

中醫學院雙語化學習計畫(EMI)：

115-1 學年度【英語中醫藥短影音創作競賽】競賽辦法

中華民國115年05月11日依C1150508014號簽文通過後公佈

中華民國 115 年 06 月 17 日 114 學年度第 2 學期第 1 次中醫學院雙語化學習計畫決選會議修正通過

中華民國 115 年 09 月 16 日 115 學年度第 1 學期第 1 次中醫學院雙語化學習計畫決選會議修正通過

一、競賽主題

以「中醫藥」主題發揮創意，內容不限於以下方向：

1. 中醫在日常生活中的應用（如感冒、喉嚨痛、聲音沙啞）
2. 中醫食療與日常飲食
3. 中醫四季養生之道

1. Theme

Based on the theme of "Traditional Chinese Medicine" (TCM), with content that is not limited to the following directions:

1. The application of TCM in daily life (e.g., colds, sore throat, hoarseness)
2. TCM dietary therapy and everyday nutrition
3. Seasonal Health Preservation in TCM

二、參賽資格

1. 參賽者需為中國醫藥大學在學學生（含大學部與研究所）。
2. 團隊參加成員至多 5 名，需指派一名隊長代表填寫報名表單，作為指定授權代表人，並且有權代表該團體負責活動過程之聯繫、入圍及得獎權利義務之一切相關事宜。
3. 如作品經發現有非團體人員參與製作時（例如將配音、拍攝、後製等委外製作），將取消參賽資格。
4. 每位參賽者於同一組別（一般創作組或 AI 創作組）內僅能加入 1 個隊伍，不得跨隊重複報名。
5. 每隊投稿件數以 1 件為限。
6. 若欲同時參加「一般創作組」與「AI 創作組」，需使用不同的作品分別報名，每位參賽者在兩個組別最多可各參加 1 隊（即一人最多可各投 1 件作品至「一般創作組」與「AI 創作組」）。
7. 報名之所有成員和代表者，請自行分配團體內部的各項權責歸屬。若有任何爭議產生時，概由報名者自負相關責任，主辦單位將保持中立且不涉入上開爭議。

2. Eligibility Requirements

1. Participants must be currently enrolled students at China Medical University (including undergraduate and graduate students).
2. A team may consist of up to 5 members. One team leader must be designated to fill out the registration form as the authorized representative, who will be responsible for all communications, nomination, and award-related rights and obligations on behalf of the team.
3. If a submitted work is found to have involved non-team members in its production (e.g., outsourcing voiceover, filming, or post-production), the team will be disqualified.
4. Within the same category (either the General Creation Category or the AI Creation Category), each participant may join only one team and may not register with more than one team.
5. Each team is limited to submitting one entry per category.
6. Participants who wish to enter both the “General Creation Category” and the “AI Creation Category” must register separately with different works. Each participant may join at most one team in each category (i.e., an individual may submit at most one entry to the General Creation Category and one entry to the AI Creation Category).
7. All registered members and representatives are responsible for allocating roles and responsibilities within the team. In the event of any dispute, the registered participants shall bear full responsibility. The organizing committee will remain neutral and will not intervene in such disputes.

三、參賽組別

本競賽分為下列兩組，參賽者報名時須擇一組別登記，並於報名表單中勾選：

(一) **一般創作組**：以實景拍攝、採訪報導等傳統影片創作形式為主。

(二) **AI 創作組**：凡作品中有採用 AI 工具輔助或生成者（含影像、配音、配樂等）均須報名本組，且須於報名表單中說明 AI 工具名稱與應用方式。

* 未於報名時據實揭露而經查證於「一般創作組」使用 AI 工具者，主辦單位得逕行將其調整至「AI 創作組」或取消參賽資格。

3. Competition Categories

This competition is divided into the following two categories. Participants must select one category at the time of registration and indicate their choice on the registration form:

(1)General Creation Category: Primarily traditional video production formats such as live-action filming and interview-style reporting.

(2)AI Creation Category: Applies to any entry that utilizes AI tools for assistance or content generation (including visuals, voiceovers, background music, etc.); entries registered under the “AI Creation Category” may use AI-assisted tools, provided that the name(s) of the tool(s) used and how they were applied on the registration form.

* If a work registered under the “General Creation Category” is later found to have used AI tools without proper disclosure at registration, the organizing committee reserves the right to reassign it to the “AI Creation Category” or disqualify it from the competition.

