

SPACE for NATIONAL DEVELOPMENT

Space for National Development /
STEM (Science, Technology,
Engineering, Math) For Childhood
Development / Space Based
Educational Programs

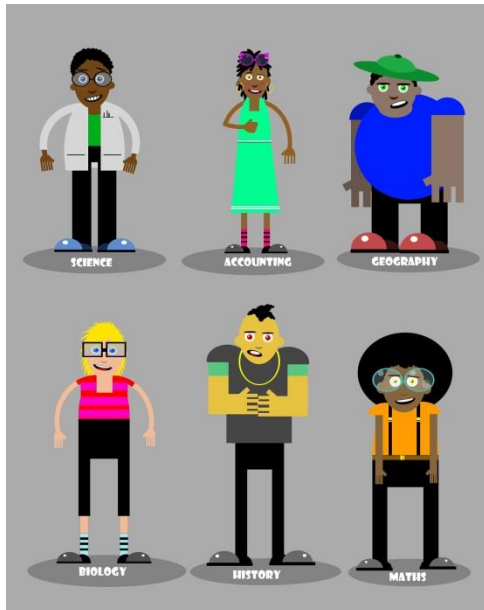


• Mojalefa Molefe

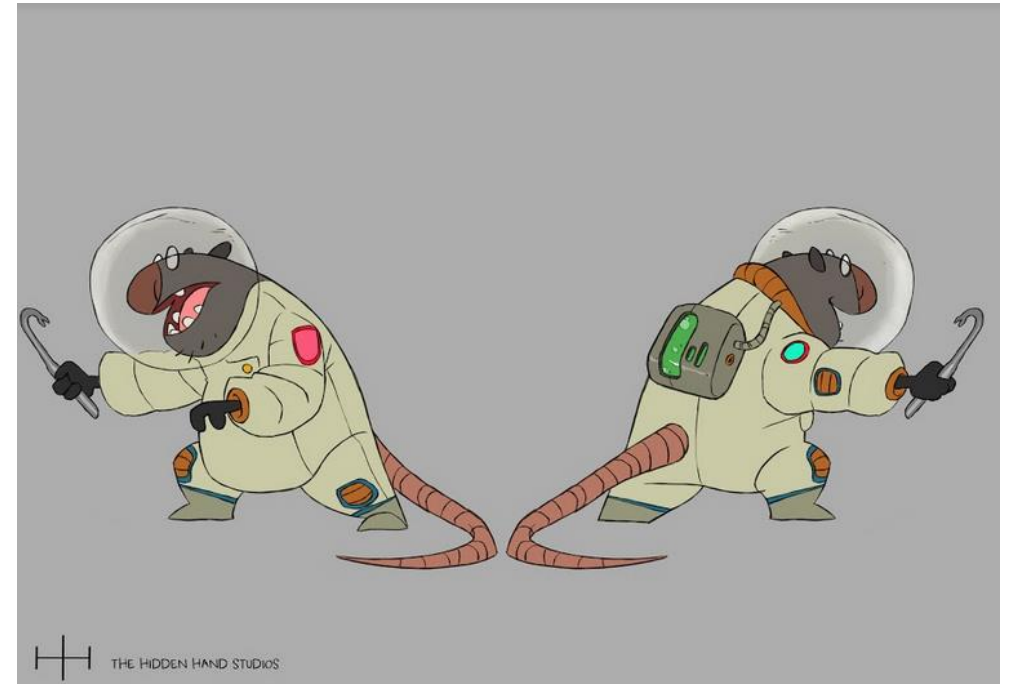
The Hidden Hand studios / Space for National Development / STEM (Science, Technology, Engineering, Math) For Childhood Development / Space Based Educational Programs



- In an ever-changing, increasingly complex world, it's more important than ever that our nation's youth are prepared to bring knowledge and skills to solve problems, make sense of information, and know how to gather and evaluate evidence to make decisions. These are the kinds of skills that students develop in science, technology, engineering and math—disciplines collectively known as STEM.



- The importance of early learning is entrenched in the second target of Sustainable Development Goal 4, which seeks to ensure that, by 2030, “all girls and boys have access to quality early childhood development, care and pre-primary education so that they are ready for primary education”.



