needs to be at the corner such that people from both streets can easily spot my shop. In each section of my shop, there must be one or two simulation rooms. For example, in the golf section, the customer could try the golf club in the simulation room and see whether it is suitable for him or her. The room is a computer-generated golf course with wind blowing at you, than the customer feel like they are in the golf course. My target audience is students, teenagers and people who take sports seriously. People really need Pro Sports because I sell products that Marathon Sports sells and doesn't sell.

I am the sole owner and the only person on the management team. I don't have a partner and I need to take risk for the first year. I will have 6 to 7 employees in every sports section. I am good at this role because I really like to play sports. My employees could be from Marathon Sports, people who are new at selling sportswear or people who really understand sports. I will never give up on this job. My responsibilities are to supervise my employees and to allocate them with different jobs according to their strengths.

I will market my shop through two channels. Firstly, I will print my product on a little piece of paper, because people who don't really use a computer will have a chance to know about my shop. My second channel is using the internet to make a facebook account and a website so that people could know more about my shop and easily learn more about my brand.

My revenue will mostly come from customers between 20 and 30 years old. I will charge cheaper on Mondays to attract customers (just a little) because my shop is the quietest on that day. I think I have to pay for the manufacturing of clothes, salary of the employees, and the rent. I think the revenue is not more than the expenses, but I think for the first month of the first year I will not earn that much. However, I will earn more after the first year when more people visit my shop and hear more about it. I believe if my products are of premium quality, people will visit again and again.





# Meet the Diver:

## How to Save our ocean?

Students took a journey under the sea in this module where they learnt about the ocean, endangered sea creatures and how to protect our marine life. Mr. Paul, our diver guest speaker, also dropped by in one of the classes and gave the kids a very entertaining and educational presentation on his diving expeditions in Asia. He also showed our kids how he and his diving students are trying to clean up the water in Hong Kong. For their final output, students in this module wrote journal entries from the point of view of an endangered species of their choice and displayed their newfound knowledge on our aquatic neighbors.



### Journal of a Green Sea Turtle

by Journalist Anika Narayan (G3, Kennedy)

I was born in Deep Water Bay in 2005, 2 years ago. My appearance is made of an oval-shaped carapace and green flesh. I can hold my breath for a long time underwater. I laid eggs and I used my flippers to bury the eggs. Every day I check my eggs. Green sea turtles lay eggs that are like ping pong balls. I will have 3 babies. My habitat is the coral reef next to the beach.

Recently, things have changed because of people. They spoil my home by putting plastic stuff in the sea. We, the sea turtles, think the plastic bags are jellyfish and we eat them and we choke and we eventually die. My best friend died by eating a plastic bag and now she is gone forever and I cannot play with her. People are polluting the sea with garbage. One of my babies was just about to crawl into a plastic band but I stopped her. I was very unhappy because people threw garbage in the ocean which is my house. If I see people I will bite them because they throw lots of garbage in my house.

I wish people can clean up the ocean by doing coastal clean-up in their boats and by taking the boats to the middle of the ocean and diving to collect garbage. I don't want people to overfish. I want every place in the ocean to be a marine park and then we will be happy and we won't have to worry about becoming extinct. I want people to conserve me and my friends.



### Journal of a Green Sea Turtle

by Journalist Gloria Zhang (G3, Peak School)

I was born in the sand somewhere on the beach in HK. I was born in 2001 and on January 11th. Everyone started to call me Maliya and I look like a green rock when I'm scared. I have flippers that are strong for swimming. I am 9 years old. I have 10 family members. I have 6 sisters, 2 brothers and my mother and father. I am the second youngest. My behavior is usually nice and shy but sometimes I shout and yell and I am sometimes rude. I live in beaches with shells and rocky pools. I play with my friends and my sisters and brothers and I feel great when I am not alone. When it is warmer temperature mother sea turtles like me will produce a female baby, and when it is cooler temperature I will produce a male.

These days, things have changed. My biggest sister nearly got caught by humans and my little brother now knows how to talk. Lots of plastic bags are thrown into the ocean and nearly the whole ocean is covered with rubbish. People are throwing rubbish in the ocean because there is too much rubbish in HK. I feel really angry.

I wish people can leave the world and I want people to take care of all of us! Stop throwing rubbish in the sea, stop over-fishing, start coastal clean-up in the sea and build more marine parks to put endangered animals in. It is really important to conserve marine life because they will become extinct and later on there will be less animals in the ocean. In the future I wish there will be no more endangered animals.





# Save The Horseshoe Crab!

by Journalist Isaac Yuen (G2, SIS)

I was born in the Sai Kung beach one hundred years ago. My appearance is that of a dark green shell and my blood is blue and I have six pairs of legs and a long tail. I don't have to come ashore to breathe. I have a cap like a helmet or a suit of armour. I have many members in my family. I have up to one trillion members in my family. People may think I am intimidating but actually I can also be friendly. Usually, I go out hunting for sandworms and insect larvae. My habitat is in the coral reef.

