

Organizer:



Co-organizer:



Hong Kong Ani-Com Summer 2013 Mascot Design Competition Prospectus

Introduction:

Organized by Create Hong Kong and co-organized by Hong Kong Digital Entertainment Association, a Mascot Design Competition will be launched as one of the core programmes of the “Hong Kong Ani-Com Summer 2013”. The competition aims to promote the creation and appreciation of comics character design, with the four supporting themes of the “Hong Kong: Our Home” campaign (viz Vibrant HK, Hip HK, Caring HK, and Fresh HK) as the design focus.

“Hong Kong Ani-Com Summer 2013” is to be presented by Create Hong Kong in July and August this year to promote the Comix Home Base which will be officially opened in July, and to arouse interest in animation and comics in the community. It is also one of the highlighted events of the “Hong Kong: Our Home” campaign.

Application of the Mascot:

- To be an ambassador to promote comics as well as the “Hong Kong Ani-Com Summer 2013” and “Hong Kong: Our Home” campaign;
- The winning mascot design may be adapted by the Organizer to produce promotional materials and giveaway items for free distribution to the public at related activities.

Eligibility:

- Entrants must be Hong Kong residents with no age limitation.
- Entrants may participate as individual or as a team. Team entrants must obtain the consent of all team members for participation.
- All entries must be the entrants’ original works that have not won any award in other competitions. If the entries had entered into other competitions, the entrants should ensure the ownership of the copyright of the entries concerned does not belong to any organization.
- Entrants may submit entries to any or all categories of the competition, with no limitation on the number of entries or the number of categories participated. However, the awardees will only receive one award in the same category.

Submission Requirement:

Entry form and prospectus are available for download at the competition website at www.createhk.gov.hk/mascot. Entrants should study the details and then fill in their personal particulars and provide an introduction to their design before signing on the entry form. The signed form should be scanned into PDF format for submission together with an electronic graphic file of the entry¹ by the submission deadline via email to yoyokwan@hkpc.org or by mail or in-person² to the following address:

Hong Kong Productivity Council
HKPC Building, 78 Tat Chee Avenue, Kowloon, Hong Kong
Marketing and Industry Support Unit, Miss Kwan
(Please state “Application for Hong Kong Ani-Com Summer 2013 - Mascot Design Competition” on the envelope)

Organizer:



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Entrants may choose to submit a printed copy of their entry in both original colour and black and white. For entrants who wish to submit the printed copy, submission by mail or in person shall be made together with the entry form; if submitted by email, please send the printed copy together with a printed copy of the email (printed copy of the entry form is not required) to the above address after sending out the email. The entry should be printed on A4 paper without carrying any personal identity.

¹ graphic file should be in JPG and AI format (if available) with resolution of 3000 x 3000 and 300 dpi.

² In-person submission should be made within office hours: 9:30am – 12:45pm and 2:00pm – 6:30pm on Monday to Friday; Closed on Saturdays, Sundays and Public Holidays. For submission by mail or in-person, the PDF file of the entry form and the electronic graphic file of the entry should be saved in a disc for submission together with the printed copy of the entry if applicable.

Category:

Entrants may participate in any or all of the following categories. Please state clearly in the entry form for the category selected:

- Vibrant HK
- Hip HK
- Caring HK
- Fresh HK

Entries for individual categories should correspond to the related themes under the “Hong Kong: Our Home” campaign. Further details of these themes can be found at the “Hong Kong: Our Home” website at

http://www.hkourhome.gov.hk/eng/campaign_theme.shtml

Awards:

Each category will have a champion, first runner-up and second runner-up, who will receive trophy and cash prize as follows:

- Champion – a trophy and cash prize of HK\$8,000
- First runner-up – a trophy and cash prize of HK\$5,000
- Second runner-up – a trophy and cash prize of HK\$3,000

Submission Deadline:

6:00pm on 26 June 2013 (Wednesday) (according to the record of the Organizer, or as indicated by postmark if by mail)

Judging Process:

The competition has a round of professional assessment and a round of public voting respectively:

- Professional assessment – professional jury formed by representatives of industry organizations of animation and comics sector, education sector and the Government will shortlist three entries for each category in accordance with the assessment criteria outlined below for public voting.
- Public voting – public will cast their vote on the official website, and the entry in each category which receives the highest public votes will become the Champion, followed by the first runner-up and second runner-up.

Organizer:



Co-organizer:



Assessment Criteria:

- Expression of the theme
- Creativity
- Originality
- Design and art techniques

Timelines:

Commencement date for submission	2013.05.27
Closing date for submission	2013.06.26
Professional Assessment	2013.06.27-07.03
Public Voting	2013.07.06-07.26
Prize Presentation Ceremony	2013.8.31 (tentative)

(Updates will be announced on the competition website without further notice.)

Points to Note for Entrants:

1. Entry submission will not be returned. The Organizer has the right to use all entries in any format and reserves the rights to use the entries for publication, exhibition and publicity without the consent of the entrants concerned.
2. The ownership of copyright in all formats of all winning entries will be vested in the Organizer. However, the winners may publicize their winning designs in their personal or company profile and promotion. The Organizer has the right to make alternation to the winning designs and use them to produce any items without compensation to the entrants concerned.
3. The Organizer reserves the right not to use in whole or in part the winning designs. No dispute shall be raised by the entrants concerned.

(Please refer to the entry form for the terms and conditions of the competition.)

Enquiries:

Website: www.createhk.gov.hk/mascot

Email: yoyokwan@hkpc.org

Tel: 2788 5968 (Miss Kwan)

Facebook: <https://www.facebook.com/mascotdesigncompetition>

In case of inadequacies in this Prospectus, the Organizer reserves the right to make any amendments without further notice.