

2023 銘傳「創視獎」創意影像設計競賽辦法

2023 Ming Chuan Procedures for “Innovative Video Awards” Creative Image Design Competition

一、 比賽宗旨

為鼓勵銘傳大學（含研究所）學生，共同培養設計思維與影像剪輯能力，本賽事藉由徵集原創影像作品，於銘傳大學網路電視台推播，提供青年學子用影片展現多元創意的舞台，同時行銷銘傳大學的品牌形象，提升在年輕世代族群中的知名度。以期藉此凝聚校園文化及向心力，實踐本校追求教育卓越，培養理論實務並重，具備團隊精神與國際視野之人才之宗旨。

A. Purpose

In order to encourage MCU students (including students of Master's Programs) to cultivate both design thinking and video editing abilities, this competition collects original images and displays them through Ming Chuan Network TV as a platform for students to show their diverse creativity, as well as to promote Ming Chuan University's reputation among the younger generation. The competition aims to promote campus culture and cohesion, realizing the institution's mission of striving for educational excellence, cultivating talents through emphasis on both theory and application, who are equipped with team spirit and global views.

二、 本屆主題：迷因短影音競賽 – 全集中！系之呼吸！

什麼是迷因(meme)? 根據韋伯字典的解釋，迷因原始的意思是「在某個文化中，從一個人傳播到另一個人的想法、行為、風格等」。到了網路發達的現今，迷因變成是某件引人注意的東西，被傳遞、模仿甚至改造，它可以是有趣的、自嘲、影射...等，形式可以是文字、圖片、影片...等，具備讓人發笑、引起共鳴、被大量複製、廣泛散佈等特性。

迷因不止在網路上，也已出現在我們的生活周遭，請參賽者以各學院或學系之正向特色為創意發想，可自由設定主題(不限鬼滅之刃系列)，鼓勵「跨校區、跨社團、跨生活」的 Mix 創意組合！號召銘傳人用短影音傳達院系的迷迷之因，紀錄精彩的大學印記，拍出銘傳的創意之像。

B. This Year's Theme: Meme Short Film Competition- Total Concentration! the Breath of Departments!

What is a meme? Based on Webster's Dictionary, the original meaning of meme is “an idea, behavior, style, or usage that spreads from person to person within a culture.” With the development of the Internet, memes have become something that attracts attention, which are passed on, imitated or even transformed. They can be funny, self-deprecating, convey innuendo, etc. The form can be text, picture, video, etc., with features that make people laugh, lead to resonance, massively copying and wide distribution.

Memes not only appear on the Internet, but also around our lives. Participants are invited to use the positive features of each School or department as creative inspiration. Cross-location, cross-club, cross-life" mixed creative combinations are welcome! We invite Ming Chuan people to use short films to express the fascination of the departments and Schools, record their wonderful impressions of the university and shoot creative images of Ming Chuan.

三、 主辦單位：銘傳大學網路電視台、廣告暨策略行銷系

C. Organizer: MCU NetTV, Department of Advertising and Strategic Marketing

四、 參賽資格：

- (1) 銘傳大學之在籍學生皆可報名參加。
- (2) 組隊參加，每隊以 1-4 人為限。
- (3) 參賽者報名以一人參加一隊為原則，影片內容不可參與其他競賽，並完整提供報名所需資料。報名者需符合前述參賽資格，否則即視為該隊不符合參賽資格。

D. Participants:

- (1) All MCU students are eligible to register for the contest.
- (2) Participate with a team, composed of 1 to 4 team members.
- (3) Each participant can join only one team. The content of the video cannot be submitted to other contests. Complete information is required for registration. All participants must meet the above requirements or the team will be disqualified from participation.

五、 作品規範

(1) 參賽影片

- 影片形式：短視頻創意影音，單一影片長度為 30~60 秒。
- 參賽影片數量：共 3 件，3 件內容需為同系迷因。
- 拍攝工具：不限，手機拍攝亦可。
- 影片格式：MP4 檔案。
- 影像尺寸：直式影片、長寬比介於 1.91:1(符合 Instagram 規格)，解析度 1080P 以上，並保持畫質清晰，單一檔案大小不超過 650M。

(2) 對白或文案：格式不限。若非中文語系，請製作字幕，以利評審。

- (3) 著作權約定聲明、讓與及切結書：請至銘傳大學網路電視台官網(競賽官網)下載填寫 <http://nettv.mcu.edu.tw/creative>。每位團隊成員皆需親筆簽章，掃描後上傳。
- (4) 個人資料蒐集、處理及利用同意書：請至競賽官網下載填寫 <http://nettv.mcu.edu.tw/creative>。每位團隊成員皆需親筆簽章，掃描後上傳。
- (5) 參賽作品請上傳至競賽官網：<http://nettv.mcu.edu.tw/creative>。
- (6) 通過初選之參賽作品於 2023 年 04 月 19 日 10:00 後，方可上傳至各組代表人之 Instagram 帳號，邀請親友按愛心，內文填寫格式如下，並標註銘傳大學網路電視台 Instagram 帳號 (@MCU_NetTV)和學系 IG。(帳號清單：<https://reurl.cc/OEAV13>)

