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# Sights and Sounds

TAIWAN INTERNATIONAL  
STUDENT DESIGN COMPETITION,  
2013

聽·見



# TAIWAN INTERNATIONAL STUDENT DESIGN COMPETITION 2013

聽・見

## Sights and Sounds

### Purpose

Encourage international creative design exchange, develop creative design talents, express the international image of Taiwan attaching great importance to creative design, and establish the international design status of Taiwan.

### Theme

Sights and Sounds

### Qualification

Students who currently enroll at senior high schools or above. (Based on the internet registration deadline, and the participant must be born after May 31, 1983, and be younger than 30 years of age. For female who had given birth before year of 30 may have 2 years extension per birth.)

### Category

Product Design, Visual Design, Digital Animation, and Brand Specified.

### Participating Works

The creative design of the competition theme “Sights and Sounds” must be expressed in the participating pieces.

### Registration Fee

Free.

### Timetable

Items	Dates
<b>Online Registration and Online Work Submission Deadline</b>	June 1, 2013 (Saturday) to August 15, 2013 (Thursday) 24:00 (Taipei GMT+08:00)
<b>Preliminary Selection/ Finalists Announcement</b>	Early September , 2013
<b>Deadline For Final Selection Submission</b> (include mockup, printout and disc submission for each category)	October 15, 2013 (Tuesday) 17:00 (Taipei GMT+08:00), the submission from Taiwan must arrive at the deadline date while the submission from overseas is validated by postmark but have to arrive in our office no later than 1 week from the deadline.
<b>Final Selection</b>	Early November, 2013
<b>Award Ceremony and Exhibition</b>	Late December, 2013

## Participation Procedure

A. Register online at [www.tisdc.org](http://www.tisdc.org)

B. Log in with account and password, add project information by each project and registration code for each project will be given.

C. Download sample board file (for Product Design, Visual Design and Brand Specified category only) and Affidavit (for all participants)

D. Upload registration documents

1. Scanned file of Student ID card or school enrollment certificate.
2. Scanned file of the proof of date of birth. (include all members in the design team.
3. Scanned file of signed Affidavit.

E. Upload works

**Product Design Category:**  
Please follow the sample board and the instruction to submit the work board e-file according to the registration code.

(Each work allows up to 4 images uploaded, each file should be under 1MB, file format: 1024x768, JPG)

**Visual Design Category:**  
Please follow the sample board and the instruction to submit the work board e-file according to the registration code.

(Work can be presented as single or series design. Each work allows up to 4 images uploaded, each file should be under 1MB, file format: 1024x768, JPG)

**Digital Animation Category:**  
Please follow the instruction to upload 30-60 seconds highlights of the work video.  
(The file must be under 50MB, file format: MOV)

**Brand Specified Category:**  
Please follow the sample board and the instruction to submit the work board e-file according to the registration code.

\*Please specify the brand: OMNIFOCUS/ChinPaoSan

★ Please check our website for more details about the Brand Specified Category.

F. Disc Submission

Participants in Product Design Category don't have to submit work disc for preliminary selection.

Participants in Visual Design Category don't have to submit work disc for preliminary selection.

The submission of the work disc should include full length video which must be under 5 minutes. (File format: MOV)  
Please stick the Label of Registration Code on both side of disc cover and use a disc marker to write down registration code and work title on the disc.

Participants in Brand Specified Category don't have to submit work disc for preliminary selection.

For the Disc submission in Digital Animation Category, please send to:

**2013 Taiwan International Student Design Competition Executive**  
Cultural & Creative Industries Center, National Taiwan Normal University  
4F, No.3, Lane 5, Chinglian St., Da-an District, Taipei 106 Taiwan

After the participation procedure is completed, participants can add new project information, upload files and make changes to the project information as well as personal information with their own account name and password.

Please note:

- a. To avoid invalid information transmission, please fill in the frequently used E-mail account, to which the executive team will send relevant information about the competition.
- b. After online registration deadline, participants' names and the titles of work cannot be changed, so please fill in the information carefully.
- c. To protect intellectual property and ensure the participating rights and interests, participants must fill out the Affidavit and upload its scanned copy.

