CensusAtSchool Competition – Sponsored by Winton

Introduction

This year CensusAtSchool becomes competitive with the launch of our new questionnaire sponsored by Winton Capital Management. Take part as normal, see the brief guide below, and then enter our infographic competition for a chance to win prizes for your school.

Completing the Questionnaire

Teachers must register before a class can take the new questionnaire, although you are free to try the questionnaire beforehand using your school LEA and ID code. Once all the class have taken the questionnaire a teacher can request all the data back via the website. The returned data can be used within a class project or in conjunction with one of our resources…it is up to you.

As soon as a class have taken the new questionnaire they can enter our competition.

The Infographic Competition

We're looking for infographics based on one of the themes from the questionnaire. Pupils can either use their own class data to produce their infographic and/or incorporate/utilise appropriate secondary data.

Below you will find some guidance followed by the rules of the competition and our criteria.

Guidance & Criteria

An infographic provides a quick means of presenting information, data or knowledge in a clear understandable way using a combination of illustrations, graphs, tables and text. If you would like to learn more the following links may be useful:

- informationisbeautiful.net
- en.wikipedia.org/wiki/Infographic
- fastcodesign.com/1670019/10-steps-to-designing-an-amazing-infographic
- gov.uk/service-manual/user-centred-design/data-visualisation.html
- https://theidpblog.files.wordpress.com/2013/10/infographic-guidelines-v1-0.pdf

Special attention should be given to the criteria below.

- Relevancy to one of the questionnaire themes.
- Narrative/message/storyline - the message must be clear, easily understood and insightful.
- Layout, design and creativity – a clear and visual style that is not overly reliant on text.
- Originality and innovation – in terms of both the nuance of the theme and in the delivery.
- Statistical understanding – appropriate use of data with appreciation of data variables.
- Best practice – graphs and tables should be used appropriately (e.g. use of colour, size, layout, legends, titles, explanation etc.)

Example

Here is an example Infographic from the Office for National Statistics, more examples can be found on the ONS website. The ONS have some "best practice" guides, linked to above, that may help your learners but encourage them to be original…there are plenty of other good examples out there.

Here a donut chart and bar chart are used.

Donut and pie charts can look great but are not always the best way of graphically displaying data.

Consider others graphs such as histograms, scatter plots, box plots etc.

Be visual but don't forget standards and best practice – note here the correct scale and axis.

If it is not obvious what the visualisation is showing be sure to add a title or label.

Data must be reliable, accurate and sourced.

You should not add names or team names to the infographic but a school / team logo or web address is fine.

A clear, short title clearly describes purpose of research and/or theme.

If you have to use additional text be sure to keep it short and simple.

Remember red and green are fine to use but they can be hard to distinguish apart for those with colour blindness.

There is a lot of data here but it is easily summarised in a small space

Notice that this is a subtheme, this is fine to include.

Visual representations of data help to quickly deliver a message.

What are children's opinions of their local police?

Since it began in 1981, the Crime Survey for England and Wales (CSEW) has asked adults (those aged 16 and over) about their experiences of crime. In 2009, the survey was extended to include 10 to 15-year-old children. Some of the questions focus on participants' opinions and perceptions of the police. The figures presented below are from the 2012/13 CSEW.

10 TO 15-YEAR-OLDS' OPINIONS OF THE POLICE

Just 4% had a negative opinion of the local police in 2012/13
4% Negative
55% Positive
2,879 10 to 15-year-old children took part in the survey
41% Neutral

