




DEPARTMENT OF EDUCATION  
OFFICE OF THE UNDERSECRETARY  
FOR REGIONAL OPERATIONS

MEMORANDUM

TO: All Regional Directors  
Schools Division / City Superintendents  
Heads, Public Secondary Schools

FROM:   
RIZALINO D. RIVERA  
Undersecretary, Regional Operations

SUBJECT: CALL FOR APPLICATIONS FOR THE ASSOCIATION OF  
SOUTHEAST ASIAN NATIONS (ASEAN) YOUTH VIDEO  
CONTEST 2015

DATE: April 30, 2015

The ASEAN Senior Officials Meeting on Youth (SOMY), supported by the United States Government through the Mission to ASEAN and the ASEAN Foundation is organizing a youth video contest entitled "What does the ASEAN Community Mean to Youth?"

The contest seeks creative and inspiring stories about what the ASEAN Community means to youth in a story board transformed into a two minute video. The winner of the contest gets to have a chance to participate in an expert-led filmmaking workshop in Singapore to make the video and win cash prizes.

The deadline of the submission of the storyboard is on May 15, 2015.

For more details on how to enter the contest, please visit this website:  
[http://www.asean.org/news/asean-secretariat-news/item/asean-youth-video-contest-2015?category\\_id=27](http://www.asean.org/news/asean-secretariat-news/item/asean-youth-video-contest-2015?category_id=27)

For your reference and guidelines.



Republic of the Philippines  
Department of Education  
CORDILLERA ADMINISTRATIVE REGION  
Wangal, La Trinidad, Benguet



To: Schools Division Superintendents  
All Divisions

May 12, 2015



Office of the REGIONAL DIRECTOR

To	<input type="checkbox"/> RUSH	<input checked="" type="checkbox"/> ROUTINE
A	ASSISTANT REGIONAL DIRECTOR	Appropriate Action
	● Legal Unit	Assistance
	● ICT Unit	Comment
	● Public Affairs Unit	Compliance
	● Project Development	Consideration
	● BAC	Dissemination
A	ADMINISTRATIVE DIVISION	Draft Reply
	● Cash	Inbox/indorse
	● Personnel	Information
	● Records	Please Facilitate
	● Property and Supply	Please Handle
	● General Services	Please see me
C	CURRICULUM & LEARNING MGT. DIVISION	Please Coordinate
	● SPED	Recommendation
	● ALS	Verification
	● IPED	Signature/Initial/ Notation
	● LRMS	Note and Return
	● Library	File
E	EDUCATION SUPPORT SERVICES DIVISION	
	● School Health Section	
	● Education Facilities Section	
	● Sports	
	● DRRM	
F	FIELD TECHNICAL ASSISTANCE DIVISION	
F	FINANCE DIVISION	
	● Accounting	
	● Budget	
	● Payroll	
H	HUMAN RESOURCE DEVELOPMENT DIVISION	
	● NEAP-R	
P	POLICY PLANNING & RESEARCH DIVISION	
Q	QUALITY ASSURANCE DIVISION	
	Lilia/Daisy	

Thank you!

ELLEN B. DONATO, ED.D., CESO III  
Regional Director

### Section 3. Timeline/Process

Step	Timeframe
Storyboard submissions due by email to <a href="mailto:aseanyouthvideo@dai.com">aseanyouthvideo@dai.com</a>	May 15 <sup>th</sup> , 2015
Storyboard evaluations begin	May 18 <sup>th</sup> , 2015
Top 10 storyboards selected by the panel	May 22 <sup>nd</sup> , 2015
Creators of selected storyboards informed	May 25 <sup>th</sup> , 2015
Creators of top 10 storyboards participate in Singapore workshop to produce their videos	June 8 <sup>th</sup> – 11 <sup>th</sup> , 2015
Videos from the workshop shared on the <a href="#">ASEAN Secretariat YouTube</a> account for public viewing	July 1 <sup>st</sup> – 31 <sup>st</sup> , 2015
The top three winners selected by the panel, winner to be announced at the ASEAN Day Ceremony	August 2015
Prizes awarded	August 2015

### Section 4. Final Selection and Prizes

Selection criteria for the storyboard and final video, prioritized by the judging panel:

- **Adherence to the theme:** clearly and creatively represents the theme “What Does the ASEAN Community Mean to Youth?” and offers positive youth perspectives on the ASEAN Community.
- **Originality and creativity:** unique and not derivative of other ideas, presents the theme in an original and compelling way.
- **Viewer impact:** conveys personal or aspirational thoughts that are inspiring to viewers.
- **Overall execution:** reflects thoughtful framing and composition, presenting a clear story and is well-paced and focused (for videos, has a clear and audible soundtrack and/or voice-over).
- **Visual techniques:** visually appealing to viewers through composition and technique, using appropriate effects (video).

#### Prizes

- Prizes for the top three videos are:

1<sup>st</sup> Place: \$1,000

2<sup>nd</sup> Place: \$750

3<sup>rd</sup> Place: \$500



## ASEAN Youth Video Contest 2015

### Application Details

#### Section 1. Background and Introduction

The ASEAN Senior Officials Meeting on Youth (SOMY) is pleased to announce a video contest entitled "What does the ASEAN Community Mean to Youth?" This contest is supported by the U.S. Government through the U.S Mission to ASEAN and the ASEAN Foundation.

We are seeking your creative and inspiring story about what the ASEAN Community means to youth in a storyboard that will be transformed into a two minute video. Get creative for a chance to participate in an expert-led filmmaking workshop in Singapore to make your video and win cash prizes!

