

National Kaohsiung University of Hospitality and Tourism

『Hi Taiwan!!』

2020 Photograph & Caption Contest

2020 Video Contest

◆ Activity Goal

National Kaohsiung University of Hospitality and Tourism is the most famous hospitality and tourism university in Asia. We want to show how it is seen through the eyes and the camera lens of international students and staff of NKUHT. By organizing the "Hi Taiwan!!" photograph and video contest, international students and staff are encouraged to forge deeper connection with NKUHT and to share their Taiwan experiences to their friends or home countries.

◆ Activity Theme

My Taiwan Experience

◆ Eligibility

1. 【Photo & Caption content】

Current international students (include Republic of China, Macau, Hong Kong and exchange students) and international staff in NKUHT

2. 【Video】

Current international students (include Republic of China, Macau, Hong Kong and exchange students) in NKUHT

◆ Organizer

International Affairs Office, NKUHT

◆ Contest

1. 【Photo & Caption content】

(1) Presentation:

3 photos with a short description of 50 to 100 words in Chinese and English.

Tell the story or personal feeling about the photos.

(2) Theme:

Any photo showing the life, culture, activities, school buildings, etc. of **Taiwan and NKUHT**.

Create your own caption.

(3) Please do not use copied, photocopied, copyrighted, digitally altered or computer-generated photos. Only moderate adjustment to brightness and color contrast saturation are allowed.

(4) Entries that are unreadable due to incomplete file format will be withdrawn from the contest without notification. Format suggested:

A. Picture single image file should be limited to 3MB-5MB

B. JPEG format and CMYK color model

C. Resolution should be 300dpi-350dpi (or more than 6 megapixels) for exporting files to the exhibition

D. The photo should be taken during the entrants' period of studying or working in NKUHT.

2. 【Video】

(1) Theme:

A. Any video showing the life , culture, activities, school buildings, etc. of **Taiwan** and NKUHT. Create your own title.

B. The video should be taken during the entrants' period of studying in NKUHT.

(2) Format:

No more than 3 minutes in length. Captions can be added. Different style and editing are encouraged.

(3) Please do not use copied, photocopied or copyrighted video.

3. Entrants can register to the Photo & Caption contest or Video contest at the same time, but only one entry in each contest.

4. Photographs and video that have won prizes in other contests or have been published are ineligible. Entrants are responsible for the resolution of any legal issues arising from their works. Entrants shall affirm:

-The original and legal work of the entrants.

-Non-infringement of the rights of others.

◆ **Property rights to the original digital files of winning entries belong to the organizer. The entries of Photo & Caption which pass the preliminary review will be exhibited for the related exhibition and voted for the Best Popularity Award.**

◆ **Work evaluation method and criteria**

1. Judge panel:

1 Professional expert, 2 NKUHT staff and 2 international students representatives

2. Evaluation method:

(1) 【Photo & Caption content】

A. Preliminary review will select 10 honorable mentions and a secondary review will select the top three prizes and 1 honorable mention.

B. Evaluation criteria:

Appropriateness to theme	how the picture fits with the theme, 'NKUHT Life' and expresses the entrant's personal perspective of NKUHT	20%
Composition	how all the visual elements of the photo work together to express the purpose of the image and attract the viewer	30%
Caption	how the caption summarizes the photo and interests the reader	20%
Creativity & Originality	how the photo shows an original and imaginative idea or way to see NKUHT	30%

C. The pre-approved photo will be put online for NKUHT staff and students to vote for the most popular prize. There will be a lucky draw to award gifts to 5 of the people who voted for the most popular prize.

D. The winners will be notified of the day for the award presentation.

(2) 【Video】

A. Preliminary review will select 5 honorable mentions and a secondary review will select the top three prizes and 1 honorable mention.

B. Evaluation criteria:

Content	align with the theme; how the video fits with the theme, 'NKUHT Life' and expresses the entrant's personal perspective of NKUHT; well-built structure	30%
Production	how all the visual and audio elements of the video work together to express the purpose of the image and attract the viewer; editing; sound effect and soundtrack; etc.	40%
Creativity & Originality	how the video shows an original and imaginative idea or way to see NKUHT	30%

C. The pre-approved video will be put online for NKUHT staff and students to vote for the most popular prize. There will be a lucky draw to award gifts to 5 of the people who voted for the most popular prize.

D. The winners will be notified of the day for the award presentation.

◆ Registration and submission

1. 【Photo & Caption】

(1) The Registration form

(File name: Entrant's Chinese and English Name)

*The file can be downloaded from the IAO website.

(2) Photos

Please compress your files and send via email.

(If you pass the preliminary review, you will be asked to send the original photo to the organizer.)

(3) Please email the registration form and compressed photo to the organizer during the registration period. The email is erinhung@mail.nkuht.edu.tw

(Subject: Register 『 Hi Taiwan!! 』 Contest- photo)

(4) **Registration period: starts from 26 October (Mon) to 1 November (Sun), 2020**

(5) After the entrant makes a submission, the organizer will confirm the receipt the next working day.

2. 【Video】

(1) The Registration form

(File name: Entrant's Chinese and English Name)

*The file can be downloaded from IAO website.

(2) Video

Please upload your video on youtube during the registration period and fill in the link of your video on the registration form.

(3) Please email the registration form to the organizer during the registration period.

The email is erinhung@mail.nkuht.edu.tw

(Subject: Register 『 Hi Taiwan!! 』 Contest-Video)

(4) **Registration period: starts from 26 October (Mon) to 1 November (Sun), 2020**

(5) After the entrant make a submission, the organizer will confirm the receipt the next working day.

3. Each entrant can register only once in the photo contest and/or video contest. The registration form and submission cannot be changed or returned once submitted.

◆ Result Announcement

Expected December, 2020

*The result will be announced on the NKUHT website and the organizer official website. The winner will be informed by email.

◆ Prizes

1. 【Photo & Caption】

(1) International Students

- A. 1st prize (1 place) - NT\$3,000 voucher or equivalent prize and certificate award
- B. 2nd prize (1 place) - NT\$2,000 voucher or equivalent prize and certificate award
- C. 3rd prize (1 place) - NT\$1,000 voucher or equivalent prize and certificate award
- D. Honorable mention (1 place)- NT\$500 voucher or equivalent prize and certificate award/each
- E. Popular Award (1 place) - NT\$500 voucher or equivalent prize and certificate

(2) International Staff

The Best Photographer – An Exquisite gift

2. 【Video】

(1) International Students

- A. 1st prize (1 place) - NT\$4,000 voucher or equivalent prize and certificate award
- B. 2nd prize (1 place) - NT\$3,000 voucher or equivalent prize and certificate award
- C. 3rd prize (1 place) - NT\$2,000 voucher or equivalent prize and certificate award
- D. Honorable mention (1 place)- NT\$1,000 voucher or equivalent prize and certificate award/each
- E. Popular Award (1 place) - NT\$500 voucher or equivalent prize and certificate

◆ Photo & Caption Exhibition Time and Venue

1. Time:

Expected in December 2020

2. Venue:

The space between the Library and Administration Building

◆ The organizer has the right to adjust, defer or terminate the contest at any time.