



Special Call for Proposals (Picture Books)

Virtual Briefing
7 May 2022 (10am to 12pm)
12 May 2022 (7 pm to 9 pm)

**Lee Kuan Yew Fund for Bilingualism
Programme Office**

Today's Programme

Briefing session will cover 3 key areas:

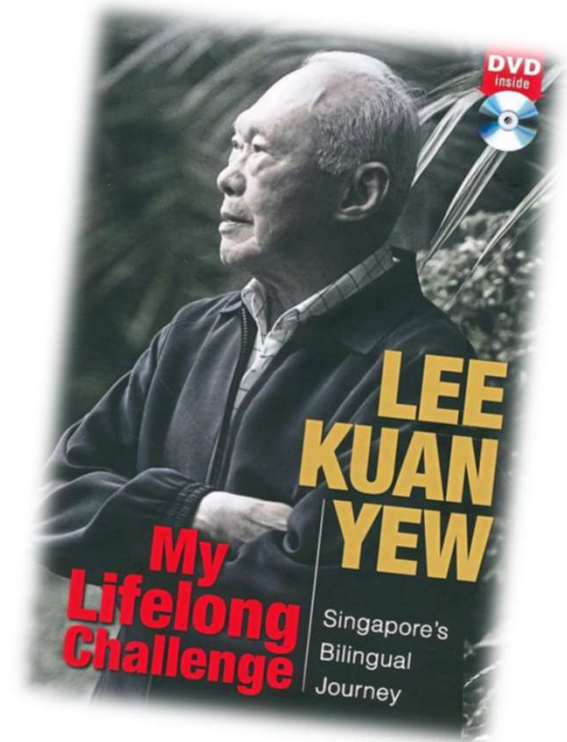
**(a) Information on the Special Call for Proposals
(Picture Books)**

(b) What Makes a Good Picture Book

(c) Frequently Asked Questions

About Lee Kuan Yew Fund for Bilingualism (LKYFB / the Fund)

- ❑ Announced on 28 Nov 2011 by Mr Lee Kuan Yew at the launch of his book “My Lifelong Challenge: Singapore’s Bilingual Journey”.
- ❑ Proceeds from his book were donated to set up the Fund. LKYFB was set up as a Company Limited by Guarantee with Charity and Institute of Public Character (IPC) status.
- ❑ The Fund supports resources/programmes which nurture a love for English and our Mother Tongue Languages (Chinese, Malay and Tamil languages).
- ❑ The Fund focuses on supporting preschoolers in schools, homes and the community.



Special Call for Proposals (Picture Books)

Download the
application form
& relevant
documents on
the Fund's
website!

Application Window:
1 – 31 August 2022

Please note that all proposals will only be evaluated **after** the application window.

Objectives of the Special Call

1. **Support the development of picture books** to benefit the wider community of Singaporeans, especially parents and young children.
2. **Expand the repository of local picture books with relatable content** that will appeal to and engage young children in the learning of Mother Tongue languages.
3. **Seed and catalyse capabilities of local content creators** to develop Mother Tongue resources contextualised to Singapore with local references.

Special Call for Proposals (Picture Books)

We are looking for **print resources** that:

- **parents/caregivers** of young children aged **0-4; 4-6 years** can use to **engage and guide** their children in the learning and using of Chinese, Malay or Tamil language in school and at home.
- **young children** aged **0-4; 4-6 years** can **read, enjoy and be motivated** to use MTL in school and at home.

Who Can Apply?

- Individuals
(Singaporeans or
Permanent Residents)
- Organisations
(Singapore-based)

Submission Criteria

Proposals must fulfill the following criteria, to be considered for evaluation:

Target Group	<ul style="list-style-type: none"><input type="checkbox"/> 0 – 4 years; 4- 6 yearsEngaging, interesting and relatable for young childrenAge-appropriate in language and content
Target Language(s)	<ul style="list-style-type: none"><input type="checkbox"/> Picture books using illustrations, <u>with or without text</u>.<input type="checkbox"/> <u>Three target languages</u>: Single language (MTL[^]), dual language (EL and MTL), and Wordless picture books.<input type="checkbox"/> All picture books to be complemented with a <u>learning guide comprising conversation cues</u> to facilitate use of the books.
Specific Requirements	<ul style="list-style-type: none"><input type="checkbox"/> Produced in a series (min. of 3 max. of 5 books in a <u>book series</u>)<input type="checkbox"/> <u>Local context</u>; local flavour<input type="checkbox"/> <u>Original works</u> (no translated or adapted works)

