

TIDCA

ENG

臺北國際數位內容設計競賽
Taipei
International
Digital
Content
Awards
2013

【競賽類別 CATEGORY】



數位平面
創作類
DIGITAL
GRAPHIC



數位影像
創作類
DIGITAL
VIDEO



行動加值應用
創作類
MOBILE
APPS

【主辦單位 HOST】



【執行單位 ADMINISTRATOR】



中國生產力中心
China Productivity Center

【國際認證 ENDORSED】



【協辦單位 JOINTLY PRESENTED】



【贊助單位 SPONSORS】



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1. Aim of the Competition

This competition is organized to encourage digital content creators in Taipei to generate creative, international, and marketable digital products to shape Taipei as a design capital. By holding international competitions, this project seeks to select outstanding creative works, raise the quality of the creations, and develop marketable products with the ultimate aim of stimulating the development of the digital content industry.

2. Competition themes

The central theme of the 2013 Taipei International Digital Content award is social concern and creating a model design city by providing new perspectives or resolutions through design and digital creativity. We hope that digital content design can allow everyone to live a better life. This competition has two themes as described below:

- (1) Images of Taipei: entry depicts Taipei's life and culture, distinguishing features and development of the city.
- (2) Open theme, free of choice. Examples include cultural features, lifestyle, environmental protection and green energy, sustainable management, education, virtual reality, entertainment, etc.

3. Eligibility

- (1) Anyone around the world interested in digital content design. Individual or group entries are allowed. Group entries are limited to a maximum of 5 people per group, only 1 person is required to apply for entry on behalf of the group.
- (2) The entry must be an original creative work, published or not, created after June 30th, 2011.

4. Submission Deadline

From this day until October 1st, 2013 with postmark as proof.

5. Categories and entry formats

Entries can be submitted to 5 groups in 3 categories. Categories and entry formats are described below:

Category		digital graphic	digital video		Mobile applications	
code		A	B1	B2	C1	C2
group		digital graphic	digital video	digital animation	Mobile app	Mobile game
Explanation		A4-size. graphical work with one single theme displayed as 3-5 panels telling a story or presenting a concept.	Video or micro-film work presenting the concept of the entry. Works must be more than 60 seconds long.	2D or 3D digital animation work. Works must be more than 60 seconds long.	software application that can be installed and function fully on Smart handheld devices	game that can be installed and function fully on Smart handheld devices
					Must be able to be downloaded free of charge, sold or updated from an app store for iOS, Android or WP devices.	
Submission Information	Entry	Entry file (CMYK or RGB/ JPEG/ 2480*3508 pixels /300dpi)	- Complete file (in MPEG/MOV format at 720 or higher dpi) - Works that are over 5 minutes long must also submit a 60 second or less edited version (at 720 or higher dpi in MPEG/ MOV format) 3-5 screenshots (CMYK or RGB/ JPEG at 300 dpi)		- Maximum 3 minute video explaining how the product works (in MPEG/ MOV format at 720 or higher dpi) 3-5 screenshots (CMYK or RGB/ JPEG at 300 dpi)	

Category	digital graphic	digital video		Mobile applications	
code	A	B1	B2	C1	C2
group	digital graphic	digital video	digital animation	Mobile app	Mobile game
	Documentation	Signed original copy of participant agreement form (PDF/JPEG)			

6. Important dates

The submission and award schedule is as follows:

Schedule Item	Dates
Submission Deadline	October 1st, 2013 (Tuesday)
International Forum	October 21nd, 2013 (Monday)
Award Ceremony and Presentation	November 16th, 2013 (Saturday) (Tentatively scheduled)

7. Awards and Prizes

Prizes are divided into "Competition Awards" and "Special Prizes." 47 awards, Honorable Mentions, and Business awards will be given. Monetary awards totaling NT\$1,500,000 will be distributed in the following manner:

Award \ Category Code		DIGITAL GRAPHIC	DIGITAL VIDEO	DIGITAL ANIMATION	MOBILE APP	MOBILE GAME
		A	B1	B2	C1	C2
Competition Awards	Grand prix	NT\$300,000 / 1 awardee				
	Gold Award	NT\$ 150,000 / 1 per each category, total 5				
	Silver Award	NT\$ 50,000 / 1 per each category, total 5				
	Bronze Award	NT\$ 10,000 / 1 per each category, total 5				
	Judges' Award	certificate of commendation / 5 per each category, total 25				
	Honorable Mention	certificate of commendation / several awardees per each category				
Special Prizes	Taipei Special Award	NT\$ 30,000 / 1 per each category, total 5				
	ICOGRADA Excellence Award	trophies / 1 awardee	--	--	--	--
	Business Award	prize and certificate of commendation / number of awardees determined by sponsoring businesses				

※ Awards: In addition to monetary awards, Grand prix, Gold Award, Silver Award, Bronze Award winners also receive trophies and certificates.

- ※ Special prizes: A selection from each group that adheres to the Images of Taipei theme will be selected by the organizer and given the Taipei Special Award. The Taipei Special Award winner will receive a trophy and certificate in addition to prizes.
- ※ The Participation Agreement Form includes the copyright affidavit and authorization affidavit.

8. Competition Procedures

The 2 procedures of Registration and Work Submission are explained as below:

Registration—Online or mail-in registration (Choose 1 method):

- (1) Complete the participant information on the competition's official registration website or complete the online participant information form and send it to the designated e-mail address.
- (2) Submit the registration information through the post.

Work Submission— Digital file or mail-in submission (Choose 1 method):

- (1) Use the ftp server or e-mail address provided by the competition's official website to upload work.
- (2) Submit the work through post.

