

MEDIA RELEASE

31 October 2011

FOR IMMEDIATE RELEASE

Council for Private Education engages students in Poster Design Competition

1. The Council for Private Education (CPE) invites students to display their creative talents in a Poster Design Competition for its Student Awareness Campaign.
2. The CPE Poster Design Competition is open to all students (age 16 and above) studying in private education institutions (PEIs), ITE colleges, polytechnics, and junior colleges. Students with skills in graphic design, fine arts, advertising or marketing communications are encouraged to participate. The winning posters may be used as a campaign outreach tool for students seeking suitable private education options.
3. The top three winners stand to win the following:

1 st Prize:	iPad 2
2 nd Prize:	iPod Touch
3 rd Prize:	iPod Nano
4. The Student Awareness Campaign, themed “Choose Right, Take Charge”, was launched by Mr Lawrence Wong, Minister of State for Defence and Education on 15 July 2011. Its aims to help prospective and current PEI students make informed decisions on their educational choices. The posters are expected to encapsulate the theme of the campaign.
5. Closing date for the competition is 30 November 2011. The submissions of artwork can be in the form of computer graphics or hand-drawn submissions in full colour on A4-sized paper. Multiple entries will be accepted. Details on the theme and rules of the competition are attached in Annexes A and B respectively.
6. The CPE will be holding a competition briefing at its Student Services Centre on 8 November 2011 and students are encouraged to attend. Details of the briefing are below, and students can register their attendance by emailing CPE_CONTACT@cpe.gov.sg.

Date: Tuesday, 8 November 2011
Time: 3pm
Venue: CPE Student Services Centre,
1 Orchard Road, YMCA International House, #01-01
Singapore 238824.

7. Competition details are also available on the CPE website at www.cpe.gov.sg. Students with queries may contact the CPE Student Services Centre at hotline: 6592 2108 or via email CPE_CONTACT@cpe.gov.sg.

~The End~

About the Council for Private Education

The Council for Private Education (CPE) is a statutory board established in December 2009 to regulate the private education industry. The Council has implemented two schemes – the mandatory Enhanced Registration Framework and the EduTrust Certification scheme – to uplift and maintain standards in the private education sector. Besides its role as a sectoral regulator, the Council also provides student services and public education through its Student Services Centre, and promotes the development of the private education industry. For more information, please visit the CPE website at <http://www.cpe.gov.sg/>.

Issued by the Council for Private Education

For media enquiries, please contact:

Ms Sha Najak
Assistant Manager, Corporate Communications
Council for Private Education
Tel: 64990606
Email: SHA_NAJAK@cpe.gov.sg

CPE Poster Design Competition Poster Design Theme

OBJECTIVES

1. This Poster Design Competition is part of the Council for Private Education (CPE) Student Awareness Campaign and it seeks to achieve three key objectives:
 - a) To help create a buzz amongst the students so that they can serve as CPE's ambassadors in educating their peers on the key elements of opting for private education
 - b) To increase students' awareness of the CPE
 - c) The winning poster's concept may be used as the CPE's 2nd public poster for the Student Awareness Campaign

POSTER THEME

2. The main theme for the CPE Student Awareness Campaign is **“Choose Right, Take Charge”**. The campaign aims to encourage prospective students to conduct due diligence and make a discerned decision when selecting a private school and courses.
3. To date, the campaign has developed the following marketing materials:
 - a) Poster: Message – **“Thinking of Studying at Private Education Institutions?”**
 - b) Flyer: Message – **“Looking for Directions in Selecting a Private School or its Courses?”**
4. Part of the Poster Design Competition is to find the next suitable message for CPE's second poster, which is in line of the main theme “Choose Right, Take Charge”. An example could be **“Have done your research and asked the right questions?”**

JUDGING

5. The first judging criterion – “Student Awareness Message” – is given the heaviest weightage of 40% because selecting the right message is key to the CPE Student Awareness Campaign.
6. The second judging criteria “Originality and Creativity”, will focus on how original your idea and artwork is, and constitutes 30% of the mark.
7. The last criteria “Quality of Artwork” is also 30% and will depend on the artistic quality of your artwork.

CPE Poster Design Competition Rules and Regulations

The Council for Private Education (CPE) is inviting talent from the Public and Private Education sector to design a poster to help promote our Student Awareness Campaign.

1. Who can participate?

The CPE Poster Design Competition is opened to all students (age 16 and above) studying in private education institutions (PEIs), ITE colleges, polytechnics, and junior college.

This CPE Poster Design Competition is part of our Student Awareness Campaign, launched by the Minister of State for Defence and Education, Mr Lawrence Wong, on 15 July 2011. It aims to encourage students to contribute their creativity in helping the CPE design posters which will appeal to people in their age group.

The CPE welcomes either Computer Graphic (CG) or hand-drawn submissions, in full color, on minimum A4 size paper. Multiple entries are welcomed.

2. Participant Briefing (Optional)

The CPE will conduct a participant briefing on **8 Nov 2011, 3pm** at the CPE Student Services Centre located at 1 Orchard Road, YMCA International House #01-01. Students interested in the competition are *encouraged* to attend the briefing where details on objectives and directions will be shared. Please register your attendance in advance by emailing cpe_contact@cpe.gov.sg.

3. How to participate?

- a) Login to our website at www.cpe.gov.sg
- b) Download a competition kit for the poster's theme and message, contest rules and regulations
- c) Design your poster, print or hand-draw your concept on paper of minimum A4 size
- d) Submit in jpeg or pdf format to:
 - Email cpe_contact@cpe.gov.sg
 - Mail CPE Student Services Centre, 1 Orchard Road, YMCA International House #01-01, Singapore 238824
- e) Put "**CPE Poster Competition Design**" in your email subject or on the envelope.

4. Deadline

Closing date is **30 Nov 2011**.

5. Judging Criteria

A panel of judges will review all submissions based on the following criteria:

- Student Awareness Message: 40%
- Originality and Creativity: 30%
- Quality of Artwork: 30%

6. Prizes

- 1st Prize: iPad 2
- 2nd Prize: iPod Touch

3rd Prize: iPod Nano

7. Terms and Conditions

- a) Submitted artwork will not be returned.
- b) Entries or participants that do not meet the competition rules and regulations will be disqualified.
- c) All participants are responsible for ensuring that their submissions do not infringe any copyright/patent laws.
- d) The CPE is not liable for any infringement or abuse of copyright/patent law as a result of entry into this competition or as a result of subsequent publicity.
- e) Submissions which are deemed offensive and/or inappropriate will be disqualified at the sole discretion of the judging panel.
- f) The CPE reserves the right to reproduce or use the artwork concept in all publicity and marketing media including the internet and publications
- g) Participants agree to allow their entries to be used for the purpose of CPE publicity, marketing and promotions as it deems fit without any reference or acknowledgement to the participant.
- h) All costs incurred for the production of the participant's artwork shall be at the sole expense of the participant.

8. Announcement of Results

Announcement of the results will be made publicly at the CPE Student Services Centre on **16 Dec 2011**. All participants would be invited to be present at the award ceremony.