

Category 4 Resource Development

Project Connecting Bridges

Group 4-024

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Abstract

Project Connecting Bridges is a project where we seek to educate Hwa Chong students from Secondary One to Secondary Four on the importance and history of bridges in Singapore. Unlike those long-winded, dull and boring websites explaining the topic, our resources that include websites, Qposters and our Instagram page has also helped readers to relate to the topic at hand. One significant item is our Instagram account which can be an appropriate and effective way to create awareness of the history and significance of bridges as the app is popular among teenagers. We have many short posts that are clear and concise that are easy to understand, and the posters are also aesthetically pleasing that can easily attract others to read the brief paragraph of information informing them about the history and significance of bridges.

1. INTRODUCTION

1.1 Rationale

This platform is specially designed to cater to the Secondary One to Secondary Four students in Hwa Chong to provide them with resources to read up about bridges in Singapore. Since many online websites are old and redundant, they are mostly not up to date. Also, all the resources that we have made are natural to understand and that we have also included decorative design, beautiful colours and short paragraphs of text. The students will, in turn, also be able to learn the location of these bridges and be able to easily explain the history and importance of bridges to their peers or relatives.

1.2 Objectives

Our project aims to use the history of bridges to educate the secondary school students on bridges. We would also want our audience to know how the existence of bridges in Singapore has shaped our country and that this will benefit the later generations. We also hope to be able to spark an interest in the younger generation to learn more about bridges in Singapore.

1.3 Target audience

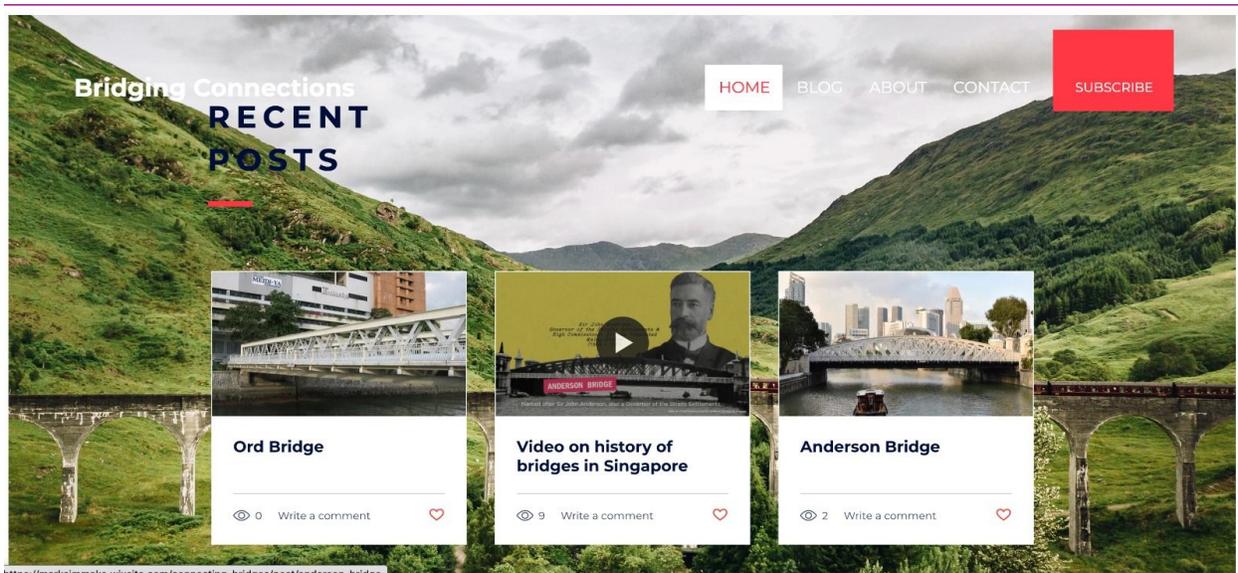
The target audience of this project are Secondary One to Secondary Four students in Hwa Chong Institution.

