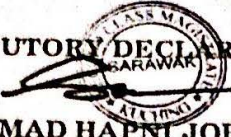


STATUTORY DECLARATION



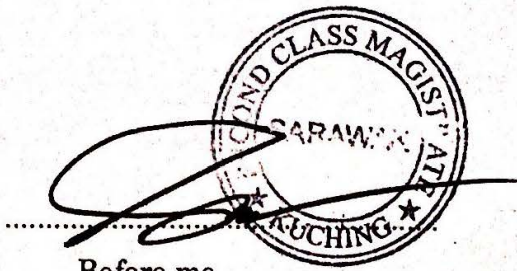
I, ^{BINTI} FITRI SURAYA BT MOHAMAD HAPNI JOBLIE (NRIC No 7 [REDACTED] 0) of full age and a

Malaysian citizen with an address at, Universiti Malaysia Sarawak, 94300 Kota Samarahan, do hereby solemnly and sincerely declare so follows:

1. Universiti Malaysia Sarawak (UNIMAS) is the owner of the copyright in the work entitled CreativeCulture PlayMat and Play Cards (hereinafter referred to as "the Works");
2. The authors of the work, ^{BINTI} FITRI SURAYA BT MOHAMAD HAPNI JOBLIE (NRIC No 7 [REDACTED] 0); JANE HUO LING LING (NRIC No 8 [REDACTED] 2), CHUAH KEE MAN (NRIC No: 8 [REDACTED] 3 and JACEY LYNN MINOI (NRIC No 7 [REDACTED] 0), LEONARD LIM LIK PUEH (NRIC No 8 [REDACTED] 5), AAZANI BINTI MUJAHID (NRIC No 8 [REDACTED] 6 have produced the works in the course of his/her employment with Universiti Malaysia Sarawak.
3. The exhibits marked as Exhibit "A" annexed hereto for the purpose of notification of copyright in Form CR-1 is the copy of the work;
4. The work has been written and reduced to material form on 15 OCTOBER 2021.

and I make this solemn declaration conscientiously believing the same to be true and by virtue of Section 26A(3)(b) of the Copyright Act 1987 and the Statutory Declaration Act 1960.

Subscribed and solemnly declared
By [Signature]
FITRI SURAYA BT MOHAMAD HAPNI JOBLIE
NRIC (7 [REDACTED] 0)
At PEJABAT DAERAH KUCHING
On this day of, 15 OCT 2021



Before me,
Commissioner of Oaths

SURAIJAH BINTI ZAINOL
2nd Class Magistrate
Kuching District Office
State Of Sarawak

Yuran Surat Sumpah RM 4.00
No. Resit Bayaran 302077 btkh 15 OCT. 2021
No. Surat Sumpah 1
Pejabat R. & D Bahagian Kuching

The following is an Exhibit marked "A" referred to in the Statutory Declaration of FITRI SURAYA BT MOHAMAD HAPNI JOBLIE (NRIC No 7[REDACTED]) affirmed before me on

15 OCT 2021

BINTI



Commissioner for Oaths

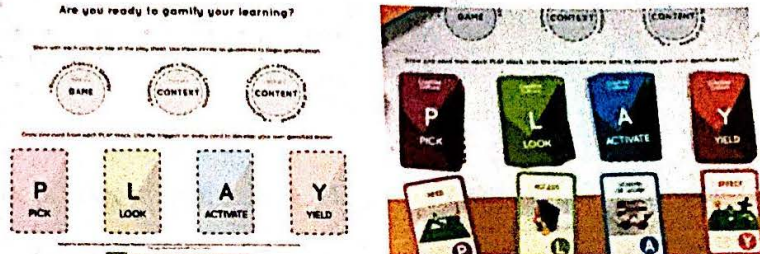
SURAIJAH BINTI ZAINOL
2nd Class Magistrate
Kuching District Office
State Of Sarawak

Introduction

The CreativeCulture-Play mats and Play cards are a thinking tool to assist and accelerate gameful and innovation learning materials or products, designed for facilitators, managers, educators, coaches. The tool is used to build gameful innovative solutions and content. This tool guide for thinking process and help customers to identify, consider and decide each phase of content, GBL (game-based learning) construction, to match the requirements and needs of their own contexts in a compressed timeframe.