PERCENTAGE OF CHILDREN WITH A POSITIVE VIEW OF THE POLICE

75% 68% 61% 48% 46% 38%

10-year-olds were around twice as likely to have a positive opinion of their local police (75%) than 15-year-olds (38%)

age (years): 10 11 12 13 14 15

OLDER BOYS WERE LEAST LIKELY TO HAVE POSITIVE OPINIONS OF THE POLICE

Boys — 4 in 10 boys aged 13-15 had positive feelings about the police

Girls — 7 in 10 girls aged 10-12 had positive feelings about the police

Crime Survey for England and Wales, 2012/13

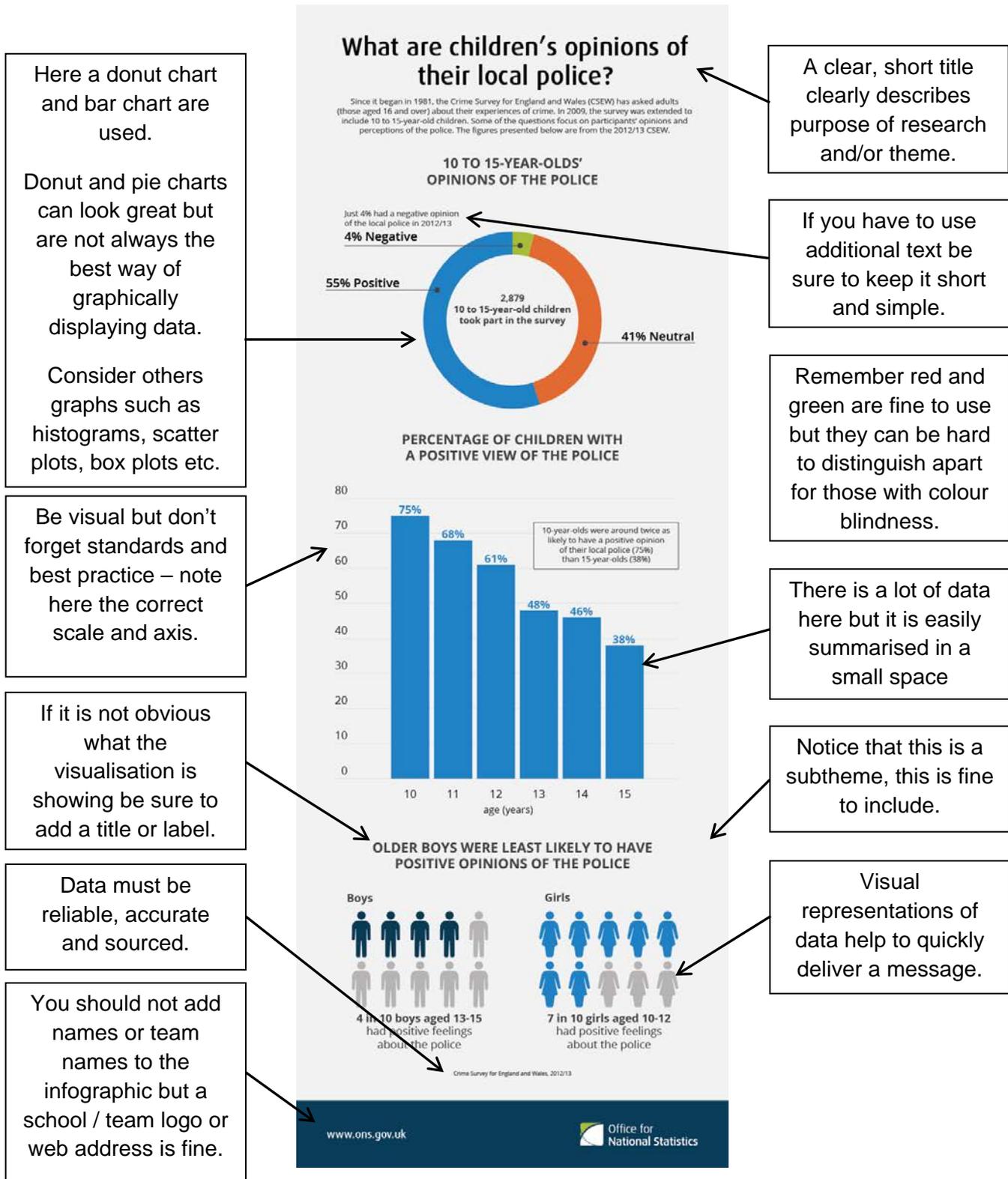www.ons.gov.uk   Office for National Statistics