What's So Special? (Special Call vs. Usual Call)

	Special Call	Usual Call
Launch	One-off event, 1 – 31 August 2022	Twice yearly, in January and July
Target group	Specific to age range of 0 – 4 and 4 – 6 years	Preschoolers and young adults
Resource type	<ul style="list-style-type: none"><input type="checkbox"/> Print resource - one series of picture books (3 to 5 titles/series)<input type="checkbox"/> Original works	<ul style="list-style-type: none"><input type="checkbox"/> No restriction on resource type (e.g. Print and non-print resources, events, songs, etc.)<input type="checkbox"/> Original, adapted, abridged, translated works

Training on writing and illustration will be provided by Singapore Book Council for interested applicants.

Similarities between Special Call and Usual Call

1. Funding will be disbursed by tranches, i.e. given out in phases, based on the milestones of work completion.
2. Applicant to propose Publicity & Dissemination Plan in application form.
3. About 2,000 copies for each Fund-supported book title will be printed and made available to Fund's beneficiaries for every successful application.
4. The Fund's beneficiaries include preschool centres operated by Anchor Operators (AOPs) & Social Service Agencies (SSAs), and MOE Kindergartens (MKs).

About Intellectual Property (IP)

- Applicants should own the **IP rights** or are the **sole licensor** of the proposal content and have not previously granted any rights to any third party.
- Successful applicants will **retain the IP rights** for supported proposals.

Applicants will retain the IP rights

Evaluation Criteria

■ Literary Merit

- Are content and language age-appropriate?
- Can the plot and storyline **enthuse and engage** young readers?

■ Visual Merit

- How well can visual elements, including illustrations, support the story?
- Are text and illustration **complementary** and well-matched to enhance the storyline?