Recently, things have changed. People keep catching me for some reason. I realized the reason people keep catching me is for research and doctors keep my blood to test for diseases in human beings. I feel very angry. Human beings are catching us for food and for our blood.

I wish people could do more coastal clean-up. They could do this maybe once a week and also stop over-fishing. They could also build more marine parks to help endangered species have longer lives. Then my friends and my family members could also have a more protected life.



## Journal of a Horseshoe Crab

by Journalist John Zhang (G2, CIS)

I was born on the beach in Pok Fu Lam 6 years ago. I look like a scorpion and I have blue blood. I go out to find other horseshoe crabs to play with. I eat insect larvae but it is very hard to find insect larvae in the sea. The beach has a lot of rubbish and a lot of people. Insect larvae is very yucky because all the children step on it but I still have to eat it even if it's yucky.

Recently, things have changed because people are now trying to kill me by taking out my blood to discover diseases in human beings. I am afraid I will die so I really want to escape from human beings. I am very mad and I want to bite them. I want to scratch them and I also I want to kill them.

I wish people can help me by not overfishing and by not taking out my blood for their medicine. I also want human beings to do coastal clean-up in the ocean, stop overfishing and build marine parks around the ocean.



## Journal of a Horseshoe Crab

by Journalist Sean Meng (G2, CIS)

I was born in Sai Kung beach 7 years ago. My appearance is like a scorpion or a hat. I have a long tail and six pairs of legs. My carapace is dark brown or green. Other people think I am scary because they think I might sting or attack them but I am friendly. I have about 50 family members. I eat insect larvae and sandworms. Every day I go swimming and take a walk on the beach. Afterwards, I go sun-bathing. I live in the sea's biggest coral reef.

Recently, things have changed because I can't sunbathe anymore. People catch me for my blood because it has medicinal properties. My life is endangered because the sea is polluted. I am mad when I see people because they are ruining my life.

I wish people could do a coastal clean-up, stop over-fishing and build marine parks for us. Coastal clean-up is when you clean up the garbage on the beach so it won't affect the ocean when it gets dragged into the water by the waves. Over-fishing is fishing too much, and we have been doing this a lot so we need to stop over-fishing. Marine parks are parks in the sea that protect the fishes. Fishing is not allowed in marine parks. It is important to do this so my family, my friends and I won't get extinct. I hope in the future I can live in a clean ocean. I wish I will be able to return to my old super life!

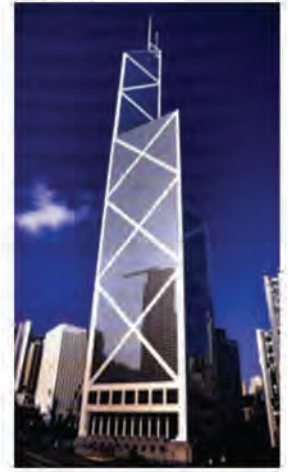




# Meet the Architect:

## How are buildings designed?

This module required a variety of skills as students had to not only learn about architecture through reading and writing but also had to build, as their final project, a model of a toy store. In the beginning, students were exposed to famous architects and their work and later on, got to meet with a real architect, Judith Tse, who shared her experience in the profession with the kids and generously offered tips to the students on how to plan and construct their models. Students were presented with a case study of a toy store with many problems in the layout that they had to fix. With their new understanding of architecture, they all managed to not only solve the problems in the layout but spruce up the appearance of the toy store as well.



### Designing a Toy Store



#### A Layout Proposal by Michael Landes (G3, ICS)

My final project was to make a better layout for the toy store. The purpose of my project was to fix the display, the storage and the store front. My client was Miss Pikachu, the toy store owner who needed help with the whole store. The problems were the walls because they were too dull, the storage was too big, the store had no logo, the window did not show the toys and the play area was too small. The steps I did to make my model were to first plan a new layout and then stick the pictures on the shelves. After that, I made the storage and the cashier. The last things I did were making the customers and the walls. I fixed the display by giving it more room. I fixed the storage by making it smaller. I fixed the store front by making it more colorful and I also added a logo. A new feature I added was I made the play area much bigger and put huge 3-D toy figures in it. I made the storage smaller and the cashier a little bigger. I felt excited while making my project because I like making things. The challenges were making the people and cutting the toy figures because I'm not good at cutting big pictures. When I finished I felt happy. The easiest part was making the walls. I think an Architect's job is easy because it is very fun and the most interesting thing I learnt was that Architects can travel for their job.

