

**THE 2<sup>ND</sup> ASEAN CHILDREN'S FORUM**  
**6-8 June 2012, Singapore**

**BADGE DESIGN COMPETITION GUIDELINES**

**1. Background**

The badge design competition aims to encourage children and youth to express their views on the general principles of the United Nations Convention on the Rights of the Child (UNCRC) through art and design. Winning designs will be printed on collaterals for the Second ASEAN Children's Forum (ACF) to be held in Singapore from 6-8 June 2012.

**2. Eligibility**

This competition is open to all children and youth from ASEAN Member States who are between 12 and 18 years old.

**3. Entry Requirements**

To participate, contestants will design a badge based on one of the key principles of the UNCRC. The design can then be transferred on to collaterals such as badges. Therefore, designs should be within a circle with a diameter of 7cm, provided in the entry form.

Each entry should comprise –

- 1) A high resolution image of the design, saved in jpeg format. The minimum resolution should be at least 300 dpi (dots per inch). Entries may be manually or digitally-created.
- 2) Entry form with contestant's information and short description about the design.

All entries must be sent to the organizing committee via email:  
"acf2012\_badgedesigns@mcys.gov.sg" by **10 May 2012**.

**4. General Principles of the UNCRC**

The four general principles of the UNCRC are as follows:

- 1) All children should not be discriminated against, on any basis, including race, colour, sex, language, religion, and disability.
- 2) Children have a right to survival and development in all aspects of their lives, including the physical, emotional, psycho-social, cognitive, social and cultural.
- 3) The best interests of the child must be a primary consideration in all decisions and actions affecting the child, or children as a group.
- 4) Children should be allowed to express their opinions, especially in matters concerning themselves.

**LEAD. EXPRESS. ACT. DREAM.**

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## 5. Judging Criteria

The top entries per UNCRC principle will be shortlisted for judging in Singapore on 14 May 2012.

Entries will be judged based on the following criteria:

- (I) Creativity and attractiveness of the design (50%); and
- (II) The participant's understanding and expression of the key principle (50%).

## 6. Winning Entries

Winning entries will be printed on collaterals such as badges and T-shirts for the ACF and also stand to win attractive prizes.

**LEAD. EXPRESS. ACT. DREAM.**

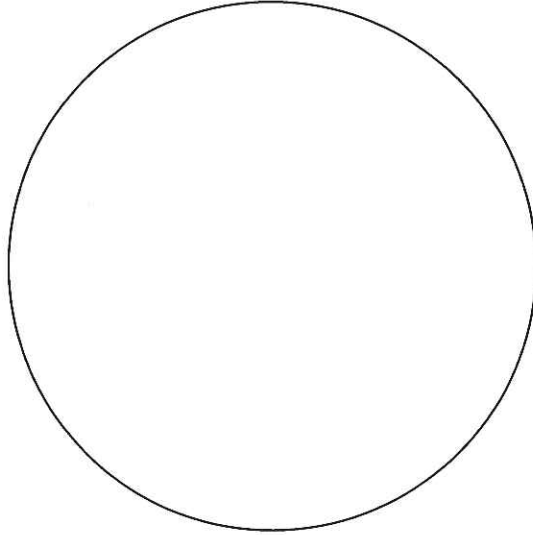
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# BADGE DESIGN COMPETITION ENTRY FORM

## Badge Design



Name: \_\_\_\_\_

Age: \_\_\_\_\_

Country: \_\_\_\_\_

Email address: \_\_\_\_\_

Contact number: \_\_\_\_\_

Mailing address: \_\_\_\_\_

\_\_\_\_\_

Description of design (no more than 3 lines): \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_