## Final Selection Submission Procedure

### A. Product Design Category

1. Mockup:  
Please submit the precision mockup in 1:1 or equivalent reduced ratio, (the reduced ratio mockup cannot be smaller than 50 cm<sup>3</sup>). The designers of the nominated works of product design category will be supplemented with NT\$20,000 (approx. US\$600) as mockup production fee. The deadline of the submission is October 15, 2013(Tuesday) 17:00 (Taipei GMT+08:00). The submission from Taiwan must arrive at the deadline date while the submission from overseas is validated by postmark but have to arrive in our office no later than 1 week from the deadline.
2. Paper board(s):  
Please submit at most two paper boards. The printout size is A3 (420x297mm) and should be mounted on a black paper board, leaving a 2cm-wide border along the board edges. The description on the paper boards should be mainly in English and is limited between 50-100 words.
3. Disc: Each disc should include:
  - The electronic file of paper boards (JPG/300 dpi)
  - Photos of all designers (above 2MB, JPG/300dpi)

### B. Visual Design Category

1. Printout work:  
Please submit the works in paper, poster size 70x100cm is preferable.
2. Disc: Each disc should include:
  - Work in electronic file format (JPG or PDF, 300dpi, press quality, CMYK, no conversion ICC profile)
  - Photos of all designers (above 2MB, JPG/300dpi).

### C. Digital Animation Category

1. Printout(s) of storyboards  
Please print out the storyboards in A3 size (420x297mm) and mount the printout on a black paper board, leaving a 2cm-wide border along the board edges. Each work should submit at most two pieces of paper boards. The paper board could include illustration and description. The description should be mainly in English and is limited between 50-100 words.
2. Disc: Each disc should include:
  - Electronic files of the printout of storyboards (JPG/300dpi)
  - At most 4 representative still images of the film (JPG/300dpi)
  - Photos of all designers (above 2MB, 300dpi, JPG)

### D. Brand Specified Category

1. Printout work:  
Please submit at most two paper boards. The printout size is A3 (420x297mm) and should be mounted on a black paper board, leaving a 2cm-wide border along the board edges. The paper boards must include description (50-100words).
2. Disc: Each disc should include:
  - The electronic file of paper boards (JPG/300 dpi)
  - Photos of all designers (above 2MB, JPG/300dpi)

**\*Please note:** The printout works, paper boards and mockups should be packed properly before delivering to us, the executive is not responsible for any damage of the mockup during the delivery process.

## Evaluation Operation

- A. **Preliminary Selection:** the evaluation will be based on the electronic files provided by the participants. The evaluation committee will select pieces of work to participate in the final selection.
- B. **Final Selection:** The Product Design Category will be evaluated by the works' mockups; the Visual Design Category will be evaluated by the printouts provided by the participants; the Digital Animation Category will be evaluated by the digital files; Brand Specified Category will be evaluated by the printouts provided by the participants.

## Evaluation Criteria

Designs that start from creativity, unique approach, meeting and expressing concept with the aesthetics; domestic and international experts in different fields will be invited by the executive to form the preliminary selection and final selection committee to process the evaluation.

### A. Product Design Category

Creativity: 50%; Aesthetics: 20%; Completeness and Thematic: 20%; Design Presentation: 10%

### B. Visual Design Category

Creativity: 50%; Composition, Aesthetics: 20%; Completeness and Thematic: 20%; Techniques: 10%

### C. Digital Animation Category

Creativity: 50%; Aesthetics: 20%; Completeness and Thematic: 20%; Techniques: 10%

### D. Brand Specified Category

Creativity: 50%; Manufacturing Feasibility: 50%

## Awards

### Product Design, Visual Design, and Digital Animation Category:

**Grand Prix 1 winner:** NT\$400,000 (approx. US\$12,000), an awarding cup and a certificate

**Gold 1 winner** (each category): NT\$250,000 (approx. US\$8,000), an awarding cup and a certificate

**Silver 1 winner** (each category): NT\$150,000 (approx. US\$5,000), an awarding cup and a certificate

**Bronze 1 winner** (each category): NT\$100,000 (approx. US\$3,000), an awarding cup and a certificate

**Honorable Mention winners:** NT\$10,000 (approx. US\$300) and a certificate

The nominated works of the production design category will be supplemented NT\$ 20,000 (approx. US\$600) as mockup production fee by the implementation unit.

- \* The prizes will be adjusted according to the quality and quantity of participating works.
- \* The awarding cup and the certificate will be conferred by the Minister of Education and the Award Ceremony will take place in late December, 2013.
- \* The winners will be announced on the specific website and to the international media to provide Taiwanese suppliers with design cooperation inquiries.

### Brand Specified Category:

**First Prize** (each brand 1 winner): NT\$100,000 (approx. US\$3,000), and a certificate

**Second Prize** (each brand 1 winner): NT\$50,000 (approx. US\$1,500), and a certificate

## Terms & Conditions

### For the participating works

- a. All participating works will not be returned.
- b. Participants can participate in the competition as individuals or in teams. Multiple submissions of different works are acceptable.
- c. Multiple submissions of the same work in two or more categories are not allowed.
- d. The participating works shall be one's own designs.
- e. All the concepts, words, icons, sheets, pictures, videos, audios, music, animation contents and program of the work are not proven to be plagiarized or having involved in any infringement of copyrights or other laws.
- f. The delivered mockup is the participating work, to avoid the Taiwan customs process taking longer and affecting the work's arrival time; the participants shall not fill in the work price over US\$50, and all the participants are responsible for all the costs occurred for going through customs.