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Figure 1: Children's opinions of their local police in England and Wales in the 2012/13 Crime Survey for England and Wales infographic. Produced by the UK Office for National Statistics and distributed under a Creative Commons licence.

http://www.ons.gov.uk/ons/rel/crime-stats/crime-statistics/focus-on-victimisation-and-public-perceptions--2012-13/info-childrens-opinions.html

https://creativecommons.org/licenses/by/2.0

Creating

So long as the final submission adheres to the rules (below) participants may use any method to produce their submission, such as: Photoshop, Illustrator, Excel, Word, photography/scanning.

Here are a few useful links that will help in constructing an infographic online:

- *piktochart.com*
- *infogr.am*
- *venngage.com*
- *easel.ly*

Entry Details

- *This is a free competition open to all UK secondary schools*
- *A single submission should be from a team within a class (maximum 5 teams per class).*
- *A team may make only one submission.*
- *Team should consist of no less than 5 pupils and no more than a whole class.*
- *The team making the submission must have taken the 2015-2016 CensusAtSchool Questionnaire.*
- *There are two bands of submission:*
  Band 1 – Y7 to Y9 England and Wales (P7 to S2 Scotland, P7 to Y9 Northern Ireland)
  Band 2 - Y10 to Y11 England and Wales (S3 to S4 Scotland, Y10 to Y11 Northern Ireland)

Times

- *Submissions can be made from the 2nd of November 2015.*
- *Submissions after the **25th of April 2016** will not count and will not be considered by the judges.*
- *Winners will be selected on the week ending the 1st of May 2016 and announced shortly after.*

Judging Panel

- *The judging panel will be specially selected from Plymouth University staff.*
- *The deliberations for each submission will not be published (apart from winning entries).*
- *The judges' decision is final.*

Additional Information

- *Make sure you have backups of any work submitted.*
- *Upon submission teachers give permission for their pupils' work to be displayed at various ICSE events, in publications, promotional material, and on the internet. Copyright remains with the school.*

Rules

It is recommended that the following points are used as a check list prior to any submission.

Submission

- *Submissions should broadly follow a topic related to the 2015-2016 CensusAtSchool Questionnaire.*
- *Teams are free to incorporate data from other sources so long as the source is clearly referenced.*
- *Submissions should seek to use data to tell a story and deliver a message.*
- *Graph, tables or illustrations may be used but text should be kept to a minimum.*
- *A short description (200 words or less) should separately accompany the submission.*
- *The team members or the class name must accompany the submission.*
- *The school, class or individual team members should not be identifiable from the submission itself.*
- *Submissions should be in English.*
- *Entries **must be submitted by teachers**, registered with CensusAtSchool (see website). Pupils, teams and classes do not need to register.*

Technical

- *The submission must be a static data visualisation (i.e. not animated, interactive or in 3D).*
- *Only electronic submissions submitted online or via email will be accepted.*
- *Any images used should be copyright free, have copyright permission from the holder or be available under a Creative Commons license.*
- *The maximum file size per submission should be no greater than 5MBs.*
- *The submission should ideally be in the format of a PDF (sized A4 to A3 landscape, portrait or square). If submitted as an image only JPEG or PNG will be accepted with minimum width/height 600px and maximum width/height 3500px).*

PRIZES

- *Band 1: 1st £400 Amazon Voucher, 2nd £200 Amazon Voucher, 3rd £50 Amazon Voucher*
- *Band 2: 1st £400 Amazon Voucher, 2nd £200 Amazon Voucher, 3rd £50 Amazon Voucher*
- *Highly commended regional entries for bands 1 and 2: 1 x £25 Amazon Voucher (England), 1 x £25 Amazon Voucher (Scotland), 1 x £25 Amazon Voucher (Wales), 1 x £25 Amazon Voucher (Northern Ireland)*