2021 IPUR DATA VISUALISATION COMPETITION –
OPTIGRAM: MAKING DATA COME TO LIFE
THEME: CLIMATE CHANGE IN ASIA

COMPETITION DETAILS

1. Introduction

People perceive risk intuitively all the time. These perceptions are influenced by factors such as personal experience, concerns and understanding of the topic. More often than not, our risk perceptions may not be aligned with the probabilities of the actual risk, and thus could lead to poor decisions.

Organised by the Lloyd's Register Foundation Institute for the Public Understanding of Risk (IPUR) at the National University of Singapore, *Optigram: Making Data Come to Life* is a data visualisation competition aimed at developing creative ways to tell stories through data and risk information. We believe that when people are curious about the evidence and data presented, the gap between perceived risks and actual risks (i.e. facts vs fears) can be narrowed and better decisions will be made.

2. Objective

This competition invites youth (aged 15 to 35 years old) from all over the world to submit proposals focused on digital storytelling through the creation of short, personal narratives combining images, sounds, and text in a multimedia computer-based platform. Some examples include graphic illustrations, videos, webpage features, and even songs.

These digital pieces should visualise scientific data creatively to communicate risks, patterns and trends (e.g. how risk perceptions emerge and evolve). Through this competition, we aim to engage the audience meaningfully and help them understand their risk perceptions and risk management options. Use of real data, preferably real-time data, on real events (i.e. no artificial data) is required.

The winners will have the opportunity to turn their proposal into a digital product depicting the storytelling, data sourcing and risk communication process. The final piece will be showcased via IPUR's outreach channels to bring about societal impact.

3. Theme for Optigram 2021

The theme for Optigram 2021 is **Climate Change in Asia.** Participants can present on any climate issues such as rising sea levels, heatwaves, floods or even carbon emission levels, as long as the data sets come from credible sources. Participants can use single or multiple data sets, and are required to cite the sources used in the proposals.

The following websites presented by the World Bank and Global Facility for Disaster Reduction and Recovery (GFDRR) consist of credible data sets that participants can consider using:

a. https://data.worldbank.org/topic/climate-change
b. https://climateknowledgeportal.worldbank.org/
c. https://carbonpricingdashboard.worldbank.org/
d. https://www.gfdrr.org/en/publications?page=full
e. https://www.gapminder.org
f. https://climate.nasa.gov/
g. https://unstats-undesa.opendata.arcgis.com

4. Eligibility

Participants must be youths aged <u>between 15 to 35 years old</u>. For team submissions, all team members must be aged between 15 to 35 years old to qualify.

5. Submission requirements

All submissions must adhere to the requirements in Annex A (refer to page 5). Submissions that do not observe the requirements may be disqualified.

6. Evaluation criteria

Qualifying submissions will be evaluated by a panel of judges from IPUR.

Submissions will be evaluated based on the criteria listed in the table below:

Evaluation criteria	Weightage
Clear and concise description of the data sourcing process	20%
Originality and creativity of the proposed storytelling design and concept	35%
Demonstration of an innovative approach to convey risk through data and how it improves public understanding of risk	20%
Motivations and reasons for developing the digital piece	15%
Consideration of resources required for the digital piece	10%

7. Prizes

The top five submissions will receive cash prizes (Singapore dollar SGD). In addition, members from the winning team who are based in Singapore will be offered a two-month internship at IPUR.

a. 1st prize: $1000
b. 2nd prize: $500
c. 3rd prize: $500
d. 4th prize: $500
e. 5th prize: $500

8. Timeline

The tables below highlights the milestones and key dates of the competition:

Milestones	Key dates
Competition opens:	1 February 2021
Submission deadline:	19 March 2021, 2359Hrs (SG time)
Announcement of results:	26 March 2021
Development of digital product:	April – July 2021
Prize Presentation	July 2021
Internship commencement	August – September 2021

a. Competition period: Optigram 2021 is open from 1 February 2021 (Monday) to 19 March 2021 (Friday).

b. Submission dateline: All submission of competition proposals must be submitted to jaredng1@nus.edu.sg by **19 March 2021 (Friday), 2359Hrs (Singapore time)**.

c. Submission limit: Participants may submit multiple copies of their competition documents any time before 19 March 2021, but only the latest set of submission will be evaluated.

d. Announcement of results: The announcement of the competition results will be made in March 2021 via our social media platforms. Winners will also be contacted separately.
   - o Facebook: https://www.facebook.com/ipur.nus
   - o Twitter: https://twitter.com/ipur_nus
   - o LinkedIn: https://www.linkedin.com/company/14489521

e. Development of proposed digital piece: The winners will fine-tune their proposal digital piece from April to July 2021, with a view to complete by the first week of July 2021.

9. Other information

For more information on submission requirements and queries, please refer to Annex A (Submission Requirements on Page 5) and Annex B (Frequently Asked Questions on Page 6 and 7).

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OPTIGRAM: MAKING DATA COME TO LIFE**

SUBMISSION REQUIREMENTS

All submissions of proposals must adhere to the following requirements:

1. Each submission must include the following documents:
    a. Completed "Optigram Entry Form".
    b. Completed "Proposal Form".

2. Submissions must be in English.

3. All text and images must be presented on A4-sized pages. Your proposal should be typed in single-line spacing, Times New Roman font, and font size 12.

4. Submissions must be in PDF format and the file size of the entire submission should not exceed 10MB.

5. Submissions must be submitted via email to jaredng1@nus.edu.sg.

6. If you have any questions, please direct them to jaredng1@nus.edu.sg.

Frequently Asked Questions (FAQs)

1. **How much do I need to pay for the competition entry fee?**
   It's free! You do not need to pay any competition entry fee. And your team stands a chance to win the cash prizes ($1000 and $500).

2. **Where can I find open source data?**
   The possibilities are endless, so be creative! Just make sure you extract your selected dataset(s) from credible sources and cite your sources in your proposal. The following websites presented by the World Bank and GFDRR consist of credible data sets that you can consider using to develop your digital piece:
   a. https://data.worldbank.org/topic/climate-change
   b. https://climateknowledgeportal.worldbank.org/
   c. https://carbonpricingdashboard.worldbank.org/
   d. https://www.gfdrr.org/en/publications?page=full
   e. https://www.gapminder.org
   f. https://climate.nasa.gov/
   g. https://unstats-undesa.opendata.arcgis.com

3. **What are some examples of visualising data?**
   You can refer to these websites for inspiration:
   a. https://climatecentre.org/resources-games/datasculpture
   b. https://informationisbeautiful.net/visualizations/making-data-out-of-art-a-short-film/
   c. https://www.ted.com/playlists/201/art_from_data
   d. https://flowingdata.com/category/visualization/artistic-visualization/
   e. https://visme.co/blog/best-data-visualizations/

4. **Is this competition open to students only?**
   No, it is open to all youth aged between 15 to 35 years old.

5. **What if one of my team members is above 35 years old?**
   Sorry, but that makes your team member ineligible for the competition.

6. **What is plagiarism?**
   You may refer to this website for more information.

7. **Can I email the organiser to check if my submission is complete?**
   Sorry, it is your responsibility to ensure that the submitted proposal meets all the requirements.

8. **If I have a question, who can help me?**
   You can direct any questions regarding the competition to: jaredng1@nus.edu.sg.

9. Where can I submit the documents?

You can email your complete set of submission documents to jaredng1@nus.edu.sg.