四、繳交作品說明

作品規格

- 影片長度：60 秒內（容許值 ± 5 秒）。
 - * 若影片長度超過 65 秒，該作品將不予計分且不具得獎資格。
 - 影片格式：1080 x 1920 像素以上，直式影片長寬比為 9：16 之等比例規格影片，MP4 檔。
 - * 若影片格式錯誤，該作品將不予計分且不具得獎資格。
 - 作品上傳方式：請於報名表單中提供作品之雲端連結，並確認該連結已開放主辦單位檢視及下載權限。
 - 影片使用之語言與字幕，以英語為限。
 - 作品類型：影片型態不限，劇情、實景拍攝、採訪報導或是動畫製作皆可，且均須包含影片主題之必要元素。
- * 如有違反以下事項者，將取消參賽資格：
1. 作品須為作者原創，報名「一般創作組」者，作品內容（含影像、音樂等）不得使用 AI 藝術生成軟體製作；報名「AI 創作組」者，得使用 AI 輔助工具，並於報名表單中說明 AI 工具名稱與應用方式。
 2. 影片不得出現種族、性別歧視、違反善良風俗與公共秩序等內容。
 3. 影片不得出現剪輯軟體浮水印。
 4. 影音內容不得重複投稿參賽，包含已獲獎或正在參賽中的作品。
- * 相同內容影片不得重複上傳，否則僅最後上傳版本視為有效。
- * 作品需授權本計畫之社群平台推廣與相關活動。

4. Submission Guidelines

Work Specifications

- **Video Length:** Within 60 seconds (a tolerance of ± 5 seconds is permitted).
 - * If the total length exceeds 65 seconds, the entry will not be scored and will be ineligible for awards.
- **Video Format:** Minimum 1080 x 1920 pixels, vertical video with a 9:16 aspect ratio, in MP4 format.
 - * If the video does not meet the specified format requirements, the entry will not be scored and will be ineligible for awards.
- **Submission Method:** Please provide a Google Drive link to the work in the registration form and ensure that the file-sharing settings allow the organizing committee to view and download the file.
- **Language and Subtitles:** English only.
- **Work Type:** Any video format is acceptable, including narrative fiction, live-action footage, interviews, or animation. All entries must include the essential elements related to the video's theme.
- **The following violations will result in disqualification:**
 1. The work must be original. Entries registered under the “General Creation Category” must not use AI-generated content (including visuals or music); entries registered under the “AI Creation Category” may use AI-assisted tools, provided that the name(s) of the tool(s) used and how they were applied on the registration form.
 2. The video must not contain content involving racial or gender discrimination, or anything that violates public morality or social order.
 3. The video must not display watermarks from editing software.
 4. The audio-visual content must not be submitted to multiple competitions, including works that have already won awards or are currently entered in other competitions.
- Duplicate uploads of the same video are not permitted; only the most recently uploaded version will be considered valid.
- By submitting, participants agree to grant this project the right to use their work for promotion on social media platforms and related activities.

五、作品投稿說明

- 作品命名格式：
一般創作組為「作品名稱_隊長姓名_EMIshorts2026」
AI 創作組為「AI_作品名稱_隊長姓名_EMIshorts2026」。
- 須保留原始拍攝影片檔案，以利主辦單位確認原創性。
- 若使用他人授權素材，需註明來源。
- 主辦單位將審查投稿作品，若有疑慮將以 Email 方式聯繫確認。

5. Submission Instructions

- **File Naming Format:**

For the General Creation Category, “Title of Work_Team Leader’s Name_EMIshorts2026”.

For the AI Creation Category, “AI_Title of Work_Team Leader’s Name_EMIshorts2026”.

- Original raw footage must be retained to allow the organizing committee to verify authenticity.
- If licensed materials from third parties are used, the source must be credited.
- The organizing committee will review all submitted works and will contact participants via email if any concerns arise.

六、活動時程

階段	項目	時程
第一階段	線上報名及徵件	即日起至 2026 年 11 月 20 日中午 12 點止，於系統送出資料，逾時表單將自動關閉，無法受理。
第二階段	作品上傳	2026 年 11 月 21 日 統一由主辦單位上傳投稿作品至中醫學院 EMI Youtube 頻道
第三階段	評選	評審（2026/11/21-11/30） 由中醫學院教師組成（至少 3 名）。
	人氣獎評選	（於中醫學院 EMI Youtube 頻道進行） 2026 年 11 月 21 日至 11 月 30 日晚上 12 點止。 統計瀏覽次數，依 2026 年 11 月 30 日之最高者獲獎。
第四階段	得獎作品公告	2026 年 12 月初旬（詳見官網公告）

6. Event Schedule

Phase	Item	Schedule
Phase 1	Online Registration & Call for Submissions	From now until 12:00 p.m. on November 20, 2026 . Submissions must be completed within the system before the deadline. The form will automatically close after the deadline and late submissions will not be accepted.
Phase 2	Work Upload	November 21, 2026 The organizer will upload all submitted works to the College of Chinese Medicine EMI YouTube channel.
Phase 3	Evaluation	Judging (2026/11/21 – 11/30) Judging panel composed of faculty members from the College of Chinese Medicine (minimum 3 judges).
	Popularity Award Evaluation	(conducted on the College of Chinese Medicine EMI YouTube channel) From November 21 to 11:59 p.m. on November 30, 2026. The entries with the highest number of views will be recognized. The Popularity Award will be awarded to the entry with the highest number of views as of 11:59 p.m. on November 30, 2026.

