



Singapore Book Council

Building Our Imagine-nation

ASIAN FESTIVAL OF CHILDREN'S CONTENT

28 – 31 May 2020

Singapore

The Asian Festival of Children's Content (AFCC) is an annual festival that promotes and advocates the creation, development and appreciation of quality Asian content for children and young adults. Organised by the Singapore Book Council, the festival comprises conference presentations, panel discussions, masterclasses, workshops and lectures. AFCC also features a book fair showcasing a diverse selection of books from Singapore, Asian and international publishers, as well as a line-up of free public programmes.

The AFCC is a unique event in Singapore that provides an opportunity for various delegates, including writers, illustrators, translators, editors, publishers, agents, academics, teachers, media producers, and librarians to learn and hone their craft, network and develop collaborations.

AFCC 2020 will run from 28 – 31 May at the National Library Building (100 Victoria Street, Singapore 188064).

For more information, please visit <https://afcc.com.sg/>

I. AFCC 2020

Theme: Voyages

We invite you to envision a world filled with possibilities as we traverse boundaries, redefine narratives and discover new truths. Cast your eyes on the theme of "Voyages" and immerse yourself in the world of stories for children and young adults. From new beginnings to uncharted territories, adventures await at AFCC 2020.

II. Call for Papers

Deadline: 30 November 2019

We are delighted to announce that the Call for Papers for AFCC 2020 is now open. All academics and practitioners are invited to submit papers that deal with children's and young adult (YA) content in Asia and Southeast Asia. We are especially interested in receiving proposals that tackle the following key topics and areas:



Singapore Book Council

Building Our Imagine-nation

- Climate change
 - portrayals of environmental issues
 - ecological activism in children's and YA
 - ecocriticism and implications in children/YA literature
- Comics/graphic novels for children/YA
 - development and analysis of comics/graphic novels for the children/YA market
 - the craft of writing and editing children's and YA comics/graphic novels
 - adaptation of comics/graphic novels across different media
- Diversity
 - portrayals of under-represented/marginalised communities
 - inclusivity and accessibility in children's and YA literature, including special needs
- Multiculturalism and intersectionality
 - depictions of multiculturalism and multiracialism in children's and YA literature
 - challenges relating to authenticity
- Creative nonfiction books for children/YA
 - creation and publishing of children's and YA creative nonfiction
- Poetry for children/YA
 - poetic forms in children's and YA literature
 - cultivating a love for poetry
 - writing poetry for non-traditional platforms
 - verse novels
- Translation
 - translation of children's and YA books across Asian languages
 - challenges of translating children/YA literature
 - the craft of translation
- Technology
 - how technology is used in the creation and promotion of children/YA literature
 - technology trends in the publishing market for children/YA books



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In addition to the abovementioned topics, applicants are also welcome to submit proposals that focus on suggested topics in Annex A. The topics are listed according to AFCC's three broad programming tracks: Writers and Illustrators, Teacher and Parents and Cross-Platform.

Please refer to Annex A for more information on the programme tracks and suggested topics.

The submission period for AFCC 2020 Call for Papers will run from **14 October to 30 November 2019**.

III. SELECTION

All submissions, from the three programme tracks, will be assessed separately by a programme committee that comprises industry practitioners and academics. The committee will select the papers based on the assessment of the content of the proposal and its relevance to the festival.

Preference will be given to applicants who have not presented at AFCC before, and/or who have not presented in the last three editions of the festival. Regular applicants with strong proposals that relate to the key topics are nonetheless encouraged to send in their applications for consideration.

If you are selected, you will receive a **complimentary 3-day AFCC festival pass**. Please note that the festival pass **excludes** admission to separately ticketed events and that honorarium, flight and hotel accommodation **will not be provided**.

IV. SUCCESSFUL APPLICANTS

Selected applicants will be asked to submit a draft of the full presentation, including the talking points and PowerPoint of their presentations at least two (2) months prior to the Festival. Those proposing workshops or interactive sessions are also required to submit a programme outline prior to AFCC 2020.

