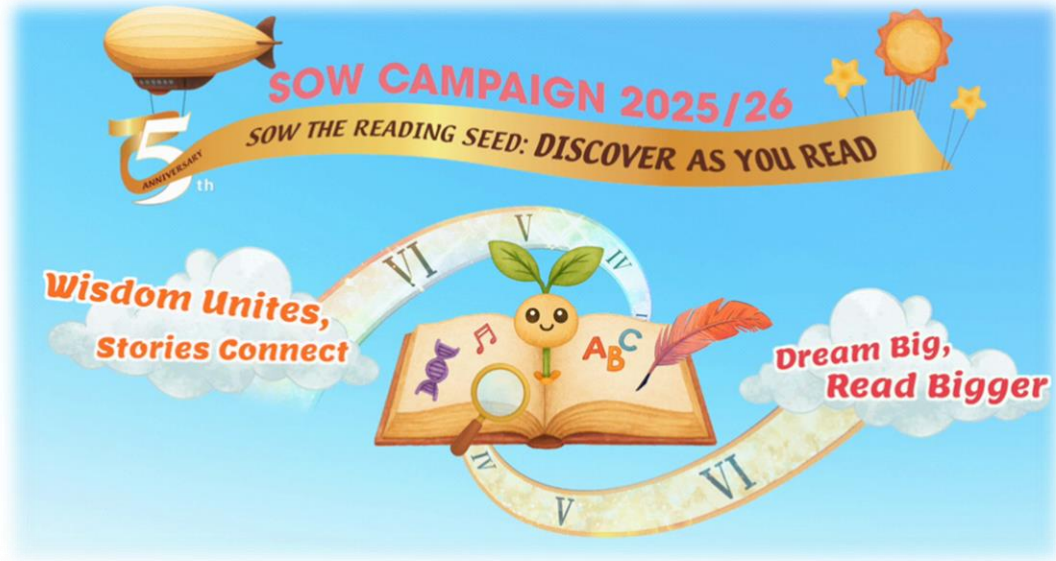


Learning and Teaching Materials on “SOW Your Discovery” Multimodal Composition Contest

Secondary Level



CONTENT

1. About the Contest
2. Identifying Your Book of Discovery
3. Leaving Your Reading Footprints
4. Retracing Your Reading Trail
5. Choosing a Multimodal Format to Showcase Your Discovery
6. Creating a Multimodal Text
7. Deadlines and Reminders
8. Self-assessment Checklist



OVERARCHING THEME AND SUB-THEMES OF SOW CAMPAIGN 2025/26

"**Wisdom Unites, Stories Connect**":
how shared
wisdom from
books **builds**
connections and
strengthens
relationships



"**Dream Big, Read Bigger**": how reading
helps develop a
growth mindset and
opens **new worlds of**
learning

1. ABOUT THE CONTEST

Aims and Objectives

- To help you develop a **zeal for reading**;
- To enhance your **language skills** and **multimodal literacy**; and
- To unleash your **creativity** and foster the development of **proper values and attitudes**.





How to Enter the Contest

1. Read a **book** of your choice
2. Produce a **multimodal text** that reflects the overarching theme and/or sub-themes of the SOW Campaign 2025/26
3. Submit the entry to your school on an **individual** basis





Content

Each entry must include **three key elements**:

- **The Book Inspiration:** The title of the book, why it was chosen, and how it inspired your discovery journey
- **The Saying of Wisdom (SOW):** A SOW taken from the book, clearly stated and explained within the context of your composition
- **The Discovery Journey:** Your discovery from the book, such as new knowledge, skills, lessons, insights, understanding, and the journey leading to the discovery





Format

The **multimodal text** must combine text (i.e. written or spoken words) with at least one other medium such as **images**, **video elements**, **audio elements**, and **visual design elements**.

Examples of Possible Format of Entries *(not exhaustive)*

Text-based Formats:

- an infographic
- a web page
- a photo essay
- a/an (interactive) poster
- a graphic narrative
- a comic strip
- a storyboard
- a digital scrapbook
- a visual diary
- an article

Video-based Formats:

- a video
- a digital story
- a slideshow with voiceover
- a video blog (vlog)
- an explainer video
- a virtual tour
- an educational game
- a stop-motion video





Contest Divisions and Categories

Divisions:

- Junior Secondary (S1-3)
- Senior Secondary (S4-6)

Categories for each division:

- **AI Category** – AI tools used in producing the non-language contents
- **Non-AI Category** – AI tools NOT used in the whole production process

Awards and Prizes (for Each Division)

Award	Prize
Outstanding Award X 3	A Certificate & a HK\$1,200 book coupon
Commendable Award X 10	A Certificate & a HK\$800 book coupon





