Campaign on "Promoting Positive Values and Attitudes through English Sayings of Wisdom" 2026/27

SOW Creative Sticker Design Competition

What to Do

1. ***Read*** an English book and ***reflect*** on its positive message.
2. ***Create*** a colourful static or animated instant messaging sticker to share the message. The sticker must include a Saying of Wisdom (SOW) and visual elements.
3. ***Write*** a brief description explaining your creative process and inspiration.

Language Tips

Use creative language to make your SOW catchy, engaging and memorable!

Metaphor

"Paint" is used to represent the creative and collaborative efforts to foster a strong community.

Alliteration

The repeated /b/ sound in "Build", "Bright" and "Beautiful" makes the SOW memorable and conveys a sense of excitement.



(Inspired by the book ***The Magic Paintbrush***)

Imperatives

"Choose", "Chart" and "Change" call on readers to take positive action, making the SOW more powerful.



(Inspired by the book ***Wonder***)

Contrast

The dramatic difference between "Small" and "Big" makes the SOW more compelling.

AI Tips

If you use AI to design the visual elements in your sticker, CRAFT a prompt to tell AI what you want it to do:

CONTEXT
What is the task about?
E.g. I am taking part in the "SOW Creative" Sticker Design Competition and I need to _____.

ROLE
Who should the AI pretend to be?
E.g. You are a creative graphic designer.

ACTION
What should the AI do?
E.g. Create a sticker that promotes the SOW _____, inspired by the book _____.

FORMAT
How should the sticker look?
E.g. The sticker should include ____.

TONE
What is your positive message? What feeling should the sticker give people?
E.g. The sticker should remind people to _____.

Divisions:

- Lower Primary Parent-child Division (P1–P3)
- Upper Primary Division (P4–P6)
- Junior Secondary Division (S1–S3)
- Senior Secondary Division (S4–S6)

Awards:

School award:

Active Participation School Award

Individual awards:

- Outstanding Award
- Commendable Award
- "SOW Vibrant Pearl" Award

Deadline:

19 March 2027 (Friday)

For details, please scan the QR code:

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