#### A Layout Proposal by Andre Ki (G4, DBSPD)

The final project was to make a better layout for a toy store. The owner of the toy shop is called Ms. Pikachu. She wanted to have more people to buy their toys, so she paid Judith, the architect to help her to make a better layout for her toy shop. After Judith introduced the shop to me I found many problems, with the shop. For example, the exterior had nothing on it, so the customers wouldn't come in. I also thought the storage and the play area should be together, if some babies or kids will break the toys, the workers could get new toys immediately. If these areas are not together, some people won't want to wait and they will just leave the toy store. The display area should be separated; boys one area, girls one area and babies one area so the people can find the toys they want easily. The last thing is the traffic flow: the distance between each display area should be 1.5m. So, if some toys sell well and are popular in the toy shop, there will be a space for people to line up. These were some of the problems with the toy shop and that is why there were not many customers. Now, I'll tell you how I made the store. First, I made a blueprint. A blueprint is a 2-D detailed design plan of the toy shop. It is very important. Second, I made a 3-D model. I made the model by making the floor first. Afterwards, I found the best places to put everything. Finally, I designed the walls. I wrote some words to tell people to come in and drew some cartoon characters on them. Then I stuck the walls to make my model after I designed them. I also had two problems making the model. But I solved the two of them. I asked for other people's comment and I found my best choice. For the first question I asked my mum about what I should put on the walls. She said that I should put some interesting things or something that kids would like on the walls. I thought for a plan and decided that I would put a big window and put some colourful things, like a rainbow. I was the best solution. The second question was where to put the cashier. This question, I asked my dad. He said that the cashier should be put in the end of the store because after people pay for their toys they need to walk back to the door to leave. When they are walking back, some children may see some toys they really want to buy and tell their parents to buy the toys for them. I made a new feature in my shop which is that there are many display shelves. The good thing about it is that you can put more toys on display and you don't need to refill it always. Then workers won't need to be so tired, ha! When I was building the model, I thought it was very hard. I needed to think seriously to make a good one. The other hardest part of the project was to make a blueprint. The blueprint needed to be the same as what the client wants. The easiest part was the place to display the things that should be put in the store. I think Architecture is very hard. Architects need to take many measurements, make models, draw a blueprint and always have meetings with the client. But I think Architecture is very interesting because I like maths. I'm too lazy so I don't want to be an architect when I grow up. Ha! Ha!

"LEAP Studio provides a platform for children to meet professionals that are not often part of the discourse at schools. In "Meet the Architect" module, we closely worked together to develop a unique curriculum weaving in the 5C's concept and successfully created a learning environment that was interactive, fun and memorable for the children. It was apparent that the children were engaged since the very first class of the module, and gradually grew more confident in voicing their thoughts in public.. By introducing a "toy store" design case study, children experienced first-hand what an architect encounters everyday and learn to use critical thinking tools to solve problems. LEAP demonstrates how there can be another way of learning and that children can acquire a variety of skills through carefully designed modules that will benefit them in school and in life." ~ Judith Tse, Founder of bldg.bloc architecture firm





## A Layout Proposal by Anthony Leung (G4, Creative Primary School)

My final project is to redesign the toy store. My client is Miss Pikachu and she is not happy because she needs to attract more people to come to her store. Some of the parts of the layout have problems like the storage is too big, so there is not enough space between the storage and the display shelves. There are also no gates at the play area so the people who come into the store might step on the children. At the display window, you also can't see any toys. Finally, the layout is not colourful so it won't attract more people to come to her store.

First, I drew the blueprint. Second, I made the cashier. Third, I made the first play area. It's much bigger than the original model's play area. Then, I made more display shelves. Next, I made a small storage area. After, I made a smaller play area. Finally, I made the gates of the play area and the walls of the store. I fixed all of the problems by optimizing the space in the store. I optimized the play area by making the gates and adding one more play area. I decorated the walls by making them more colourful. I fixed the display window by putting it outside the displays in the store so people outside could see the toys in the store. I added two more displays so people would buy more toys. I made the storage smaller so people could walk around the store easier. The original store didn't have a sign on the walls, so I added one in my design.

I felt so excited while I was building the model because it was my first time to make a model without instructions. The hardest part was making the gates of the play area and the easiest part was sticking the carpet of the play area. I think doing an architect's job is a little bit hard because building the real building is hard work. The most interesting thing about architecture is building the models of real buildings.



## A Layout Proposal by Loraine Kuk (P5, St. Rose of Lima's)

Hi! My final project for my Architecture class is to help Miss Pikachu make a new layout for her toy store. The purpose is to help her to arrange her shop and attract more people to come to her shop. The problems with the original layout were first the storage was as big as an elephant. Second, the traffic flow would not move smoothly. Third, the play area was next to the door and when people came in they would step on the children's toys. Also, this toy store is a dull colour.

The different steps involved in making the project were first we made our plan which was drawing the layout of the toy shop. Then, we put everything in place. Third, we needed to make everything colourful before making the walls. Lastly, we made the display window and the door. The original model's display was little so I made it bigger. Also, the exterior didn't have the store's name. So when I made the walls, I wrote the name for the store. I included new designs in my model. I added a TV in my model and made one of the walls inside the shop a blackboard so children could draw on the walls and have more fun.

