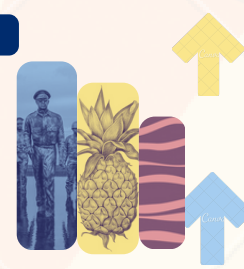2025 REGIONAL
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Building Agile, Resilient, and Future-Ready Filipino Communities through Data-Driven Systems
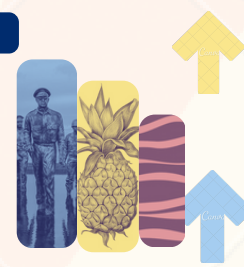
VizWiz: Turning Data into Visual Representation

About the Contest

The VizWiz: Turning Data into Visual Representations Contest is an on-the-spot competition where participants will create compelling and visually engaging representations of official statistics. Visual representations-using graphics, symbols, or images-play a key role in simplifying complex data and concepts, making them easier to understand and engage with at a glance. This contest underscores the significance of data visualization in making complex information more accessible and impactful.

Contestants will be provided with the same PSA-issued report and corresponding statistical tables and will be tasked with transforming these into informative and visually appealing representations within a fixed time frame.

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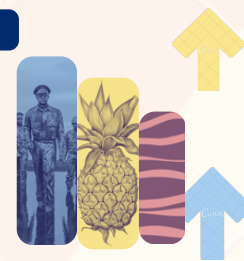
• About the Contest •

The objective is to highlight key insights, trends, or messages while adhering to design best practices and data integrity.

The contest objectives are as follows:

1. To foster creativity and innovation in data communication among participants.

2. To encourage the transformation of official statistics into engaging visual formats that inform and inspire.

3. To promote appreciation for statistics and data storytelling in public decision-making.

VizWiz: Turning Data into Visual Representation

● Eligibility &Registration ●

1.The contest is open to all interested individuals residing in the region or province, regardless of affiliation or institution.

2. Each prospective contestant must submit only one (1) pre-registration form to express their intent to join.

3. Pre-registration must be completed via the official link **https://tinyurl.com/Pre-RegFormVizWiz** by **15 AUGUST 2025**.

4. A confirmation email will be sent upon successful registration.

Note: Only the first 30 complete pre-registration forms will be accepted for the contest. Submissions beyond this limit will not be considered ,regardless of registration status.

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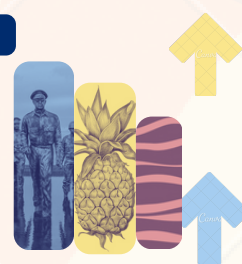# VizWiz: Turning Data into Visual Representation

Contest Mechanics

1. Each contestant must bring their own laptop or tablet. Internet access and power sources shall be provided.

2. Each contestant will be provided with the same report along with the corresponding statistical table/s about official statistics published by the PSA.

3. Contestants will have one (1) hour to complete their visual representation.

4. Contestants may use any software, application, or website for creating the visual representations (e.g., PowerPoint, Canva, Photoshop, Visme, etc.).

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● Contest Mechanics ●

5. All content must be written and/or presented in English.

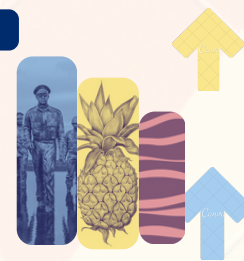6. The format of the entries must follow the specifications detailed below:
- Entries must be submitted in either PDF, JPEG, or PNG format.
- Entries should be in Portrait A3 size (29.7 x 42 cm).
- File naming convention

[Name of Organization/Institution]_[Title of the Visual Representation]

(e.g., PSA_International Merchandise Trade Statistics of the Philippines for Agricultural Commodities March2025 Preliminary Results).

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● **Contest Mechanics** ●

7. References must be clearly identified within the visual representation. The name of the contestant and name of organization/institution should not appear anywhere in the visual representation itself.

8. All entries should be submitted to the Regional Statistics Service Office(RSSO) via email: **rsso09socd@psa.gov.ph** following this email subject format.

Subject:[VizWiz]2025 Regional CBMS Convention and Data Fest.

