



# **IMPLEMENTING RULES AND REGULATIONS FOR GAKUEN FEST 2024**



**TABLE OF CONTENTS**

<b>1. INTRODUCTION.....</b>	<b>3</b>
<b>2. QUALIFICATION OF PARTICIPANTS .....</b>	<b>3</b>
<b>3. GENERAL INFORMATION .....</b>	<b>3</b>
- Date	
- Place	
- Objectives	
- Theme	
- Pertinent Dates	
<b>4. MECHANICS OF THE COMPETITION .....</b>	<b>5</b>
- General	
- PUBMAT (Poster)	
- DP FRAME	
- Criteria	
<b>5. JUDGES .....</b>	<b>8</b>
<b>6. SUBMISSION .....</b>	<b>9</b>
<b>7. PRIZES .....</b>	<b>9</b>
<b>8. APPENDICES.....</b>	<b>10</b>
- Poster and DP Frame	
- Reception	
- Physical Booth	



## INTRODUCTION

"**GAKUEN FEST: Organization Recruitment Week**" is to provide University of the East Caloocan students with an engaging and immersive platform to explore a diverse array of campus organizations, clubs, and societies. Running from August 22, 2024, to August 28, 2024, this event will be uniquely themed around anime series, with each participating organization selecting an anime series to inspire their recruitment efforts and booth design. Throughout the week, students will visit themed booths, interact with organization members, and participate in various activities. The awarding will be conducted online via GMEET. By integrating these elements, GAKUEN FEST will foster a lively and inclusive community spirit, enriching the university experience for all participants.

## II. QUALIFICATION OF PARTICIPANTS

1. To participate in this event, groups must be officially recognized student organizations (RSOs) of the University of the East - Caloocan for the 2024-2025 school year.
2. RSOs must receive an Authority to Operate from the Students Affairs Office (SAO) before August 22, 2024.
3. Probationary organizations can also participate if they have received permission from the SAO to hold activities.

## III. GENERAL INFORMATION

### A. DATE

August 22 - August 28, 2024

### B. PLACE

Each college will be assigned a floor based on the convenience of location for their target audience or students. The council considered factors such as accessibility, safety, and artistic freedom when making these assignments. The table below shows the floor assignments for department-based RSOs.

<b>CAS ORGS</b>	TYK 3rd floor
<b>CBA ORGS</b>	TYK 2nd floor
<b>CFAD ORGS</b>	TYK 5th floor
<b>CENG ORGS</b>	TYK Ground floor
<b>UNI-WIDE ORGS</b>	TYK Ground floor



## OBJECTIVES

Each RSO will prepare:

- A booth
- One DP frame
- One publicity material post (pub mat), which is a Facebook post used for thematic publicity during organization week. This post should include a caption, an image, and all relevant details, guidelines, and membership promotions.

## D. THEME

The theme is animated series or Anime, with the concept "GakUEn Fest!". Each RSO will be assigned a specific series. This theme should be reflected in the publication materials, DP frame, and physical booths.

## E. PERTINENT DATES

Date	Time	Who	Activity and Description
<b>August 21, 2024</b>	7:00 PM  7:30 PM	CSC	<ul style="list-style-type: none"> <li>• Publication of the Official Poster for Organization Recruitment Week.</li> <li>• Uploading of all posters, categorized by college and university-wide, to the Central Student Council's Facebook page. Additionally, the post will be shared to the official Freshmen group page.</li> </ul>
<b>August 22 - 26, 2024</b>	Whole Day	RSO's	<ul style="list-style-type: none"> <li>• Online Membership Campaign</li> </ul>
<b>August 23, 2024</b>	Whole Day	RSO's	<ul style="list-style-type: none"> <li>• DP Frame Posting of All Organizations</li> </ul>
<b>August 24, 2024</b>	9:00 AM - 6:00 PM	CSC and RSO's	<ul style="list-style-type: none"> <li>• Booth Set-up of All Organizations.</li> </ul>
<b>August 27, 2024</b>	12:00 PM - 1:30 PM  6:00 PM	CSC and RSO's  CSC	<ul style="list-style-type: none"> <li>• Documentation of All Booths for Evaluation Purposes.</li> <li>• Publication of Comprehensive</li> </ul>