Evaluation Criteria

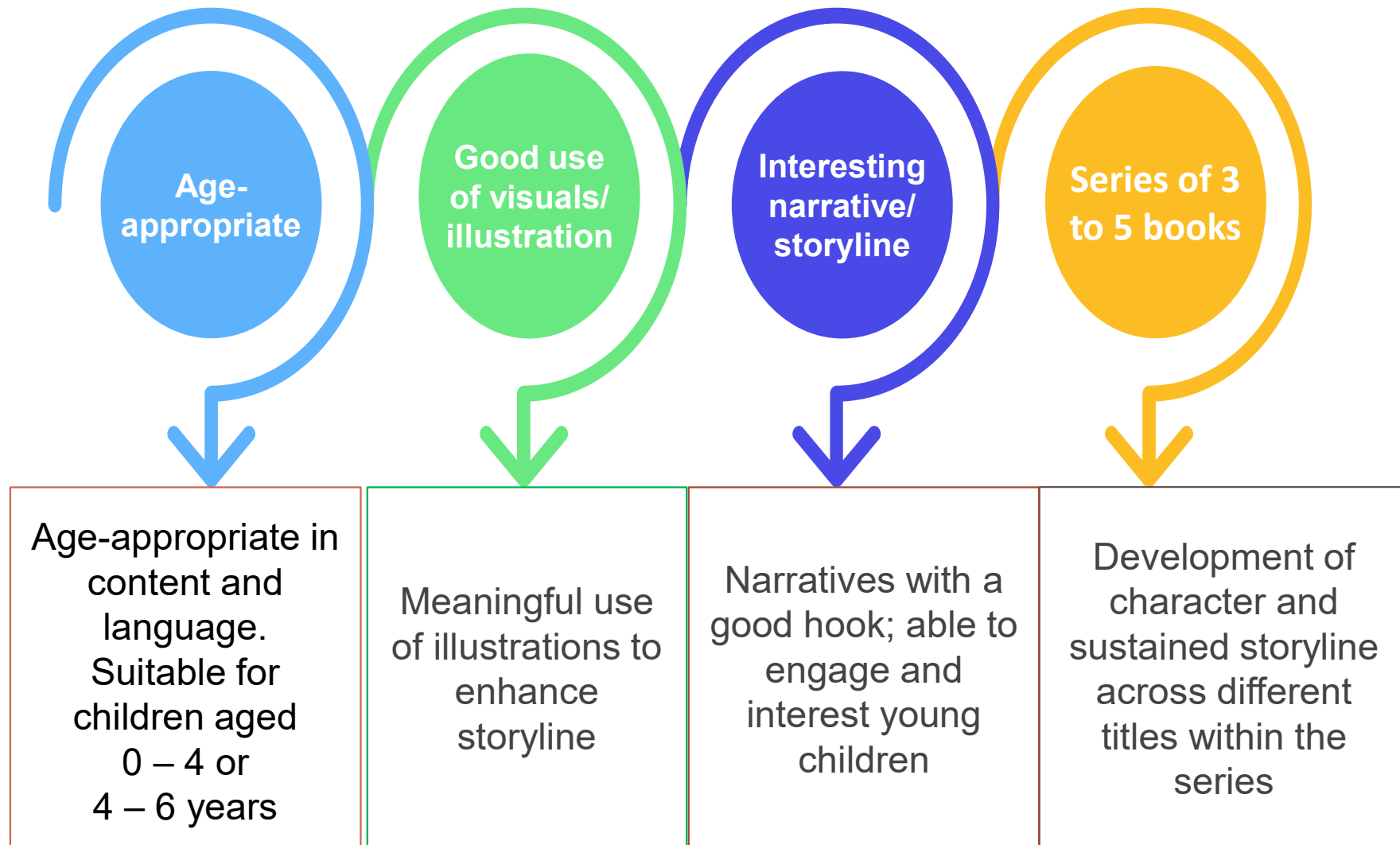
■ Impact

- Can the resource **motivate** children to want to read more books in MTL?
- Can parents use it to **support MTL learning** at home?

■ Originality

- How **novel / interesting** is the storyline?
- Can it **incite curiosity**?
- Does it **stimulate interest** in young children to learn MTL?

Key Considerations



Some Good Examples (Picture Books)

Summary of observations

What would be suitable:

1. Age-appropriate content and language
2. Language element appropriate for young children (e.g. repetitive sentence structures)
3. Vivid illustration
4. Clear layout; uncluttered pages

Summary of observations

What would be suitable (continued from the previous slide):

5. Use of humour
6. Interactive elements in the storyline for children to participate in, e.g. do some actions in tandem with the storyline

In a nutshell...

Print	Illustration	Content	Language	Layout
<p>Size to be large and clear.</p> <p>Avoid fanciful or decorative font types as they increase the reading load for young children.</p>	<p>Clear and attractive.</p> <p>Closely related to the print and support the story.</p> <p>Stimulate children's imagination.</p>	<p>Storyline is interesting, appealing and engaging.</p> <p>Plot with beginning, middle and ending.</p> <p>Allows children to relate to own experiences & imagination.</p>	<p>Simple and pitched at the right level for preschool children.</p> <p>Contains repeated and predictable language patterns and rhythm.</p>	<p>Space between words and lines should be ample.</p> <p>Length of story to be kept within 20 pages.</p>

Summary of observations

To avoid:

1. Unrelatable setting
2. Text that is too wordy or lengthy
3. Over-pitched vocabulary
4. Inappropriate setting or themes (e.g. gloomy feel; sensitive topics such as death, supernatural etc.)
5. Insensitivity towards gender / race & religion
6. Stereotyping of characters and setting

Training by Singapore Book Council (SBC) – Support for Aspiring Applicants

The Fund has collaborated with SBC to provide free training for interested applicants.

Training will be provided in the three main domains of illustration, writing and publishing.

Training by Singapore Book Council (SBC)

Overview + Illustration



- ❑ Introductory overview session on picture books.
- ❑ Illustration workshop focuses on role of illustration and interplay of illustration and text in picture books.