When I made the model, I felt excited because it was my first time to make a 3D model all by myself. The hardest part about making the model was I had to be very patient to make the model because I had to use a lot of time to make it. The easiest thing was making the interior because I am good at Art so it was easy for me to make it. Although to be an Architect you must be hard-working, I still think it is a cool and amusing job. Learning how to describe some bad models was the most interesting thing I learn about architecture. When I grow up, I think I would like to become an Architect.



## A Layout Proposal by Janson Chu (G4, DBSPD)

My final project for my Meet the Architect class was to make a better layout for the owner of the toy shop. The client was Ms. Pikachu. The problems in the original layout were the storage was too big, the store front was too plain and the display area should have been bigger. Also, the window should not have been near the cashier, the play area was too small, the storage should have been at the back of the cashier, there was no logo at the front of the store, the cashier was too small and the door was too small. Lastly, there was too much dead space and the traffic flow was not that good.

The first step of making the design is drawing the blueprint (this is a sketch of the layout). Then I made the 3D model. To make the model I tried putting the different areas in different places and then glued the display area, the storage and the cashier. The last thing I did was I glued the walls of the store. The problem I solved for the walls was I coloured it and for the storage, I put it at the back of the cashier. I also made my logo. I made good use of my space and I made the play area bigger. I designed more stuff, for example, I made a maze so the people could see all the toys before they left the store. It is useful because for example if a boy comes to the toy shop thinking of buying a skateboard he might see a basketball and he might decide to buy it as well.

I felt good while making my model because making a model is very fun. The hardest part was making the model itself because I am not that good at arts and crafts. The easiest part was making the blueprint because drawing is easy for me. The most interesting thing I learnt about architecture is that being an architect is not easy because you need to be good at math to make the right scale model of your building and you must have patience when dealing with your client. It is also very interesting to build models of real buildings.





# Meet the Advertiser:

## How to market an idea?

*In this module, students learnt how to properly analyze the advertisements they are bombarded with every day. After being equipped with information on different types of advertisements and how to make an effective ad in the first half of the module, students spent the latter half building their own advertisements for their client, Leap Studio. Among the knowledge acquired, students learnt about the different techniques advertisers use to connect with their audience such as emotional appeal, sense of humor and using celebrity endorsements. To end the module, our students even had the opportunity to meet with advertisers, Maria Wu and Yijia Tiong, who shared tricks of their trade and offered sound criticism to the students on the work they had done.*



## Advertising Campaign Proposals for LEAP Studio

### An Advertising Proposal by Justin Lai (F2, Wah Yan)

Would you imagine that you can learn English in a different way? For example, through making projects, going on field trips and performing dramas, and not just staying in the classroom reading books all the time? Leap Studio can provide this learning method for you!!! The purpose of this ad campaign is to create brand awareness and to recruit more students for LEAP.

The target audience of this advertisement is students who are studying in Band 1 local schools and international schools. What makes Leap Studio unique is its teaching method which is not similar to other learning centers and the curriculum at Leap is co-developed with experts and professionals. They also use the case study method which makes learning relevant.

The demographic of the target audience is students who are studying in Band 1 local schools or international schools and have basic English skills. The medium that I have decided to use is digital, specifically online because nowadays most of the students surf the internet everyday; even the parents do as well. While they are surfing the internet, there are usually some ads popping up in the website they are looking at, and they actually will notice them before they take a look at the things that they intended to look at. My ad will convey the message that Leap is a quality learning centre that can help students broaden horizons and develop higher order skills such as critical thinking and creativity. I am going to convey it through a video that introduces Leap with some interviews with students that ask them what they have learnt while at Leap and if they have scored higher marks in their exams because of coming to Leap. I will also interview the founders of Leap and the founders of other organizations that Leap has helped and partnered with. I will post this video on YouTube and facebook to attract more students to look for it. Actually, I know that not everyone will look for it on YouTube because people only watch the video clips that are most popular so I will click the video clip many times to make it more popular and attract a bigger audience.

I will only ask for a little budget as I only have to buy some material to build the sets for the video clip. Also, I can use my own equipment like my video camera and use Leap's students to make a clip. Putting the video onto the internet is free of charge too. This is why, I won't have to use much money to produce this ad.

Among other things, the client's budget, the target audience and the selling points of the product are three important things to be considered when producing this ad campaign because if you forget these things, the ad won't be successful. Making a unique ad is the challenge that I foresee because there are many interesting ads all over the world. It will be so difficult to attract an audience because they are used to seeing so many ads every day. I have learnt how to identify a good or bad ad through this module. I think this can help me a lot when choosing items to buy from online ads. I also learnt about the techniques of making an ad like sense of humor, using celebrities and appealing to the audience's emotions.



### An Advertising Proposal by Michelle Lai (G6, St. Paul's Convent)

Every day, people can see advertisements everywhere. They all sell different kinds of products or services and I am going to sell a product too! My task is to help my client, Leap Studio, promote its brand. The purpose of this advertisement is to recruit more students.