Length of Entries

Division	Text-based Formats*	Video-based Formats#
Junior Secondary	160-200 words	3-4 minutes
Senior Secondary	200-250 words	4-5 minutes

- * If the entry is **mainly text** with some images
- # If the entry is **mainly a video/recording**



You will need to indicate the format and length of your entry on the Entry Cover Page

☐ Text-based: _____ words
☐ Video-based: _____ mins



ABOUT THE CONTEST

Adjudication

Entries will be assessed based on the following criteria:

- **Originality** and **creativity**
- **Effectiveness of the entry in echoing the theme and/or sub-themes of the SOW Campaign 2025/26 and inspiring the audience**
- **Effectiveness and impact of the multimodal features** in capturing the essence of the discovery journey
- **Language use**



2. IDENTIFYING YOUR BOOK OF DISCOVERY

Choosing a Book of Discovery

- Reflect on your purpose of reading

(e.g. what you want to learn about, what theme/topic you are interested in reading on)

- Consider the type and genre of the book

Tips:

- Feel free to sample (*e.g. read the preface/content page of the book, reviews*) before you commit
- Ask for recommendations from teachers, family members, friends



3. LEAVING YOUR READING FOOTPRINTS

Note down the following as you read:

- **sayings of wisdom**
- surprising facts
- important scenes
- recurring themes and messages
- your emotions
- your thoughts
- your reactions



4. RETRACING YOUR READING TRAIL

Revisit Your Discovery

- Revisit your notes and identify the discovery that **resonates** most with you or **provokes thoughtful reflection**

- Identify Your Type of Discovery

Examples:

- ❖ **Informational discovery**, e.g. discovering **new knowledge/skills**, leading to **informational gains**
- ❖ **Emotional discovery**, e.g. discovering **new perspectives** towards life, leading to **personal growth or transformation**



5. CHOOSING A MULTIMODAL FORMAT TO SHOWCASE YOUR DISCOVERY

What are Multimodal Texts?

Multimodal texts are compositions that integrate **multiple modes of communication** (e.g. words, visuals) to convey meaning.

They can help you showcase your discovery journey more **creatively**.



EXAMPLES

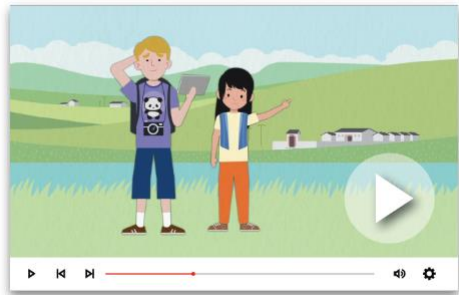
Text-based formats:

- Text + image in various forms
- e-Book (Audio story)
- Animated Poster
- Interactive Poster



Video-based formats:

- Video Blog (Vlog)
- Explainer Video
- Educational Game
- Animation
- Stop-motion video
- Presentation video/ Interview with animated features



Reference:

https://www.edb.gov.hk/attachment/en/curriculum-development/kla/eng-edu/SOW/Discovery/SOW_Discovery-Multimodal_Examples.pdf



THINGS TO PONDER WHEN DECIDING HOW TO SHOWCASE YOUR DISCOVERY

1. Identify your type of discovery

2. Decide on the purpose of your text

3. Decide on the appropriate multimodal format

Informational discovery,
e.g. discovering **new knowledge/skills**

e.g. To **analyse**
To **present** arguments
To **explain**
To **inform**

e.g. animated poster,
slideshow with voiceover,
photo essay

Emotional discovery,
e.g. discovering **new perspectives** towards life

e.g. To **tell a story**
To **engage** thought
To **persuade**

e.g. digital story,
video blog (vlog),
visual diary

6A. CREATING A MULTIMODAL TEXT (TEXT-BASED FORMAT)

Study a Sample
Animated Poster

THE HABIT PLAYBOOK

Inspired by 'Atomic Habits' by James Clear

The System and The Spark

As a football team member, I need sustainable habits to keep sharpening my skills. It is Clear's framework that reveals to me that progress comes from actively shaping habits, not just performing them.

CUE → CRAVING → RESPONSE → REWARD

THE SAYING OF WISDOM (SOW)

'Be the designer of your world, not merely the consumer of it.' — JAMES CLEAR

This SOW inspires my transformation from consumer to architect of my growth as a football player.

Steps to building Good Habits

1 THE HABITS SCORECARD

1. List daily habits
2. Score each one:

- "+" for a good habit
- "-" for a bad habit
- "=" for a neutral habit

Why it works: As a football player, it is the act of logging that makes me aware that my excessive screen time is stealing my recovery time after training.