2023 銘傳大學「創視獎」創意影片設計競賽
作品名稱：OOOOO
參賽組別：OO 組
創作理念：OOOOO
#2023 銘傳創視獎 #2023MCUVideo
@MCU_NetTV @該系 IG

E. Work Specifications:

- (1) Video:
 - Type of video: Short creative videos, 30-60 seconds in length for one video.
 - Number of videos: total of 3 videos, with the meme content focused on the same department.
 - Videography equipment: No limitation; cell phone is acceptable.
 - Format of video: MP4 file
 - Dimension of the image: Landscape videos with an aspect ratio of 1.91:1 (Instagram format); image resolution must be 1080 pixels or more and each high resolution video file must not exceed 650M.
- (2) Script or text: No limitation. For any video produced with foreign languages, please add Chinese captions as a convenience for review.
- (3) Copyright Agreement Statement, Copyright Assignment Agreement and Copyright Affidavit: Please download the documents from Ming Chuan Network TV Official Website at <http://nettv.mcu.edu.tw/creative>; Each team member must sign these documents, then scanned signed documents must be uploaded.
- (4) Agreement for Personal Information Collection, Handling and Use: Please download the documents from the Official Website at <http://nettv.mcu.edu.tw/creative>; Each team member must sign this document, then scanned signed documents must be uploaded.

- (5) All the works for the contest must be uploaded to Official Website at: <http://nettv.mcu.edu.tw/creative>
- (6) Works that pass the preliminary selection can be posted on the Instagram account of the representative of each team after 10:00, April 19, 2023, then relatives and friends can be invited to “like” your work. The format of post is as follows; tag the MCU Network TV (@MCU_NetTV) IG and your department IG (List: <https://reurl.cc/OEAV13>).

2023 MCU “Innovative Video Awards”
Creative Video Competition
Work Title: OOOOO
Team: OO
Concept: OOOOO
#2023 銘傳創視獎 #2023MCUVideo
@MCU_NetTV @ Department IG

六、 報名方式

- (1) 報名費：免報名費
- (2) 報名網址：<http://nettv.mcu.edu.tw/creative>
- (3) 完整報名應繳交的檔案：
1. 線上報名表
 2. 對白或文案，檔案格式不拘
 3. 參賽作品 3 件
 4. 著作權約定聲明、讓與及切結書
 5. 個人資料蒐集、處理及利用同意書

【注意事項】檔案無法重新繳交，請確認無誤後再上傳。

F. Registration

- (1) Registration fee: Free
- (2) Registration website: <http://nettv.mcu.edu.tw/creative>
- (3) Submit the required files for registration:
- a. Online registration form
 - b. Complete script or text, no format restrictions
 - c. 3 Works

d. Copyright Agreement Statement, Copyright Assignment Agreement and Copyright Affidavit.

e. Agreement for Personal Information Collection, Handling and Use.

(Note) No submissions can be re-uploaded; please confirm accuracy before submitting the files.

七、 競賽時程

- 收件時間：2022 年 11 月 14 日－2023 年 04 月 17 日，晚上 23:59 截止
- 公布初選通過名單：2023 年 04 月 19 日 10:00
- 網路流量票選：2023 年 04 月 19 日 10:00－2023 年 05 月 08 日，中午 12:00 截止
- 評選時間：2023 年 05 月 09 日－05 月 19 日
- 公布入圍名單：2023 年 05 月 22 日 10:00
- 頒獎典禮：（時間地點另行通知及公布）

G. Schedule:

- Submission: From November 14, 2022 to 23:59 on April 17, 2023
- Announcement of Works that pass the preliminary selection: 10:00 on April 19, 2023
- Online Voting: From 10:00 on April 19, 2023 to 12:00 pm on May 8, 2023
- Evaluation Period: May 9, 2023 to May 19, 2023
- Nomination Announcement: 10:00 on May 22, 2023
- Awards Ceremony: (date and venue will be announced separately, and awardees notified)