My intended audience for this advertisement is parents as they are the ones who care about their kids and want them to have a better education and go to better learning centres. Leap studio is unique and its curriculum is its competitive edge. It has topic-based classes built around the main topics: career, current affairs and community service. Also, its teaching method is co-developed with professionals. It also provides case studies to make learning relevant and make kids think more. It also builds up their public speaking and writing skills. However, other learning centres just teach kids grammar and skills for tests and exams.

According to the client's budget, the media I decided to use is print. Print includes newspaper, magazines, brochures, fliers and posters. I decided to use posters. I think it is the most effective way because if we stick the posters inside the school or beside the kids' bus stops parents can read them when they are waiting for their children or waiting for the buses. It doesn't cost a lot, either! The message my ad will convey is 'Leap Studio is a quality learning centre'. I will convey it by using catchy words and sharp colors. The image I will include on my poster is lots of books because I think if students read more books, they can widen their horizons. If they go to Leap Studio, it can also widen their horizons.

Now I'm going to talk about the budget. I'm going to divide it among print, graphic design and artwork. This is how I divide the budget: fifteen percent on print, sixty percent on graphic design and twenty-five percent on the artwork.

In conclusion, I think it is so hard to make an advertisement as I need to think of the budget, media etc. I faced many challenges and problems while I was designing my advertisement, for example, I was stuck when I would need to think of a new and creative idea.



## An Advertising Proposal by Cindy Zhang (G6, ISF)

The project is about making an ad campaign for Leap Studio. The client is Leap Studio. The purpose of this ad campaign is to get more students and help more students learn in a more creative way.

My target audiences are both parents and students. What is unique about Leap Studio compared to other similar tutoring centres in the market is that they teach students in a creative way, so students learn happily. We do presentations, go on fieldtrips, meet visitors and do many fun things in our lessons. Leap Studio is a high-quality learning center that helps students widen their horizons and develop higher order skills.

The demographic audiences are students and some parents. Based on that and the client's budget, I decided to use print media to target the audiences. I think it is best to make posters because they cost less than the other media I learnt about and I believe that you can see posters in many different places like schools, buses and libraries. Many parents or students read posters. Sometimes people give out folded posters on the street and if it is about learning then maybe parents will read it. If they like Leap Studio they might introduce Leap Studio to their friends or family. My ad will have some information about Leap Studio and show the price and some photos of Leap Studio and its students. My ad will tell people Leap Studio is the best tutoring centre and that it teaches students creatively. My ad will have a big tagline and a colourful background to target my audience. There will be a short paragraph and if the people want to know more about Leap Studio they should go to Leap Studio's website. After, I will put some photos beside the paragraph and put a big logo of Leap Studio at the top and the bottom. I will put some funny pictures and some pictures of students doing presentations.

It won't cost much for printing posters and making posters. You don't need money to make a poster online. I might need 250 posters and it doesn't cost much, usually one sheet of A3 paper costs one dollar so my total cost for printing will be about 270 dollars for printing.

In conclusion, I must think carefully about how the layout of the poster will be to make it interesting for my audience to read. I have problems with thinking about how to target the audience and get them to read my posters and how the layout should be. I learnt a lot of new knowledge about advertising. I learnt about the different advertising media and what a person needs to know to have a job in advertising. I think it is fun to make your own ad and I found out that advertising is not as easy as I thought it would be.



## An Advertising Proposal by Willis Tsai (G6, ISF)

My project is to make an advertisement campaign to promote Leap Studio. Leap Studio is a place where learning becomes relevant. Leap Studio is founded by Ms Agnes Kong and Ms Yvonne Chu; both of them have attained a high level of education. The project is to help my client, Leap Studio, create brand awareness and recruit more students.

The intended audience of this project is parents. Leap Studio is different from other types of learning centers because they have topic-based classes. The teachers invite guest speakers who are all professionals in their respective fields and their teaching method is special. The message the brand Leap Studio wants to convey is that they want to help students broaden horizons and develop higher order skills (e.g. thinking creatively).

Based on the client's budget, I decided to use print, specifically flyers, because I can put pictures, taglines, etc. on them. The picture I will put is a Leap logo flying out of a book, because the teaching style of Leap Studio is different from other learning centres. The tagline is "Leap Studio is a great place to learn through different styles". For the layout, I will put the tagline on the top part of the flyer, next to it I will put the picture of Leap flying out of a book and a picture of a book as Leap's mascot. At the bottom of the flyer, I will put testimonials of students and that symbolize brand loyalty to Leap. On the side, I will put some information about Leap and their classes.

I will divide the budget that the client gave me among creative, artwork, graphic design and media planning.

In conclusion, when I made the ad, the challenge I experienced was condensing all the information in one sentence so the readers would want to continue reading to get more information.



## An Advertising Proposal by Vicky Fong (G6, SIS)

My task is designing an advertisement for LEAP Studio. LEAP Studio is a quality English learning center that helps students widen their horizons and develop higher thinking order skills. It wants to increase brand awareness and recruit more students.