2 TEMPTATION BUNDLING

1. After I finish my football practice, I will do my 15-minute cool-down stretching. (Habit I need)
2. After I complete my stretching, I will watch the highlights from my favourite team's latest match. (Habit I want)

3 TWO-MINUTE RULE

The daily commitment of two-minute ball drills helps me build momentum leading to longer, more productive training sessions.

4 IMMEDIATE SATISFACTION

After every training session, I would immediately tick the box in my habit tracker app. Seeing the unbroken chain of successes is a small, immediate reward that makes me want to keep the streak alive.

The discovery journey equips me with the fundamental knowledge to construct good habits, turning abstract goals into consistent routines.

Note: This work was created using images generated by AI.

THE HABIT PLAYBOOK

Inspired by 'Atomic Habits' by James Clear

The System and The Spark

As a football team member, I need sustainable habits to keep sharpening my skills. It is Clear's framework that reveals to me that progress comes from actively shaping habits, not just performing them.

CUE → **CRAVING** → **RESPONSE** → **REWARD**

THE SAYING OF WISDOM (SOW)



'Be the designer of your world, not merely the consumer of it.' — JAMES CLEAR

This SOW inspires my transformation from consumer to architect of my growth as a football player.

Steps to building Good Habits

1

THE HABITS SCORECARD

1. List daily habits
2. Score each one:
 - "+" for a good habit
 - "-" for a bad habit
 - "=" for a neutral habit

Why it works: As a football player, it is the act of logging that makes me aware that my excessive screen time is stealing my recovery time after training.

2

TEMPTATION BUNDLING

1. After I finish my football practice, I will do my 15-minute cool-down stretching. (Habit I need)
2. After I complete my stretching, I will watch the highlights from my favourite team's latest match. (Habit I want)



3



TWO-MINUTE RULE

The daily commitment of two-minute ball drills helps me build momentum leading to longer, more productive training sessions.



4

IMMEDIATE SATISFACTION

After every training session, I would immediately tick the box in my habit tracker app. Seeing the unbroken chain of successes is a small, immediate reward that makes me want to keep the streak alive.



The discovery journey equips me with the fundamental knowledge to construct good habits, turning abstract goals into consistent routines.

How to create a text-based multimodal text to showcase the discovery journey?

Suggested Steps:

1. Selecting an effective format
2. Creating a clear and organised layout
3. Crafting your narrative
4. Using visuals purposefully

THE HABIT PLAYBOOK

Inspired by 'Atomic Habits' by James Clear

The System and The Spark

As a football team member, I need sustainable habits to keep sharpening my skills. It is Clear's framework that reveals to me that progress comes from actively shaping habits, not just performing them.

CUE → CRAVING → RESPONSE → REWARD

THE SAYING OF WISDOM (SOW)



'Be the designer of your world, not merely the consumer of it.' — JAMES CLEAR

This SOW inspires my transformation from consumer to architect of my growth as a football player.

Steps to building Good Habits

1 THE HABITS SCORECARD

1. List daily habits
2. Score each one:
 - "+" for a good habit
 - "-" for a bad habit
 - "=" for a neutral habit

Why it works: As a football player, it is the act of logging that makes me aware that my excessive screen time is stealing my recovery time after training.



2 TEMPTATION BUNDLING

1. After I finish my football practice, I will do my 15-minute cool-down stretching. (Habit I need)
2. After I complete my stretching, I will watch the highlights from my favourite team's latest match. (Habit I want)



3



TWO-MINUTE RULE

The daily commitment of two-minute ball drills helps me build momentum leading to longer, more productive training sessions.



4

IMMEDIATE SATISFACTION

After every training session, I would immediately tick the box in my habit tracker app. Seeing the unbroken chain of successes is a small, immediate reward that makes me want to keep the streak alive.



The discovery journey equips me with the fundamental knowledge to construct good habits, turning abstract goals into consistent routines.

Step 1: Selecting an effective format

Example

An animated poster helps present key concepts and personal insights simultaneously in a visually engaging, at-a-glance format.

THE HABIT PLAYBOOK

Inspired by 'Atomic Habits' by James Clear

The System and The Spark

As a football team member, I need sustainable habits to keep sharpening my skills. It is Clear's framework that reveals to me that progress comes from actively shaping habits, not just performing them.

CUE → **CRAVING** → **RESPONSE** → **REWARD**

THE SAYING OF WISDOM (SOW)



'Be the designer of your world, not merely the consumer of it.' — JAMES CLEAR

This SOW inspires my transformation from consumer to architect of my growth as a football player.

