

2021 年國立成功大學管理學院創意短片甄選活動

2021 Creative Short Video Contest of College of Management, NCKU

一、 活動宗旨 Purpose

本次國立成功大學管理學院主辦的國立成功大學管理學院創意短片甄選活動擬徵集校內具有原創性的管理學院介紹短片，以期觸及各類多媒體平台、推廣成大管理學院內部各系所特色課程及在地台南文藝風光給未來有意就讀成大管理學院的在地及國際學生。

The 2021 Creative Short Video Contest is being held to promote the departments and institutes within the College of Management, National Cheng Kung University (NCKUCOM), as well as the culture of Tainan, to both local and international students who interested in studying at NCKUCOM.

二、 甄選辦法 Rules

1. 主題及影片形式 Theme & Forms

影片長度 Video Length	3~4 分鐘（含片頭、影片本體及片尾） 3~4 minutes in total.
影片主題 Video Theme	參賽者可擇一介紹國立成功大學管理學院師資、課程、學習生活、管院的活動，或介紹管理學院的任一系所，可以各種表現形式呈現(例: A day in College of Management, NCKU...等)，唯不可有違反善良風俗之內容。影片亦可使用動畫效果表現。 Participants may choose to introduce teachers, courses, lifestyles, or any department of NCKUCOM in any way, i.e. A day in NCKUCOM. Content that offends decent morality, on the other hand, is prohibited. The usage of animation is permitted.
影片目的 Video Objective	希望透過影片讓未來國際及本地學生了解管理學院生於在學期間的生活體驗、修課培養的專業技能及未來畢業後可能面對的出路選擇，例如:可連結管院提供的教學環境及校內設備(如圖書館、體育場)等重要的成大設施、周邊生活與文化環境等。 We would like to make both local and international students understand what living experience, professional skills, and career opportunities may be like if they choose to study in NCKUCOM. The video can introduce the learning/living/surrounding environment and important institutions of NCKU, such as the library and stadium.
影片語言 Video Language	不限，但需提供英文字幕 Unlimited. However, English captions should be provided.
影片字幕 Video Subtitle	英文字幕(SRT 檔) English captions (SRT file) need to be provide separately from the video.

2. 報名資格 Eligibility

(1) 成大管理學院學生

Students of NCKUCOM

(2) 可以個人或組隊(2~5 人)參加。若組隊參加者，報名代表人需為成大管理學院學生，其餘團員可為本校其他學院學生或畢業校友。

You can register as an individual or as a group of two to five people. If you decide to form a group, the representative should be a NCKUCOM student, and the rest of the team members can be NCKU students or alumni.

3. 報名提交內容 Required Documents

- (1) 乾淨版影片(MOV or MP4)以及英文字幕(SRT 檔)。

*影片解析度：1920x1080 以上。

Provide your video (MOV or MP4 file) and English captions (SRT file) separately. (Video resolution: Above 1920x1080).

- (2) 3 張劇照(檔案類型.jpg，解析度 300 dpi 以上，檔案大小至少 1Mb)。

Three images of the video (JPG file, image resolution above 300 dpi, and the size above 1Mb)

- (3) 作品簡介：中文 250 字內或英文 100 字內。

Introduction of the video: within 250 words in Chinese or within 100 words in English

- (4) 參賽者簡介：中文 200 字內或英文 50 字內。

Introduction of the participants: within 200 words in Chinese or within 50 words in English

- (5) 身分證明文件：報名代表人須提供成大管院 110 學年度上學期在學證明，而其餘團員則提供成大 110 學年度上學期在學證明、成大畢業證書或成大學位證明。

Participants' ID: The representative should provide a certificate of enrolment for the 2021 Fall Semester (that stated College of Management), and the rest of the group should bring either certificate of enrolment from NCKU for the 2021 Fall Semester or NCKU Certificate of Diploma.

- (6) 著作財產權授權同意書：團員皆需簽名，每人一張。如無提供著作財產權授權同意書將視同未報名參加。

To register for the video contest, each group member must sign and submit the copyright consent form.

4. 報名流程 How to Register

- (1) 影片完成後上傳到個人雲端空間，需同時附上 3 張劇照。

Upload your video and 3 images of the video to your cloud storage.

- (2) 填寫 Google 報名表並上傳上述重要文件檔案，以及提供徵件影片及劇照之個人雲端空間連結。

(網址：<https://forms.gle/LGJRag7z5w2dmupx7>)

Fill out the Google Form to submit the required documents as well as a link to your video and images storage. (Link: <https://forms.gle/LGJRag7z5w2dmupx7>)

5. 主要活動時程 Time Schedule

- (1) 徵件期間：即日起至 2021 年 10 月 1 日(五)止

Registration Deadline: Friday, October 1st, 2021

- (2) 初審入圍名單公布：2021 年 10 月 8 日(五)於管理學院網頁公布初審入圍名單並寄信通知入圍

者。主辦單位會協助將入圍者作品上傳至成大管理學院 YouTube，再將入圍名單的連結寄給參賽者或團隊代表人分享至 YouTube 按讚。

The list of qualifiers will be announced on the official website of NCKUCOM on Friday, October 8th, 2021. The qualifiers will receive an email with the video YouTube link, so they could share it to get extra scores.

- (3) 得獎公布：2021 年 10 月 20 日(三)，頒獎典禮於成績公布後擇日舉辦。

The list of winners will be announced on Wednesday, October 20th, 2021, while the date of the awards ceremony will be announced subsequently.