The advertisement is targeted to kids of the ages four to fifteen from international schools or band 1 local schools with good English foundation. LEAP Studio uses curriculum teaching methods and topic based (Career, Current affairs, Community service) modules. Kids attending lessons at LEAP Studio also get to meet with experts and professionals on the topic they are learning about. The case studies at Leap also make learning more relevant. LEAP Studio teaches things that are more useful and relevant in kids' daily lives.

The medium I have chosen is print, specifically posters. Based on the client's budget, I have chosen print because its cost is cheaper. Kids nowadays have more purchasing power, which is the ability to buy things, and they also use pester power to nag their parents so that they will buy what they want or do what they want. It is also easier to make kids the intended audience because a lot of things would catch their attention to read the poster. I would want to put the logo big on the poster as images stick in kids' minds really well. The message that would be conveyed on the advertisement would be that LEAP Studio is unique compared to other learning centers. I would make the message eye-catching by making it the biggest and boldest on the advertisement. The kids' response after reading it might be that they want to find out more about LEAP Studio.

The budget that the client allocated is relatively low so I chose to do posters. I would spend most of the money on printing it, around 60 percent of all the money, as I would design it myself and that wouldn't cost much money. I would choose to bring it to get printed in shops, so the quality would be better. I would use all of the 60 percent of the money even if it was in excess so I could print out extras copies of my posters to post up in more places. The rest of the money, around 40 percent, would go to getting permission to put up the posters, as the places (for example: schools) might not allow me to post them without permission. I would donate the money to the places and create better connections with them which might make it easier for me to get permission to put my posters up.

The other things that I might consider while making the poster is where to put it, how to get permission to post it and a lot more. After this experience, I have learnt that advertising is not as simple as it seems and that it is actually quite challenging, but at the same time, it can be fun as well.



# Meet the Barrister

In this module, students learned about the underlying principles of law (e.g. rule of law, presumption of innocence) through reading selected recent court cases (e.g. Amina Bokhary case), and were introduced to the legal system, court procedures and basic types of law in Hong Kong. They then worked through a simulation to train critical thinking skills by finding supporting evidence, developing leading questions and identifying loopholes from the witness statements. In one class, they met with Kelvin Lai, a criminal law barrister at Gilt Chambers, who shared with students his education and career path, his most memorable case in court, and responsibilities and challenges at his job as a barrister. He also guided the students to a case discussion on the "ice cream hawker" court case, which led to the final analysis written by the students.



## Ice Cream Bicycle Case Analysis by Carol Chan (Y10, CIS)

On December 19th 2009, Chu Chung Wah, an ice cream hawker, was providing service as usual in the Tsim Sha Tsui Star Ferry Pier. However, the government's overzealous hygiene inspectors prosecuted him. Not only was he charged for obstructing the pedestrian area, but also for selling an item not allowed under his hawker license – lollipop. The obstruction charge was dropped after the prosecutor (Food and Environmental Hygiene Department (FEHD)) offered no evidence. Chu pleaded guilty to the charge of selling unauthorized item and was symbolically fined HK\$100 by the magistrate, Mr. Wan Siu Ming.

Although this incident created public grievance – many people thought that the case should not have been brought to court in the first case given how minor the charge was. I personally think that there are strong rationales behind both sides.

On one hand, Chu is a hardworking ice cream hawker. The magistrate praised Chu for his diligence and offered to buy ice cream from him on a hot day: "I hope I can be your patron next time. I will be very happy to see you on a hot day." Chu has to be under the sun and rain everyday with an unstable income. Chu stated that he only earns around HK\$6,000 a month. He has to financially support his handicapped wife as well. Hence, I feel that the FEHD should be more lenient towards Chu.

On the other hand, Chu did break the rule of selling lollipops. Why is FEHD making a big fuss out of it? The reason is to protect public health. If the customer gets sick after consuming an unauthorized product from the hawkers, FEHD will not be able to trace the origin of the illness. The Secretary of Justice, Mr Wong, stressed that FEHD had given verbal warnings to Chu several times already and also before suing Chu, they had sought advices from the Department of Justice. Therefore, it was right for FEHD to prosecute Chu.

Ultimately, the magistrate only symbolically fined Chu \$100. The amount is insignificant. However, I reckon that it was fair to charge him for selling unauthorized items, because he did commit an offense after all and pleaded guilty as well. I believe that the purpose of the prosecution was to create awareness among other hawkers and deter them from committing similar offences. However, I think that ice cream hawkers will continue selling unlicensed items; because that is the only way they can earn enough money to support their families. Actually, I believe that Chu should be responsible for knowing all the regulations associated with obtaining an ice cream hawker license, and FEHD could have enough grounds to charge him. But I am glad that the obstruction charge was dropped, perhaps because it drew too much media attention and influenced the outcome of this case.

I personally think that it was fair to have this case gone to the court in the first place, because you never know how FEHD will treat Mr Chu. With the adjudication by the magistrate, the FEHD cannot be nasty and cancel Chu's license.