Steps to building Good Habits

1 THE HABITS SCORECARD

1. List daily habits
2. Score each one:
 - "+" for a good habit
 - "-" for a bad habit
 - "=" for a neutral habit

Why it works: As a football player, it is the act of logging that makes me aware that my excessive screen time is stealing my recovery time after training.

2 TEMPTATION BUNDLING

1. After I finish my football practice, I will do my 15-minute cool-down stretching. (Habit I need)
2. After I complete my stretching, I will watch the highlights from my favourite team's latest match. (Habit I want)



3



TWO-MINUTE RULE

The daily commitment of two-minute ball drills helps me build momentum leading to longer, more productive training sessions.



4

IMMEDIATE SATISFACTION

After every training session, I would immediately tick the box in my habit tracker app. Seeing the unbroken chain of successes is a small, immediate reward that makes me want to keep the streak alive.



The discovery journey equips me with the fundamental knowledge to construct good habits, turning abstract goals into consistent routines.

Step 2: Creating a clear and organised layout

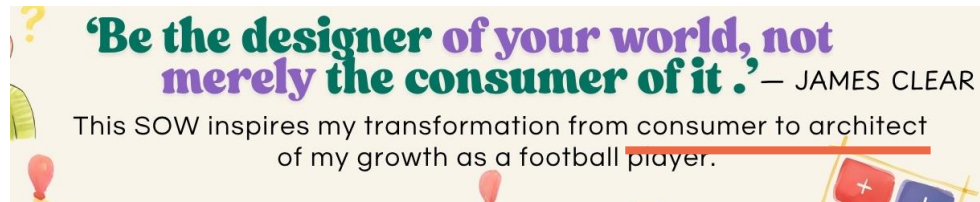
Example

- ❖ The **title** "Habit Playbook" connects with **the football theme** and suggests a **practical and strategic guide** to habit formation.
- ❖ Map out **distinct sections** for each habit principle.

Step 3: Crafting your narrative

Example

- ❖ **Metaphor** e.g., “from consumer to architect of my growth as a football player.”
- ❖ **Emphatic structures** e.g., “It is Clear’s framework that reveals to me...”
- ❖ **Contrast** e.g., “abstract goals” Vs “consistent routines”



The System and The Spark

As a football team member, I need sustainable habits to keep sharpening my skills. It is Clear’s framework that reveals to me that progress comes from actively shaping habits, not just performing them.

The discovery journey equips me with the fundamental knowledge to construct good habits, turning abstract goals into consistent routines.

Purpose of the text

Rhetorical functions of the language patterns

Create a vivid mental picture

Give prominence to the discovery

THE HABIT PLAYBOOK

Inspired by 'Atomic Habits' by James Clear

The System and The Spark

As a football team member, I need sustainable habits to keep sharpening my skills. It is Clear's framework that reveals to me that progress comes from actively shaping habits, not just performing them.

CUE → CRAVING → RESPONSE → REWARD

THE SAYING OF WISDOM (SOW)



'Be the designer of your world, not merely the consumer of it.' — JAMES CLEAR

This SOW inspires my transformation from consumer to architect of my growth as a football player.

Steps to building Good Habits

1 THE HABITS SCORECARD

1. List daily habits
2. Score each one:
 - "+" for a good habit
 - "-" for a bad habit
 - "=" for a neutral habit

Why it works: As a football player, it is the act of logging that makes me aware that my excessive screen time is stealing my recovery time after training.

2 TEMPTATION BUNDLING

1. After I finish my football practice, I will do my 15-minute cool-down stretching. (Habit I need)
2. After I complete my stretching, I will watch the highlights from my favourite team's latest match. (Habit I want)

3 TWO-MINUTE RULE

The daily commitment of two-minute ball drills helps me build momentum leading to longer, more productive training sessions.

4 IMMEDIATE SATISFACTION

After every training session, I would immediately tick the box in my habit tracker app. Seeing the unbroken chain of successes is a small, immediate reward that makes me want to keep the streak alive.



