

第二屆境外生宣傳【影音與攝影】競賽活動 The CMU's Second Video and Photography Competition

一、 活動宗旨：

為鼓勵中國醫藥大學(以下簡稱「本校」)境外生能透由影音創作，來分享本校各系所之特色，以協助本校提升網路曝光度與國際知名度，故舉辦「第二屆影音與攝影競賽活動」，以招收更多優質境外生就讀本校。

Purpose:

To promote China Medical University, Taiwan (CMU) and encourage international students to apply for CMU, we'd like to invite CMU international students to introduce their student life and share their experience in CMU. And we will hold "The CMU's Second Video and Photography Competition" to pass on the spirits of international cultures and benefits for recruiting more outstanding international students.

二、 主辦單位：中國醫藥大學國際事務處

Organizer: Office of Global Affairs, China Medical University

三、 參賽資格：

1. 參賽對象：**具中國醫藥大學在學學籍之境外學生**(不分國籍)，認同本校且對本校有向心力，並具有拍攝影片介紹本校特色及近年成就的熱忱。

2. 參賽組別：

影片組

(1) 個人或團隊(人數以4人為限)皆可報名，每人限報一隊不可重複報名。

(2) 以團隊方式報名者，報名時需填寫一團隊代表人，主辦單位發送之通知及獎金之發放等，均以此人為送達代收者及扣繳義務人。

(3) 每組參賽件數為一件。

攝影組

(1) 個人報名，**每人限投稿5件作品**，可同時報名影片組與攝影組。

(2) 拍攝器材不設限。

Eligibility and Requirements:

Competition Category - Video

1. Full-time international students, overseas Chinese students and Mainland China students who currently enroll and study in CMU

2. Each person can choose to participate as an individual or group a team

(1) Each team is limited to four members, and each person can only participate in one team

(2) Each team shall assign one member as the main correspondent to

receive the organizer's notifications or awards, and to be the tax withholder and taxpayer.

- (3) Each participant/team shall only submit one video for competition.

Competition Category - Photography

1. Each person should submit no more than five pieces of works.
2. Each person can enter multiple categories.
3. Each person can use any tool for photographing.

四、 參賽規則：

1. 參賽報名：報名表可至國際事務處官網下載 <https://cmucia.cmu.edu.tw/> (並於 2021 年 05 月 14 日 24 點前回傳報名表至 intelstu@mail.cmu.edu.tw)
2. 收件方式：請於 2021 年 06 月 07 日 24 點前將影片上傳至個人 Google 雲端，並將 Google 雲端連結以電子郵件寄至：intelstu@mail.cmu.edu.tw，主旨一律為：第二屆境外生宣傳競賽(系所_姓名_參加組別)。
範例：第二屆境外生宣傳競賽(藥學系_王大同_影片組)

Procedures:

1. Registration: Please download the application form from the website of Office of Global Affairs, and email the application form to intelstu@mail.cmu.edu.tw before 24:00 May 14, 2021.
2. Submission: Please upload the video to your Google Drive and email the links to intelstu@mail.cmu.edu.tw before 24:00 June 7, 2021 (Taiwan Local Time). The email subject shall be “(Department _Name_category)The CMU's Second Video and Photography Competition”

五、 影片拍攝規範：

1. 影片規格：像素至少 1080x720 的 avi/mov/mpg/mp4/wmv 格式(NTSC 規格)，請以「橫式」拍攝。
2. 影片主題：為何選擇中國醫藥大學？
3. 內容介紹：請介紹「就讀系所課程、特色」、「科系未來職涯發展」、「校園生活經驗分享(例如:學校環境、住宿、交通、社團、打工等)」。
4. 影片長度：5 分鐘內。
5. 片尾需加註以下資訊：

China Medical University, Taiwan, Welcomes You!
China Medical University Makes You Achieve Your Dreams!
Top 1% of Universities Worldwide
Ranking No 2. Among Taiwan's Universities
中國醫藥大學歡迎您！招生資訊詳情請至國際事務處
Office of Global Affairs <https://cmucia.cmu.edu.tw/>

