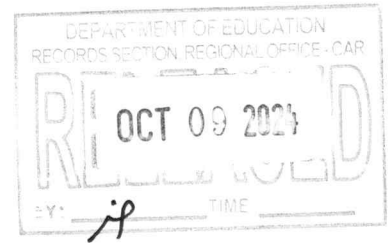




Republic of the Philippines
Department of Education
CORDILLERA ADMINISTRATIVE REGION



08 October 2024

REGIONAL MEMORANDUM

No: 704.2024

ASSISTANCE IN DETERMINING PARTICIPANTS TO THE CONSUMER WELFARE MONTH DIGITAL POSTER MAKING CONTEST

To: Assistant Regional Director
Schools Division Superintendents
All Others Concerned

1. In commemoration of the **Consumer Welfare Month** with the theme: **“Be Smart, Assert Your Consumer Rights”**, the Department of Trade and Industry – Cordillera Administrative Region will be conducting Digital Poster Making Contest to be held on **October 29, 2024** in **Baguio City** (Specific venue will be announced later).
2. In line with this, all presently registered Senior High School students in Public Schools and Private Schools in the Department of Education - Cordillera Administrative Region (DepEd -CAR) are eligible to participate in the digital poster-making contest. The accommodation and food for the provincial delegates and their coaches will be covered by DTI-CAR, while travel expenses shall be charged to local funds subject to the usual auditing and accounting rules and regulations.
3. Each SDO may submit just one nominee to the competition. It will be the responsibility of every SDO participant to choose and screen their own contender. To give other talented learners an opportunity to participate, previous winners of the DTI Poster-making Contest are not eligible for entry.
4. The invitation letter, mechanics and guidelines for the Digital Poster Making Contest are enclosed in this Memorandum.
5. For any inquiry or concern, please contact Mr. Jeremias Mario D. Agpes of the Consumer Protection Division through telephone numbers (074) 442-7859/ (074) 442-6185 or through Georgina C. Ducayso, ESSD Chief through email at car.essd@deped.gov.ph.
6. Immediate dissemination of and compliance with this Memorandum is desired.


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

Reference: As Stated
Enclosure: As Stated


ESSD/GCD/rab/ Assistance in Determining Participants To The Consumer Welfare Month Digital Poster Making Contest- October 08, 2024



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

Telephone No: (074) 422 – 1318

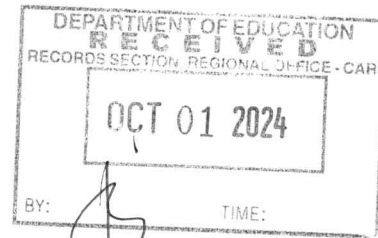
Email Address: car@deped.gov.ph

 DepEd Tayo Cordillera

 <https://depedcar.ph>



Certificate No. PHP QMS
24 93 0192



01 October 2024

ESTELA LEON-CARIÑO, CESO IV
Regional Director
Department of Education
Wangal, La Trinidad, Benguet

Dear **Dir. Cariño**:

Once again, we are commemorating the **Consumer Welfare Month** with theme: "Be Smart, Assert Your Consumer Rights" this October. As our partner in consumer welfare advocacies and actions, may we solicit your support on our CWM Awareness Campaign among our clients and the public, we respectfully ask for your assistance in determining provincial participants to the CWM Digital Poster Making Contest to be held on October 29, 2024 in Baguio City. Our provincial offices shall coordinate with your local offices to facilitate the invites and identification of provincial representative to the contest.

Logistical support i.e. accommodation and food of the provincial representatives and their coaches will be provided. Attached is the mechanics of the contest for your reference.

We will appreciate your positive response to this request. Mr. Jeremias Mario D. Agpes of the Consumer Protection Division will coordinate with your office regarding this matter. We can likewise be contacted through telephone numbers (074) 442-7859 or (074) 442-6185.

As always, we appreciate your support to our consumer advocacy programs.

