



UUM
Universiti Utara Malaysia



Guidelines

ASEAN Virtual Student Opinion Competition (AVISOC) 2022

Part A. General Description

AVISOC 2022 is the 2nd installment of ASEAN-wide competition that challenges university students to express their best opinion on world issues in the form of article or poster. This competition is held by Faculty of Administrative Science at Universitas Brawijaya (Indonesia), co-organized by Universiti Utara Malaysia (Malaysia) and Burapha University (Thailand), South East Asian Ministers of Education (SEAMEO) Secretariat, and Tarlac Agricultural University (Philippines).

AVISOC 2022 holds 3 (three) divisions for concerned participants to choose:

1. Opinion Article Division
2. Poster Division
3. Photography Contest Division

The description of each division will be provided in the next sections. Select one division that best suits with your interest as one student can only participate in one division at a time.

Eligible to register as participants are undergraduate/bachelor's degree/*Sarjana's* (Indonesian) degree/diploma degree students from universities across South East Asian countries. Their active status as student will be acknowledged by attaching a photo of their Student ID during the registration process.

The winners of AVISOC 2022 will receive several prizes, including fresh money and international award certificate. Other participants will receive certificate of participation. The judges' decision is final and no correspondence will be entered into.

Part B. Opinion Article Division

1. Description

An Opinion is an article, usually published in a newspaper or magazine, that mainly reflects the author's opinion about a subject. It aims to explain to the reader the author's perspective on a certain issue. The perspective can be analytical or persuasive. An example of Opinion can be seen here from The Jakarta Post: <https://www.thejakartapost.com/academia/opinion>.



2. Choice of Issues

Participants of Opinion Article Competition may choose one issue that is of best interest to them. For each issue, the AVISOC Committee will take best three articles to be the winners. Therefore, in total, there will be 15 winners for this division. The issues to choose is the following:

- a. Issues in educational practices and management
- b. Issues in business administration
- c. Issues in taxation, accounting, and finance
- d. Issues in public administration, public policy, politics, and social trends
- e. Issues in digital literacy and information and technology

3. Requirements

The followings are the things that you need to know before start working on your article. Please learn carefully.

- The article is written by 1 (one) person only.
- Every participant is allowed to send maximum 1 (one) article.
- The article should consist between 500-800 words at the most.
- Type the article by following these rules:
 - Paper size : A4
 - Font type : Arial or Times New Roman
 - Font size : 12
 - Line spacing : 1.5
- The opinion article should be original and has never been published elsewhere, proven by a report on plagiarism checking provided by the participant.

4. Scoring Criteria

Your article will be scored under the following guidance:

| No. | Indicator | Criteria | Weight |
|-----|--------------------------|--|--------|
| 1 | Content | <ol style="list-style-type: none"> 1. The content conforms to the chosen issue. 2. The idea is authentic. 3. The analysis and solution are deep, based on data and/or facts, and positive (prentive, promotive, curative, or persuasive). 4. Educative (giving positive impact to readers) | 35% |
| 2 | Organizational Structure | The good flow of the article really captivates the reader's mind, from the beginning until the end. | 30% |
| 3 | Language Use | 1. Selected dictions are suitable for | 20% |



UUM
Universiti Utara Malaysia



| | | | |
|---|-----------|--|-----|
| | | general readers. 2. Very little or no grammatical error. | |
| 4 | Mechanics | 1. The number of words is no more than 500 words. 2. Correct and proper use of punctuation. | 15% |

4. How to Register?

- The article is submitted as you register yourself through our online submission form on the main website.
- Files submitted consist of:
 - Article file (PDF format), max. 3 MB
 - Photo of or scanned Student ID, max. 2 MB
 - Statement of originality (provided on our website)

Part C. Poster Division

1. Theme

The theme of the Poster Division is: “Hidden Tourist Attraction at Your Home Country”. The Committee will take the best three posters as the winners of this division.

2. Requirements

The followings are the things that you need to know before start working on your poster. Please learn carefully.

- Your poster has never been seen or published elsewhere.
- The poster can be designed by an individual, or a maximum of 3 (three) persons in a group of participant with all persons come from the same institution.
- Every participant is allowed to send only 1 (one) poster.
- The poster is created on an A4-size paper (21 cm x 29.7 cm), in PNG/JPG/JPEG format, with minimum resolution of 300 ppi.
- Put on the logo of your institution on the top side of the poster, along with the name(s) of the creator(s) on the bottom.

3. Scoring Criteria

Your poster will be scored under the following guidance:

| No. | Indicator | Criteria | Weight |
|-----|-------------|--|--------|
| 1 | Originality | 1. The idea is authentic. 2. The poster has never been seen or published elsewhere. | 20% |



UUM
Universiti Utara Malaysia



| | | | |
|---|---------------------------|---|-----|
| 2 | Conformity with the topic | <ol style="list-style-type: none"> 1. Positive campaign (preventive, curative, promotive, or persuasive) 2. The depth of exploration to the topic 3. Factuality | 30% |
| 3 | Visualization | <ol style="list-style-type: none"> 1. Composition of content and pictures (readability and colors) 2. Attractiveness (use of symbols, illustration, and others) 3. Esthetics | 30% |
| 4 | Benefits | <ol style="list-style-type: none"> 1. Educative (giving positive influence) 2. Providing values (wisdom words) | 20% |

4. How to Register?

- The poster is submitted as you register yourself through our online submission form on the main website.
- Files submitted consist of:
 - Poster file, max. 3 MB
 - Photo of Student ID, max. 2 MB

Part D. Photography Contest Division

1. Theme

The theme of the photos is “Food, Culture, Nature, Cityscapes – A Colorful South East Asia”. The Committee will take the best three photos as the winners of this division.

2. Requirements

The followings are the things that you need to know before start working on your poster. Please learn carefully.

- Participant is individual, not group of people.
- Format file: 8R size, color print, unmounted, JPG/JPEG format file
- Your photo has never been seen or published elsewhere.
- Every participant is allowed to send only 1 (one) photo.
- All photos must be original work, taken by the participant. No third party may own or control any materials the photo contains, and the photo must not infringe upon the trademark, copyright, moral rights, intellectual rights, or rights of privacy of any entity or person.
- The photo must be in its original state and cannot be altered in any way, including but not limited to removing, adding, reversing, or distorting subjects within the frame.



UUM
Universiti Utara Malaysia



3. Scoring Criteria

Your poster will be scored under the following guidance:

| No. | Indicator | Criteria | Weight |
|-----|------------------------|---|--------|
| 1 | Relevance to the Theme | How well the photo interprets the theme. | 25% |
| 2 | Creativity | How the photographer showed some creative thoughts, and how the subject matter is pictured in a unique and interesting way. | 25% |
| 3 | Technique | Use of elements of photography, whether the photo showed balance in light, focus, depth of field, etc. | 25% |
| 4 | Overall impact | Whether the photo was able to grab and hold the viewers' attention. Is there a "wow" factor? | 25% |

4. How to Register

- The photo file is submitted as you register yourself through our online submission form on the main website.
- Files submitted consist of:
 - Photo file (max. 3 MB)
 - Photo of Student ID, max. 2 MB

Part E. Registration Fee

There is no registration fee for joining this competition. All eligible students shall pay nothing to register.

Part F. Important Dates

Please be aware with the following important dates, so that you do not lose a chance to win this international competition.

Publication of the event : July 29, 2022
 Open registration and submission : July 29 – September 15, 2022
 Judges' scoring : September 15 – October 15, 2022
 Announcement of winners : October 29, 2022

The announcement of winners is a one package show with an international virtual seminar held by the organizers. All registered participants should attend the seminar.