Problem and Motivation

Practitioners who have no experience in using game design but want to scale up to build and create innovative (playful) solutions and content for learning products.



CreativeCulture-Play mats with trigger PLAY cards

Importance & Significance

This tool focuses on the potential of playful and gameful approaches for extending engagement to formal methods as an important means for promoting anytime anywhere and lifelong learning and for reshaping learning to better match the needs of the 21st century knowledge economies and open societies

Impact & Commercial Values

- playful and fun
- beautiful solutions
- evokes Higher Order thinking
- memorable LEGO constructions as images for each card

Rapid Innovation Prototyping

- guides the flow for learning
- process in it making them efficient
- motivation to continue innovation
- collaboration, open platform, community design, transparency



Outcomes from immersive-collaborative innovation



Playful learning products created by students and entrepreneurs



Immersive Ideation of Innovation

- Empathy living observing
- Design Thinking
- Co-creation
- Playful
- Deep learning pedagogy
- Prototyping and testing
- Completely interactive

Created using CreativeCulture-Play model

Researchers: Fitri Suraya Mohamad, Jacey-Lynn Minoi, Jane Huo Ling Ling, Chuah Kee Man, Leonard Lim, Aazani Mujahid

Copyright Application

Title of Invention: **CreativeCulture PlayMat and Play Cards**

Fitri Suraya bt Mohamad Hapni Joblie (20%)

Faculty of Cognitive Sciences and Human Development, Universiti Malaysia Sarawak,
94300 Kota Samarahan, Sarawak

Jane Huo Ling Ling (20 %)

Lorong 9860 Lorong 10A, Jalan Hup Kee, 93350 Kuching, Sarawak

Jacey Lynn Minoi (20 %)

Faculty of Computer Science and Information Technology, Universiti Malaysia Sarawak,
94300 Kota Samarahan, Sarawak

Chuah Kee Man (20 %)

Faculty of Language and Communication, Universiti Malaysia Sarawak, 94300 Kota
Samarahan, Sarawak

Aazani Mujahid (10%)

Faculty of Resource Science and Technology, Universiti Malaysia Sarawak, 94300 Kota
Samarahan, Sarawak

Leonard Lim Lik Pueh (10%)

Faculty of Engineering, Universiti Malaysia Sarawak, 94300 Kota Samarahan, Sarawak

Technical Field

The present invention relates to the design of an educational tool for developing Gamification solutions for teaching and training.

Claim

- i. PLAY Logo – The logo is designed to brand the identity of this invention.
- ii. Conceptualisation of CreativeCulture PlayMat – It is designed as a thinking tool to collate ideas for creating Gamification solutions for teaching and training.
- iii. Conceptualisation of Play cards – It is designed as triggers for creating Gamification solutions for teaching and training.

The main concept: The CreativeCulture Play cards and Play Mat are used as to guide the thinking process and help users to identify, consider and decide each phase of GBL (game-based learning) construction, to match the requirements and needs of their own teaching contexts in a compressed timeframe. These creative and educational products were built and aligned with the inclusion of Arts in Science, Technology, Engineering and Mathematics education (STEAM) and computational thinking. The use of the CreativeCulture Play cards and Play Mat was published under the Creative Commons License.

Description for each claim

(i) PLAY Logo

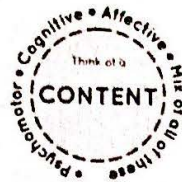
The letters P-L-A-Y on the box of the CreativeCulture Play cards and Play Mat signify the playful and gameful design aspects. This represents the core of the CreativeCulture project that uses Game Design Thinking to explore the importance of arts and creativity in STEAM education by looking at games as an innovative educational tool and gameplay as cultural relevance in Malaysia.