1.4 Resources

The resources created for this project comprises the history and some informative videos of the history and significance of bridges that provide clear and concise evidence that is easy to understand. It also has some interactive features on the webpage like the buttons that will bring you to a section of the website as seen from a picture of the website. We also have a section of the website that caters to a few of the bridges that we feel has the most significance in Singapore and added a more detailed explanation there. As for our posters, we made aesthetically pleasing posters with decorative colours that can attract attention easily and the information that we put in there is also easy to understand and gives a clear overall summary of the history and significance of bridges. As seen from one of our weekly instagram posts, we have added in



formation and captions that are short and easy to understand. As Instagram is an app more commonly used by teenagers nowadays, I feel that this is a good way to promote our project and the posts that we have uploaded received a lot of attention and thus we can see that this Instagram page was useful in catering to our target audience.



Significance of bridges

Bridging Connections

One might ask, why are Bridges significant? The answer to this question is simple. Bridges tell a historic story of the country it was built in, and many symbolise an aspect of the country.

Cavenagh, Anderson and Elgin Bridges are the three most historic and architecturally impressive bridges that span the Singapore River. Collectively, they illustrate Singapore's growth as a trading port and flourishing city. Located at the historic mouth of the Singapore River, the bridges symbolically connected Singapore

<https://marksimmake.wixsite.com/connectina-bridges/post/anderson-bridge>

Posts Are Coming Soon

Stay tuned...

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Cavenagh Bridge was named after Sir William O. Cavenagh, the Governor of the Straits Settlements from 1859-1867. Cavenagh was the last Governor before administrative oversight of Singapore was transferred from the Government in India to London under Colonial Office in 1867.

Project Connecting bridges 2020

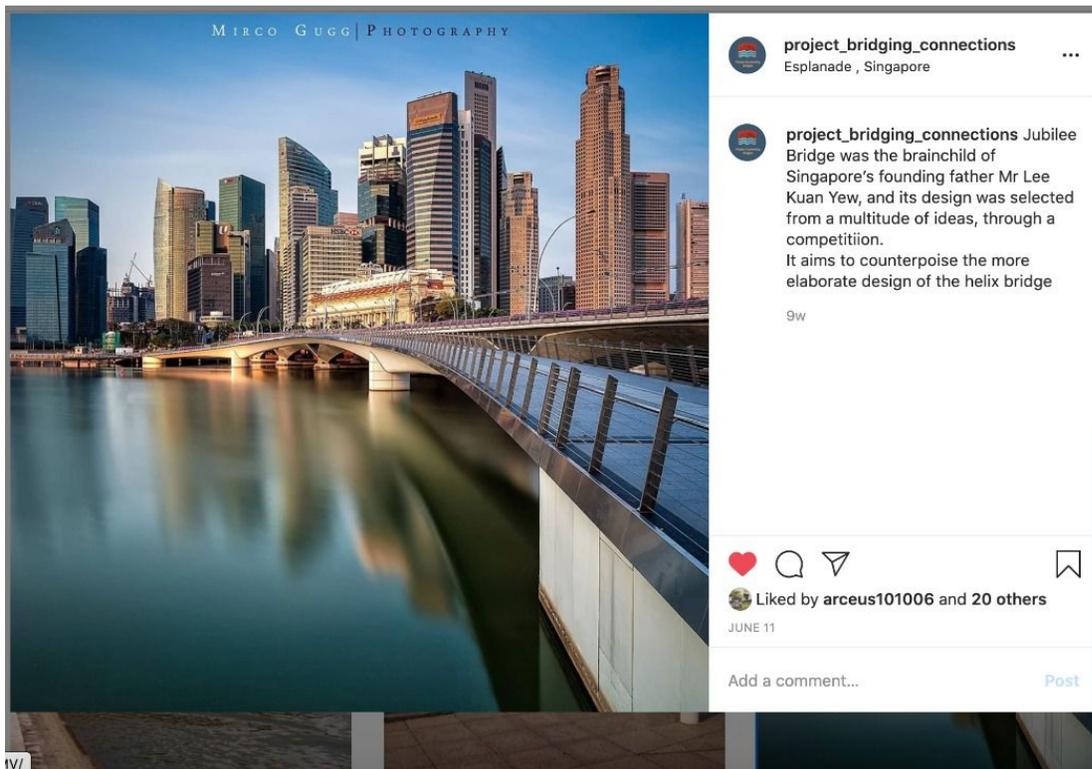
During the Japanese occupation, severed heads of criminals were hung on Anderson Bridge as a warning to discourage citizens from breaking the law.



