



Announcement No. 3101, s. 2020

ANNOUNCEMENT

FOR : HEADS OF CONSTITUTIONAL BODIES, DEPARTMENTS, BUREAUS AND AGENCIES OF THE NATIONAL GOVERNMENT, LOCAL GOVERNMENT UNITS, GOVERNMENT-OWNED OR CONTROLLED CORPORATIONS WITH ORIGINAL CHARTERS, AND STATE UNIVERSITIES AND COLLEGES

SUBJECT : Call for Participation in the 2020 National Heritage Month Competitions

Pursuant to Presidential Proclamation No. 439, s. 2003, the **National Commission for Culture and the Arts (NCCA)** will lead the annual **National Heritage Month (NHM)** celebration in **May**. The observance of this event aims to strengthen people's consciousness, respect, and love for the legacies of Filipino cultural history.

For 2020, the NHM celebration will adopt the theme, "*Mga Kuwentong Pamana*" (*Stories of Heritage*), to highlight the social and cultural impact of sharing knowledge, experiences and stories of Filipino Heritage in the preservation of our country's legacies.

As part of the coming NHM celebration in May 2020, the NCCA, through the Subcommission on Cultural Heritage (SCH), launched two competitions that aim to establish the significance of the NHM celebration within the Filipino community. All interested government employees are enjoined to participate in the following competitions:

A. 2020 National Heritage Month Digital Poster Competitions

The NHM 2020 Digital Poster Competition shall serve as an avenue for amateur and aspiring digital artists to showcase their talents and have their work chosen as the official poster of the upcoming NHM celebration. The poster must be a visual representation of the 2020 NHM theme. Deadline for the poster entry submission is on **January 9, 2020** (attached is the NHM Digital Poster Competition Guidelines or visit the NCCA Facebook page at www.facebook.com/NCCAOOfficial for details).

B. Himig ng Pamana: National Heritage Month Jingle-Making Competition

The HIMIG NG PAMANA: NHM Jingle-Making Competition aims to create and strengthen the awareness and familiarity of the Filipinos on the NHM celebration, and advocate for the conservation, preservation and care of the Philippine cultural heritage. The jingle entry is expected to be upbeat and lively, and must drive up

Bawat Kawani, Lingkod Bayani

the interest of the general public to participate in the annual nationwide observance of the NHM. Deadline for the jingle entry submission is on **February 6, 2020** (attached is the NHM Jingle-making Competition Guidelines or visit the NCCA Facebook page at www.facebook.com/NCCAOfficial for details).

For further details and information, interested participants may coordinate with the **NCCA Cultural Heritage Section** at telephone number (02) 8527-2192 local 324 or with **Ms. Eileen Rudi** at mobile number (+63)9260626345 or email at nhmsecretariat@gmail.com.

ABala
ALICIA dela ROSA-BALA
Chairperson



06 JAN 2020



PAMBANSANG KOMISYON PARA SA KULTURA AT MGA SINING

**NATIONAL HERITAGE MONTH 2020
Digital Poster Competition**

RATIONALE

By virtue of Presidential Proclamation No. 439 s. 2003, the month of May is National Heritage Month. The celebration takes a prime in creating among the Filipino people a consciousness, respect, and love for the legacies of the nation's cultural history.

THEME DESCRIPTION:

For 2020, the theme for the National Heritage Month is "Mga Kuwentong Pamana" (Stories of Heritage) to highlight the social and cultural impact of sharing knowledge, experiences, stories of Filipino heritage in the preservation of our country's legacies. The theme also calls the public to foster their creativity in sharing heritage stories and information in new ways, that will engage more people to promote, connect, and appreciate our rich cultural heritage for the enjoyment of present and future generations.

OBJECTIVES

- a. To encourage the Filipino people to share their own experiences, stories, and knowledge of their local heritage in order to establish a deeper connection and encourage more people to participate in the preservation of the Philippine heritage;
- b. To cultivate the Filipino minds to be more aligned with the goal of preserving and promoting our local culture and tradition through various engaging activities including trainings, forums, story-telling, and other related events;
- c. To strengthen the Filipino legacy and nationalistic spirit by developing efficient and creative ways of sharing knowledge relative to the Philippine heritage that will increase public engagement and deepen the sense of pride between people and heritage.

In light of the celebration of the National Heritage Month (NHM) 2020, the National Commission for Culture and the Arts launches the NHM Digital Poster Competition.

The poster competition will serve as an avenue for amateur digital artists to transcend their artistic prowess to a greater number of audience by getting a chance to have their work chosen as the official poster of the upcoming National Heritage Month 2020 celebration in May 2020.