(ii) CreativeCulture PlayMat

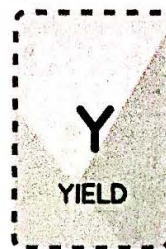
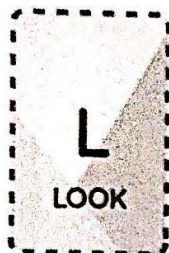
The PlayMat as shown in the figure below consists of two main sections; the top row is the main PlayMat that is built upon playful and gameful aspects. The most left circle with the word GAME is the start point for the set. Here, users are prompted to think of the rules, the mechanics and the strategy of one or more combined games. The middle circle with the word CONTEXT, and words written around it stating Domain, Setting and Winning Conditions. A user is to set the context of the learning perhaps by identifying the subjects, topics, experiment, activities and its conditions. The circle on the most right is CONTENT, which is a link to Bloom's Taxonomy, a widely used taxonomy for levels of learning. This circle prompts users to look at the Psychomotor, Cognitive and Affective. Users can select one or a mix of both or use all three domains of Bloom's Taxonomy. The bottom row with the PLAY is where the trigger cards are placed. These trigger cards are PLAY cards and the next section will explain the PLAY cards.

Are you ready to gamify your learning?

Start with each circle on top of the play sheet. Use these circles as guidelines to begin gamification.



Draw one card from each PLAY stack. Use the triggers on every card to develop your own gamified lesson.



Designed by Jane Peck Lee Ling and Pim Smeets. Modified by Creative Commons project, Liverpool Metropolitan University. Inspired by LEARN cards by DMU, Coventry University. This play sheet is to be used with P-L-A-Y cards.

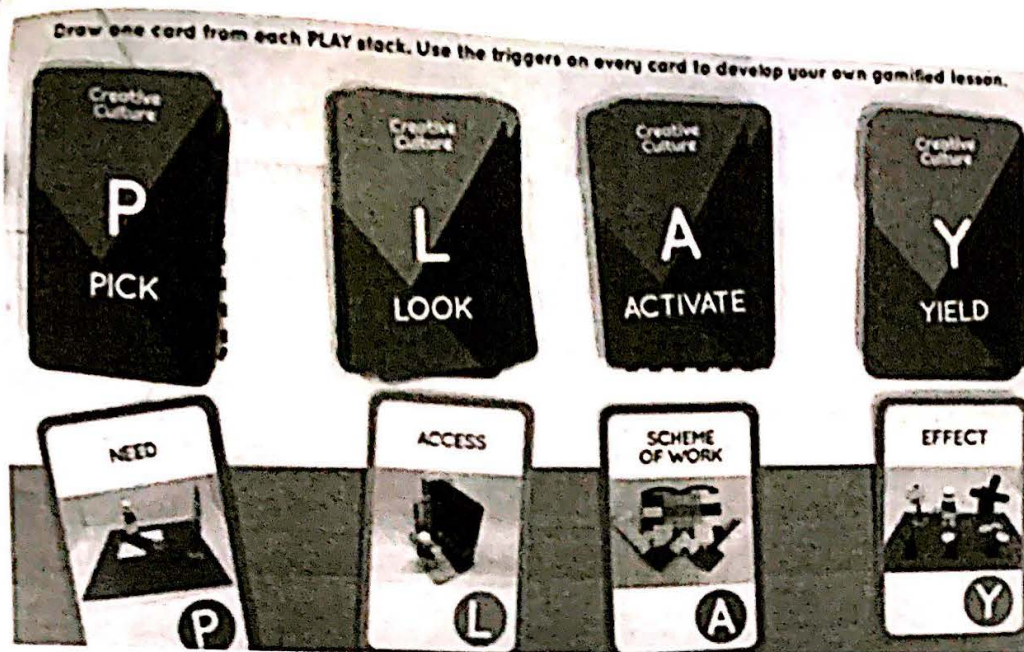


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(iii) Play cards

The Play cards is made of a deck of 44 cards (see figure below) to onboard educators to start thinking about using Gamification in Learning for their classrooms. PLAY derives from the words “Pick-Look-Activate-Yield”, which represent commonly used steps in designing lessons, which are Needs Analysis of Content, Context and Community, Designing and Developing Materials and Lesson Plan, Implementing the Plan, and Assessing and evaluating the learning and outcomes.

