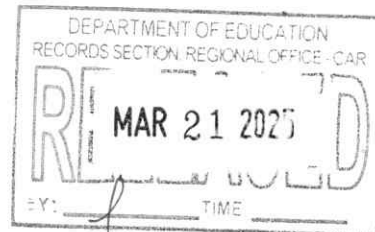




Republic of the Philippines
Department of Education
CORDILLERA ADMINISTRATIVE REGION




21 March 2025

REGIONAL MEMORANDUM
No. 210.2025

**CALL FOR NOMINATION TO THE DEVELOPMENT OF INTERACTIVE
STORYBOOKS FROM THE GAWAD TEODORA ALONSO
STORYBOOK COMPETITION**

To: Assistant Regional Director
Schools Division Superintendents
All Others Concerned

1. The Bureau of Learning Resources (BLR) will be developing interactive storybooks from the Gawad Teodora Alonso Storybook Competition. This initiative aligns with DepEd Order No. 18, s. 2020 and supports Point 4 of the 5-Point Reform Agenda: "Raise Education Quality through Upgraded Curriculum, Modernized Assessment, and Digitally Enabled Schools".
2. In this regard, this office through the Curriculum and Learning Management Division – Learning Resource Management Section calls for nomination for the development team.
3. Attached is the Bureau of Learning Resources Memorandum identifying the members of the Creative/Development Team with the responsibility and term of references.
4. For inquiries, personnel concerned may contact the CLMD CES Jennifer P. Ande through email address: car.clmd@deped.gov.ph.
5. Immediate and widest dissemination of this memorandum is directed


ESTELA P. LEON - CARINO EdD, CESO III
Director IV/Regional Director

Digitally signed by ESTELA P. LEON-
CARINO EdD, CESO III
Date: 2025.03.21 14:50:18 +08'00'

CLMD-LRMS/JPA/bmd
0000/03/21/2025 Call for nomination



Address: DepEd-CAR Complex, Wangal, La Trinidad, Benguet, 2601

Telephone No: (074) 422 – 1318

Email Address: car@deped.gov.ph

 DepEd Tayo Cordillera



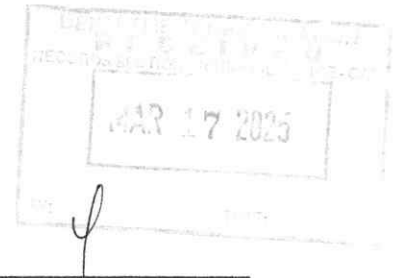
<https://depedcar.ph>



Certificate No. PNP-CMS
24 81 0192



Republic of the Philippines
Department of Education
BUREAU OF LEARNING RESOURCES



Office of the Director

MEMORANDUM
BLR-2025-03-0168

FOR : REGIONAL DIRECTORS

ATTENTION : SCHOOLS DIVISION SUPERINTENDENTS
LEARNING RESOURCE (LR) SUPERVISORS

FROM : ARIZ DELSON ACAY D. CAWILAN
Director IV

SUBJECT : DEVELOPMENT OF INTERACTIVE STORYBOOKS
FROM THE GAWAD TEODORA ALONSO STORYBOOK
COMPETITION

DATE : March 14, 2025

The Bureau of Learning Resources (BLR) will be developing interactive storybooks from the Gawad Teodora Alonso Storybook Competition. This initiative aligns with **DepEd Order No. 18, s. 2020** and supports Point 4 of the 5-Point Reform Agenda: "Raise Education Quality through Upgraded Curriculum, Modernized Assessment, and Digitally Enabled Schools."

By integrating technology-driven educational materials, this initiative enhances accessibility, engagement, literacy, and numeracy for learners nationwide. It contributes to curriculum improvement, modernized assessments, and the development of digitally enabled schools, ensuring students receive high-quality, interactive learning experiences.

In this regard, we respectfully request all Regional Offices (ROs) to nominate **one (1)** voice director, **three (3)** voice actors/actresses, **one (1)** audio technician, **one (1)** digital learning content creator, **one (1)** Filipino language specialist, and **five (5)** flipbook developers to serve as members of the **National Technical Working Group (NTWG)** for this project.

Below is an outline of the roles, responsibilities, and terms of reference of the Development Team:



(BLRM) Ground, Bonifacio Building, DepEd Complex, Meralco Avenue, Pasig City; (02) 8634-1072; 8634-0901; 8634-1054;
(BLRC) Ecotech Compound Sudion, Lahug, Cebu City; (032) 230-7939; (032) 230-7948
Email Address: blr.nd@deped.gov.ph; blr.lmd@deped.gov.ph; blr.lraqad@deped.gov.ph; blr.cebu@deped.gov.ph



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Creative Team:

Role	Responsibility	Terms of Reference
<p>Voice Actor/Actress</p>	<ol style="list-style-type: none"> 1. Perform voiceovers for characters, narrators, and other audio elements in the interactive storybooks. 2. Collaborate with the Voice Director to ensure consistent tone, pacing, and emotional delivery. 3. Record multiple takes as needed to capture the desired quality and style. Adapt vocal performance to suit different age groups, cultural contexts, and learning objectives. 4. Follow directions and provide creative input when necessary to enhance storytelling. 	<p>Qualifications:</p> <ul style="list-style-type: none"> • Proven experience in voice acting (e.g., audiobooks, animations). • Versatility in vocal styles and accents. • Ability to collaborate with directors and technical teams. <p>Deliverables:</p> <ul style="list-style-type: none"> • High-quality audio recordings in specified formats. • Documentation of vocal styles for character consistency. <p>Reporting Lines:</p> <ul style="list-style-type: none"> • Voice Director, Digital Learning Content Creator.
<p>Voice Director</p>	<ol style="list-style-type: none"> 1. Guide Voice Actors/Actresses in delivering performances that match the tone, style, and emotional depth required by the script. 2. Provide clear and constructive feedback during recording sessions to refine performances. 3. Collaborate with the Digital Learning Content Creator and Filipino Language Specialist to ensure linguistic and cultural accuracy. 4. Ensure consistency in character voices, accents, and pacing across all recordings. <p>Work closely with the Audio Technician to address technical issues and optimize sound quality.</p>	<p>Qualifications:</p> <ul style="list-style-type: none"> • Experience in voice direction or audio production. • Cultural sensitivity and familiarity with DepEd standards. • Strong leadership and communication skills. <p>Deliverables:</p> <ul style="list-style-type: none"> • Polished audio performances with documentation. • Voice guidelines for character consistency. <p>Reporting Lines:</p> <ul style="list-style-type: none"> • Project Lead, Digital Learning Content Creator.
<p>Audio Technician</p>	<ol style="list-style-type: none"> 1. Set up and operate recording equipment, including microphones, mixers, and software. 2. Monitor audio levels and quality during recording sessions to ensure clarity and consistency. 3. Edit and process audio files, including noise reduction, equalization, and mixing. 	<p>Qualifications:</p> <ul style="list-style-type: none"> • Expertise in audio software (e.g., Audacity, Adobe Tools, and other related tools). • Attention to detail and problem-solving skills. • Experience in multimedia projects. <p>Deliverables:</p>

	<p>4. Collaborate with the Voice Director and Voice Actors/Actresses to address technical challenges.</p> <p>5. Deliver final audio files in the required formats for integration into the digital platform.</p>	<ul style="list-style-type: none"> • Final audio files optimized for digital platforms. • Technical documentation for audio integration. <p>Reporting Lines:</p> <ul style="list-style-type: none"> • Voice Director, Flipbook Developer.
Digital Learning Content Creator for Interactive activities	<p>1. Conceptualize and design interactive features such as clickable elements, animations, quizzes, and games.</p> <p>2. Collaborate with the Filipino Language Specialist to ensure linguistic and cultural accuracy.</p> <p>3. Integrate audio files, visuals, and text into a cohesive digital format.</p> <p>4. Test and refine the interactive activities to ensure functionality and user-friendliness.</p> <p>5. Align content with DepEd's educational objectives and accessibility guidelines.</p>	<p>Qualifications:</p> <ul style="list-style-type: none"> • Experience in digital content creation (e.g., e-learning platforms). • Understanding of DepEd's curriculum and accessibility guidelines. • Proficiency in multimedia tools (e.g., Adobe Suite). <p>Deliverables:</p> <ul style="list-style-type: none"> • Interactive storybook modules with embedded media. • User-friendly prototypes and accessibility reports. <p>Reporting Lines:</p> <ul style="list-style-type: none"> • Project Lead, Flipbook Developer.
Filipino Language Specialist	<p>1. Guide culturally relevant themes, idioms, and expressions.</p> <p>2. Collaborate with the Voice Director and Voice Actors/Actresses to ensure accurate pronunciation and intonation.</p> <p>3. Ensure alignment with DepEd's curriculum and language standards.</p> <p>4. Address any linguistic ambiguities or inconsistencies in the content.</p>	<p>Qualifications:</p> <ul style="list-style-type: none"> • Fluency in Filipino and deep cultural knowledge. • Familiarity with DepEd language standards. • Experience in educational content review. <p>Deliverables:</p> <ul style="list-style-type: none"> • Linguistic guidelines and verified content. • Feedback reports on cultural accuracy. <p>Reporting Lines:</p> <ul style="list-style-type: none"> • Voice Director, Digital Learning Content Creator.

Flip-Builder Team:

Role	Responsibility	Terms of Reference
Flipbook Developer	1. Design and develop interactive flipbooks using tools like Flipbuilder or similar software.	Qualifications:

	<p>2. Embed multimedia elements (e.g., images, videos, audio) and interactive features (e.g., clickable buttons, interactive activities).</p> <p>3. Ensure compatibility across devices (e.g., tablets, laptops, smartphones) and operating systems.</p> <p>4. Optimize flipbooks for performance, ensuring fast loading times and smooth navigation.</p> <p>5. Collaborate with content creators and language specialists to integrate educational materials accurately.</p>	<ul style="list-style-type: none"> • Experience in flipbook development (e.g., Flipbuilder, Issuu, other related apps). • Technical skills in multimedia integration and cross-platform testing. • Problem-solving abilities for performance optimization. <p>Deliverables:</p> <ul style="list-style-type: none"> • Functional flipbooks with embedded media. • Compatibility and performance reports. <p>Reporting Lines:</p> <ul style="list-style-type: none"> • Digital Learning Content Creator, Project Lead.
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Nominated names in the respective positions may be submitted through email at blr.lrqad@deped.gov.ph copy-furnish elesito.tuyor@deped.gov.ph on or before **March 21, 2025** using the attached template.

For any queries or clarifications, please contact **Mr. Elesito Tuyor**, Creative Arts Specialist II of the Bureau of Learning Resources – Quality Assurance Division (BLR-QAD), via email at blr.lrqad@deped.gov.ph, copy furnished to elesito.tuyor@deped.gov.ph.

For your consideration and appropriate action.