All Call for Paper presentations are allocated a duration of one (1) hour, with considerations for extension in consultation with the organiser. You are encouraged to include interactive elements in your proposal to complement your presentation.

Speakers agree to allow the organisers to use their proposal in part or in full for marketing and publicity purposes for AFCC, either in print or online versions.



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V. TIMELINE

Call for Paper submissions open – **14 October 2019**

Call for Paper submissions close – **30 November 2019**

Notification of application status – **20 January 2020**

Confirmation of presentation details – **14 February 2020**

VI. SUBMISSION PROCESS

To submit your proposal, please complete and submit the AFCC 2020 Call for Paper online application form by **30 November 2019, 2359h**.

You can access the form via the link here: <https://afcc2020cfp.paperform.co>

The organisers reserve the right to reject any applicants who do not comply with the aforementioned guidelines.

VII. ENQUIRIES

For enquiries, please contact Caroline Wan (caroline@bookcouncil.sg) or Chloe Tong (chloe@bookcouncil.sg).

For more information on AFCC, please visit <https://afcc.com.sg/>.



SUGGESTED TOPICS:

i) WRITERS AND ILLUSTRATORS

The Writers and Illustrators track gathers writers, illustrators, translators and publishing industry professionals to share, network and develop books and stories for both children and young people. The track promotes and advocates literature for children and young adults from Asia and Southeast Asia, as well as around the world. Sessions will focus on the development and creation of quality literary content, industry practices and market trends.

Topics for proposals can include, but are not limited to, the following:

- Social issues in children/YA literature (feminism, migration, racism, #OwnVoices etc.)
- Basics of pitching to publishers/literary agents
- New publishing platforms/opportunities
- Editing for children's/YA market
- Current and upcoming trends in the children's and YA book market
- Fantasy and science-fiction stories from Asian perspectives
- Middle-grade books in Asia
- Author-illustrator dynamics
- Developing your personal brand
- Visual storytelling techniques
- Character and world-building through illustration
- Design and typography in children's and YA books
- Interactive books (choose your own adventure etc.)
- Unconventional genres for children (dark comedy, horror, etc)
- Self-publishing platforms and prospect

ii) TEACHERS AND PARENTS

The Teachers and Parents track provides teachers, educators and parents with knowledge and skills to engage children and young adults through stories and books. The sessions focus on developing literacy, imparting a love for books, and



Singapore Book Council

Building Our Imagine-nation

supporting language and literacy development from early childhood, primary levels, teens to young adults).

Topics for proposals can include, but are not limited to, the following:

- Prenatal and/or neonatal language development
- Books for infants, toddlers and preschoolers
- Language and literacy in early childhood
- Cultivating lifelong reading habits
- Cultural Quotient (awareness and sensibilities)
- Mother Tongue language acquisition and proficiency
- Book-based play and learning
- Literary education through drama
- Developing story-based teaching materials
- Non-traditional storytelling techniques
- Pop culture in the classroom
- Literary pedagogy
- The rise of STEAM
- Neurodiversity in the classroom
- Building reading communities
- Valuing Diversity: Inclusive Care and Education
- The use of different genres in language and literacy development
- Parents' engagement with children through books

iii) **CROSS-PLATFORM**

The Cross-Platform track focuses on storytelling and adapting narratives across different platforms, from art forms such as theatre to TV and digital technology. The sessions address the current trends and issues in the content market for children and young adults. Sessions focus on multi-platform narratives, media pitching, edu-tech and digital content development.

Topics for proposals can include, but are not limited to, the following:

- Adaptation of books into other media (e.g. TV shows, films, games, theatre productions etc.)
- Digital book formats in children's literature (e.g. audio books, AR/VR books, GIF books)
- Writing for children's media (Script and screenwriting)
- Producing children and YA content for Over the Top (OTT) platforms
- Online book communities (e.g. Goodreads, Instagram)



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- Narrative design in gaming
- Cyber-safety for children and YA
- Upcoming apps for kids
- Expanding the storyverse (franchising, spinoffs, merchandise)
- Tech trends and immersive technologies (5G, AI, AR/VR, extended reality etc.)