

SmarTone *Plus* Anniversary Greeting Design Competition 2018



Prizes and Awards

All winners will receive Scholarship and Certificate

- 🏆 One award of Champion (HK\$10,000)
- 🏆 One award of 1st Runner-up (HK\$5,000)
- 🏆 One award of 2nd Runner-up (HK\$1,000)
- 🏆 Seven awards of Merits (HK\$500 each)

Eligibility

All current students of Department of Information Technology, Hong Kong Institute of Vocational Education.

Briefing session

IVE (LWL) Campus:

31May(Thu), 16:30 - 17:30, LW003, G/F

IVE(ST) Campus:

31May(Thu), 10:00 - 11:00, Rm 420, 4/F

IVE(TM) Campus:

30May(Wed), 15:30 - 16:30, Lab 334, 3/F

Enquiries

Email to : lw-it@vtc.edu.hk

Organizer:

SmarTone

Co-organizer:



IVE Information Technology
香港專業教育學院 資訊科技學科

SmarTone Anniversary Greeting Design Competition 2018

Background

SmarTone treasures the relationships with customers and always strive for building a better customer relationship. To create meaningful connection with customers, SmarTone will send an Anniversary Greeting on the yearly anniversary of their first subscription to enhance customer experience and makes them feel valued.

SmarTone joins with Department of Information Technology, Hong Kong Institute of Vocational Education (IT/IVE), to host the SmarTone Anniversary Greeting Design Competition 2018. The competition aims at developing students' potentials and also providing a platform for students to unleash their creativity.

Theme

You Are More Than Special

Eligibility

All current students of Department of Information Technology, Hong Kong Institute of Vocational Education.

Competition and Assessment Criteria

Design a personalized anniversary greeting to customers of SmarTone that uses innovative technology such as AR, VR, interactive motion graphics, holographic display and etc. The prototype of the design will be assessed by the Judging Panel based on the following criteria:

- Original
- Creative design
- Innovation technology
- Motion Graphic design
- Anniversary greeting design
- Presentation

Judging Panel

Members of Judging Panel are from SmarTone and IT/IVE

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Competition Details

Please refer to website for details : <http://lwit.vtc.edu.hk>

Timeline

Briefing session	: IVE(LWL) Campus: 31May(Thu), 16:30-17:30, LW003, G/F IVE(ST) Campus: 31May(Thu), 10:00-11:00, Rm 420, 4/F IVE(TM) Campus: 30May(Wed), 15:30-16:30, Lab 334, 3/F
Submission deadline	: 6 th August, 2018
Finalist announcement	: 27 th August, 2018 (Finalists will be informed individually)
Finalist presentation	: 1 st week of September, 2018 (Finalists have to present and demonstrate all the design works to Judging panel in September, 2018. Finalists will be informed by end of August, 2018)
Award presentation	: October, 2018

Enquiries

Email to : lw-it@vtc.edu.hk

Submission

All entries have to meet the submission requirements as stated below:

Submission requirements

- A video to describe and demonstrate the design (no more than 2 minutes and in mp4 format)
- A document to describe the design concept (either Chinese or English, within 200 words)
- The entry must not be or include images, photographs, persons, trademarks, distinctive features, wordings or other elements, for which student does not have the license. The student must be the sole owner of the entire copyright in all entries entered
- All entries must not have been submitted for any other competition or provided to any party, except IVE, for any purpose before submitting to us.

Submission method

- Submit of the followings in an envelope to **Drop Box locations**. Please write “SmartTone Competition” on the envelope.
 - Print and complete application form with signature(s) (3 pages)
 - CD or DVD or USB Flash Drive
 - A video to describe and demonstrate the final works (no more than 2 minutes and in mp4 format)
 - A document to describe the design concept (either Chinese or English, and no more than 200 words)
 - Total of softcopies should not exceed 50MB
- Drop Box locations:
 - IVE(LWL) Campus: outside Room LW896
 - IVE(ST) Campus : outside Room 417
 - IVE(TM) Campus : outside Room 326

Submission deadline

- 6th August 2018

SmarTone Anniversary Greeting Design Competition 2018
Application Form

Title of Project : _____

Information of individual / group members:

Participant 1 Name : _____
(Team leader) Contact Number : _____
 Programme name/class : _____

Participant 2 Name : _____
 Contact Number : _____
 Programme name/class : _____

Participant 3 Name : _____
 Contact Number : _____
 Programme name/class : _____

Participant 4 Name : _____
 Contact Number : _____
 Programme name/class : _____

** no more that 4 persons in one group of submission*

Terms and Conditions

Students agree below terms and condition before submission

- All students who submit the entries to the competition, agree to assign the intellectual property rights, perpetual, royalty free, unlimited, unconditional use and reproduction rights of his/ her submission(s) to SmarTone Mobile Communications Limited.
- All submission must be original and free from infringement of any existing intellectual property rights.
- The students shall bear full legal and related responsibilities arising from any possible breach of intellectual property rights in respect of their entries and shall indemnify SmarTone Mobile Communications Limited and other concerned parties against any claims and liabilities arising from any such breach.
- If a student is found to have disposed of to a third party, for all or any part of the intellectual property rights or any other rights concerning the submitted entry after the submission, the submission will be made invalid.
- When the design is adopted, SmarTone Mobile Communications Limited reserves the right to modify the design professionally and/or develop different versions of the design with relation to its colors, size, form, resolution and all other features, with or without the consent of the creator of the winning entry.
- By joining the competition, the students agree to accept that SmarTone Mobile Communications Limited has the right to display or publish selected designs from the Competition for the following purposes: (1) printed publication (2) online publication and (3) promotion of SmarTone Mobile Communications Limited in any other media.
- SmarTone Mobile Communications Limited reserves the final right of judgement of the Competition and will not be liable for submissions received.

Participant 1:

I accept the terms and conditions stated above

Signature : _____ Name: _____

Date : _____

Participant 2:

I accept the terms and conditions stated above

Signature : _____ Name: _____

Date : _____

Participant 3:

I accept the terms and conditions stated above

Signature : _____ Name: _____

Date : _____

Participant 4:

I accept the terms and conditions stated above

Signature : _____ Name: _____

Date : _____

[illegible]