

Republika ng Pilipinas
(Republic of the Philippines)
KAGAWARIAN NG EDUKASYON AT KULTURA

May 3, 1978

DEPARTMENT MEMORANDUM
NO. 133, s. 1978

DEC TEXTBOOK PROJECT SEAL DESIGN CONTEST

To: Bureau Directors
Regional Directors
Coordinator, State Colleges and
Universities
Schools Superintendents
Heads of Private Schools, Colleges and
Universities

1. The DEC, through EDPITAF, is sponsoring a national competition among elementary and high school children in both public and private schools for the design of a seal for the textbook project. The purpose of the contest is to commemorate the second year of the textbook project and to generate active public interest in the new textbooks specially among the school children.

2. The contest starts on June 14 and ends on July 15, 1978.

3. The entries shall be selected as follows:

- a. The division superintendent shall request school principals to submit at least one entry from each school not later than July 15, 1978. From the entries received, the division superintendent shall select not more than five (5) which he shall submit to the regional director not later than July 31, 1978.
- b. The regional director shall select from the entries received from the divisions three (3) entries which he shall submit to EDPITAF not later than August 15, 1978.

The principals, division superintendents, and the regional directors may organize their own committees to select the entries on the school division and regional levels, respectively.

4. Entries shall be original, distinctive, artistic and must symbolize the Textbook Project.

5. The Seal may be drawn in black and white or in color on a white sheet of paper or cartolina. The paper or cartolina shall be about 25 x 36 cm and the drawing shall be about 22 x 30 cm.

6. On a separate sheet, the following information must be provided:

- a. name and birth day of student-participant
- b. grade and school
- c. division and region
- d. a certification by the teacher that the entry is the student's original drawing and concept.

7. The prizes will be as follows:

- First Prize - ₱ 5,000 and a plaque of merit
Second Prize - ₱ 2,000 and a plaque of merit
Third Prize - ₱ 1,000 and a plaque of merit

Special plaques shall be awarded to schools submitting the winning entries.

8. All entries must be received from the regional offices by the Textbook Board Secretariat, EDPITAF, at its offices on the 5th Floor, Land Bank Building, 309 Buendia Avenue Extension, Makati, Metro Manila on or before August 15, 1978.

9. The results of the competition shall be announced by EDPITAF on August 30, 1978.

10. Considering the importance of generating interest among the school children in this government project which is specifically created for them, it is requested that

as many students as possible be encouraged to participate. Their involvement will go a long way towards arousing public appreciation of the benefits to be gained from government projects such as this.

(SGD.) JUAN L. MANUEL
Secretary of Education & Culture

Reference:

N o n e

Allotment: 1-2-3-4--(S.C. 1-76)

To be indicated in the Perpetual Index
under the following subjects:

~~BUREAUS & OFFICES~~
~~COMMITTEE~~
~~PROJECT~~

~~PEOPLE~~
~~PERSONS~~
~~TEXTBOOKS~~

REPUBLIC OF THE PHILIPPINES
Department of Education and Culture
Educational Development Projects Implementing Task Force

TEXTBOOK BOARD SECRETARIAL

May 11, 1978

MEMORANDUM TO:

Bureau Directors
Regional Directors
Coordinator, State Colleges & Universities
Schools Superintendents
Heads of Private Schools, Colleges and Universities

Subject DEC TEXTBOOK PROJECT SEAL DESIGN CONTEST

To insure maximum participation of students both from the public and private schools in the National Competition for the Design of a Seal for the Textbook Project, per DEC Memorandum No 133 dated May 3, 1978, enumerated hereunder are some additional details to be disseminated to all concerned

1. Teachers and students should be informed that the Textbook Project for which the seal should be designed is the government action to alleviate the critical textbook shortage in the country through the development and production of textbooks which constitute a vital part of the Department's massive efforts to improve the quality of education. This project is directed towards providing school pupils the basic textbooks from grade one to fourth year high school

2. For the selection of winning entries, the following criteria have been set by the Board of Judges

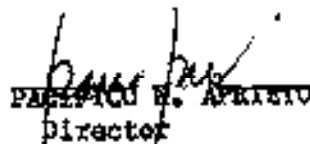
CRITERIA	PERCENTAGE
a) Originality (A quality which to the judge's sense makes the entry distinctly different)	57
b) Distinctiveness (Easily identifiable with the Textbook Project)	5%
c) Artistry (Gives a sense of beauty)	5%
d) Attractiveness (Compels attention and appreciation)	5%
e) Concept (Message or theme conveyed by the entry)	5%
TOTAL	<u>75%</u>

3. The Board of Judges is composed of Ms. Hortensia Benosa, Assistant Secretary of Education, as chairman; Mr. Alfonso de Guzman II, Production Manager of the Textbook Board Secretariat; Dr. Dolores Hernandez, Director of the UP Science Education Center; Mr. Cris Ichan Jr., staff member of Bulletin Today, and Mr. Mauro Malang Santos, member of the Textbook Board.

4. It is further informed that to give students ample time to join the contest, the Board of Judges has reset the deadlines for submission by extending each deadline by 15 days as follows

- Submission to the Division Superintendent by School Principals - - - - - July 31 instead of July 15, 1978
- Submission to the Regional Director by Division Superintendents - - - - - August 15, instead of July 31.
- Submission to EDPTAF by the Regional Director - Aug 31 instead of Aug. 15,

We earnestly seek your full cooperation for the success of this project.


FELICIANO E. ARRIETA
Director