### For the participants:

- a. All participants shall accept following the regulations of TISDC, participating qualifications or prizes could be cancelled when the violations proved and the organizer shall have the rights to take actions.
- b. Respect the evaluation from the committee.

- c. Before the preliminary and final selections, participating works which are publicized, awarded or evaluated in process in a related design competition, shall be informed in advance for juries.
- d. Requests, lobbies, threats, bribes or other actions interfering the evaluation are not allowed.
- e. The participants must provide the design detail information for future public reports and the exhibitions.
- f. To protect the intelligent property rights of the participant, the nominees are recommended to apply for a patent before handing in the mockup.
- g. The participants shall have adequate insurance coverage for their works submitted, particularly with regards to the risk of theft, fire, breakage and damage.
- h. The top three winners must be rewarded in person at the Award Ceremony; all travel expenses related to the award ceremony will be borne by the participants.

**For the winners:**

- a. The winners must provide the design detail information for future public reports and the exhibitions.
- b. The winners, along with the awarded work, shall cooperate with the organizer in the relative activities within 3 years from the proclaiming the awarding.
- c. Monetary prizes will be gross, but the income tax will be deducted from all monetary prizes according to government regulations (The winners from abroad shall pay for 20% income tax.)
- d. For promotion purposes, the organizer shall have the rights to utilize (including but not limited to reproduce, Public recitation, Public broadcast, Public presentation, Public transmission, Distribution, Public display, Publication, Public release) the works of the participants entering the final competition in different formats, including but not limited to Video/CD recordings, catalogues, photos, publications, and exhibitions.
- e. The economic rights of the first-prize works in Brand Specified Category shall belong to their specified sponsors. The sponsors reserves the rights to utilize the winning works for collection, promotion, lending, public release, publication, display, publication, reproduction, duplication and other behaviors related to the Copyright Act, for which the sponsor will not pay any additional fees.
- f. The commercialization and marketing activities of the awarded works shall not contravene the spirit of the competition.

**In any of the following condition, the awarded winners will be disqualified and must return the prizes, awarding cups and the certificates:**

- a. Participants who do not meet the requirements of the qualification.
- b. In the event that the awarded works has been proven to be plagiarized or having involved in any infringement of copyrights or other laws, the organizer shall have the rights to disqualify the awarded winners and revoke any prizes, awarding cups and certificates awarded at its sole discretions.
- c. In the event that the awarded works is proven to be unoriginal design or has been fraudulently copied from others' works, the organizer shall have the rights to disqualify the awarded winners and revoke any prizes, awarding cups and certificates awarded at its sole discretions.
- d. In the event that the commercialization and marketing activities of the awarded works contravenes the spirit of this competition, the organizer shall have the rights to disqualify the awarded winners and revoke any prizes, awarding cups and certificates awarded at its sole discretions.
- e. In the event that requests, lobbies, threats, bribes or other actions interfering the evaluation, the organizer shall have the rights to disqualify the awarded winners.
- f. The organizer shall have the rights to make alternations of TISDC and will be publicized on the website; any contentions will be evaluated by the committee and the Taiwan Ministry of Education.

*They say, this is the age of cacophony.*

*In the social network, every hand holds amegaphone, everyone strives to make their voice heard. But often we just end up talking to ourselves. Because we have forgotten to pay heed to what others are saying.*

*Open your senses! With your nose, hear the tears of dolphins. With your ears, gather the taste of running water. Let your tongue see those fighting for justice, and your skin breathe in the rhythm of the run, and your eyes open wide and swallow the forest in a single glance.*

*Have you found it yet?*

*A tail wind blowing tidings from the Amazon—  
in the blink of an eye you see distant Kilimanjaro...*

*Open your eyes, and you will see. Lend your  
ears, and listen...*

*We are rays of light passing through the pupil.  
We are the wind on a summer day.*

*We must not miss this world.*

*Sights and Sounds*

指導單位

Advisor



教育部

The Ministry of Education

主辦單位

Organizer



教育部青年發展署

The Youth Development Administration,  
Ministry of Education

執行單位

Executive



國立臺灣師範大學文化創藝產學中心

Cultural & Creative Industries Center,  
National Taiwan Normal University

贊助單位

Sponsors

瑞嶺實業  
OMNIFOCUS  
Industries



金寶山集團  
ChinPaoSan  
Group



**Contact >**

### **2013 Taiwan International Student Design Competition Executive**

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