Writing



- ❑ Trainers will work with participants to refine their manuscript.
- ❑ Workshops will be interactive and include ideating as well as hands-on activities and writing exercises.

Publishing



- ❑ Workshop on publishing comes at the end to close the loop with participants on the development of a print book.

Training by Singapore Book Council (SBC)

Workshop	Conducted in	Dates
Mass Session on Picture Books	EL	4 June 10am – 12pm
Illustration Talk	EL	4 June 2pm – 5pm
Writing Workshops in MTL (Part 1, 2 & 3) <small>*Please take note that there will be a change in dates and timing for the writing workshops in Tamil Language. For more information, please refer to SBC website*</small>	CL/ML/TL Participants are encouraged to attend all 3 parts.	<div>9.30 am to 12.30pm</div> <input type="checkbox"/> Part 1: 11 June <input type="checkbox"/> Part 2: 18 June <input type="checkbox"/> Part 3: 25 June
Wordless Picture Book <input type="checkbox"/> Part 1 – Illustration <input type="checkbox"/> Part 2 - Conversation Cues	EL	2 July <input type="checkbox"/> Part 1: 9am – 11am <input type="checkbox"/> Part 2: 11.30am – 1.30pm
Author-Publisher Talk	EL	16 July 10am – 11.30am

Frequently Asked Questions (FAQs)

Category of Questions

Frequently Asked Questions on:

1. Application
2. Training
3. Resource Development (including conversation cues / guide for parents)
4. Budget Proposal
5. Timeline
6. Miscellaneous / Others

Application

FAQ (Application)

Question:

Can Public Servants apply for grants in their personal capacity? / If I am a staff of MOE or PCF, can I apply?

Response:

Please check in with your supervisor/head of department/HR. MOE staff would need to seek approval from supervisor / RO and inform HR prior to submitting your proposal.

FAQ (Application)

Question:

What is the difference between submitting as an 'individual' vs 'organisation'? Is there a difference in the evaluation process?

Response:

'Individual' refers to applicant(s) with a Point of Contact (POC) whereas submission as an 'organisation' refers to a proposal submitted by a company.

E.g. a publisher who has his own firm may assemble a team and submit under 'organisation'.

There is NO difference in the evaluation process pertaining to submission by individual/ group.

Evaluation is strictly based on merit of proposal.

FAQ (Application)

Question:

Are past works necessary? Can an applicant put in a submission without samples of past works?

Response:

The panel will evaluate based on what is reflected in each submitted proposal. Applicants may submit past works as reference if they have any. For this Special Call, applicants must submit sample pages & synopses of the actual proposal for evaluation.

FAQ (Application)

Question:

What do I need to submit for the application?

Response:

For this Special Call, applicants would need to submit:

(1) Synopsis and sample pages of the proposed book series.

(2) Profile of key team members involved in the proposal and Publicity & Marketing Plan.

Evaluation of the proposal will be based on the synopsis & samples submitted of the actual proposal.

FAQ (Application)

Question:

Can I submit a published work?

Response:

For this Special Call, the Fund will only be accepting original works that have not been published.

FAQ (Application)

Question:

Can an applicant submit more than 1 application / proposal ?

Response:

Applicant may submit more than 1 application/proposal but he/she needs to take into consideration timeline and the preparation needed for each piece.

FAQ (Application)

Question:

If I have ideas for children aged 0-4 years and 4-6 years, do I need to submit 2 proposals? Or just one proposal targeting at 2 different age groups?

Response:

Each proposal submission should target 1 age group, for continuity of story within the series.

Applicants may submit 2 proposals to target the two different age groups but they should take note of the timeline and preparation needed for each proposal.

Training

FAQ (Training)

Question:

Do I need to pay to attend the training by Singapore Book Council?

Response:

No, the training is free for participants. The training is provided by the Fund to support aspiring applicants for the Special Call.

FAQ (Training)

Question:

**Do I need to attend all the sessions?
(illustration, writing, publishing)**

Response:

No. While the sessions are made available to all, applicants can choose the session(s) they wish to attend.

Applicants can sign up for the sessions on the Singapore Book Council website.

FAQ (Training)

Question:

Who are the trainers for the workshop?