- Scientific research over the past 30 years has taught us that the most important period of human development is from birth to eight years old. During these years, the development of cognitive skills, emotional well-being, social competence and sound physical and mental health builds a strong foundation for success well into the adult years.
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- “Images speak a lot louder than words” – is something we all already know. That’s exactly what works with cartoons too. In fact, cartoons take the images to another dimension – the movement.



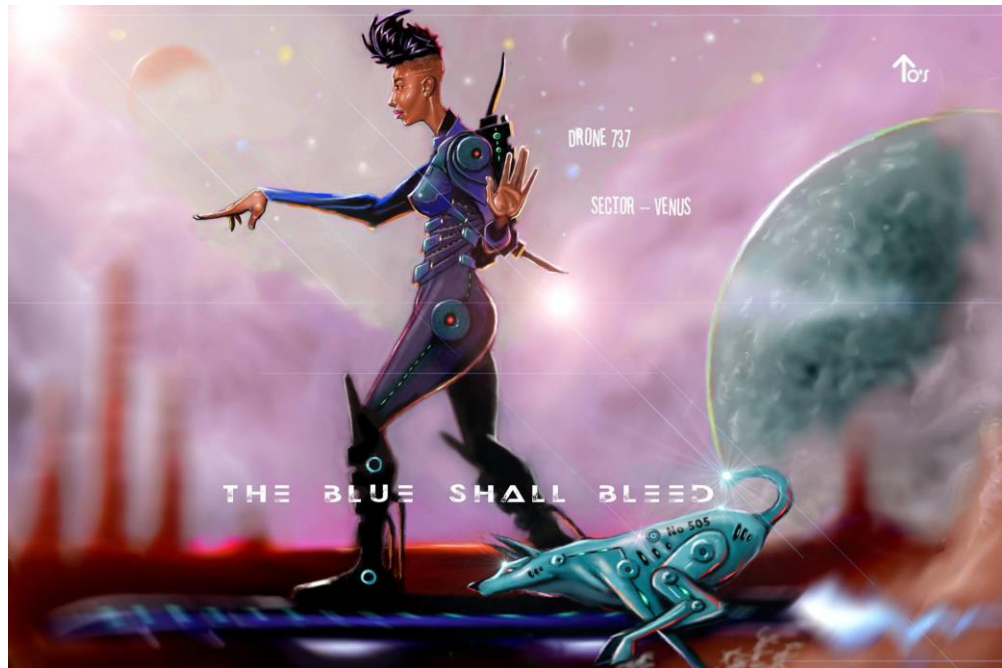
- Despite many years of efforts to communicate new scientific knowledge to the public, surveys continue to suggest that many people remain uninformed about current scientific research (Miller, 2001; Miller, 2004) and fail to recognize how it can be relevant to their lives. There is continued need for investigation on improving methods for engaging people with scientific knowledge..



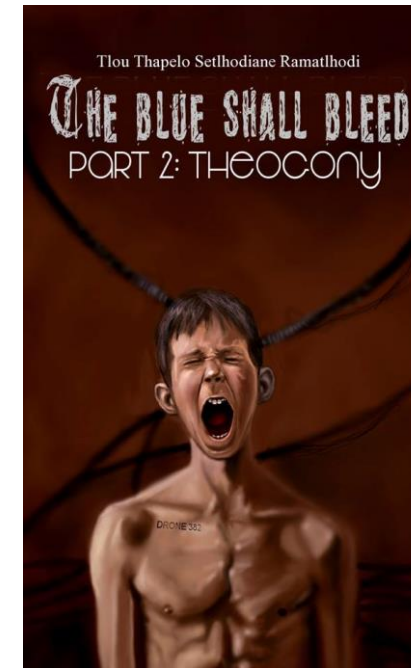
- Comics first gained prominence in American mass media in the early part of the 20th century, and their appeal to youth has long been noted. Recently, the medium has so risen in status as to merit recognition in the bestseller lists of The New York Times
- Accompanying these trends is growing and widespread interest in comics as means for science learning. According to Harbaugh (2008) in Wired Magazine, comics may be a key to educating a reluctant public about science.



- Prior studies suggest that graphic stories, with their illustrated narrative, may have positive impacts on readers' engagement, memory, and conceptual learning, and that these benefits are most evident among novice.



