



INFOGRAPHICS MAKING CONTEST

in celebration of the 32nd National Statistics Month Celebration in Region X

I. 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 X will conduct the 32nd NSM Infographics Making Contest for creative data dissemination.

II. Contest Mechanics

- a. The infographics must be in line with the 32nd NSM theme “*NSM @ 32: Revving up for Economic and Social Recovery Through Evidence-Based Policies*”.
- b. The 32nd NSM Infographics Making Contest is open to all Regional Line Agencies, Provincial Field Offices, and Local Government Units. PSA X and its provincial field offices are not allowed to participate in this contest. Infographics which won in other contests, have been used for commercial purposes, or have been published is not eligible to join.
- c. Entries shall be submitted thru email address at psa10socd@gmail.com in jpeg high resolution format (600x1200 dpi), width 8.5” and length 13”. PSA X will accept entries until 20 October 2021, 6PM.

Entries submitted shall have the following details:

- Subject: 32nd NSM Infographics Making Contest <Name of Office>
- Body of the email:
 - Name of the Artist
 - Description of the Infographics / Caption
 - Contact number of the artist

The Infographic itself shall have a file name in the following format: Agency Name_Topic of the Infographic (e.g. *DSWD_Listahanan*).



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- d. Submitted entries will be posted in PSA-X Facebook page starting 21 October 2021 as part of the judging requirement. Judging of entries will be on 26 October 2021.

III. Guidelines

- a. Names and logos of offices are allowed to appear as an element in the entries.
- b. Modern/non-conventional ways of visual representation of data and statistics are encouraged.
- c. 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-X reserves the right to verify this through various means and disqualify any entry at any time.
- d. 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.

IV. Criteria for Judging

Content (50%) – Accuracy and reliability of information. Timeliness of the information to adequately support the infographic.

Focus (20%) – Clarity of the topic presented and the complementation of the illustration to the topic.

Visual Appeal (20%) – Aesthetics (color scheme, neatness, design composition) and originality of the infographic design.

Viewer's Impact (10%) - Number of reactions (wow, like, heart, care, etc.) in the FB post.

V. Prizes

Three winners will be chosen to receive Certificate of Recognition and cash prizes.

Non-winning participants will receive Certificate of Participation.