

# SAY YES TO LIFE

## SCORING CRITERIA

### Relevance

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

### Impact

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

### Composition

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

### 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

## 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. Tagline for your submission should not exceed 10 words.
4. Your tagline should be featured in your submission.
5. Acceptable format for submission: PDF/jpg/jpeg.
6. Only Qatar residents are eligible to participate.

## Technical Quality

1. Photographs or images used must be royalty-free, or taken by you.
2. Photographs or images used must be of a high resolution and free of pixelation. We will be sharing submissions on IPH social media platforms.

