



SAY 'YES' TO LIFE

SCORING CRITERIA

Relevance

Is it relevant to the theme & does it adhere to guidelines?

Composition

*Are the items of interest placed well?
Are there distracting elements?*

Impact

Does it evoke a response from the viewer and tell a story?

Creativity

*Is it new, original & exciting?
Is the tagline/message interesting?*

Overall impression

THEMES

- Tobacco
- Medwakh
- Vaping/E-cigarettes
- Shisha/waterpipe smoking
- Addictive substances (drugs)

CATEGORY

- Meme
- Infographic
- Photograph
- Poster

TAGLINE

Maximum 10 words

Competition Guidelines

1. The submission must be your own (original) work.
You may submit more than one entry.
2. All information in your submission must be factually correct.
Please include relevant references.
3. The tagline for your submission should not exceed 10 words.
4. Your tagline should be featured in your submission.
5. Acceptable formats for submission: pdf/jpg/jpeg.
6. Only Qatar residents are eligible to participate.
7. If generative AI tools (e.g., for image, text, or design creation) are used in the development of the submission, this must be clearly disclosed as part of the entry.

Technical Quality

1. Photographs or images used must be royalty-free or taken by you.
2. Photographs or images used must be of high resolution and free of pixelation.
3. Submitted entries may be used, in whole or in part, for social media, educational, advertising, or other promotional purposes.

