



ASEAN Youth Network In Korea
Republic of Korea

**ANNYEONG ASEAN 2023
INFOGRAPHIC CONTEST
CONCEPT NOTE**



1. BACKGROUND

ASEAN Youth Network in Korea (AYNK), in collaboration with ASEAN-Korea Centre (AKC), recognizes the creative industries' importance as an agent in developing cultural understanding between ASEAN countries and the Republic of Korea (ROK), primarily through the Youth. Therefore, AYNK calls for a creative and educational content contest, “**Annyeong ASEAN**”, initially introduced in 2021. This year, the contest will be held in the form of an **Infographic**, succeeding its predecessor, “Annyeong ASEAN Reels Contest” and “Annyeong ASEAN Photo Contest”.

Infographics are effective and useful means to present information in a visually appealing and easily understandable format, making data more accessible and engaging to readers. Given the extensive collaborations between Korea and ASEAN countries in a myriad of sectors, infographics will help condense this information into a compact and digestible form. Particularly among the younger generations, infographics, as opposed to research papers and articles, would be more appealing as they are easier to comprehend and remember. At the same time, the process of preparation of the infographic for the competition would help participants gain insights into ASEAN-Korea relations.

2. OBJECTIVES

- To promote the ASEAN-ROK relationship amongst the youth from ASEAN countries and the Republic of Korea
- To enable participants to learn and introduce the relationship between ROK and ASEAN in a fun and meaningful way
- To encourage and motivate interactions between ASEAN and Korean youths



3. GOALS

- To achieve the vision and mission of AYNK in developing an understanding of ASEAN and Korean cultures and strengthening the cooperation between the two parties.
- To instill awareness of the importance of ASEAN-ROK relations in today's youth

4. EXPECTED OUTCOMES

- Boost the exposure and presence of ASEAN in Korea
- Improve the perception of ASEAN in Korea
- Enhance the relationship between ASEAN-ROK by promoting deeper understanding and cooperation.
- Publicize AYNK in line with our long-term goal to expand AYNK membership and make it an individual-standing student-led organization body

5. CO-ORGANIZERS

- ASEAN Youth Network in Korea
- ASEAN-Korea Centre

6. SUPPORTING ORGANIZATIONS

- ASEAN Students Associations in Korea (TBC)

7. PARTICIPANTS

- Group participation with a minimum of 2 members and a maximum of 3 members consisting of ASEAN and Korean youths in Korea. Group composition must include:
 - **At least** 1 Korean youth and 1 ASEAN youth
 - Students of ASEAN nationality who are currently enrolled in Korean universities, either as full-time or exchange students



- Students of Korean nationality who are currently enrolled in Korean universities

** To be eligible, the participating student must be a resident of Korea under a valid student visa during the period of the contest (August to December 2023)*

*** No multiple entries and multiple participation allowed*

8. TIME, FORMAT & LANGUAGE

- Time : August - December 2023
- Format : Infographic, submission via Google form
- Language : English

9. THEME

- **Forging Strong Bonds: The ASEAN-Republic of Korea Partnership**
Participants share a visual infographic that conveys interesting data and information about the relationship between ROK and ASEAN. It may cover any aspect of the ASEAN-Korea relations including but not limited to economic partnership, tourism, governance, mutual perceptions, culture and history, people-to-people exchanges and more.

10. ENTRY SUBMISSION GUIDELINES

- Participants have to create an Infographic that satisfies the above-mentioned theme.
- Guidelines for entry submission:
 - Format: pdf (1-page)
 - Size: A3 poster size
 - Language: English
 - Topic: any aspect of the ASEAN-Korea relations, including a short explanation of choice of topic (max 200 words)
- Submitted entries must be original works of the participants and all sources should be properly referenced.



- All entries must be submitted via Google Form by completing a participation form provided in AYNK's Instagram bio to indicate an official submission.

Link: <https://forms.gle/ymgA1NRBu4Z99FNz6>

- Each group participant can only submit one entry for the contest.

11. JUDGING CRITERIA

- All submissions will be processed and reviewed by a selection committee, composed of AKC and AYNK key representatives (TBC).

Criteria	Guidelines
Visual Design (25%)	<ul style="list-style-type: none">● Is the overall design visually appealing and engaging?● Does the layout effectively guide the viewer's attention?● Does the participant showcase originality in the infographic design?
Information Value, Flow, and Clarity (40%)	<ul style="list-style-type: none">● Is the main message or topic clearly communicated?● Are the key points or data presented in a concise and understandable manner?● Are the labels, titles, and captions clear and informative?● Is there a logical and coherent flow of information throughout the infographic?● Are the sections or elements of the infographic well-structured and connected?
Data Accuracy (20%)	<ul style="list-style-type: none">● Are the data sources cited or referenced?● Is the data presented accurately without any misleading or incorrect information?



	<ul style="list-style-type: none"> ● Are the numbers, statistics, and figures properly represented?
Content Relevance (15%)	<ul style="list-style-type: none"> ● Does the infographic provide valuable and relevant information on the chosen topic? ● Does it cover the essential aspects or subtopics related to the theme/subject?

12. AWARDS

- **Grand Prize (2):** ₩600,000 + Certificate
- **Excellence Prize (4):** ₩300,000 + Certificate
- **Encouragement Prize (6):** ₩100,000 + Certificate

Winning infographics will be shared on AYNK and AKC SNS and showcased at the annual end-of-year celebration along with the award ceremony.

13. IMPLEMENTATION PLAN

DATE	DETAILS
August 8 - September 30, 2023	Entry Submission Period
October 1 - October 21, 2023	First Round Evaluation
October 21 – November 4, 2023	Second Round Evaluation
November 13, 2023	Announcement of Winners
November 24, 2023	Award Ceremony

14. NOTES

- Submitted infographics must be original, created, and/or developed by the participant.



- Participants must have appropriate licenses for the content, including images, videos, editorial content and music so that no third party can be affected by its reproduction.
- Members of the contest organizing committee and judging committee are not eligible to participate.