ANDERSON BRIDGE

- Constructed between 1908-1910
- Named after Sir John Anderson
- Anderson bridge purpose was to replace the Cavenagh Bridge!
- Meant to hold traffic

THE ANDERSON BRIDGE IS A 260-METRE-LONG (850 FT) BRIDGE IN FRONT OF THE MOUTH OF THE SINGAPORE RIVER



2. Review

The websites found online only provide limited information on bridges in Singapore in general.

Most secondary school students do not want to read a 300-400 page book on the history of bridges. Moreover, the information may be confusing and is difficult for the sec one to fours to view them all at once. To appeal to our audience, we consolidated the data from many sources into concise points. Short animations which are appealing to the audience have also been used. In conclusion, most of the sources we have reviewed are prolix, which might not interest the sec one to fours and would thus make the current online websites seem outdated.

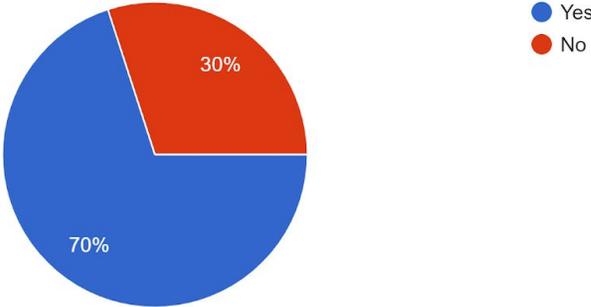
3. METHODOLOGY

3.1 Needs Analysis

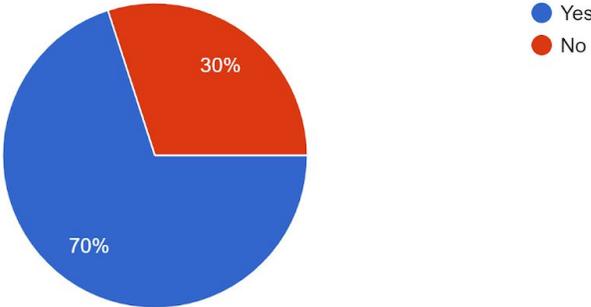
A needs analysis was conducted to ensure the relevance of our project. Firstly, a google form was created to establish the respondents' knowledge of bridges. After 2 weeks, we collected 120 responses. Indeed, 95 out of 120 respondents who were secondary one to four students indicated that they would like to know more about the history behind the bridges. This feedback confirmed the feasibility and usefulness of the project.

3.2 Survey Results (Needs Analysis)

Do you think that it is important to know about the bridges in Singapore
120 responses