6. 影片語言：以母語、英語或可搭配其他語言皆可。
7. 影片字幕：請一律需加上英文字幕。
8. 影片素材：自行創作或合法取得授權音樂、影片或圖文，呈現方式不限，風格類型(影片、動畫)不拘，惟應避免內容離題、違反善良風俗

及侵害他人著作權等相關情事。

Specification of Video

1. Format of video shall be avi, mov, mpg, mp4 or wmv(NTSC format). And please shoot a video in a horizontal mode.
2. Topic of the video : Why choose China Medical University ?
3. Must introduce the content of the department courses, characteristics, career development or school life in CMU (Such as food, transportation, internship, dorm, part-time or school club.)
4. Length of video shall be within 5 minutes.
5. The ending shall include the following information:

China Medical University, Taiwan, Welcomes You!
China Medical University Makes You Achieve Your Dreams!
Top 1% of Universities Worldwide
Ranking No 2. Among Taiwan's Universities
中國醫藥大學歡迎您！招生資訊詳情請至國際事務處
Office of Global Affairs <https://cmucia.cmu.edu.tw/>

6. The language of video can perform in English or the participants' native languages, and must include the **English subtitle**.
7. The video shall only include the music, pictures and words that they have made or that they have been authorized to use. It can be presented by animation or film.
8. The video shall not contain materials that are obscene, violent, pornographic, defamatory, and indecent or any content that is controversial and inappropriate.

六、攝影規範：

1. 作品需文字敘述 50 字以內。每人最多繳件 5 張攝影作品。
2. 攝影主題：中國醫藥大學-校園生活(校景、課堂、實習、宿舍、社團等)
3. 本次參賽作品皆需為數位檔案。所有作品請保留原始檔。上傳之每張參賽照片檔案大小必須在調整至 5MB 以下，須為 JPG 檔格式，單張尺寸至少 2400*3600 像素以上，300dpi(解析度)。
4. 參賽照片須保留其原始信息，並全為參賽者本人之獨自創作。參賽作品不得重製、抄襲他人作品或經電腦後製、電腦合成、相機特效、加色、加字及彩繪。違反者，不予評審。
5. 在參賽之同時，即代表參賽者同意且未違反與第三者之協議、保證參賽作品為其所原創，未侵犯其他任何個人或實體之版權、商標權、人格權、隱私／公開權、以及智慧財產權，且未有第三者對該參賽作品具備任何權利、所有權、主張擁有或相關利益，亦未有違反其他法令情事。

Specification of Photography :

1. Each person can only submit not over five works. And each photo must

describe not over 50 words.

2. Topic of the video : School life in CMU (Environment, class, dorm, school club and so on.)
3. Photos must accept in digital files. All submitted photos must contain the original EXIF metadata information. Photos submitted must be at least 2400 pixels on the shorter side, and no more than 3600 pixels on the longer side. Images should be no larger than 5MB. Photos must be in JPEG format and 300dpi.
4. Entries must be original and your own work. Entries must not be reproduced, copied from others' works, or post-produced by computer, computerized synthesis, camera special effects, color addition, word addition, and painting. Violators will not be reviewed.
5. Entries which not infringe upon the copyrights, trademarks, contract rights, or any other intellectual property rights of any third person or entity, or which violate any person's rights of privacy or publicity.

七、 獎項與獎金：

1. 影片組

第一名獎金新台幣 10,000 元(1 位)

第二名獎金新台幣 8,000 元(1 位)

第三名獎金新台幣 5,000 元(1 位)，以上均可獲得獎狀乙張。

***若是團體報名得獎，則以整體代表**

2. 攝影組

第一名獎金新台幣 5,000 元(1 位)

第二名獎金新台幣 3,000 元(1 位)

第三名獎金新台幣 2,000 元(1 位)

佳作獎金新台幣 1,500 元(3 位)，以上均可獲得獎狀乙張。

Awards & Prizes

Video

Gold Award: NT\$ 10,000 for one person (or team).