三、 評審方式 Assessment

1. 創意表現及藝術性 Creativity 30%
2. 整體完整協調度 Overall impression 25%
3. 剪輯及聲音設計 Editing and Soundtrack 25%
4. 美術及特效表現 Style, Special Effects and Animation 20%
5. YouTube 按讚人數額外加分，根據按讚人數的加分方式如下：

Extra scores are based on the number of like on the YouTube video.

YouTube 按讚人數 Like Number on YouTube	加分 Extra Scores
300 人(含)以上 above 300	10
200~299 人 between 200 to 299	8
100~199 人 between 100 to 199	5
50~99 人 between 50 to 99	3

四、 獎項設計 Prize

1. 總獎金 14 萬元整。獎金名額如下：

The prize is 140,000 TWD in total as listed below.

類別 Type	名額 Quota	獎金 Award Money
金獎 Gold Medal Award	2	30,000
銀獎 Silver Medal Award	2	20,000
銅獎 Bronze Medal Award	2	10,000
佳作 Merit Award	4	5,000

2. 得獎者如為共同創作者，由共同得獎者自行決定金分配。

If the winner is a group, the members of the group should divide the prize money among themselves.

3. 得獎者應依中華民國稅法規定負擔金。得獎者申報所得稅時，可憑扣繳單之稅額抵減個人綜合所得稅。

Winners are required to pay tax under the R.O.C. Income Tax Act. The withholding tax is deductible when winners file individual income taxes.

五、 注意事項 Notice

1. 參賽者之權利與義務 Participants' Rights and Obligations

- (1) 參賽作品不得為其餘作品之重新剪輯版。

Re-edited versions of other works are not permitted in submissions.

- (2) 參賽作品如有使用已發表之文字、訪談、影像紀錄或第三方之作品（如道具、音樂、照片等）等，須由第三方簽署著作財產權授權使用同意書，並同意主辦單位及其再授權利用之第三人於競賽期間針對授權內容進行重製、編輯、改作、發行、公開播送、公開傳輸、公開上映等非營利目的之宣傳活動使用。

If the submission includes words, interviews, records, or products which were published or belong to others, the related third party should sign and submit the copyright consent form to allow the contest organizer to re-edit and publish the submission in public for non-profit advertising purposes.

- (3) 參賽者需為參賽作品之原創人。

Participants must be original video creators.

- (4) 參賽作品需為未公開發表之作品，不得抄襲、借用、拷貝、仿冒。

The submission should haven't been published. Plagiarism is strictly prohibited.

- (5) 參賽作品未經機關同意不得公開刊登發表。

The submission cannot be released publicly without the permission of the contest organizer.

- (6) 參賽作品如牽涉智慧財產權爭議，由參賽者自行負責，概與主辦單位無關。

Participants are responsible for submissions related to any disputes or containing intellectual property rights.

2. 入圍者之權利與義務 Qualifiers' Rights and Obligations

(1) 入圍者同意授與主辦單位其作品之公播權利。

Qualifiers grant the contest organizer the right to broadcast their videos to the general public.

(2) 影片一經入圍即不得以任何理由退賽，入圍者應配合出席大賽相關活動及頒獎典禮。

It is not possible to withdraw the submission. The qualifiers are expected to take part in related events and ceremonies.

3. 得獎者之權利與義務 Winners' Rights and Obligations

(1) 依各類所得扣繳率標準第二條第七項及第三條第七項規定，得獎金額達新臺幣 20,010 元之得獎者，需由執行單位代扣 10% 稅金；非中華民國國境內居住之國人（即在中華民國境內居住未達 183 天之本國人及外國人）不論得獎者之所得金額，需就中獎所得扣繳 20% 稅金。承辦單位將依法開立扣（免）繳憑單，另涉及所得稅法及有關其他法令規定須先行扣繳者，則依其規定辦法。

According to Standards of Withholding Rates for Various Incomes, for any individual residing within the territory of the Republic of China, prizes or payment, with the amount above 20,010 TWD, from contests and games won by chance, 10% of the full payment is withheld; for an individual not residing within the territory of the Republic of China (People who reside and stay in the Taiwan Area for less than 183 days in a taxable year.), 20% of the full payment is withheld. The contest organizer will provide winners the withholding tax statement. If there is something unclear, please refer to the Income Tax Act of the Republic of China.

(2) 得獎作品如有違反智慧財產權相關法規之情事，需退回獎狀、獎盃與獎金。

If there is any violation of intellectual property rights, the winners should return certificates, trophies, and the award money.

六、 其他注意事項 Others

1. 主辦單位及承辦單位有權使用所有參賽作品作為宣傳活動之使用。

The contest organizer and co-organizers can use all submissions for advertising.

2. 未能遵守或提供本簡章之各項規定者，視同棄權，主辦單位得直接取消該作品之獲獎資格並不予通知。

If the participants do not follow the rules, the organizer has the right to terminate their participation without warning.

3. 所有獎項擇優錄取，獎項由評審會議視參加者及作品水準議定，必要時得以「從缺」或「增加名額」辦理，獎金視實際情況作彈性調配，若有「從缺」則該獎金將視主辦單位或評審決定分配到其他獎項，以不超越原獎金總額為限。

The prize winners are selected by the contest organizer based on the quality of the submissions. If necessary, there may be a vacancy of prize winners, and the award money will be adjusted by the contest organizers on that occasion under the restriction of 140,000 TWD award money in total.

4. 參賽者應詳閱並同意本簡章之各項規定，如有未盡事宜，主辦單位保有隨時解釋修正之權利。

Participants should read the regulations carefully and agree with them. If there is something unclear, the contest organizer retains the right to amend and explain it.