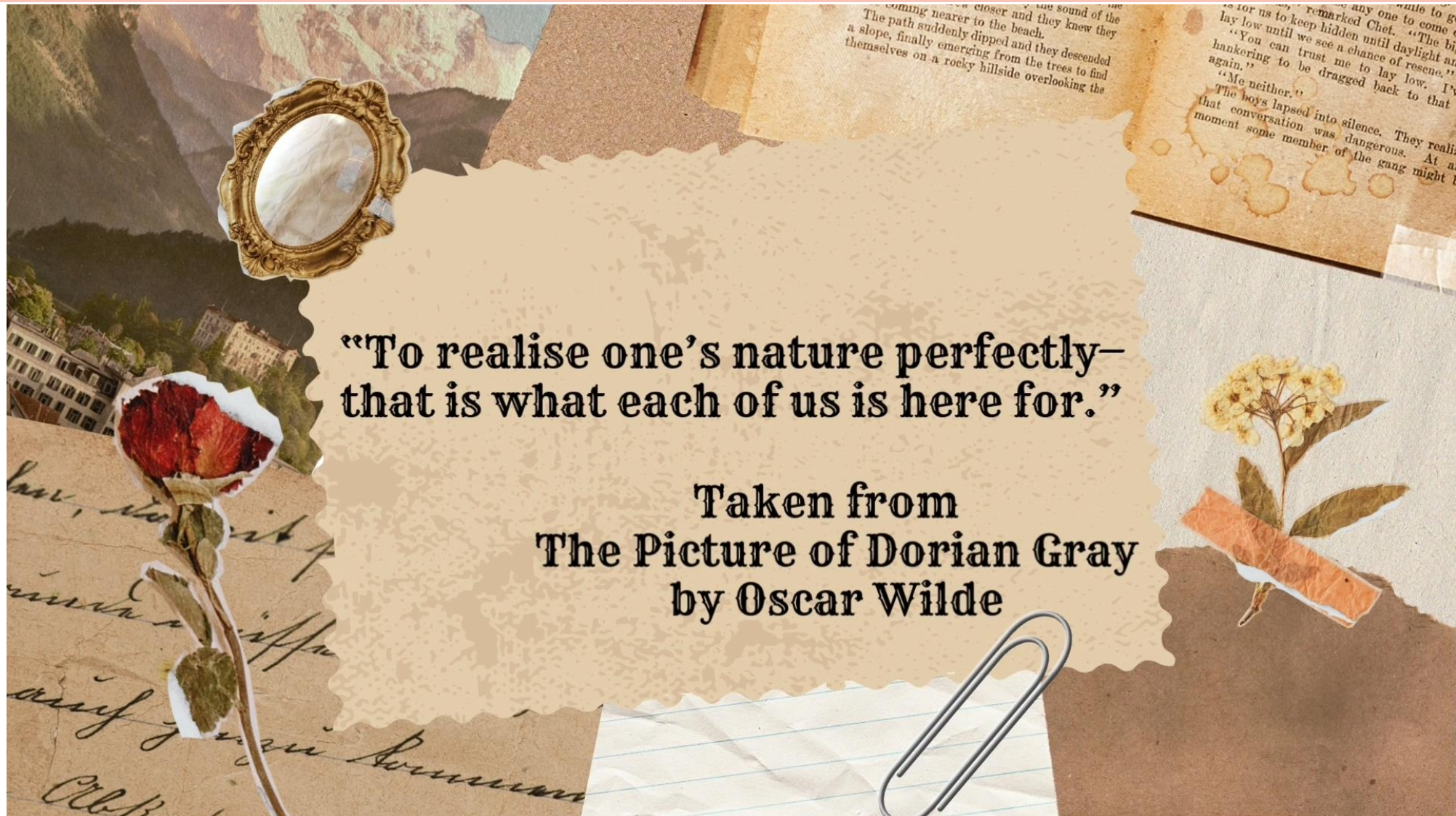
The discovery journey equips me with the fundamental knowledge to construct good habits, turning abstract goals into consistent routines.