八、 評選辦法

將於 2022 年 11 月組成評審委員會，以公平、公正、公開原則，以創意性、影像拍攝技法、傳播性、注目性為主要評審標準，評選出優秀作品。

- (1) 作品初審：主辦單位先行審查資格(含報名資料)、作品規格、主題內容。
- (2) 網路流量票選：以「競賽官網網路票選區」按讚次數及「參賽各組代表人之 Instagram 帳號貼文」按愛心次數，兩者積分加總。(說明：3 件作品會有 3 個官方連結和 3 篇 IG 貼文)
- (3) 評審決選：主辦單位委員及業界評審進行決選，參賽者對評審團成員及評審結果不得異議。

- (4) 入圍名單：將於 2023 年 5 月 22 日 10:00 於官網公布入圍隊伍名單。
- (5) 實際得獎名額將由評審團於決選時，視參賽者作品水準議定，必要時得以「從缺」或「增加名額」辦理。
- (6) 評分標準
- 主題契合性 30%：符合活動宗旨和主題
 - 創意表現 50%：內容巧妙串聯品牌
 - 流量密碼 20%：
 - 由競賽官網按讚次數和 Instagram 按愛心次數加總核計，並以主辦單位規範的連結為主。
 - 官網按讚次數所得積分佔流量密碼分數 40%，Instagram 按愛心次數佔流量密碼分數 60%。

H. Evaluation procedures and schedule

The evaluation committee will be established in November 2022, and will select excellent works on principles of fairness, equality and openness. Evaluation standards are creativity, videography skills, communicativeness and allure.

- (1) Initial Evaluation: The organizer will review the qualification of the participants, work format and thematic content.
- (2) Data Popularity Ranking: The number of Like / Thumbs up in the “Online Selection of the Competition Official Website” and the number of likes of “the Instagram post of the team representative” will be added together (note: 3 works will have 3 official links and 3 IG posts).
- (3) Final Evaluation: Will be conducted by the members of the organizing unit and judges from industry. No participants may object to the ruling arrived at by the judges.
- (4) Nominations for Awards: Will be announced at 10:00 on May 22, 2023.
- (5) The quota of awards will be decided by the judges based on the level of participating works. The organizer reserves the right to not award prizes or to award additional prizes, according to the real circumstances.
- (6) Evaluation Standards
 - Theme Match 30%: Matches the mission and theme of this activity.
 - Creative Performance 50%: Content cleverly connects the brand(s)
 - Online Voting 20%:

- The number of Likes / Thumbs up in the Competition Official Website and the number of likes of the Instagram posts will be added together. Ming Chuan Network TV will calculate the number of Likes based on the links uploaded by the organizer.
- The points of the number of Likes on the official website account for 40% and the Instagram score, by the number of Likes, accounts for 60%.

九、 獎項

- (1) 金牌獎：1 組 獎金三萬元、獎狀一張
- (2) 銀牌獎：1 組 獎金二萬元、獎狀一張
- (3) 銅牌獎：1 組 獎金一萬元、獎狀一張
- (4) 佳 作：5 組 精美小禮物、獎狀一張
- (5) 流量密碼獎：1 組 獎金二千元、獎狀一張
- (6) 人氣獎：2 組 精美小禮物、獎狀一張
- (7) 評審推薦獎：2 組 精美小禮物、獎狀一張
- (8) 得獎指導教師感謝狀

I. Prizes

- (1) Gold Award: One team, NTD 30,000, a certificate
- (2) Silver Award: One team, NTD 20,000, a certificate
- (3) Bronze Award: One team, NTD 10,000, a certificate
- (4) Honorable Mention: 5 teams, a gift and a certificate
- (5) Traffic-Driving Award: 1 team, NTD 2,000 and a certificate.
- (6) Most Popular Award: 2 teams, a gift and a certificate.
- (7) Judges' Special Award: 2 teams, a gift and a certificate.
- (8) Certificates of Appreciation to the advisors of the awarded teams

