



INFOGRAPHICS MAKING CONTEST

35th National Statistics Month Celebration



BACKGROUND

An infographic (information graphic) is a visual representation of data. An infographic is a collection of imagery, charts, and minimal text that gives an easy-to-understand overview of a topic. The use of infographics has become an effective tool in bringing statistics closer to the people as its striking and engaging visuals make communication of statistics quickly and easily understood.

With the objectives of the NSM that is to promote statistics for relevant policy use and to encourage the data providers to showcase its available data for public information, the PSA Negros Occidental provincial office will conduct the 35th NSM Infographics Making Contest for creative data dissemination.

CONTEST MECHANICS

- a. The contest is open to any Senior High School student from both public and private schools in Negros Occidental. Each school is permitted to multiple participants/entries;
- b. The infographics must be in line with the 35th NSM theme “*Advancing Data and Statistics Through Digital Transformation: A Road to an Empowered Nation,*” highlighting the efforts of the Philippine Statistics Authority (PSA) in modernizing the statistical system through the adoption of digital tools and platforms to improve the accuracy, timeliness and accessibility of statistics;
- c. Participants are responsible in providing all the necessary materials such as laptops and internet connection necessary for the Infographics Making Contest;
- d. Entries shall be submitted thru email address at negrosoccidental@psa.gov.ph in jpeg high resolution format (600x1200 dpi), with a width 8.5” and length 13”. Entries will be accepted from **October 1, 2024**, until **6:00 PM on October 10, 2024**. Entries received after the deadline will be disqualified.
- e. All email submissions should include the following details:
 - Subject: 35th NSM Infographics Making Contest — <Last name, First name> of Participant – Name of School
 - Body of the email:
 - Name of the Artist
 - School
 - Description of the Infographics/Caption
 - Contact number of the artist
 - The Infographic itself shall have a file name in the following format:
Surname_Name of School_InfographicEntry (e.g. *DelaCruz_PSANHS_InfographicEntry*)

- Participants must attach a recorded video of the process of creating the infographic with their email submission. The video should start with a one (1) minute introduction of the participant and not more than two (2) minutes infographic making time-lapsed video.
- f. Submitted entries will be posted in Philippine Statistics Authority - Negros Occidental Facebook page and website starting 11 October 2024 as part of the judging requirement. The collection of Facebook like reaction counts shall conclude on 23 October 2024. Judging of entries will be on 23 October 2024.

GUIDELINES

- Names and logos of offices are allowed to appear as an element in the entries.
- Modern/non-conventional ways of visual representation of data and statistics are encouraged.
- By participating in this contest, the contestant attests that the submitted infographic is originally created by the participant and no other party has any right, title, claim or interest in the infographic. The PSA NegOcc reserves the right to verify this through various means and disqualify any entry at any time.
- The winners agree to the disclosure and publication of their names and infographic in any photo, publicity, or other media arrangement made by PSA related to the announcement of the results of the contest.

CRITERIA FOR JUDGING

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|-----------------|---|-------------|
| Content | Accuracy and reliability of information. Timeliness of the information to adequately support the infographic. | 50% |
| Focus | Clarity of the topic presented and the complementation of the illustration to the topic. | 20% |
| Visual Appeal | Aesthetics (color scheme, neatness, design composition) and originality of the infographic design. | 20% |
| Audience Impact | Number of reactions (wow, like, heart, care, etc.) in the FB post | 10% |
| Total | | 100% |

PRIZES

Announcement of the 1st, 2nd, and 3rd place winners will be done at the Closing Ceremony of the 35th National Statistics Month tentatively scheduled on 25 October 2024.

1st Place – Php 2,000 and certificate

2nd Place – Php 1,000 and certificate

3rd Place – Php 500 and certificate