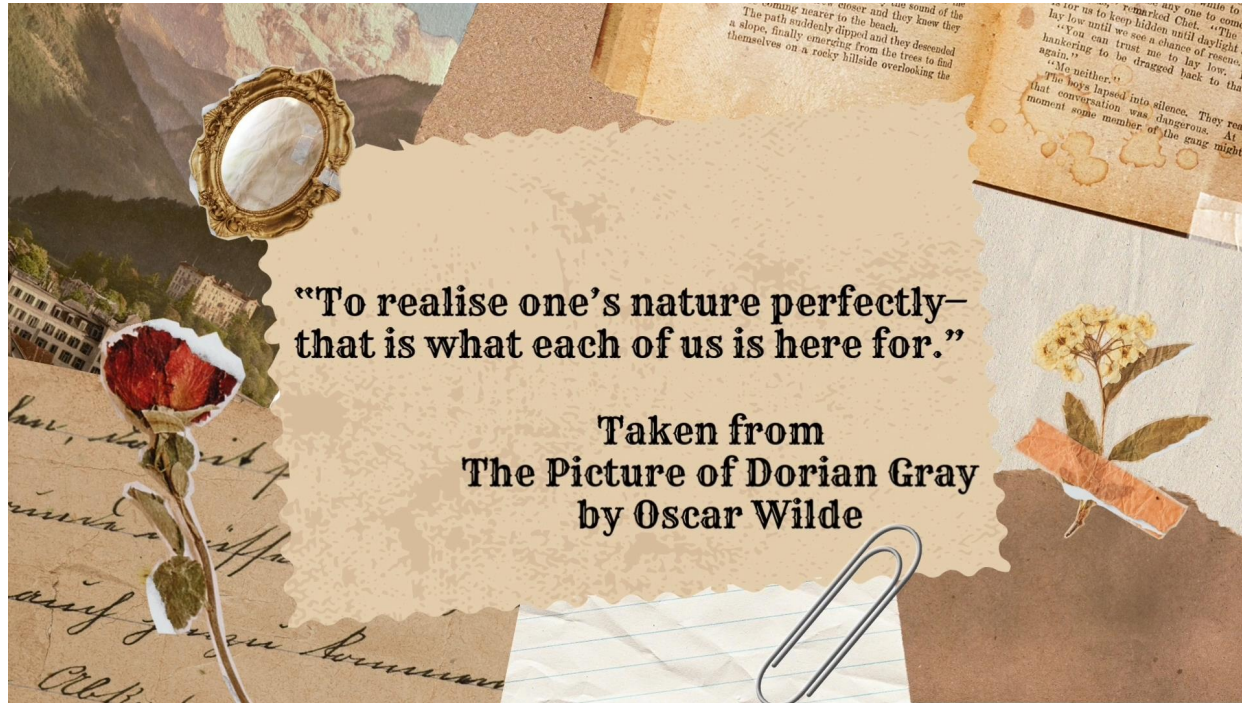
Step 4: Using visuals purposefully

- Consistent / Contrasting use of font, colour, bolding, etc.
- Relevant use of images/animation



6B. CREATING A MULTIMODAL TEXT (VIDEO-BASED FORMAT)

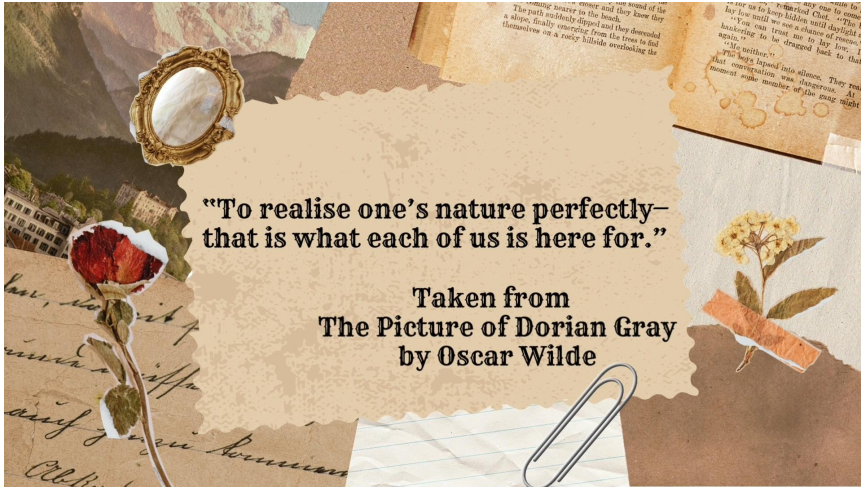




How to create a video-based multimodal text to showcase the discovery journey?

Suggested Steps:

1. Creating a clear, engaging script
2. Creating a storyboard
3. Recording the voiceover
4. Editing the video

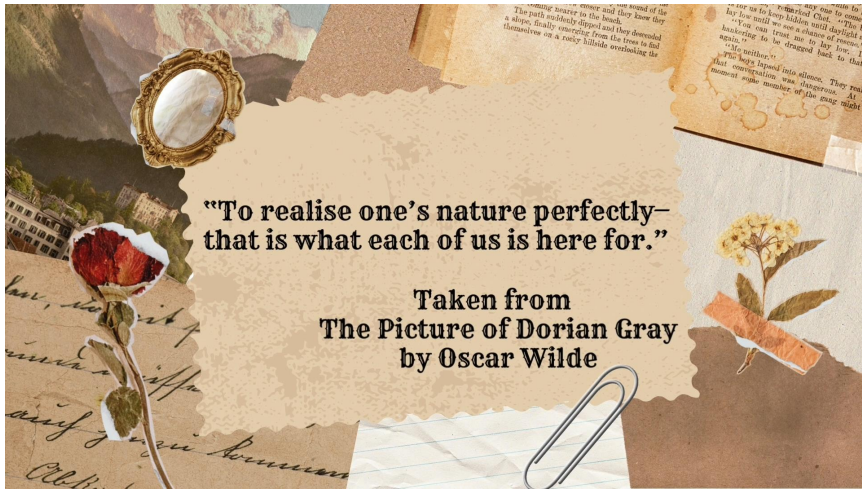


Step 1: Creating a clear, engaging script

Keep a good balance between the **book content** and your **discovery journey**

Example [0:38 – 1:21]

When he sees a beautiful portrait of himself, he wishes that his portrait would grow old instead of him as time passes by. Unfortunately, with this obsession with appearances, Dorian starts to lose touch with his true self and live in an unkind, indulgent way. His portrait begins to reveal the darkness in his soul while he remains outwardly perfect.