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120 responses

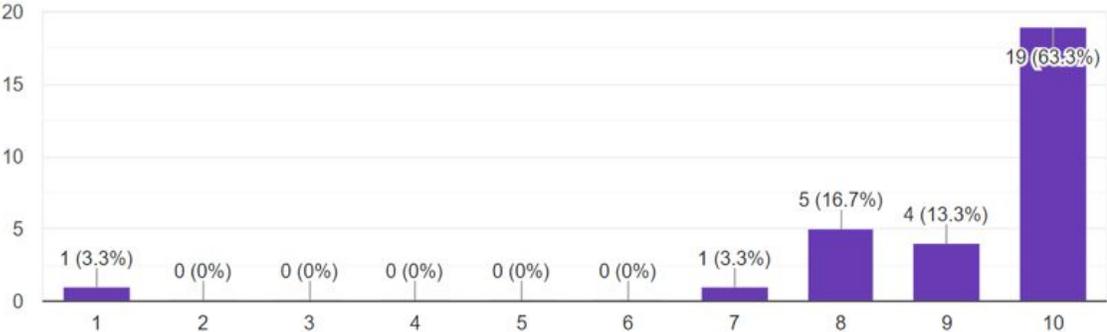


3.2 Survey Results (Review on our resources)

Out of 10, rate how well this website increases your knowledge about bridges in Singapore.



30 responses



Majority of the respondents that we surveyed think that our website has helped them improve their knowledge on bridges in Singapore.

Do you like our Instagram? If not, please tell us how we can improve.
 (@project_bridging_connections)

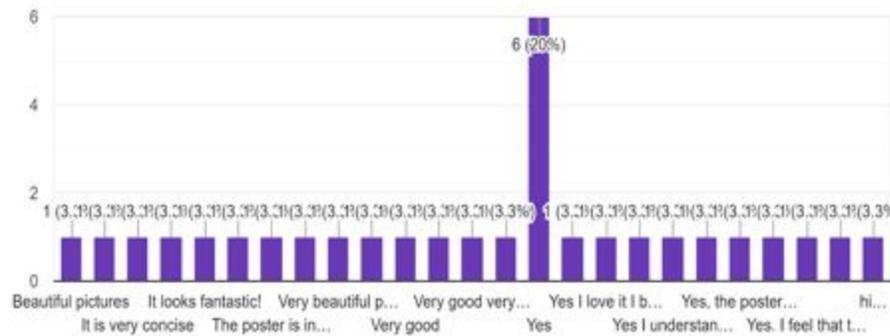
30 responses

- Yes, I thoroughly enjoyed looking at these beautiful pictures about bridges and after reading the posts I understand more about the bridge I am looking at. Well done :)
- I understand much more and it feels good to see so many beautiful pictures in your IG.
- Yes I understand a lot from it
- Yes i understood a lot from it
- It is very good I understand a lot from it
- Very beautiful pictures and very informative
- Very informative
- I love your instagram pictures as they are very beautiful.
- Very beautiful pictures

As for the Instagram posts, we can see above that many people recognised that it was clear and concise. It also shows that our posts were attractive and stood out to them and that this was also very informative, short and easy to understand.

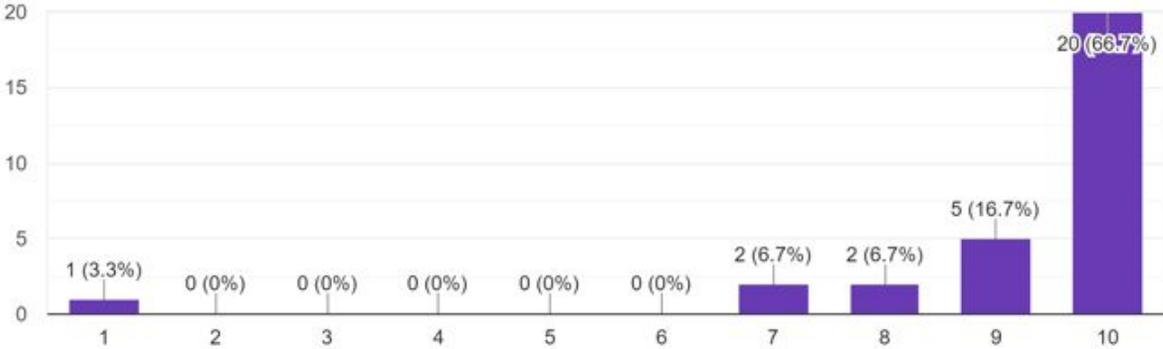
Do you like our poster? If not, please tell us how we can improve.

30 responses



Majority of the surveyors have positive feedback for our posters. Many of them say that our poster is very informative and was aesthetically pleasing. When asked if the respondents liked our poster, these were their responses.

