



For **World AIDS Day 2012**, **AVERT** are challenging you to come up with a powerful and creative infographic to help convey a message about HIV prevention!

THE CHALLENGE!

Are you 25 or under? Do you want to empower your peers with a powerful message about HIV prevention? Do you want the chance to feature on the homepage of one of the most accessed websites in the world for HIV and AIDS information? Then get thinking about designing a cool infographic! The idea is to educate your peers around the world about an HIV prevention message that is important to you, or to inform your peers by presenting data or information in an interesting and creative way.

Your entry can contain digital art, graphs, charts, photographs, illustrations, drawings, and paintings... Any form of media is allowed! As long as it is contained within one image, and all of the work is your own.

THE PRIZE!

The winner will be judged by **AVERT** in collaboration with [Designers Against AIDS](#), [Do Something UK](#), powered by [vInspired](#) and the [Student Stop AIDS Campaign](#). The winning image will be featured on our homepage (www.avert.org) on 1st December, **World AIDS Day**, and for the week following. Every week over 1 million people from over 220 countries access our website, with significantly more on and around **World AIDS Day**! Your image will also be featured on an **AVERT** t-shirt and on a condom wallet, which you will receive. Three runners-up will also be included in a slide show on the website, and be sent their own **AVERT** branded t-shirt featuring their infographic.

THE THEME!

The theme for **AVERT**'s Infographic Competition is HIV prevention. We want you to decide what you believe the most important message, information and/or statistics are, to help inform people your age about their rights and sexual health, and to ultimately protect themselves against HIV.

What is most important is the content! The competition is not based on who has the best software. Although you will not be marked down if you are lucky enough to have access to this software! The winning infographic will be the best visual representation of an important HIV prevention message, information and/or statistics in an innovative and creative way.

Examples of some infographic topics:

- Understanding your right to negotiate condom use
- Presenting statistics you believe your peers need to know about
- How stigma can affect HIV prevention

THE CRITERIA!

The judging will be based on the following criteria:

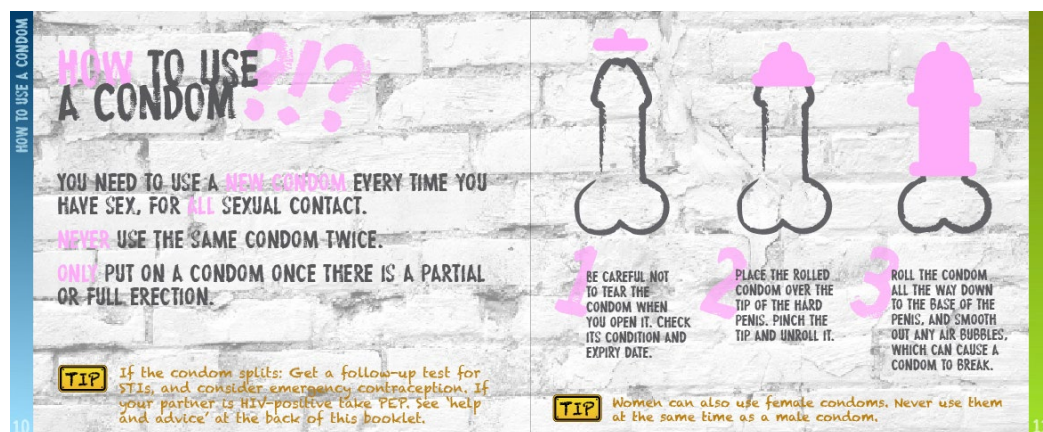
1. Does the infographic convey the message or information clearly?
2. Is the information or message conveyed accurately?
3. Is the information or message displayed innovatively?
4. Is the infographic creative and original?
5. Is the infographic designed well and eye-catching?
6. Is the information easy to understand?