Response:

Please check the Singapore Book Council website for details on training, including the list of trainers.

FAQ (Training)

Question:

Is the training conducted face-to-face or through Zoom?

Response:

The training will be conducted through Zoom. Please refer to the Singapore Book Council website for training details.

FAQ (Training)

Question:

Will there be any penalty if I attend the free training sessions but end up not sending any proposals?

Response:

No, the training sessions are positioned as support. There will NOT be any penalty for applicants who attend the training but do not put in a submission.

Resource Development

FAQ (Resource Development)

Question:

While I am developing the project approved by the Fund, will there be any guidance given by the Programme Office?

Response:

Every grantee will work with the Fund. Our staff will provide the necessary guidance. Grantee assumes full ownership of the publication. Therefore, key processes such as editing, liaison with the illustrator / publisher etc are done by the grantee. The grantee owns the publication.

FAQ (Resource Development)

Question:

Can you advise how lengthy a children's book should be?

Response:

We do not dictate a minimum / maximum number of pages. Interested applicants may take a look at picture books in the market to have a sense of the thickness and density of text in a children's book. A book for young children should typically stay within 20 pages (exclude conversation cues).

FAQ (Resource Development)

Question:

Can I publish a picture book that is complemented with digital resource (e.g. mobile application, animation, audio book, AR element, Special Needs Assistive Feature(s), physical tools etc)?

Response:

For this Special Call, we will only be looking at print resource of a series of 3 to 5 books.

Further add-on(s) will be considered as upscaling and extension, and assessed on a case-by-case basis.

FAQ (Resource Development)

Question:

Can I include budget to convert the book into e-book?

Response:

Yes. In the evaluation of the proposals, the Fund will consider supporting the e-book option if it is able to value-add and enhance the learning experience for the target audience.

FAQ (Resource Development)

Question:

Why do I need to submit at least 3 picture books in a series for this Special Call? / Can I submit more than 5 books?

Response:

We would like stories to have a sense of continuity. By having 3 to 5 titles within the series, it will encourage young readers to look forward to the next book.

For this Special Call, please keep to criteria of 3 to 5 books for submission.

FAQ (Resource Development)

Question:

Can I produce a standalone book? Is it compulsory to produce a book series?

Response:

For this Special Call, it is necessary to produce a book series.

Applicants may submit the application to produce a standalone book under the Fund's Call for Proposals (CFP). There are two rounds of CFP each year, in Jan and July.

FAQ (Resource Development)

Question:

Can I submit application to translate or modify a book that is already published?

Response:

No, we will only be supporting original works for this Special Call.

FAQ (Resource Development)

Question:

Can real pictures (photographs) be used in place of illustration? / Will sketching be accepted as a form of illustration?

Response:

The Fund does not stipulate illustration to take a certain form. Applicants can submit real pictures (photographs) if they value-add to the story. However, applicants have to clear the IP rights for the photographs before using them.

Sketching – final product should ideally be illustrated (with colours) to appeal to young children and parents.

FAQ (Resource Development)

Question:

Can the publication be on Science Fiction / Fantasy/ Non-fiction etc? / Is the Fund looking for a special or specific theme?

Response:

The Fund does not stipulate specific themes for submission. However, submitted proposals need to reflect a storyline / a narrative.

The Fund will NOT accept applications on concept books (teaching basic concepts such as ABCs, numbers, colours, time, size etc)

FAQ (Resource Development)

Question:

For a series, can we have the first book as wordless and the second book with short sentences and a third book with longer texts but using the same illustration?

Response:

Yes, applicants can choose to develop the storyline using the best approach they deem fit, so long as the entire series caters to the same age group (either 0 to 4 or 4 to 6 years)

FAQ (Resource Development)

Question:

Can all the 3-5 books in the series be individual stories? Or are they linked to the one storyline?

Response:

Broad guidelines given by the Fund is that the stories should reflect some sort of continuity, to encourage young children to read on, from the first book to the next. They can be individual stories but with some form of continuity within the entire book series.

FAQ (Resource Development)

Question:

About the book sizes (i.e. dimensions) of the publication, what are the sizes approved by the Fund?