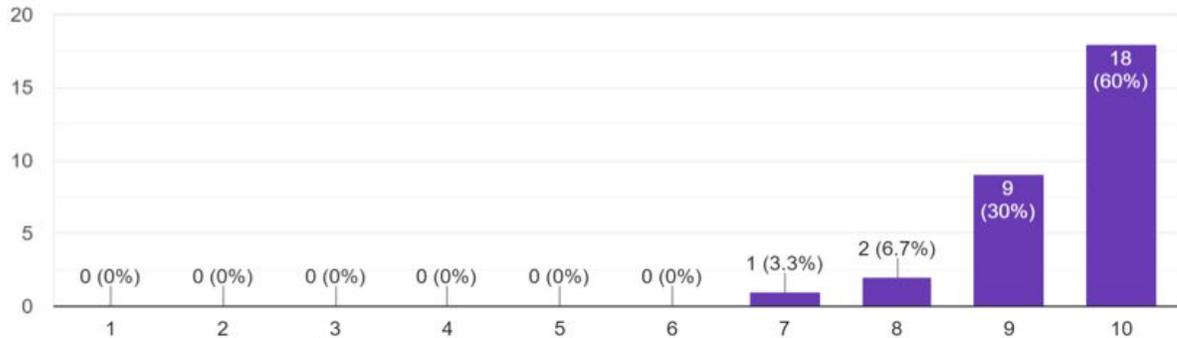
Out of 10, rate how well this poster increases your knowledge about bridges in Singapore.
30 responses



Majority of our surveyors enjoyed our posters. Around 67% of surveyors gave 10 out of 10 for the poster.

In conclusion, how much do you think that this package has helped you further your knowledge of bridges?

30 responses



Majority of our surveyors think that our final products helped them improve their knowledge about bridges in Singapore.

In conclusion, most of the people who have viewed the package felt that the package was informative and made them more knowledgeable in the history of bridges in Singapore.

3.3 Development of resources

A review was conducted on various websites on bridges in Singapore. Information was collected from NLB archives and multiple websites. The information was then collated into our posts on our site and the social media account. Photographs and YouTube videos were also taken to provide an appealing visual representation of the significance of bridges in Singapore. Finally, all these were posted onto the online platform and are shown to the other students for feedback.

3.4 Pilot Test

A pilot test was administered to sec one to sec four students. A product demonstration was conducted where the online website was shown to the people who tried it out. We sought feedback so as to improve our resource package. We used their recommendations to refine our online resource.for most of our respondents, the feedback was positive, and they all supported the idea of this project.

4. OUTCOME & DISCUSSION

After a group discussion, we felt that there was a general consensus that there was a need for resources such as an instagram page about bridges and a website specifically catered towards students in their teenage years, seeing as most resources such as books and websites were too inaccessible or too in-depth in terms of understanding for a teenager. For example, a history book on bridges in Singapore may cost anywhere from \$10 to \$20. A teenager who is new to bridges may not want to dedicate this much money for a topic they may not be interested in. To solve this problem, we have made our instagram page and website accessible and free-of-charge to our viewers and this appeals greatly to teenagers who may not have enough funds to learn more about bridges or are simply seeking simplified content on the history of bridges. After launching our instagram page and website, we have conducted surveys asking viewers on the effectiveness of our resources in educating them on the history of bridges, which was met with excellent responses commending our efforts, as can be seen in section 3 of our written report.

5. CONCLUSION

Project Connecting Bridges had been an enriching project to undertake since it required many hours to design the instagram page and website, find relevant sources of information from the internet and peers while also searching for the pictures and designing eye-catching posts and blogs. The whole project journey had enabled the group to develop a myriad of skills, such as, critical thinking and adaptivity, innovation with a keen sense of observation were crucial during the all stages of the project. For example, we had to create an enticing profile on both the website and instagram page by designing beautiful backgrounds and many short animations

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