AVERT International HIV and AIDS charity

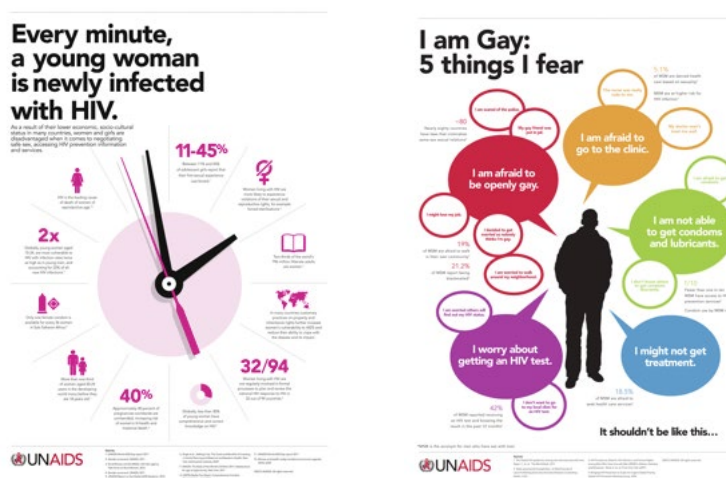
A 4 Brighton Road, Horsham, West Sussex, RH13 5BA, UK
T +44 (0) 1403 210202 **Hours:** Monday to Friday 9am - 5pm (GMT)
W www.avert.org
E info@avert.org

Infographics are graphic/visual interpretations of information, data and knowledge, presented in a manner that is both innovative and visually stimulating. Infographics are an important tool for presenting complex information in a quick and easily understandable way.

An example of an **AVERT** infographic:



Other examples of infographics:



Source: UNAIDS (2012) <http://www.unaids.org/en/resources/infographics/#5>

Some useful links to inspire you:

Infographics resources

www.smashingmagazine.com/2009/09/11/25-useful-data-visualization-and-infographics-resources

What is an infographic www.columnfivemedia.com/what-is-an-infographic

AVERT's HIV prevention page www.avert.org/aids-hiv-prevention.htm

AVERT's teens section www.avert.org/teens.htm

THE RULES!

By submitting your infographic to **AVERT**, you are agreeing to abide by all the rules and conditions of the **AVERT GETPLUGGEDIN** Infographic Competition.

Eligibility: The competition is open to all those aged 25 and under

How to Enter: All infographics are to be received by email to infographic@avert.org no later than Wednesday 21st November 2012. Incomplete or late submissions will not be considered. Please include your name, postal address, date of birth, and personal email address with the infographic.

Technical: The infographic should be contained within one whole image and be in JPG format, with no less than 918 x 258 pixels and a resolution of 72ppi. If your infographic is a drawing or illustration, please ensure that the photo you take of it is of a good enough quality to ensure the best representation of your work

Conditions:

- By submitting your infographic to the competition, you are donating it to **AVERT**, who may grant third party use. All infographics will be credited to yourself and **AVERT**
- All parts of the infographic are your own original work
- Does not violate copyrights, trademarks, rights of privacy
- Does not feature an individual, or look like an individual without their explicit written consent
- The content is judged by the panel not to be overly explicit or vulgar

Judging: The judging will start as soon as the competition closes. Ten applicants will be short-listed, with one winner and three runners-up. The judging panel will include representatives from **AVERT**, and representatives from Student Stop AIDS Campaign, Designers Against AIDS and Do Something UK, powered by vInspired

Prize: On 1st December 2012, **AVERT** will feature the winning infographic on the homepage (www.avert.org), and for the week following. The winner will also receive an **AVERT** branded t-shirt as well as a condom wallet featuring their image. Three runners-up will be included in a slide show on the website, and be sent their own **AVERT** branded t-shirt featuring their infographic. **AVERT** will also display the infographics on their Facebook page, Twitter feed, and LinkedIn. It will also permanently feature in our media gallery.

Competition Background

AVERT are particularly interested in infographics as a way to communicate knowledge, information and messages about HIV prevention. Our website is one of the most accessed websites in the world for information on HIV and AIDS, with over 40 million people accessing it from around 220 different countries last year. It is therefore important that we have eye-catching, concise and interactive information for people, which transcends culture and language barriers.

The **GETPLUGGEDIN** campaign: **AVERT** is an international HIV and AIDS charity, based in the UK, working to avert HIV and AIDS worldwide, through education, prevention, care and support. Empowering young people to take control of their sexual health is something **AVERT** are extremely passionate about! We are currently undertaking some research and conducting a survey on how young people are using different forms of technology (mobile phones, social media, websites, chat forums, etc.) around the world to access information that will empower them to take control of their sexual health, protect themselves from HIV, and also share information with their peers. Through the research we want to learn more about what young people think the gaps are and what the most important considerations are for them when accessing information, in order to identify how **AVERT** can fill gaps and engage young people in the campaign. Please take our survey and share it with your friends! www.avert.org/extra/young-people-technology-survey

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