Silver Award: NT\$ 8,000 for one person (or team).

Bronze Award: NT\$ 5,000 for one person (or team).

The winners will be awarded with certificates.

Photography

Gold Award: NT\$ 5,000 for one person

Silver Award: NT\$ 3,000 for one person

Bronze Award: NT\$ 2,000 for one person

Best Innovation Award: NT\$ 1,500 for each person (quota for three)

The winners will be awarded with certificates.

八、 評比標準：

內容	影片組	(1)影片主題 60%：符合宣傳本校主題且傳達明確。 (2)創意發想 20%：內容創新並具巧思且能獨樹一幟。 (3)技巧呈現 20%：錄製、畫面構成、影音及後製等技巧。
	攝影組	(1)攝影主題 50%：符合宣傳本校主題且傳達明確。 (2)創意發想 20%：創意表現方式的呈現。 (3)構圖美感 20%：畫面整體的協調性。 (4)影像文字 10%：文字說明內容與攝影作品之間關連性。

Adjudicator & Assessing Criteria

Entries will be assessed based on the following areas:

Categories	Video	(1) Content 60%: Choice of theme, message and plot. (2) Creativity 20%: The content is innovative and unique. (3) Technical Skills 20%: Recording, screen composition, audio and video and post-production skills.
	Photography	(1) Content 50%: Choice of theme, message and plot. (2) Creativity 20%: The content is innovative and unique. (3) Technical Skills 20%: Images of coordination. (4) Description 10%: The connection of description and photography.

九、 競賽時程

時間	項目	備註
2021/05/14(五)24:00 前	報名表回傳截止	
2021/06/07(一)24:00 前	影片、照片徵件	
2021/06/21(一)	公告獲獎者	將公告於國際事務處網頁
2021/06/21(一)-06/25(五)	獲獎者頒獎	

Timeline:

Date	Activity	Note
24:00 May 14, 2021	Deadline of Submitting Application Form	
24:00 June 07, 2021	Deadline of Submitting Videos or Photography	Please attached the links.
June 21, 2021	Announcement of Result	Announced on OGA website
June 21-25, 2021	Awards	

十、 所有得獎作品須無償授權予主辦單位置於網際網路、國內外頻道、政府單位或其他影音頻道中播出使用。

Participation teams must fully understand and agree to assign to CMU the copyright of their works without charge. CMU has the right to use the video images, titles, synopses of the works and information of participation teams in any form of media for exhibition, publication, publicity or non-profit making purposes. CMU also has the right to edit, translate, adapt, use, copy and

distribute, in whole or in part, the works without the prior consent of the participation teams, or payment of fees.

十一、得獎名單：前三名之作品會放在國際處網頁(國際事務處臉書)及招生宣傳使用。

The Award Result and videos will be announced on the website of Office of Global Affairs to promote the admission information for international students.

十二、注意事項：

1. 個人資料保護法 Personal Data Protection Act

<https://law.moj.gov.tw/LawClass/LawAll.aspx?PCode=I0050021>

2. 根據智慧財產權與著作權法不得抄襲

參賽作品應確由參賽隊伍自行創作，不得有抄襲或代勞情事，或涉著作權、專利權及其他權利之侵害，參賽者若違反相關規定，應自負相關法律責任。

An entry must be an original work and does not infringe any rights (including intellectual property rights, rights of confidentiality or privacy) of any third parties. A breach of this rule will result in disqualification from competition or award. Should an entry breach any laws, the participation teams shall be held responsible for all legal liabilities. The Organizer shall not be held responsible for any liabilities.