Annotation Key:

Green: Contrastive structure

Blue: Inclusive language

Purple: Rule of three

Orange: Parallelism

Red: Call-to-action structure

Step 1: Creating a clear, engaging script

Use different language features to enhance your message

Example [2:40 – 3:57]

Lord Henry's quote really resonates with me. It reminds **us** that **life isn't just about** looks or what others expect from **us**. **It's about** embracing **our** true selves. **Each of us** has something special and positive within **us**, like **kindness, creativity, and our unique personality**, which are all worth **our** attention and nurturing. In a world where it's easy to feel pressured to fit in, it's important to take time to reflect on **who we are and what truly matters to us**. **We** can celebrate **our** individuality while also connecting with others and meeting **our** responsibilities. **Let's strive to** embrace...

Step 2: Creating a storyboard

- Plan scenes **visually** and **auditorily** according to the script



Contrast of inner
versus outer self

Suspenseful
background music

Horror and
Suspense

Step 2: Creating a storyboard

- Plan scenes **visually** and **auditorily** according to the script

Down a path of destruction he goes...

Using **necessary**
words alone



Avoid
information
overload or
distraction

Step 2: Creating a storyboard

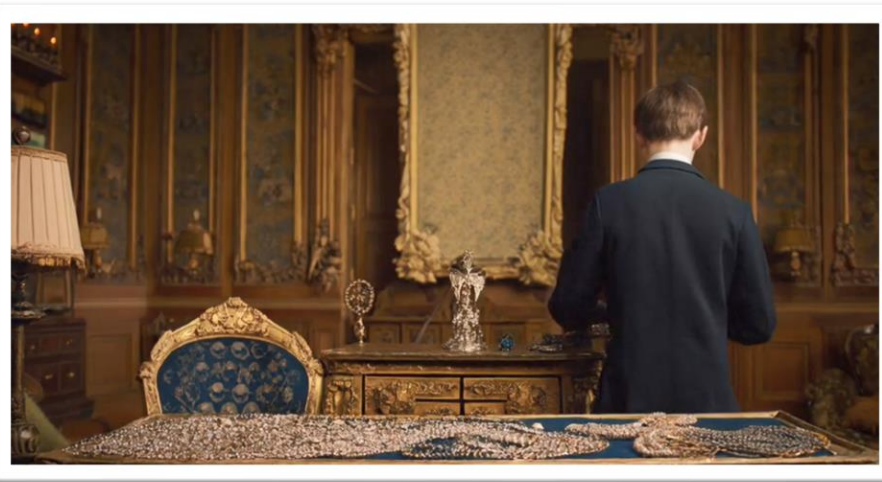
- Use **images and video clips** to enhance the narrative by **showing, not telling**



Images and video clips of a sumptuous banquet and Dorian going through his collection of jewellery



His extravagance and indulgence



Step 2: Creating a storyboard

- Use **symbolism** to enhance the narrative



[2:48 – 3:01]

A barefooted little girl



Symbolises innocence,
curiosity and authenticity

Step 2: Creating a storyboard

- Use **cinematic techniques** to enhance the narrative



Long shot of a teenager exploring a vast forest



[2:19 – 2:28]

Reflection on a personal discovery journey

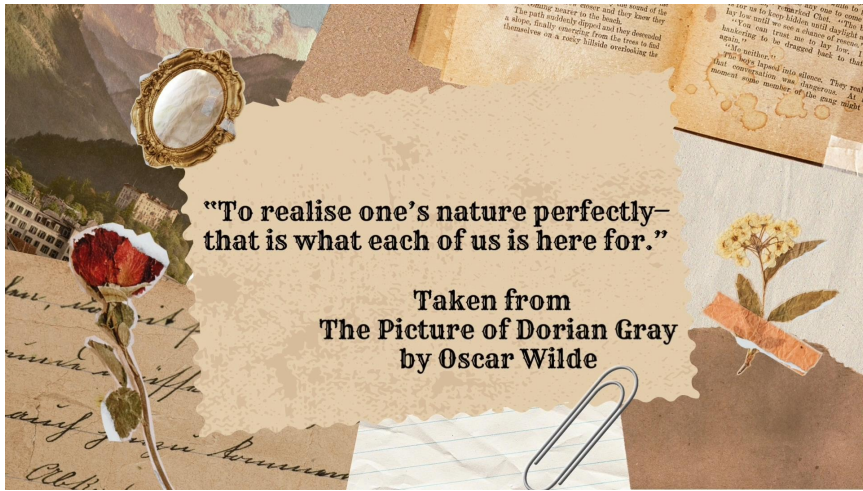


Dark-haired girl fading into a golden-haired one



[3:01 – 3:03]