Very truly yours,

JULIET P. LUCAS
Regional Director



CORDILLERA ADMINISTRATIVE REGION

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DIGITAL POSTER MAKING CONTEST MECHANICS AND GUIDELINES

A. The Participants/Cooperators

1. The contest is open to all currently enrolled senior high school students both from the state universities, public and private schools of CAR.
2. Coordination with the Department of Education to solicit their support and assistance to the contest by informing and inviting the different schools to join the contest.
3. Sponsors from the private sectors shall be enjoined to support the activity through material and financial contributions.

B. The Contest

1. Contest Mechanics

ELIGIBILITY AND REGISTRATION

- a.) Only one nominee per DTI-CAR Provincial Office is allowed to join the contest. Each participating provincial office will be responsible in screening and selecting its respective contestant. Previous winners of the DTI Poster-making Contest are disqualified from joining to give chance to other talented students.
- b.) Participants must present their school IDs upon registration; non-presentation of ID is a ground for disqualification.
- c.) Participants are requested to be at the Cordillera School of Digital Arts in Baguio City 30 minutes before the official start of the contest proper, a corresponding point determined by the time of arrival will be deducted from the total points for late comers. The contest will run from 9:00AM to 3:00PM only on the determined contest date.

COMPETITION PROPER MECHANICS

- a.) DTI - CAR will provide the participants with 20 photos to be used in the poster making as references. One laptop and Wacom tablet will be given for the production of the digital poster.
- b.) Adobe Products is the only digital art software that will be utilized during the contest proper.
- c.) The internet connection will be disabled during the contest proper. Usage of elements such as clip arts, downloaded images, photos, brand names, logo, trademarks and the like are prohibited. Default present brushes and patters are allowed.
- d.) Posters that contain controversial, offensive, obscene or with political elements will be outrightly rejected or disqualified.

- e.) Graphics or a combination of graphics and text is allowed.
- f.) The participants will be given a maximum of six (6) hours, excluding lunch break to finish the poster. The contest will run from 9:00AM to 3:00PM. The posters must be finished and submitted within the allotted time.
- g.) The poster must be based solely on the Consumer Welfare Month theme which will be provided to the participants on the day of the event.

SPECIFICATION OF THE POSTER

- a) Size: A3 (297mm w x 420mm h)
- b) Resolution: 300 dpi
- c) Orientation: Portrait
- d) Format: PNG

JUDGING AND SELECTION OF WINNERS

- a) Only one entry is allowed for each participant.
- b) The contest will take place in the Cordillera School of Digital Arts and participants will be physically present in the venue.
- c) The poster must be saved in the desktop folder of the laptop with the name of the school as its file name. The finished posters will be collected by the DTI-CAR representative present during the contest proper.
- d) There will be five (5) members of the Board of Judges chosen by the DTI-CAR who are experts in the field of art and consumer protection advocates.
- e) The decision of the Board of Judges shall be final and irrevocable.
- f) Judging and selection of the winning entries will be conducted on _____ . The winning entries will be ranked and there will be three winners of the major prizes while the rest will receive the consolation prizes. Ranking will be disclosed only during the awarding ceremonies. Finalists shall be notified accordingly through email and/or phone call/text message.
- g) The criteria of judging will be based on:

Weight	Criteria	Description
35%	Thematic Relevance	<i>The visual presentation captures the essence of the consumer welfare month theme</i>
25%	Originality	<i>The entry is original and has no plagiarized content.</i>

20%	Design and Creative Elements	<i>This refers to the artistry and workmanship of the artwork</i>
15%	Technical Excellence and Quality	<i>The poster quality and use of basic concepts of digital art software.</i>
5%	Adherence	<i>The entry must adhere to the rules and mechanics of the contest</i>
100%		

h.) Public viewing and awarding shall be conducted during the closing ceremony of the Consumer Welfare Month.

i.) All entries submitted will become solely the property of DTI and it reserves the right to use all the posters submitted for use as Information and Educational Materials.

C. Prizes

a) Winning entries will be awarded cash prizes as follows:

1. 1st place – 7, 000.00
2. 2nd place – 5, 000.00
3. 3rd place – 3,000.00
4. Five (5) consolation prizes at P1,000 each.

Winners will be provided their certificate of recognition while non-winning entries will be given certificate of participation.

b) Tokens for coaches of 1st - 3rd place winners

1. Coaches of winning entries will be provided their certificate of recognition while non-winning entries will be given certificate of participation.