- There is substantial evidence for the cognitive benefits of graphic presentations. Not only do children generally prefer information conveyed in images over information presented as text, but images can make science content more accessible, engaging, and memorable to youth.



- There is preliminary evidence that comics are effective at capturing the attention of youth who are less engaged with science content, and that they prepare them for deeper understanding.



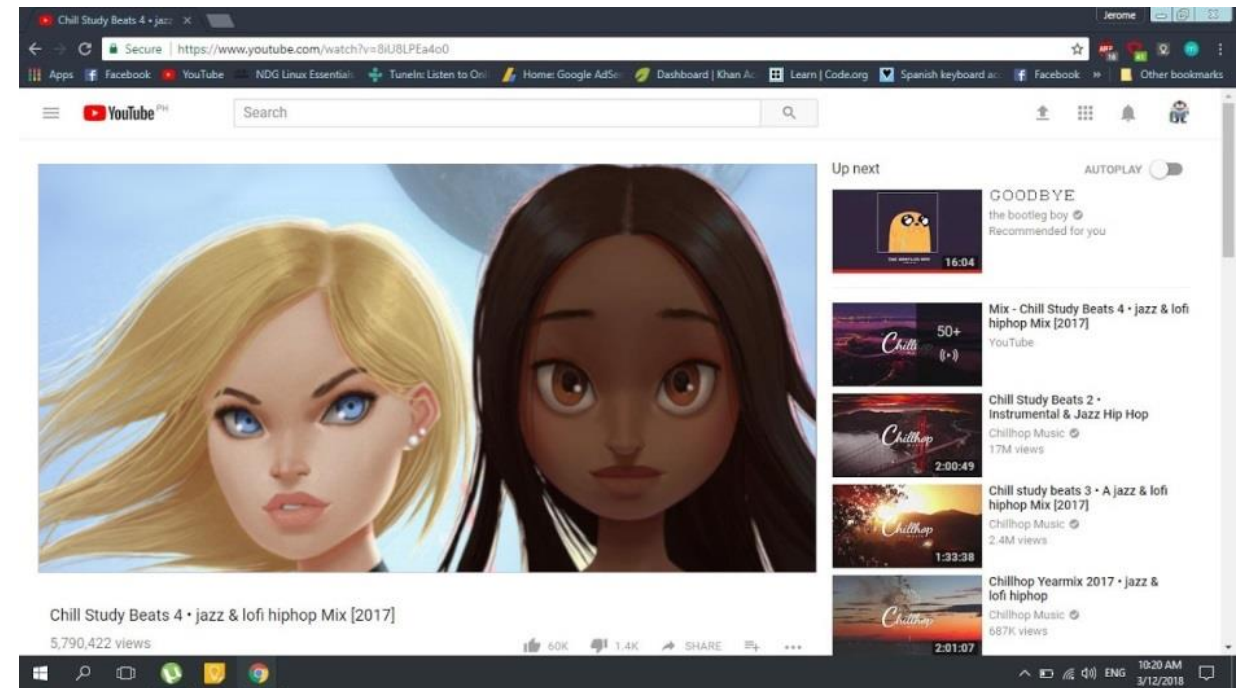
- Research reviewed above suggests that the comics may have advantages over conventional science texts, particularly for youth who do not identify with science. We next describe identity theory and a model of interest development that provide rationales for exploring comics as a format for engaging teenagers with science information without sacrificing knowledge.



- The Hidden Hand Studios is a full suite company that can produce, animation, comic books and reading materials for young learners who want to learn about science, technology, engineering, math and space. Our mission is to develop quality animation in South Africa, focusing on content which is relevant to local communities. Determined to push the quality of animated content coming from the African continent, by connecting with artists and studios from around the world, we hope to nurture growth and skill-sharing so the industry can grow better.

We specialize in

- YouTubeKids which is the new way children watch content
- Animation
- Comic Books and Graphic Novels
- STEM and Space Content for schools
- Educational Video Games



- Our Lead Artist and Project Manger
- Mojalefa Molefe
- 260 Page Comic For Eskom
- -Created engaging stage graphics for shows such as Xfactor SA, Gospel Classics, SA's Got Talent and many other various Corporate and Commercial productions.