For any law case, it is always difficult to balance between enforcing the law and showing compassion and leniency. Chu is a disabled man with a disabled wife. They live off 6,000 dollars a month and their only source of income comes from being vendors. Supposedly, under the spirit of the law, everyone should be treated fairly, without discrimination of the defendants' race, religion, culture, family and background. However I wonder if say another defendant who was richer, not disabled and not as hardworking as Chu, was prosecuted of the same offense of selling candies, will it lead to a different verdict? I believe so. Personally I believe that it is hard not to emphasize Chu in this case. Most people are compassionate; the purpose of having a heart is to care about others.

In other cases, for example the one involving Amina Mariam Bokhary (niece of a prominent Court of Final Appeal judge) in April 2010, we should not be showing any compassion at all; due to the fact that she was not only arrested for refusing to take a breathalyzer test, but also for assaulting a police officer for the third time. She didn't learn her lesson from the first and second time; therefore this punishment should not be lenient. The first time was in December 2008, Bokhary was sentenced to 240 hours of community service for assaulting a policewoman and a taxi driver. She also had to pay the taxi driver HK\$1,000 as compensation. Even Commissioner of Police Tang King-shing said: "That citizen paid no respect to law enforcers at all. She forgets that law enforcers maintain law and order for public safety." Based on a telephone survey of 1,100 people conducted by the Hong Kong Research Association, 91% responded that they felt the sentence was too light. This implied that the public did not show sympathy at all, because of the preferential treatment that she received. However, in Chu's incident, one of the members in the legislative council, Margaret Ng questioned the need of the case going on court, because the prosecution did not meet the public interest and it had also created tremendous pressure on Chu.

All law cases including Chu's and Bokhary's were hoped to be judged fairly in the court. However, how do you definite fair and justice? Would different people receive different treatments after they commit the same crime? Yes, but yet they should be receiving the same punishment. Universal Declaration of Human Rights #7 stated that we are all equal before the law and the law is the same for everyone. This is our right to be entitled to the equal protection of the law without any discrimination!

# Readers and Writers Program

Readers and Writers is a new program formed with the goal of breeding a passion for words in mind. The program combines the reading style of traditional book clubs with the creative writing exercises of a writing class. In the past month, our students have devoured (read), chewed up (discussed) and digested (evaluated) two books: the classic, *Blubber* by Judy Blume and the popular new book *The Mysterious Benedict Society* by Trenton Lee Stewart. In addition to developing healthy reading habits, our students have also been introduced to the fundamental building blocks of creative writing such as imagery and character development and have already begun writing their own pieces of short fiction.

## A Character Analysis of "Wendy" from Judy Blume's *Blubber* by Colette Wong (P6, St. Paul's Convent School)

Wendy is the antagonist of the story. She was always the one who bullied others, threatened others and teased them. As she was always bullying others, she started to make herself different from the others. She thought she was higher, more clever and better than her classmates. Although she was a leader, she wasn't a perfect one. She was a bad example of a leader since she was doing bad things, saying bad words and making up names for people she didn't like.

Wendy, in another way, could be called a beast. She likes making the ones that she hates do things they refuse to do. She also likes making them say words they dislike and making them feel sad.

All the characters were willing to be Wendy's friend. Although they all knew that Wendy was not a good girl, they stuck by her as to make themselves safe and not be bullied, threatened or teased by Wendy. Surely all of them knew that if they went on the opposite side of Wendy, they would not have a good ending!

No one would dare to stand up to Wendy since they were all afraid of her and they were frightened that Wendy might bully them. On the other hand, Wendy was a person who was good at lying. If they told the teacher, Wendy would surely lie to her and nothing would be solved by the teacher. That is why no one stood up to her.

Name: Martin

### The Paragraph Sandwich

A successful paragraph is a lot like a delicious sandwich. It has two main ideas on both ends, like the slices of bread on the outside of a sandwich, and a lot of details in the middle, like the filling of a sandwich! First read the sample paragraph below and identify the different parts of the paragraph: circle the topic sentence and concluding sentence and then the body of the paragraph. Next, write your own paragraph using the sandwich ingredients below!

Last summer my family went on an amazing picnic in a park. We brought freshly made ham sandwiches, apple pie and ice cold lemonade. While we enjoyed our picnic lunch under a tree, a small gray squirrel grabbed my delicious piece of pie off my plate and scurried off. We couldn't believe this hungry squirrel had invited himself to our picnic!

- Tip #1: Each detail sentence should tell the reader something about the topic.
  - Tip #2: Use lots of describing words and interesting action words.
  - Tip #3: Closing sentence can restate the topic of the paragraph.
- Purple = body = describing words  
• Green = Topic sentence = action words  
• Yellow = concluding sentence



by Martin Choi (G6, ISF)





# LEAP in the Community!

## LEAP Students on Junior Reporter Team for Daily 10



Our students Cameron Zeluck (Y10, CIS), Gessy Li (F2, DGS), and Max Lau (P5, Renaissance College) have been selected as part of the K4K Junior Reporter team (led by Cameron as Chief Editor) for the Daily 10 Children's Newspaper. Their first column was published in the Friday 15th October issue. This issue's topic was a brief introduction to various charities in Hong Kong, including Save the Children HK (reported by Cameron), Changing Young Lives (reported by Gessy) and Playright (reported by Max). Good job team!