			Documentation for All Booths.
August 28, 2024	8:00 PM	CSC and RSO's	<ul style="list-style-type: none"><li>• Presentation of Awards to All Organizations via Google Meet.</li></ul>

#### IV. MECHANICS OF THE COMPETITION

##### A. GENERAL

1. Each Registered Student Organization (RSO) is required to set up a booth that adheres to the designated theme.
2. Each RSO must produce one (1) poster and one (1) Display Picture (DP) frame.
3. The publication materials may be created using any photo editing or drawing software. Traditional artwork that has been digitized or converted into digital illustrations is also acceptable.
4. The poster and DP frame should incorporate design elements that align with the assigned theme, ensuring that they do not directly replicate existing works. Thus, the publication materials or their components must be:
  - Original creations
  - Adaptations of existing works that are "transformative," meaning they significantly alter and enhance the original material.
  - **Anime characters are the only original work that can be used in the posters and publication materials.**
5. The use of offensive language or vulgar imagery is strictly prohibited.
6. The primary language for written content in this competition should be either Filipino or English.

**The following are pertinent details the publication materials must comply with:**

##### PUBMAT (POSTER)

###### 1. Size, Dimension, and Resolution

The image designated for the publication material should ideally adhere to a 3:2 aspect ratio, whether in portrait or landscape orientation, or maintain a resolution of 3,000 by





2,000 pixels. For optimal quality, a resolution of 300 pixels per inch (PPI) or higher is recommended.

## 2. Content

The poster must encompass all pertinent information that a prospective member would require to make an informed decision regarding joining the Registered Student Organization (RSO).

## 3. Caption

The caption should include, but is not limited to, the following elements:

- A brief introduction to the organization
- The purpose and goals of the organization
- Key benefits or main selling points of joining the organization
- A link to the official Facebook page of the organization (This requirement applies only to postings by CSC and College Councils)

Please note that while the information in the caption should cover the points listed above, it does not need to follow this exact order or format, provided that all essential content is included. Organizations are encouraged to incorporate any additional information they consider relevant. The caption itself will not be evaluated as part of the judging criteria.

**Remember to use the official hashtags:**

**#OrganizationRecruitmentWeek2024**

**#GakUEnFest!**

**#NoWarriorLeftBehind**

**#CSC2425**

## DP FRAME

### 1. Size, Dimension, and Resolution

The image intended for the display profile (DP) frame should ideally have a 1:1 aspect ratio. For best results, a resolution of 300 pixels per inch (PPI) or higher is recommended.

### 2. Content

The DP frame must effectively represent both the assigned theme and the unique attributes of the organization.

### 3. Caption

The caption must include the name of the organization. Additional content is at the discretion of the organization. Please note that the caption will not be part of the judging criteria.

**Be sure to include the official hashtags:**



#OrganizationRecruitmentWeek2024

#CaloEnFest!

#NoWarriorLeftBehind

#CSC2425

**A. CRITERIA**

Here is a detailed outline of the criteria for judging, along with their respective weightings in terms of percentage:

Award Category	Criteria	Awards
Official Poster	<b>CONTENT</b> - 30% <b>CREATIVITY</b> - 30% <b>UNIQUENESS</b> - 15% <b>CONNECTION TO THE THEME</b> - 20% <b>RECEPTION</b> - 5% (Check the appendix for more details)	<ul style="list-style-type: none"><li>• Popularity Award</li><li>• Best Poster</li></ul>
DP Frame	<b>CONTENT</b> - 30% <b>CREATIVITY</b> - 30% <b>UNIQUENESS</b> - 20% <b>CONNECTION TO THE THEME</b> - 20%	<ul style="list-style-type: none"><li>• Best DP Frame</li></ul>
Booth Design	<b>DESIGN CONCEPT</b> – 40% <b>INFORMATIVENESS</b> – 25% <b>CREATIVITY</b> - 25% <b>OVERALL APPEAL</b> – 10%	<ul style="list-style-type: none"><li>• Best Booth</li></ul>

**JUDGES**

1. The judging panel for both the poster and DP Frame categories will consist of a total of one (1) judge.
2. The identities of the judge will remain confidential and will not be disclosed until the official announcement of the competition results.
3. The Central Student Council retains full discretion in the selection of the judge.
4. Participants in the competition, regardless of their status as officers or non-officers, are ineligible to serve as judge. Eligible judge must either be external experts with notable experience in the arts or school officials from the Student Affairs Office (SAO) or other relevant departments, ideally including deans or faculty members.



