

ADVOCACY VIDEO COMPETITION



Theme: “VAW Bigyang Wakas, Ngayon na ang Oras!”

CRITERIA FOR JUDGING: ADVOCACY VIDEO COMPETITION

1. Originality and Creativity (40%)

- Demonstrates a unique and fresh approach to the advocacy theme.
- Avoids clichés and plagiarism, presenting innovative ideas effectively.

2. Relevance to Advocacy Theme (25%)

- Clearly aligns with the advocacy topic and purpose.
- Effectively communicates the intended message and calls to action.

3. Content Quality and Impact (20%)

- **Well-researched, coherent, and informative content.**
- **Inspires awareness or action related to the advocacy.**

4. Technical Quality (10%)

- Professionalism in editing, audio, visuals, and overall production.
- Proper use of transitions, effects, and sound to enhance the message.

5. Audience Engagement (5%)

- Ability to connect emotionally or intellectually with the audience.
- Viewer retention and relatability.

For further details, please contact Ms. Dixty L. Caranto, Director and Focal Person for Gender and Development, at 09121375936.





GUIDELINES FOR THE ADVOCACY VIDEO COMPETITION:

1. Eligibility:

- Only bona fide students of MPSU are qualified to participate.

2. Team Composition:

- Entries can be individual or group efforts, with a maximum of 5 members per group.

3. Video Requirements:

- Maximum length: 3–5 minutes (including credits).
- Format: MP4, 1080p resolution or higher.
- Language: English or Filipino (with subtitles if necessary).

4. Submission Guidelines:

- Entries must be submitted via email to mpsugad@gmail.com until December 12, 2024.
- Each entry should include the following:
 1. Title of the Video.
 2. Participant(s)' full name(s), course, and year level.

5. Audience Engagement (5%)

- Ability to connect emotionally or intellectually with the audience.
- Viewer retention and relatability.

6. Awards and Recognition:

- Top 3 winners will be awarded with the following prizes:
 - 1st Place: P5,000.00 and Certificate
 - 2nd Place: P3,000.00 and Certificate
 - 3RD Place: P1,500.00 and Certificate

7. Ownership and Usage Rights:

- Participants retain ownership of their videos. However, MPSU reserves the right to use the submitted videos for educational and promotional purposes, with proper credit to the creators.



ADVOCACY INFOGRAPHICS COMPETITION



Theme: “VAW Bigyang Wakas, Ngayon na ang Oras!”

CRITERIA FOR JUDGING: ADVOCACY VIDEO COMPETITION

1. Originality and Creativity (40%)

- Demonstrates a unique and innovative design approach.
- Utilizes only original photos captured by the participant(s).

2. Relevance to Advocacy Theme (25%)

- Effectively addresses and communicates the advocacy topic.
- Clearly conveys a strong, impactful message aligned with the theme.

3. Content Quality and Impact (20%)

- Aesthetically pleasing, well-structured layout.
- Effective use of color, typography, and imagery to enhance understanding.
- The use of orange is strongly encouraged, as it represents the color for Violence Against Women and Children (VAWC).

Content Clarity and Accuracy (10%)

- Data and information are factual, well-organized, and easy to understand.
- Avoids clutter while effectively delivering the message.

4. Technical Quality (10%)

- Successfully engages the viewer, evoking awareness or action.
- Encourages audience interest in the advocacy issue.



GUIDELINES FOR THE ADVOCACY INFOGRAPHICS COMPETITION:



1. Eligibility:

- Open only to bona fide students of MPSU.

2. Team Composition:

- Participants may join individually or in teams of up to three members.

3. Video Requirements:

- Format: Digital (JPEG/PNG), A3 size (297 x 420 mm), and 300 DPI resolution.
- Original photos taken by the participant(s) must be use stock photos are not allowed.
- Language: English or Filipino.

4. Submission Guidelines:

- Entries must be submitted via email to mpsugad@gmail.com until December 12, 2024.
- Each entry should include the following:
 1. Title of the Infographics.
 2. Participant(s)' full name(s), course, and year level.
 3. A brief description (100–200 words) of the advocacy and how the infographic communicates it.

5. Audience Engagement (5%)

- Entries must align with the advocacy theme provided.
- Infographics should be original and must not include copyrighted or plagiarized material.
- Offensive, discriminatory, or inappropriate content will result in disqualification.

6. Awards and Recognition:

- Top 3 winners will be awarded with the following prizes:
 - 1st Place: P5,000.00 and Certificate
 - 2nd Place: P3,000.00 and Certificate
 - 3RD Place: P1,500.00 and Certificate

7. Ownership and Usage Rights:

- Participants retain ownership of their work, but MPSU reserves the right to use the submitted infographics for educational and promotional purposes with proper credit.

For further details, please contact Ms. Dixty L. Caranto, Director and Focal Person for Gender and Development, at 09121375936.

