

**UNIVERSITY OF THE PHILIPPINES CEBU**

CENTENNIAL CELEBRATION ACTIVITIES

**CENTENNIAL and JINGLE SONGWRITING COMPETITION**

**Centennial Songwriting Competition**

**Rules and Guidelines**

* The contest is open to all UP Admin, Faculty, Staff, Students, Retirees and Alumni aged 12 and up;
* An entry may enter a maximum of 2 centennial song compositions, either sole composer or collaborator;
* Song entry must be entirely original and should not infringe on any existing copyright or any intellectual property rights;
* Song entry maybe written in a popular or new song genre, or a fusion thereof, in any form or structure;
* Duration of each entry should not exceed 4 minutes;

Lyrics may be in Cebuano, Tagalog or English and should be in word file format and must contain the name(s) of the composer and lyricist;

* Theme must be in line with the centennial theme “UNANG SIGLO, HALAD SA KATAWHAN”.
* Song entry must be entirely original and should not infringe on any existing copyright or any intellectual property rights;
* Entries must be submitted in full song package ( fully arranged accompaniment);
* All entries must be in mp3 audio format bearing the title of the song, strictly only one audio file per entry;
* Deadline for submission of entries shall be on or before 5:00 pm of

April 27, 2018 at the College of Communication, Art, and Design.

**Criteria for Judging**

Originality and Creativity 25% - applied songwriting style, technique, skill  
 Lyrics 25% - effectiveness, message, appropriateness to theme Musicality 40%   
 Overall Appeal 10%

TOTAL 100%

**Winner will receive P 15,000**

**Jingle Song writing Competition**

**Rules and Guidelines**

* The contest is open to all UP Admin, Faculty, Staff, Students, Retirees, and Alumni
* A jingle entry may be written in a popular or new song genre, or a fusion thereof, in any form or structure;
* Duration of entry should not exceed 60 seconds;
* Lyrics may be in Cebuano, Tagalog, or English and should be in word file format and must contain the name(s) of the composer and lyricist;
* Theme must be in line with the centennial theme “UNANG SIGLO, HALAD SA KATAWHAN”;
* Jingle entry must be entirely original and should not infringe on any existing copyright or any intellectual property rights;
* An entry may enter a maximum of two jingle compositions, either sole composer or collaborator;
* Entries must be submitted in full jingle package (fully arranged accompaniment);
* All entries must be in mp3 audio format bearing the title of the song, strictly only one audio file per entry;
* Deadline for submission of entries shall be on or before 5:00 pm of April 2, 2018 at the College of Communication, Art, and Design.

**Criteria for Judging**

Originality 20% - fresh sound, unique approach to jingle-writing;

Musical Content 30% - melody recall;

Lyrical Content 30% - coherence, ingenuity;

Over-all Impact 20% - total effect on an audience

TOTAL 100%

**Winner will receive P 15,000**

**Launching**

**Wednesday, April 4, 2018**

7:30 am………………………………………………………… Motorcade UP Cebu to UP SRP Tree Planting at SRP in partnership with BINHI

**Thursday, April 5, 2018**

5:00 pm…………………..Mass at the Administration Building

Offertory:

Representative from each College, HS, Staff & Reps, Retirees, and Alumni

Program: (6:00 pm)

Opening Remarks……................Chancellor Liza D. Corro

AVP 100 years of UP Cebu

Cultural Performance

UPStage & Serenata

Wall Projection Mapping

Lighting of the Façade

UP Naming Mahal

**Friday, April 13, 2018**

9 am – 5pm Film Showing and Talks

Venue: Performing Arts Hall

**Saturday, April 14, 2018**

Job Fair

**Friday, April 20, 2018**

Academe and Industry Forum

Venue: AVR 1

**Sunday to Saturday, April 22 – 28, 2018**

LAWIG

Annual Exhibition of CCAD

Robinsons Galleria Cebu

**Wednesday, April 25, 2018**

9 am – 5 pm Thesis and Research paper Presentation (Students)

Venue: PAH

**Friday, April 27, 2018**

9 am – 5 pm Launch of DOST Funded Facilities

-Center for Environmental Informatics in Central Visayas

- Regional Center for Molecular Diagnostics Research Center

-Fire Check: Urban Fire Hazard Mapping and Fire Spread Modeling

-Cybersecurity Research and Extension Center

-Students’, Teachers’ Innovation, Incubation for Technologies and Commercialization Hub (STiiTCH)

Venue: PAH, AVR 1 and ITC Building

7 pm Dinner Concert with the Serenata (Fund Raising Initiative with the UP Cebu Alumni)

Venue: Hotel

**Wednesday, May 2, 2018**

9 am – 5 pm Open House for all Service Shared Facilities

-Creative Digital Media Production Center

-Fabrication Laboratory

-Go Negosyo Center and Co-working Space

-Innovation Technology Support Office (ITSU)

-Technology Business Incubation (TBI)

-UP Store

6 pm “Sentenaryo”, an exhibition of 100 artworks from the UP Cebu Fine Arts Alumni, Faculty and guests at the Jose T. Joya Gallery

**Thursday, May 3, 2018**

Culmination of the Centennial Celebration

Program: (4:00 pm)

Unveiling of the Gratitude Wall

Unveiling of the oblation and UP Presidents’ Markers

Awarding of Winners –Jingle and Centennial Song Writing

Awarding of Centennial Gawad Chancellor

UP Naming Mahal

Dinner at the UP Grounds (meal tickets to be served by invited kiosks will be sold)

Program to be announced

**CORE ORGANIZERS**

Ms. Palmy Pe – Tudtud

Dr. Jocelyn Pinzon

Mr. Gregg Lloren

**ACADEMIC and EXTENSION COMMITTEE**

Chair: Dr. Belinda Espiritu

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**ARTS and CULTURE COMMITTEE**

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Prof. Januar Yap

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Prof. Gerra Gumalal

Atty. Ian Manticajon

Ms. Belle Maglasang