Contestants are prohibited from approaching or attempting to contact the judge under any circumstances.

## V. SUBMISSION

- Please submit the links to both the poster and DP Frame via Google Sheets by 10:00 PM on August 20, 2024.
- Ensure that the images are in PNG format and of the highest resolution, as any issues with resolution or quality will not be the responsibility of the Central Student Council.
- Additionally, verify that there are no access restrictions or security settings on the links provided.

## VI. PRIZES

The best organizations will be awarded cash prizes and certificates.

CATEGORY	PRIZES
Best Booth Design (for overall organizations)	Champion.....Php 2,000.00 1st place.....Php 1,500.00 2nd place.....Php 1,000.00 <b>TOTAL.....Php 4,500.00</b>
Best DP Frame & Poster	5 winners (per college and university-wide RSOs) Php 500 each winners <b>TOTAL.....Php 2,500.00</b>
Popularity Award	5 winners (per college and university-wide RSOs) Php 500 each winners <b>TOTAL.....Php 2,500.00</b>





## VII. APPENDICES

### POSTER AND DP FRAME

	DESIGN CONCEPT (30)	CREATIVITY (30)	CONNECTION TO THE THEME (20)	UNIQUENESS (15)
<b>1</b> (Lowest)	The pubmat and DP frame do not provide information about the organization.	The pubmat and DP frame lack appeal and show no signs of creativity in their design, layout, or overall presentation.	The pubmat and display profile frame do not in any way reflect the theme.	The pubmat and profile picture frame lack a distinctive approach to the theme.
<b>2</b>	The pubmat and DP frame provide only a minimal amount of information about the organization.	The pubmat and dp frame shows little evidence of being creative in terms of design, layout, and overall presentation.	The pubmat and display profile frame reflect certain aspects of the theme, but there is not a clear or strong connection to it.	The pubmat and profile picture frame have a slight uniqueness in their approach to the theme.
<b>3</b>	The pubmat and DP frame include information about the organization, but it is incomplete and unclear.	The pubmat and DP frame are inventive in their design, layout, and overall presentation.	The pubmat and DP frame show a clear grasp of the theme and are consistent with it.	The pubmat and profile picture frame exhibit significant uniqueness in their approach to the theme.
<b>4</b> (Highest)	The pubmat and DP frame provide a complete and clear presentation of information about the organization.	The pubmat and DP frame are extremely innovative in their design, layout, and overall presentation.	The pubmat and DP frame exhibit a thorough understanding of the theme and showcase a creative link to it.	The pubmat and display profile frame each take a distinctly original approach to the overarching



				theme.
--	--	--	--	--------

#### RECEPTION:

Number of Reactions	Equivalent Range
500 - above	5%
400 - 499	4%
300 - 399	3%
200 - 299	2%
0 - 199	1%

#### PHYSICAL BOOTH:

	DESIGN CONCEPT (40)	INFORMATIV ENESS (25)	CREATIVITY (25)	OVERALL APPEAL (10)
<b>1</b> (Lowest)	The booth does not look cohesive and is inconsistent. The booth does not market the organization to the students.	The booth does not contain any relevant information about the organization	The booth shows no appeal and no evidence of being creative in terms of design, layout, and overall presentation.	The booth does not look appealing and is not receptive and attractive to students.
<b>2</b>	The booth looks slightly cohesive and consistent. The booth slightly markets the organization to the students.	The booth contains little relevant information about the organization.	The booth shows little evidence of being creative in terms of design, layout, and overall	e booth slightly looks appealing and is quite receptive and attractive to students.



			presentation.	
<b>3</b>	The booth looks cohesive and consistent. The booth markets the organization to the students.	The booth contains relevant information about the organization.	The booth is creative in terms of design, layout, and overall presentation.	The booth looks appealing and is receptive and attractive to students.
<b>4</b> (Highest)	The booth looks exceptionally cohesive and consistent. The booth convincingly markets the organization to the students.	The booth completely contains relevant information, successfully introduces the organization to students.	The booth is creative in terms of design, layout, and overall presentation.	The booth is exceptionally attractive and catches the attention of the students.