The items in the cards are constructed using semantic triggers, coupled with uniquely constructed Lego visuals which match every content within each card. The idea behind the triggers listed as one word per card was to initiate the thinking process, so players can immediately reflect and utilise what they already know, in order to begin their Gamified lesson planning.



The link to download the PDF copy of Play cards: <https://creativeculture.my/wp-content/uploads/2020/11/P-L-A-Y-Cards-package.pdf>

Background of the CreativeCulture PlayMat and Play Cards

The CreativeCulture PlayMat and Play Cards is adapting the game design thinking approach, where we believe that we can use games for engaging students' learning and that teachers and students can co-create game-based resources for their teaching and learning activities. The PlayMat has been expanded and tested to engage teachers and primary school students in more than fifteen different rural sites in Sarawak, Malaysia, where engagement with education, in general, is very low.

Importance and significance

The CreativeCulture PlayMat and Play Cards explore the importance of creativity and co-creation in building innovative educational tool under STEAM education by looking at using playful and gameful aspects. Engagement with games is believed to be a powerful enabler to inspire how learning experience can be designed in a playful manner. The PlayMat can leveraging and scaling up the innovative approach to increase the quality of teaching and learning in contributing towards the UN SDGs. It could lower the barriers to access for innovative educational techniques and empowers teachers to be co-creators of their own instructional resources

Advantages toward education and community

The CreativeCulture PlayMat and Play Cards are aligned with expectations for STEAM education. The output of using the set is aimed for enabling true innovation and new thinking through creativity. Art and culture boost creativity and creativity leads to innovation, new thinking and moving beyond existing skills; all together are triggers and needed in the social and economic transformation. This is particularly timely as Malaysia is progressing along its journey of economic development and societal change. Since the potential is vast, CreativeCulture would make positive contributions to prosperity of society through education and economic impact to the community, which are also the indicators of the impact goals in the United Nation SDGs.

Commercial values and future works

The innovative CreativeCulture PlayMat and Play Cards approaches have showcased a number of successful case study. Previous versions of printed copies of the tool have been distributed to the local teachers in Sarawak, students, lecturers and public/private agencies including the Ministry of Education. The tangible outcome is the numerous learning and training content, tool, products and materials that have been created since its inception.

The product has a strong potential for commercial distribution.

Future works will focus on extending and expanding the constructs within the set, to better articulate ideas for Game-based Learning and Gamification.



KERAJAAN MALAYSIA
RESIT RASMI
ASAL

(Kew. 38E 01 PIn. 1/2021)
No. Resit : 202198010103R302077
Tarikh : 15.10.2021
Muka Surat : 1/1

Diterima daripada

: FITRI SURAYA BINTI MOHAMAD HAPNI JOBLIE

No. Pelanggan

: [REDACTED]

Alamat

:

Bil.	Perihal Terimaan	Cara Bayaran	Rujukan	Kod Akaun	Amaun (RM)
1	AKUAN SUMPAH	Tunai	-	H0272499	4.00
Jumlah Sebelum Cukai					4.00
CUKAI (0.00 %)					
Jumlah Selepas Cukai					4.00

Ringgit Malaysia : EMPAT SAHAJA

Catatan :

Kumpulan PTJ &
PTJ Menyedia : 98010103

KUMPULAN PTJ NEGERI SARAWAK
PEGAWAI DAERAH KUCHING, PEJABAT PEGAWAI
DAERAH KUCHING

(15.10.2021) (11:10:59 AM)

(SIM TECK ANE)

Ini adalah cetakan komputer dan tidak perlu ditandatangani

No. Kelulusan Perb.: MOF.BSKK.600-2/9/2 (68)

JANM 09