※ 注意事項 Notices

- (一) 參賽者及參賽作品務必符合上述辦法規定、若未符合規定者、主辦單位保有取消或刪除其參賽資格之權力。
- (1) All the participants and submissions must meet the above criteria; the organizer will rescind the qualification of those who fail to meet the standards.
- (二) 本活動參賽者本人僅提供之姓名、出生年月日、電話、學生證、電子信箱等個人資料，以參加由銘傳大學所辦理之活動。
- (2) Participants' name, birthdate, telephone number, Student ID Card and e-mail address collected solely for the purposes of this activity held by Ming Chuan University.
- (三) 參賽者需同意主辦單位使用其作品於網路、電子媒體、報章雜誌等宣傳用途。得獎作品著作權歸主辦單位所有，主辦單位可不限地點、時間、次數和方式使用，並授權第三人之非營利性使用，影片中不得出現參賽者及製作團隊之姓名及資料。
- (3) Participants must agree that the organizer can use their works for promotion purposes via Internet, digital media, newspaper and magazines. The Copyrights of the awarded works belongs to the organizer, who can use the works without limit of venue, date, time and display method, and authorize a third party to use the works for non-profit purposes. Moreover, the names and relevant information of the participants and the team cannot be displayed in the video.
- (四) 參賽作品之所有內容均須為參賽者之原創並且未經公開發表之版本，禁止抄襲及轉貼他人資料，並嚴禁盜用他人作品參加徵選。不接受得獎、參展過、公開出版或販售之作品。若經查證有侵犯他人著作權之行為，主辦單位得以取消參賽及得獎資格，並追回獎金及獎品，所產生之法律問題參賽者需自行負責，一概與主辦單位無涉。
- (4) All submissions must be the participants' creative works, and have never previously been awarded, exhibited, published or sold. None of the design concepts, design descriptions, pictures, forms, or photos may involve any plagiarism or other violation of others' rights. Any violators will be withdrawn from the contest and must return any prize and certificates, and bear complete responsibility should the work involve any plagiarism or other violation of others' rights.
- (五) 參賽作品若涉及或影血腥、羶、色情、暴力或影響社會善良風俗等內容，或惡意造成主辦單位包含但不限於形象、聲譽等有價或無價之損失，主辦單位皆有權不另行通知參賽者，針對該作品進行下架並取消參賽資格，並保留法律追訴權，若造成主辦單位受有損害者應自負民事或刑事上賠償之責任。
- (5) The organizer reserves the right to rescind participant's eligibility and remove their work from the competition if the work involves images or sounds that include but are not limited to any blood or gore, sensationalism, sex, violence, is intentionally injurious to the organizer's reputation or image – resulting in monetary and non-monetary loss – or content that is otherwise offensive to good social customs. The organizer has the

right to remove such a work and disqualify it from the competition without prior notice, and reserves the right of legal prosecution. If the organizer suffers damage, the responsible participants shall bear responsibility for civil or criminal compensation.

- (六) 任何以不正當行為或利用電腦、網路漏洞，進行灌票或竄改票數，或以任何其他不正當的方式意圖參與活動，若經檢舉或查證，主辦單位保有變更其得獎資格、以及刪除灌票之票數有的權利，並將取消其得獎資格及追回所得獎項、獎品/金。
- (6) In the case of any suspicious votes via inappropriate behavior, computer applications, network vulnerability, or other inappropriate methods of participating in this activity, upon being investigated and proven responsible, violators will be withdrawn from the contest and must return any prize and certificate awarded.
- (七) 為確保比賽之公平、公正性，參賽作品均以網路上傳投件，惟因不可抗之天災人禍、電腦網路技術，或其他不可歸責於主辦單位之事由而造成之損失，主辦單位有權不受理，由參賽者自行負擔風險及責任。
- (7) All submissions must be uploaded to the website for the principle of conducting the competition in a fair and just manner. However, the organizer is not responsible for any damage caused by natural or manmade disaster, computer or network technology, or other matter for which the organizer cannot take the responsibility. Participants must accept this risk and responsibility for themselves.
- (八) 得獎者需提供主辦單位所要求之完整領獎文件，並於指定時間內完成領獎。未依規定時間內完成手續者，視為放棄得獎資格。
- (8) All awardees must submit the complete information required by the organizer before the deadline for the awards process. Those who fail to meet the deadline or requirements will relinquish their eligibility for an award.
- (九) 依稅法規定獎項價值超過 NT\$20,000 元者，主辦單位依法代得獎者扣繳 10%稅額、國外人士代扣繳 20%稅額。得獎者須附本人身分證明文件，以利執行單位後續申報所得稅作業。
- (9) In accordance with Standards of Withholding Rates for Various Incomes, for prize valued more than NTD 20,000, the organizer will directly withhold the 10% tax for nationals and 20% for foreigners when giving the prize. Awardees must submit a copy of their ID card for the tax submission process.
- (十) 本活動若有未盡之處，主辦單位保留此活動辦法之修改、變更之權利各項變更公告於活動網站。注意事項載明在活動網頁中，參與本活動者於參加之同時，即同意接受上述各項規範。
- (10) All matters not specified above will be announced separately or amended or changed by the organizer on the website. All notices are posted on the activity website and all participants are considered as assenting to the above regulations upon registration.

※ 如有其他疑問請致電活動聯絡窗口

聯絡人：銘傳網路電視台陳小姐

E-mail：mandy@mail.mcu.edu.tw

電話：(02)28824564 分機 2588

For any questions, please contact the responsible staff member.

Contact person: Mandy at MCU NetTV

E-mail：mandy@mail.mcu.edu.tw

Telephone No.: (02)28824564 Ext. 2588