#### Section 2. Eligibility, Rules and Application Package

##### Eligibility

- The competition is open only to citizens from ASEAN Member States (AMS): Brunei Darussalam, Cambodia, Indonesia, Lao PDR, Malaysia, Myanmar, Philippines, Singapore, Thailand and Vietnam.
- Candidates must be aged 18 to 30 years old at the time of final submission May 15<sup>th</sup>, 2015.

##### Entry Rules

- Each entry must clearly and creatively demonstrate the theme: "What does the ASEAN Community Mean to Youth?"
- One storyboard entry per participant.
- Storyboards must be in English and be designed for a video not longer than 2 minutes.
- Entries depicting violence, sexism, racism, or other content deemed to advocate curtailment of the rights of others will be disqualified.

##### Copyright

- By entering the Contest, the participant represents, acknowledges, and warrants that the submitted storyboard is an original work created solely by the entrant, that the storyboard does not infringe on copyrights, trademarks, rights of privacy/publicity or intellectual property rights of any person or entity.
- By submitting an entry to the video contest, participants agree to grant ASEAN, USAID, and the U.S. Mission to ASEAN the right to reproduce, distribute, display, and create derivative works of the entry in any media at any time.

##### Application Package

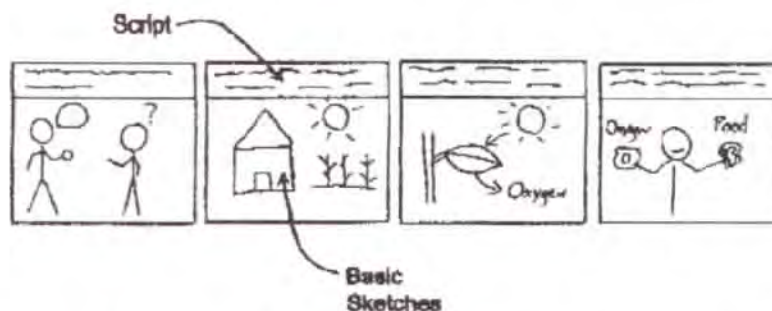
- Please find the **guidelines and template** on how to create your storyboard below under "ASEAN Youth Video Contest Storyboard Guidelines."

## ASEAN Youth Video Contest Storyboard Guidelines

A storyboard is a series of thumbnails that shows the breakdown of the video, illustrating the key scenes how the setting will look, who will be present, and what actions will take place. It is often used as a mock-up for movie scenes, music videos, TV production, and more, and can be created by hand or using a digital medium.

These are some tips when creating a storyboard:

1. **Establish a timeline.** Decide when and where your story takes place, and in which order the events of the story happen chronologically. If your story is not completely linear (e.g. there are flashbacks, flash forwards, shifting perspectives, alternate outcomes, multiple timelines, time travel, and so on), you can still create a narrative timeline.



2. **Identify the key scenes in your story.** A storyboard is meant to give its viewers the flow of how the story will translate to film.



3. **Write a description of what the main frames of the video story will show.** Go down your list of scenes and write a description of the most important elements of each one.

For example, you might want to have a frame that shows a conversation between two main characters. What needs to be conveyed in this image? Are the characters fighting, smiling, or moving toward a destination? Some sort of action should take place in each drawing.



4. **Decide what medium to use for your template.** You can draw a basic storyboard template by hand, simply dividing a poster board into empty frames of the same size using a pencil and a straightedge. If you prefer, you can use Adobe Illustrator, storyboardthat.com, Microsoft PowerPoint, or inDesign to create a storyboard template in vertical or horizontal format.



5. **Sketch your thumbnails.** Start bringing the scenes to life by drawing the sketches you mapped out into the template you designed. This is just your rough draft, so do not try to make it perfect.
6. **Please use the thumbnail below as your template.** You may add more frames to the storyboard as necessary. As a general guideline, keep in mind that for a typical 30-second commercial/Public Service Announcement (PSA) a storyboard should have no more than 15 frames.



## Thumbnail Storyboard

(Feel free to add more frames as needed to tell your 2 minute story)

Title:

Submitted by:

Country:

Gender:

Age:

Email address:

Phone number:

Frame 1

Frame 2

Description:

Description:

Frame 3

Frame 4

Description:

Description:

Frame 5

Description:

Frame 6

Description:

Frame 7

Description:

Frame 8

Description:



### **Facebook Blurb**

#### **Calling All ASEAN Youth - Tell Us What Being Part of the ASEAN Community Means to Youth!**

Are you an ASEAN youth between the ages of 18-30 and have a story to share about what the ASEAN Community means to youth? Now is your chance! Your creativity could win you a trip to Singapore for an expert-led video workshop this June as well as exciting prizes! Your video may even be presented to senior ASEAN leaders at the next ASEAN Summit in November. Check out more details on our [website](#) about the contest and how to submit your storyboard before the deadline of May 15, 2015!

For details to enter this contest please follow this link [http://www.asean.org/news/asean-secretariat-news/item/asean-youth-video-contest-2015?category\\_id=27](http://www.asean.org/news/asean-secretariat-news/item/asean-youth-video-contest-2015?category_id=27)

### **Twitter**

Calling all @ASEAN youth! We seek your stories about what the ASEAN Community means to youth #2015ASEANYouthVideo @USAIDAsia @USMission2ASEAN [link](#)

Do you have something to say about what the ASEAN Community means to youth? Enter the newly announced #ASEANYouthVideoContest [link](#)

Get creative for a chance to join an expert-led filmmaking workshop in Singapore and win prizes! #2015ASEANYouthVideoContest [link](#)