3. **得獎之參賽作品，須附上著作權授權同意書文件 1 份**，聲明設計作品未侵犯他人之智慧財產權。如涉有爭議或侵害智慧財產權之法律責任，概由參賽團隊負全責，與主辦/執行單位無關。如造成主辦/執行單位或第三者之權益損失，參賽團隊自行承擔並負相關賠償責任，不得異議。

The participant/participation team shall submit a Copyright Licensing Agreement, declaring and warranting that the video does not infringe on any intellectual property rights of any third party, and will bear all the liability and compensation if any infringement happens.

4. 參賽隊伍應保證所提供之所有資料為真實及正確，簽署應為本人親筆簽名，且作品內無不雅或不當、違反善良風俗或法律之內容。

The participant/participation team shall confirm that the information given in the videos and forms is true, complete and accurate, and the video shall not contain materials that are obscene, violent, pornographic, defamatory, and indecent or any content that is controversial and inappropriate.

5. **疫情期間拍片仍須做好防疫措施，請保持安全社交距離。**

Please take necessary precautionary measure during the coronavirus disease pandemic.

6. **獎勵金依中華民國稅法規定，辦理扣繳的規定：**

(1) 獲（中）獎人為國內居住者的個人，或在國內有固定營業場所的營

利事業，其中獎的獎金或給與，按給付金額扣取 10%。

(2) 獲（中）獎人為非國內居住者的個人，或在國內無固定營業場所的營利事業，一律按給付金額扣取 20%。

※ 中華民國境內居住之個人：含同一課稅年度於境內住滿 183 天以上之外國人、華僑及大陸人士。

(請參閱財政部 <https://www.etax.nat.gov.tw/etwmain/front/ETW118W/CON/444/8980357477477352512?tagCode=>)

Taxation Laws

All cash prize must comply with the taxation laws of Taiwan (R.O.C.), and withhold tax of the payment according to the laws (For the individuals who are residents of Taiwan(R.O.C.), or hold a profit-seeking enterprise with a fixed place, 10% of the full payment of the prizes or payment from contests and games won by chance is withheld. For the non-residents of Taiwan (R.O.C.), or without a fixed place of profit-seeking enterprise, 20% of the payment is withheld.).

* Individuals who are residents of Taiwan(R.O.C.) including the foreigners, overseas Chinese and people of the Mainland China Area that have resided and stayed in the Taiwan Area in a taxable year.

7. 參賽隊伍未依規定繳交各項參賽文件及相關資料者，主辦單位得取消其參賽資格。請自行確保檢具作品上傳流程，若因網路或不可抗力之因素而無法完成作品上傳，由參賽隊伍自行負責，主辦單位恕不負相關責任。

The participant/participation team shall submit the videos and relevant documents as required or will result in disqualification from competition or award. The videos shall uploaded by the participant/participation team.

8. 參賽作品一經遞交，均不能再作修改，調換及退還。

Once submitted, an entry cannot be modified or replaced and will not be returned.

9. 參賽或得獎作品經人檢舉或告發為非自行創作或冒用他人作品、涉及抄襲或違反著作權等相關法令，且有具體事證者，執行單位得取消其參賽及得獎資格並追回已頒發之獎金、獎牌及獎狀。

If there is a rights dispute for a submitted film, the organizer reserves the rights to disqualify the film to the competition, and to retrieve the prize. The entrant should be solely accountable for any related legal matters.

10. 主辦/執行單位保留活動相關項目最終修改權利。如有任何爭議，主辦單位擁有最終決定權。

In case of any disputes on the competition results, the Organizer's decision is final. The Organizer reserves the right to make decision on all matters relating to the competition, which shall be final. This includes the right to interpret, amend, cancel or suspend the terms and conditions, prizes and other arrangements of the competition without notice.

十三、聯絡資訊

1. 連絡窗口：中國醫藥大學國際事務處楊喻淇小姐
2. 連絡電話：04-22053366(分機 1122)
3. 連絡信箱：intelstu@mail.cmu.edu.tw

Contact Information:

Ashley Yang,

Office of Global Affairs, China Medical University

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