

Souvenir Graphic Design Competition
紀念品平面設計比賽

Guidance Notes to Contestants Applicants 申請指引 2023/24

1. Objective

The University is going to organize an annual event for scholarship donors and the university senior management to celebrate the achievements of scholarship and awards recipients. To develop students' talent/creativity and strengthen their sense of belonging to the University, the Souvenir Graphic Design Competition is organized. The winning entry may be used for production of souvenirs which will be presented to the various scholarship donors in expressing our heartfelt gratitude for their support to students and the University.

2. Eligibility

Contestants must be the recipients who have obtained scholarships or awards in the 2023/24 academic year.

3. Prizes

3.1. Following prizes will be given to the selected contestants:

- Champion: HK\$2,000 cash coupon and certificate of award
- 1st Runner-up: HK\$1,500 cash coupon and certificate of award
- 2nd Runner-up: HK\$1,000 cash coupon and certificate of award
- Merit Prizes (2): HK\$500 cash coupon each and certificate of award
- Prizes for voters (5): HK\$100 cash coupon each (randomly selected by SAO among voters)

3.2. The cash coupons would include and can be used in supermarkets or retail shops.

4. Competition Format, Rules and Regulations

The competition consists of two parts, namely:

4.1. Preliminary round

All scholarship and award recipients are invited to submit entries with the following requirements:

- 4.1.1. The entry must convey a sincere expression of gratitude to the donors.
- 4.1.2. The entry must provide in PNG file with minimum resolution of 300 dpi.
- 4.1.3. The file size should not exceed 10MB in total.
- 4.1.4. The graphic design must be an original artwork and must not include any images, photographs, persons, trademarks, distinctive features, wording or other elements for which the contestant does not have the license or permission to use, publish, reproduce or print.
- 4.1.5. Scanned or photographed hand-drawn works will not be considered.
- 4.1.6. Each entry must include a brief description (with no more than 200 words in English or Chinese) to illustrate the design concept. Please also indicate the type(s) of souvenir (preferably be environmentally friendly) you intend to incorporate with the design.

4.2. **Final round (online voting)**

- 4.2.1. A judging panel, comprising the SAO management and at least two representatives from Schools or Administrative Units, will be formed for shortlisting top five entries in the preliminary round.
- 4.2.2. The top five entries will be uploaded to the SAO website, and all scholarships and awards recipients will be invited to vote for a particular entry via an online form in this final round.
- 4.2.3. SAO will count the votes and determine the validity of questionable votes, and the number of votes determine the result of voting.
- 4.2.4. Prizes will be given according to the results of online vote.

5. **Selection Criteria**

- 5.1. All entries in the preliminary round will be considered by the judging panel according to the following selection criteria:
 - Originality and creativity (25%)
 - Theme-matching (25%)
 - Aesthetic quality (25%)
 - Practical functionality (25%)
- 5.2. Eligible contestants are not guaranteed to be offered prizes.
- 5.3. In case of any dispute, the decision of the Student Affairs Office shall be final.
- 5.4. Contestants are required to provide raw file or editable version of entries to HKMU SAO who owns the copyright of all entries. SAO reserves the right to use and/or amend the winning design for production of souvenirs.

6. **Enrollment**

- 6.1. Each contestant can only submit **one entry** by filling out an online entry form (click [LINK](#)) during the preliminary round submission.
- 6.2. Please read the “Guidance Notes” [GALA_SC (2023/24) Guide-e] before completing the online application.
- 6.3. Incomplete and late application will not be considered.

7. **Notification of Result**

- 7.1. All contestants (successful and unsuccessful) will receive results by e-mail in May 2024.
- 7.2. Prizes and certificates will be presented to winners in June 2024.
- 7.3. The winning entry may be used for production of souvenirs which will be presented to the various scholarship donors in expressing our heartfelt gratitude for their support to students and the University.

8. **Handling of Personal Data**

- 8.1 Contestant is obliged to provide all the required information in the application including personal data. If contestant fails to provide the required information/ documents, the University will not be able to process the application.
- 8.2 The personal data provided will be used for the purpose of processing contestant’s application, reporting the result to relevant stakeholders, as well as compiling relevant statistics, and materials for publicizing and review on granting the prizes. Personal data and supporting documents submitted will be kept for a period of no more than three years.

- 8.3 The personal data including the academic records and information provided in the contestant’s application will be disclosed or transferred to the Student Financial Awards Committee (SFAC), other offices in the University and relevant stakeholders for the purposes mentioned in paragraph 8.2 above.
- 8.4 For the purpose of promotion and public relation activities, the winners’ personal data which includes their name, programme of study and images (including any video or photograph or sound record) will be published through the University website or made available for public access through the Student Affairs Office (SAO). SAO will take photos and videos of the scholarship activities, which may include the images of you and your guest (if any), and these images may be used in printed publications and/or online promotions.
- 8.5 In accordance with the Personal Data (Privacy) Ordinance, contestant has the right to ascertain whether the University holds personal data on the applicant, (and if so) to ask for a copy of such personal data, and to require any inaccuracies in such personal data to be corrected. Data access request should be made by using the form provided by the University. Copies of these forms may be obtained from the University Data Protection Officer (email address: dpo@hkmu.edu.hk or Hong Kong Metropolitan University, Ho Man Tin, Kowloon Hong Kong). The University may charge a reasonable fee to cover the administrative costs for complying with a data access request.

9. Important Dates

Preliminary Round Submission	27 March – 21 April 2024
Announcement of Final Round Entries (E-mail)	By 26 April 2024
Final Round (Online voting for shortlisted entries)	29 April – 03 May 2024
Announcement of Winning Entries (E-mail)	By 10 May 2024
HKMU Celebration Event	June 2024

10. Enquiries

Student Scholarships, Student Affairs Office, Rm A0626, Hong Kong Metropolitan University



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(27 March 2024)