Response:

The Fund does not stipulate book sizes. Fundamentally, applicants need to keep in mind that the size of the books should be reader-friendly for preschoolers.

FAQ (Resource Development)

Question:

What do you mean by local context?

Response:

Storyline, choice of vocabulary, language use and references used in the stories should be relatable to Singapore / Singapore's culture.

FAQ (Resource Development)

Question:

I would like to clarify on content being age-appropriate in language. For 4-6 years Chinese readers, is it meant for preschoolers to read and recognize the simple characters, or it is for parents to read to them?

Response:

The books should first and foremost, be accessible for the target group to read on their own, especially for 4-6 years. That being said, the publication should also be suitable for parents' use as well.

FAQ (Resource Development)

Question:

Can I submit a storyboard but leave the illustration work to the Programme Office?

Response:

Applicant needs to source for his own illustrator and include the illustration fees in the proposed budget.

FAQ (Resource Development)

Question:

Can EL and more than two MTLs be printed in the same publication?

Response:

If applicants choose to write a dual language book, the book should be in EL-CL or EL-ML or EL-TL.

There should only be ONE MTL in a dual language book

FAQ (Resource Development)

Question:

Can Hanyu Pinyin be included in the products?

Response:

The main texts (stories) should not contain Hanyu Pinyin.

However, the guide / conversation cues for parents / adult caregivers can contain Hanyu Pinyin to facilitate use of it by parents.

FAQ (Resource Development)

Question:

Will the Fund require a final review and approval of the books before they get published to make sure that the content is appropriate and does not touch on sensitive issues?

Response:

Yes, the Fund will do the necessary review before publishing. There will be an account manager working with the grantee for every successful application

FAQ (Resource Development - Conversation Cues)

Question:

How extensive should the learning guide be? Do those learning guides for conversation cues need to be printed within the book itself or separate from the book?

Response:

It is a simple guide to facilitate parents / adult caregivers' use of the book. Purpose of this guide (conversation cues) is for parents to use it to facilitate the discussion of the text / story with their young children. It can be printed at the back of the book or as an separate insert, excluded from page count.

Budget Proposal

FAQ (Budget Proposal)

Question:

What does the distribution of around 2000 copies to pre-schools mean?

Response:

The Fund will be supporting the development, printing and distribution of around 2000 copies to the Fund's beneficiaries (preschools, National Library Board, self-help groups).

Once the proposal is approved, our staff will work with grantees on the distribution.

FAQ (Budget Proposal)

Question:

Is the printing of around 2000 copies for the entire series or for each individual title?

Response:

Printing of around 2000 copies is for each title within the series.

FAQ (Budget Proposal)

Question:

For budget of printing, is there a guideline for book specifications? Eg. book size, paper type

Response:

No stipulated guidelines by the Fund. The book size, paper type are to be decided by the applicant based on the series he has in mind to produce. However, proposed budget should keep in mind price reasonableness pegged to market rates.

FAQ (Budget Proposal)

Question:

What if I spend more than the agreed amount in the contract?

Response:

We strongly encourage you to source for the best market rates without compromising on the quality of work. The funded amount is based on market rate and price reasonableness, which should sufficiently cover expenses for the project.

FAQ (Budget Proposal)

Question:

How do we factor in the production cost?

Response:

Applicants could use market rates as a gauge/benchmark and propose a budget that is comparable. The Fund will scrub the proposed budget to ascertain price reasonableness.

FAQ (Budget Proposal)

Question:

Can we include our manpower cost?

Response:

Yes, applicants may include manpower cost in the proposal but the Fund will make the final decision on the extent of support.

FAQ (Budget Proposal)

Question:

Please explain the fundable and non-fundable items for manpower cost.

Manpower Costs

Fundable Costs

language consultant, scriptwriting, content development, translation

Non-fundable Costs

Living expenses, CPF contribution, insurance, medical costs

Manpower cost refers to manpower hired solely for the project, e.g. engaging a language consultant or honoraria. It does not cover living expenses.

FAQ (Budget Proposal)

Question:

Can I hire someone to help me in my project? Under what condition can a Project Manager be hired to help me manage my project?