NHM 2020 Digital Poster Competition - Guidelines



Republic of the Philippines Office of the President

NATIONAL COMMISSION FOR CULTURE AND THE ARTS

633 General Luna Street, Intramuros, 1002 Manila / Tel. 527-2192 to 98 / Fax 527-2191 & 94 / e-mail: info@ncca.gov.ph / website: www.ncca.gov.ph



PAMBANSANG KOMISYON PARA SA KULTURA AT MGA SINING

GUIDELINES

I. ELIGIBILITY

- a. The competition is open to all Filipino citizens who are residing in the Philippines, 18-21 years old, except to officers and members of the NCCA Executive Councils (2020-2022), NCCA Secretariat, and their relatives up to the fourth degree of consanguinity or affinity. Students are highly encouraged to join.
- b. No professional graphic designer is allowed to join.

II. ENTRIES

- a. Multiple entries are allowed in the competition.
- b. The posters shall be a visualization of the NHM 2020 theme, "Mga Kuwentong Pamana" (Stories of Heritage) and must adhere to the objectives of the celebration.
- c. The poster shall possess the following specifications:
 - Poster dimension: 11" x 17", portrait;
 - Rendered in PNG, 72ppi, and RGB colors;
 - For branding purposes, the elements of the poster must be editable to aesthetically fit any collateral design (i.e bags, notebooks, pens, etc.);
 - Bear the following text elements:
 - ❖ National Heritage Month
 - ❖ May 2020
 - ❖ Mga Kuwentong Pamana
 - ❖ #NHM2020
 - ❖ #NationalHeritageMonth2020
 - ❖ #MgaKuwentongPamana
 - Affixed NCCA logo and allotted space for additional logos of NCCA partner agencies.
- d. The posters are governed by laws and regulations concerning intellectual property. Thus, participants are strictly advised to submit an original work and avoid using elements on the poster which could possibly subject it to copyright infringement.

NHM 2020 Digital Poster Competition - Guidelines



Republic of the Philippines Office of the President

NATIONAL COMMISSION FOR CULTURE AND THE ARTS

633 General Luna Street, Intramuros, 1002 Manila / Tel. 527-2192 to 98 / Fax 527-2191 & 94 / e-mail: info@ncca.gov.ph / website: www.ncca.gov.ph



PAMBANSANG KOMISYON PARA SA KULTURA AT MGA SINING

- e. The participant/s shall certify that the submitted poster is original by submitting a duly accomplished Certificate of Originality in .pdf format. (Please see Annex A for template)
- f. An Entry Form shall be accomplished by the participants with an attached copy of a valid ID indicating their birthdate and shall also be submitted in .pdf format. (Please see Annex B for template)
- g. All posters with attached requirements (Entry Form and Certificate of Originality) shall be submitted to nhmsecretariat@gmail.com on or before **January 9, 2020**. Submissions' email subject shall be in the following format:
 - i. Entry Form (PEF_[LASTNAME/AFFILIATION])
 - ii. Certificate of Originality (PCO_[LASTNAME/AFFILIATION])
 - iii. Poster Entry (PPE_[LASTNAME/AFFILIATION])

III. CRITERIA

NOTE: The decision of the panel of judges based on the criteria below is final and irrevocable.

RELEVANCE AND RECALL	The work easily explains the theme of NHM 2020 and entices the general audience at first glance.	40%
CREDIBILITY AND ORIGINALITY	The work must be original and contain elements that are creatively and correctly used (i.e. text, illustrations, etc.)	30%
ADHERENCE TO TECHNICAL REQUIREMENTS	The participant/ designer understood the significance of specifications identified by the NCCA (e.g. spaces for logos and format)	30%

IV. CONTEST SCHEDULE/ TIMELINE

The contest will run until January 9, 2020, unless otherwise announced by the NHM Secretariat. **DEADLINE FOR SUBMISSION OF ENTRIES IS ON JANUARY 9, 2020; 11:59PM (Philippine Time).**

V. AWARD

- a. The sole winner shall receive the following:
 - I. **Cash prize worth Php 35,000.00 (Thirty-Five Thousand Pesos)** net subject to applicable withholding taxes (Php 43,750 gross);
 - II. **Certificate of Recognition;**

NHM 2020 Digital Poster Competition - Guidelines



Republic of the Philippines Office of the President

NATIONAL COMMISSION FOR CULTURE AND THE ARTS

633 General Luna Street, Intramuros, 1002 Manila / Tel. 527-2192 to 98 / Fax 527-2191 & 94 / e-mail: info@ncca.gov.ph / website: www.ncca.gov.ph