Phase 4	Announcement of Award-Winning Works	Early December 2026 (Further details will be announced on the official website.)
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七、評選標準

項目	配比	內容
主題內容	35%	主題契合度、內容完整性: 參賽作品須緊扣中醫應用主題，內容切題且具學術價值。影片應清楚呈現完整且正確的中醫知識與應用，表達清晰、條理分明，並展現一定的學術深度與專業性。
創意與影片製作	35%	影像技巧表現、渲染力: 影片應具創意，能吸引觀眾注意，剪輯流暢，並兼顧畫面、音效與視覺效果的品質。
英語表達與流暢度	30%	語言適切性、翻譯正確性: 參賽者應以清晰且流暢的英語進行表達，發音標準，字幕準確，語言運用自然順暢。

配比的設計原則：

1. 確保評分標準的比重能反映競賽的核心精神。競賽以學術內容為核心，重點是中醫知識的傳遞與應用，強調中醫知識的專業性及正確性，因此「主題內容」佔 35%。
2. 同時為鼓勵參賽者以創新的方式呈現中醫應用與 EMI 內容，使學術知識更具吸引力和可理解性。加入評選項目「創意與影片製作」（35%）反映影片傳播力，使中醫應用與 EMI 教學在更廣泛的受眾中推廣，讓競賽能兼顧教育與娛樂價值。
3. 為鼓勵學生勇於使用英語，加入英語表達與流暢度配比（30%），培養學生在 EMI 環境中的溝通能力。

7. Judging Criteria

Category	Weight	Description
Thematic Content	35%	Relevance to Theme & Content Completeness: Entries must closely align with the theme of Traditional Chinese Medicine (TCM) applications, with content that is on-topic and academically valuable. Videos should clearly present complete and accurate TCM knowledge and its applications, with clear and well-organized expression that demonstrates a certain level of academic depth and professionalism.
Creativity & Video Production	35%	Cinematographic Technique & Visual Impact: Videos should be creative and capable of capturing the audience's attention, with smooth editing and attention to the quality of visuals, sound effects, and overall visual presentation.

English Expression & Fluency	30%	Language Appropriateness & Translation Accuracy: Participants should express themselves in clear and fluent English, with standard pronunciation, accurate subtitles, and natural use of language.
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Design Principles for Weighting:

1. The weighting is designed to ensure that the scoring criteria reflect the core spirit of the competition. As the competition centers on academic content — with an emphasis on the transmission and application of TCM knowledge, and on the professionalism and accuracy of that knowledge — **Thematic Content** is allocated 35%.
2. To encourage participants to present TCM applications and EMI content in innovative ways that make academic knowledge more engaging and accessible, **Creativity & Video Production** (35%) has been included as an evaluation category. This reflects the communicative power of video in promoting TCM applications and EMI teaching to a broader audience, ensuring the competition balances both educational and entertainment value.
3. To encourage students to confidently use English, **English Expression & Fluency** (30%) has been included to cultivate students' communication skills in an EMI (English as a Medium of Instruction) environment.

八、獎項與獎勵

獎項	名額	獎勵
第一名	1 名	獎金 新台幣 10,000 元，獎狀乙紙
第二名	1 名	獎金 新台幣 8,000 元，獎狀乙紙
第三名	1 名	獎金 新台幣 5,000 元，獎狀乙紙
佳作	1 名	獎金 新台幣 3,000 元，獎狀乙紙
人氣獎	1 名	獎金 新台幣 6,000 元，獎狀乙紙

※人氣獎為獨立獎項，不計入評選分數，以官方 YouTube 頻道上作品之「瀏覽次數」為唯一評判標準，依 2026 年 11 月 30 日晚上 12 點之累積瀏覽次數為準。（人氣獎與其它獎項可同時獲得）

※上列獎項名額與獎金，由「一般創作組」與「AI 創作組」分組分別錄取，即各組各錄取第一名 1 名、第二名 1 名、第三名 1 名、佳作 1 名、人氣獎 1 名。

※各獎項獎額得經評審決選會議決議從缺或調整。

8. Awards & Prizes

Award	Recipients	Prize
First Place	1	Prize money of NT\$10,000 + Certificate of Achievement
Second Place	1	Prize money of NT\$8,000 + Certificate of Achievement
Third Place	1	Prize money of NT\$5,000 + Certificate of Achievement
Merit Award	1	Prize money of NT\$3,000 + Certificate of Achievement
Popularity Award	1	Prize money of NT\$6,000 + Certificate of Achievement

※ The Popularity Award is an independent award and is not included in the judging score. The sole criterion is the number of views (“view count”) of the entry on the official YouTube channel, based on the cumulative view count as of 11:59 p.m. on November 30, 2026. Winners of the Popularity Award may also receive other competition awards.

※ The above award quotas and prize money will be awarded separately within each category — the “General Creation Category” and the “AI Creation Category.” That is, each category will separately select one First Place, one Second Place, one Third Place, one Honorable Mention, and one Popularity Award.

九、競賽實施公告

本辦法經中國醫藥大學中醫學院雙語化學習計畫決選會議通過後公佈實施，修正時亦同。

9. Implementation

These Regulations shall take effect upon approval by the Final Review Committee of the Bilingual Education Program, College of Chinese Medicine, China Medical University. Any revisions shall be subject to the same approval procedure.