The body of the email should contain the following information:

- **Name of the contestant**
- **Name of the Organization/Institution**

VizWiz: Turning Data into Visual Representation

● Judging & Evaluation Criteria ●

1. All entries will be judges by a panel based on the following criteria:

Criteria for Judging	Description	Weight
1. Design, Visual Appeal, and Creativity	Assesses the aesthetic quality, originality, and visual harmony of the poster. Effective posters should demonstrate a well-balanced composition, appropriate color usage, and typographic clarity. Creative use of space, graphics, and visual metaphors is encouraged to enhance the storytelling aspect of the data. Design must be both attractive and purposeful — serving to guide the viewer's eye and support comprehension. Innovation in design elements is rewarded, provided clarity and readability are preserved.	30%

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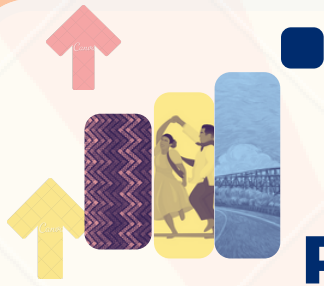
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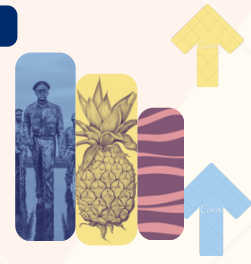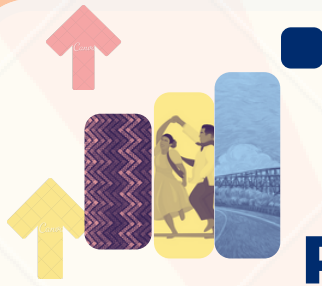
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● Judging & Evaluation Criteria ●

Criteria for Judging	Description	Weight
2. Use of Visual Elements for Data Representation	Evaluates the appropriateness, accuracy, and effectiveness of visual tools—such as charts, graphs, maps, infographics, and icons—in representing the data. Entries should show strong alignment between the nature of the data and the choice of visual elements. The design must respect data integrity (i.e., no misleading scales or distortions), follow data visualization best practices, and enable viewers to understand the data without requiring prior technical expertise.	30%
3. Clarity and Simplicity	Assesses how well the poster communicates its message	20%

VizWiz: Turning Data into Visual Representation

Judging & Evaluation Criteria

Criteria for Judging	Description	Weight
	through visual and textual simplicity. Complex ideas should be distilled into clear messages that can be quickly understood at a glance. Visual hierarchy, clean layout, consistent labeling, and accessible language are crucial. Posters should avoid clutter, unnecessary embellishments, or excessive text that detracts from the core message. Effective posters achieve high information density while remaining approachable and legible.	

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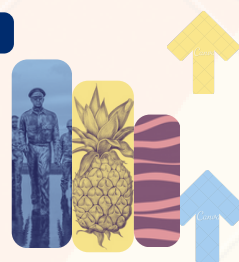**Building Agile, Resilient, and Future-Ready Filipino Communities through Data-Driven Systems**

VizWiz: Turning Data into Visual Representation

● Judging & Evaluation Criteria ●

Criteria for Judging	Description	Weight
4. Focus and Consistency	Measures the poster's ability to maintain a clear focus and logical coherence across all components. Visual elements—such as colors, fonts, sizing, and iconography—should be applied consistently throughout. The central theme or narrative must remain evident, with no competing or extraneous elements. The design should guide the viewer naturally from introduction to insight without confusion or distraction.	15%

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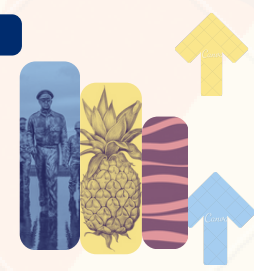
Judging & Evaluation Criteria

Criteria for Judging	Description	Weight
5. Data Impact and Insight	Evaluates the analytical depth and relevance of the insights drawn from the data. Posters should identify meaningful patterns, trends, or anomalies and explain their significance in the context of real-world implications. The visual must go beyond presenting raw data—it should provide interpretation, context, or a call to action where appropriate. The goal is to communicate not just what the data show, but why it matters.	5%
Total		100%

2. The panel of judges reserves the right to disqualify any submitted entry that does not comply with the mechanics or has concerns about copyright infringement.

3. The decision of the panel of judges is FINAL and IRREVOCABLE.

VizWiz: Turning Data into Visual Representation

Rules & Ethical Standards

1. Visuals must not distort or misrepresent official data.

2. Use of AI-generated content is not permitted.

3. References must be cited; use of copyright-protected elements without permission is grounds for disqualification.

4. All submitted entries become the property of the PSA. The visual representations may be used by the PSA for advocacy and other purposes it deems appropriate.

5. By entering the competition, participants declare that the visual representation submitted is their original work, has not been submitted to any other competition, and does not infringe upon any third-party intellectual property rights. Entries that have won in other contests, been commercially used, or published elsewhere are not eligible.

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Awards & Recognition

1. The top three (3) winners will receive official tokens and recognition.

2. Winning entries will be announced during the closing ceremony of the 2025 Regional CBMS Convention and Data Fest and will be featured the respective RSSO webpage post-event.

3. Select entries may be featured in a digital PSA highlights report.