If any of our students are interested in contributing articles to the editorial team in the future, please contact Cameron at camerz@student.cis.edu.hk for details.



## LEAP Students' Promotional Material selected for Changing Young Lives' 2011 Red Packet Campaign

Our students Carol Chan (Y10, CIS), Stephanie Shum (G6, SIS), and Karen Siu (G9, ISF) collaborated on designing and writing a set of promotional material for Changing Young Lives (CYL) 2011 Red Packet Campaign as the final assignment for one of our summer learning modules. These materials were selected to be used by the charity to reach out to schools and corporations. Good job girls on helping promote a meaningful cause through your writing! We would also like to appeal to all of our students to participate in this campaign by donating part of the red packet money you will be receiving this Chinese New Year to help less privileged children! You can either pass us the donation or send them direct to CYL. Please contact LEAP teachers for details.



"LEAP Studio truly opened my eyes to the world. I have never been out of my comfort zone to reach out and help others within my community. Through LEAP, I became more aware about different serious issues occurring in the world, for instance poverty; and how we can alleviate this problem through different solutions. This summer, through the module "Meet Changing Young Lives (CYL)", I met with a new charity that helps underprivileged youths in Hong Kong. I also interacted with these youths to learn about their family situations and interviewed the staff at CYL to learn about their mission. Furthermore, LEAP teachers guided me and my peers to create a set of promotional material for CYL's 2011 Red Packet Campaign. With all our effort spent, CYL decided to use our work to promote to actual schools. It was indeed a very rewarding experience to see my work being put to meaningful use. If everyone participates in the red packet campaign, donate some of their red packet money, we can make the world a better place to live in. I would like to thank LEAP teachers for connecting us to worthwhile opportunities and for helping us strengthen our writing and presentation skills. I have never thought that I can change the world step by step with my limited power! Thank You LEAP!"

- Carol Chan (Y10, CIS)



## LEAP Student Presented Overall Winner Award for Writing Competition



We are proud to announce that one of our students, Max Lau (P5) in collaboration with his classmates, wrote and illustrated the story "The Magical Vegetables" which was selected as the "Overall Winner" from the Renaissance College for the Kids4Kids 2010/11 "Writing for a Cause" competition. The story will be published as a book with sale proceeds to benefit the charity "Bring Me a Book". Here's a sneak preview of the story, [stay tuned for the book to be published in early December!](#)

*"A long time ago, there lived a witch called Mad-donna Spelly. She was a very generous witch who loved to help a lot of children. For naughty children, Mad-donna absolutely did not care about them. Mad-donna had a Himalayan cat that was named Furbie. She also had a best wizard friend, Seasall Ways. Even though he lived in the South Pole, he was open-minded enough to build a greenhouse to keep his plants warm. With a lot of friends around, nothing would go wrong, right? ..."*

## Sign up for our Christmas Workshops 2010!

Please contact us directly for schedules of different age groups (4-15)



### Meet the Artist

Date: Dec 20 - 24 / Ages: 4 to 15 / Duration: 5 classes (90 minutes each)

❄️ Chris Wong, the recipient of 2003 Two-dimensional Art Award, is both an artist and an educator. Her art pieces had been selected as finalists in both painting and installation sections by Philippe Charriol Foundation Art Competitions and Hong Kong Art Biennial. ❄️

#### Workshop content:

- ❄️ Through examining works of renowned artists and significant art movements, students sharpen their eye for detail and learn to appreciate artistic expression
- ❄️ **Face-to-face interview with Chris Wong**, where the artist will share personal stories, artwork portfolio, unique career paths, and inspirations for her work
- ❄️ Alongside the artist, students will learn expressive and technical aspects of art and the philosophy of upcycling. They will produce Christmas art piece by converting "trash" into "treasure" applying techniques learnt

### Meet the Food Bank

Date: Dec 28 - 31 / Ages: 4 to 15 / Duration: 4 classes (90 minutes each except field trip)



❄️ The People's Food Bank <http://foodbank.sjs.org.hk/en/home.action> was established by St. James' Settlement with a mission to provide the poor with temporary free food assistance. Over 85,000 people have benefitted from their services which include People's Canteen and Hot Meal Service for Elderly. ❄️

#### Workshop Content:

- ❄️ Through meeting with the People's Food Bank, students learn about food wastage issues and the role of food bank in providing short term hunger alleviation to the poor in Hong Kong
- ❄️ During a **field trip to Ma Wan Noah's Plaza**, students will explore a maze set up by the food bank. Students can also **volunteer onsite** to help with collecting food donation
- ❄️ Students will write and design promotional material for the Food Drive Program to reflect understanding of learning and to promote a meaningful cause to the wider public

**10% off with full payment before Dec 3rd**