Response:

Applicants can propose and put in a budget for Project Manager. The Fund will evaluate to assess whether there is a need for a Project Manager in the proposed budget.

FAQ (Budget Proposal)

Question:

Must the proposal include a plan to do marketing and publicity of the products I am going to produce?

Response:

Yes, applicants need to suggest a marketing and publicity plan and factor the cost into the proposed budget. The Fund will evaluate and decide on the extent of support.

Timeline

FAQ (Timeline)

Question:

Will there be a fixed timeline for project completion? How long does it take for the Fund to approve my proposal?

Response:

Timeline proposed for the completion of the proposal is decided by the applicant, with guidance provided by the account manager. Disbursement of funds is based on milestones of project completion.

Applicants will be notified of the outcome of their application within 3 to 6 months.

FAQ (Timeline / Miscellaneous)

Question:

Can I sell my publication? When can I do it? Can I determine my own selling price? Who determines the price?

Response:

The Fund will support the development, printing and distribution of around 2000 copies to Fund's beneficiaries (preschools, National Library Board, self-help groups). Concurrently, grantee can sell his publication in the market.

Grantee can determine the price (based on market reasonableness) and seek approval from the Fund on the pricing. For extra copies for Fund's beneficiaries, copies will have to be sold at a discount. AM will work with grantee on that.

Miscellaneous

FAQ (Miscellaneous)

Question:

I am keen to write a picture book but I do not know of any good illustrator/publisher. Can the Fund recommend or pair me up with one?

Response:

The Fund does not recommend or pair applicants with illustrators or publishers. Interested applicants may visit <https://www.bookcouncil.sg/sbc-academy/resources/literary-arts-resources> as one resource for more information.

FAQ (Miscellaneous)

Question:

Is there a cap to the number of proposals supported for each language?

Response:

The Fund will assess each proposal based on its merit. There is no cap by language.

FAQ (Miscellaneous)

Question:

My organisation does self-publishing. Is this allowed?

Response:

Yes. Applicant may form his own team and submit application under 'organisation'.

Applying for the Special Call

<https://www.bilingualism.sg/whats-up/news/>

LEE KUAN YEW FUND FOR BILINGUALISM

SPECIAL CALL FOR PROPOSALS (PICTURE BOOKS)

APPLICATION FORM

SCP(PB) REF. NO. (For Internal Use):

Screenshot of
application form

Applicants are required to read the **Special Call for Proposals (Picture Books) Application Guidelines** and the **FAQ** in the virtual briefing slides before submitting their application.

PART I: DETAILS OF APPLICANT

Type of Application	<input type="checkbox"/> Individual (Fill in Section A) <input type="checkbox"/> Organisation / Institution (Fill in Section B)
Application History	Is this your first application to request for funding from Lee Kuan Yew Fund for Bilingualism? <input type="checkbox"/> Yes <input type="checkbox"/> No Remarks (If any): _____

There are other supporting documents to help you:

- 1) Application Guide
- 2) Application Checklist
- 3) Slides with FAQs

Scan the QR Code below to access SBC website



<https://www.bookcouncil.sg/sbc-academy/lky-fb-special-call>

Q & A Session

Q & A

- ☐ Please type your question in the chat and post it to Admin 1 or Admin 2.
- ☐ For questions not answered during this session, we will reply to participants through email.
- ☐ Relevant briefing slides will be made available on the Fund's website from Friday, 13 May 2022.
- ☐ Participants may post further questions they may have in the feedback form (Gov SG form) or email them to the Fund using the email address provided below.

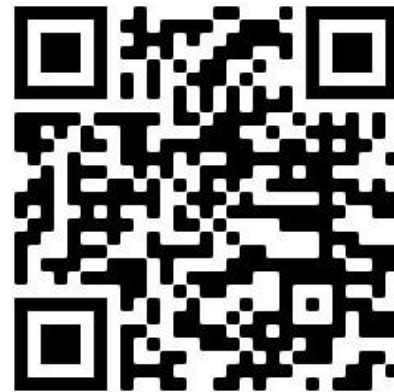
moe_lkyfb@moe.gov.sg

For further enquiries, you can also email:

moe_lkyfb@moe.gov.sg



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Thank you

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