Our unique and positive self
(regardless of background)



Step 3: Recording the voiceover

- Use appropriate **volume**, **phrasing**, **speed**, **tone**, **stress** and **intonation** for clarity and audience engagement

tone

volume

word stress

Example [0:00 – 0:27]

[Using a low, powerful voice] “To realise / one's nature / perfectly—that is what each of us is here for.”

[Using normal voice] These words, / spoken by the character / Lord Henry Wotton / in Oscar Wilde's novel, / The Picture of Dorian Gray, / capture a powerful truth about self-discovery.

phrasing (where
to pause for easy
listening)

Step 4: Editing the video

- Use **cuts**, **fades** and **dissolves** effectively to transition between scenes

Example [0:52 – 0:59]



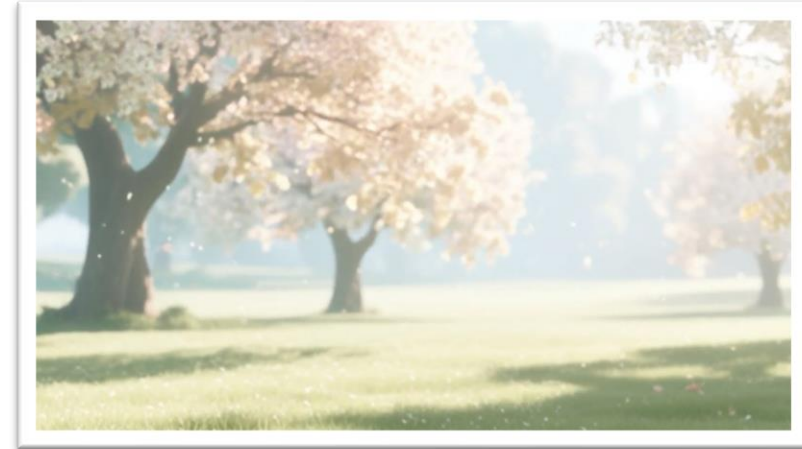
- Add an **aesthetic appeal** to viewers
- Add **details** to Dorian Gray's luxurious lifestyle

Step 4: Editing the video

- Use **transitions** and **effects** to match mood and themes



→
[1:42 – 1:45]



Use of dark images

Use of light colours

Dark themes



Positive message

Step 4: Editing the video

- Use **transitions** and **effects** to match mood and themes



Sunlight surrounding
the girl's golden hair



[3:15 – 3:17]



Sunlight coming down
from treetops

Seamless visual flow

Consistent mood and theme

POINTS TO NOTE WHEN USING AI TO GENERATE NON-LANGUAGE CONTENT

- i. Maintain Coherence across **Images** and **Video Clips**
- ii. Avoid Unreadable Text in **Images** and **Videos**
- i. Extend the Length of AI-generated **Video Clips**
- iii. Avoid Visual Distortion in **Videos**

7. DEADLINES AND REMINDERS

- All entries must include a book title, a saying of wisdom (SOW) and a multimodal text.
- The use of AI should be properly acknowledged:



AI tools used in the creation of this entry (*Please tick all that apply.*):

- ☒ Image generation
- ☒ Audio generation (e.g., voice synthesis, music creation)
- ☒ Video generation or editing assistance
- ☐ Other: _____
- ☐ No AI tools were used



- Deadline: 31 March 2026, 6:00 p.m.

For more information, please visit <https://www.edb.gov.hk/en/curriculum-development/kla/eng-edu/SOW/discovery.html>

8. SELF-ASSESSMENT CHECKLIST

Content

- ☐ Fulfils the content (e.g. containing a SOW taken from the book) and length requirements
- ☐ Original and creative
- ☐ Effective in echoing the theme and/or sub-theme(s) of the SOW Campaign 2025/26
- ☐ Effective in inspiring the audience
- ☐ Uses multimodal features effectively and impactfully to capture the essence of the discovery journey

Language

- ☐ Precise and accurate
- ☐ Makes use of appropriate language patterns suited to the purpose of the multimodal text
- ☐ Engaging delivery / style with good use of voice or words

Organisation

- ☐ Clear, logical structure, with ideas easy to follow
- ☐ Makes use of appropriate layout and text features (e.g. headings, animated transitions) to present and organise ideas