Note: Should a disk get damaged in transit, the submitter will be notified and asked to submit the file through the Web.

9. Judging Criteria

Entries in each category are judged according to their creativity, execution, applicability and artistry. The weight of each criterium is described below:

Criteria	Considerations	Percentage Of Score
Creativity	• adherence to the chosen theme • display of novelty and originality	35%
Execution	• maturity of the technique • use of creative technical methods • Mobile applications and mobile games are judged on coding, graphics, sound and interface.	35%
Applicability	• in keeping with market trends • market development value in business application	15%
Artistry	• artistic presentation of work • fluidity and completeness of the overall work	15%

10. Items of note

- (1) Entrants must submit works in the formats specified. Please read carefully the selection procedures and follow all regulations stated in the competition guidelines.
- (2) Awards will be given depending on the quality of the entries submitted. Depending on the circumstances, no award may be given in a category or the number of awards may be increased. The panel of judges may change awards and award categories.
- (3) Monetary awards are given in the country of the organizer and taxed according to the laws of the Republic of China. (Foreign national are taxed 20%, citizens of the Republic of China are taxed at 10%.) There are no registration fees to participate in this design competition nor any fees associated with the display or publication of award-receiving works. (The organizer assumes responsibility for costs.)
- (4) To facilitate the selection process by international judges, each entry must have an information label written in English. The entrant must sign the Participant Agreement Form and state that the entry submitted has not violated intellectual property laws.
- (5) Participants lose their eligibility in any of the circumstances below and are responsible for legal matters that arise:
A 、 The entry submitted was created before June of 2011.
B 、 The entry was created by other on one's behalf or copied from another artist's work.
- (6) The organizer has the right to use the entries for no other commercial purposes than in promotional materials, exhibit tours, publications or commissioned publications without paying additional fees.
- (7) Works created by a judge or a judge's company may not be entered into the competition.
- (8) Competition entries are not returned to their creators. Award winners will be notified by the organizer to provide files and relevant information for display and publication. Award winners may also be asked to provide files and actual works in accordance to the rules of international competitions.
- (9) The organizer reserves the right to alter competition guidelines.

11. Send entries to

China Productivity Center 2013 TIDCA

**Address: 11F.-5, No.391, Sec. 4, Xinyi Rd., Da'an Dist., Taipei
City 110, Taiwan (R.O.C.)**

Attn: Mr. Wu or Miss Chiu

TEL : +886-2-26982989 ext. 2642 、 2073

E-mail : tidca.org@gmail.com



Participant Agreement Form

I (or the party I represent) hereby agree to the following:

Title of work: _____

1. I agree to participate in the 2013 Taipei International Digital Content Awards and abide by the regulations stipulated by the organizer. The work and other related content I enter into the competition have not violated intellectual property or other copyright laws. Any content that includes other people's intellectual property has been used with permission and I can indicate the source of the material. Should there be any intellectual property or other kind of dispute or lawsuit, I will be legally responsible for it and return all prizes and awards received.
2. The organizer has the right to use entries to the competition for non-commercial purposes, in promotional activities and for educational uses. The organizer may duplicate, download, exhibit, publish or commission publications without paying additional fees.

to

Taipei City Government

Signature : _____
(SIGNATURE BY PARTICIPANT OR TEAM REPRESENTATIVE)

ID number : _____
(OR PASSPORT NO.)

Date : *YYYY* / *MM* / *DDD*

Entry number : *TO BE COMPLETED BY ORGANIZER.*

Name (team representative)		Nationality	
Name of School		Department	
Name of Company		Profession	
Passport No.		Date of birth	YYYY/MM/DD
E-mail		Phone number	
Address			
Team			



Taipei International Digital Content Awards Entry Details



Entry	Title of work	Theme	Category	Item Number
1		☐ Images of Taipei ☐ Open theme free of choice	☐ A ☐ B1 ☐ B2 ☐ C1 ☐ C2	TO BE COMPLETED BY ORGANIZER.
2		☐ Images of Taipei ☐ Open theme free of choice	☐ A ☐ B1 ☐ B2 ☐ C1 ☐ C2	TO BE COMPLETED BY ORGANIZER.
3		☐ Images of Taipei ☐ Open theme free of choice	☐ A ☐ B1 ☐ B2 ☐ C1 ☐ C2	TO BE COMPLETED BY ORGANIZER.
4		☐ Images of Taipei ☐ Open theme free of choice	☐ A ☐ B1 ☐ B2 ☐ C1 ☐ C2	TO BE COMPLETED BY ORGANIZER.
5		☐ Images of Taipei ☐ Open theme free of choice	☐ A ☐ B1 ☐ B2 ☐ C1 ☐ C2	TO BE COMPLETED BY ORGANIZER.

Category codes: A (graphic art) B1 (digital video) B2 (digital animation) C1 (mobile application) C2 (mobile game)



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Taipei International Digital Content Awards disk label

	2013 Taipei International Digital Content Awards
Title of Work	TiDCA
Name of Creator	
category code	☐ A ☐ B1 ☐ B2 ☐ C1 ☐ C2

	2013 Taipei International Digital Content Awards
Title of Work	TiDCA
Name of Creator	
category code	☐ A ☐ B1 ☐ B2 ☐ C1 ☐ C2

	2013 Taipei International Digital Content Awards
Title of Work	TiDCA
Name of Creator	
category code	☐ A ☐ B1 ☐ B2 ☐ C1 ☐ C2

	2013 Taipei International Digital Content Awards
Title of Work	TiDCA
Name of Creator	
category code	☐ A ☐ B1 ☐ B2 ☐ C1 ☐ C2