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**2010 TAIWAN INTERNATIONAL
STUDENT DESIGN COMPETITION**

**台灣國際學生
創意設計大賽**

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

Fundamental

Fundamental, as the root is associated with quiet exertion, calm reflection, and the concept of growth.

Returning to the original nature of design, the fundamental value has shown to reflect one's own innovations.

By tracing the origin to understand the surrounding, the basic root is a great source of strength in one's growth; the root is an invisible yet powerful force!

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 22, 1984, and be younger than 26 years of age.)

Category

Product Design, Visual Design, and Digital Animation.

Participating Works

The creative design of the competition theme "Fundamental" must be expressed in the participating pieces.

Timetable

Online Registration Deadline: May 22, 2010 (Saturday) 24:00 (Taipei GMT+08:00)

Deadline for Preliminary Selection Work Submission: May 1 (Saturday) ~June 8, 2010 (Tuesday) 17:00 (Taipei GMT+08:00), validated by postmark date

Preliminary Selection: July 8, 2010 (Thursday)

Deadline For Mockup Submission: September 15, 2010 (Wednesday) 17:00 (Taipei GMT+08:00)

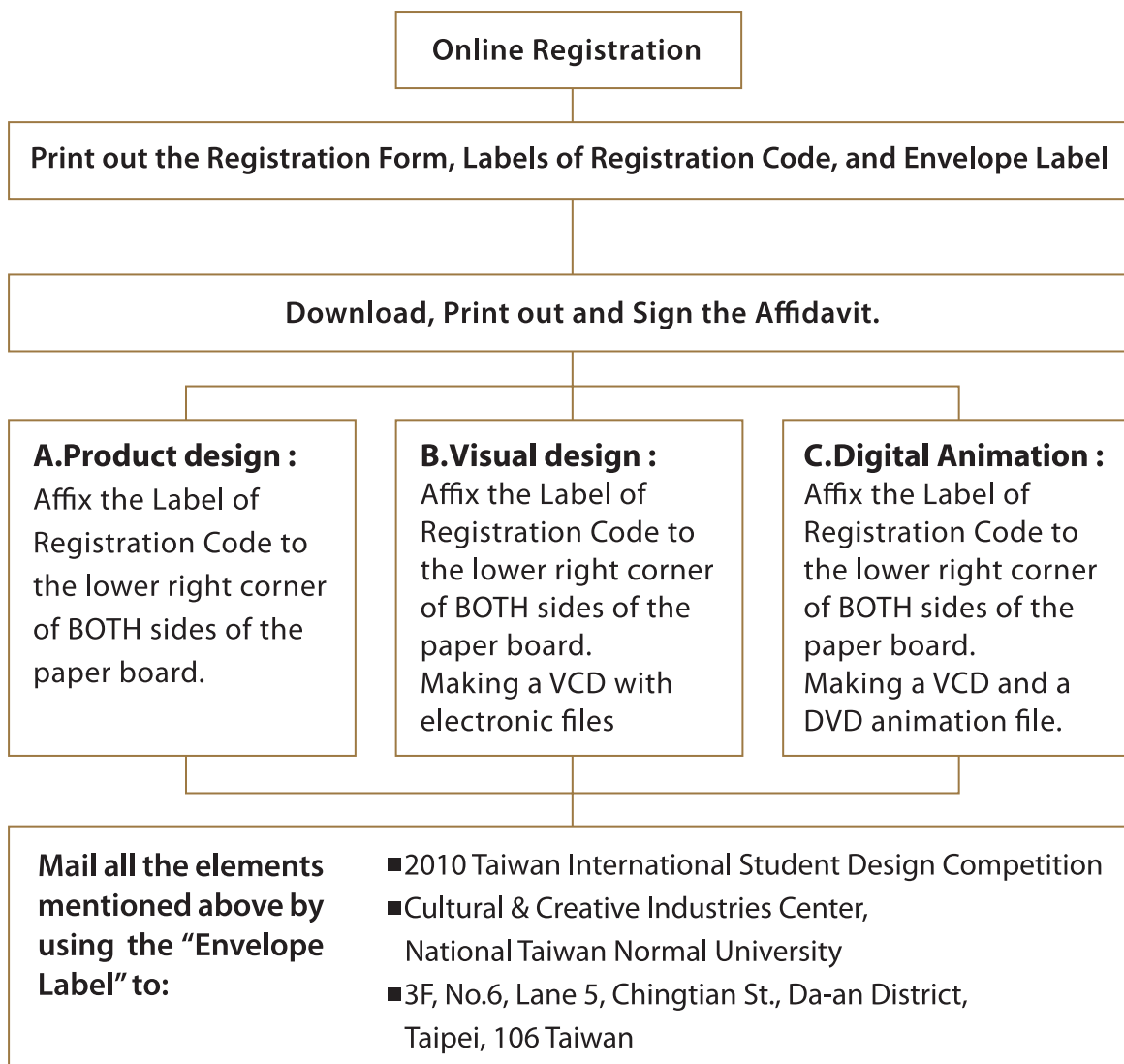
Final Selection: September 30, 2010 (Thursday)

Award Ceremony and Exhibition: December 3-31, 2010

Registration Fee

Free.

Participation Procedure



Internet Registration

(1)Registration Time

April 1, (Thursday) - May 22, (Saturday), 2010, registration later than 23:59 (GMT+8:00) on May 22, 2010 will not be accepted.

(2)Registration Method

a.Please fill in the online registration form on the website of "Taiwan International Student Design Competition" <http://www.tisd.com>

b. After the registration is completed, the system will send a “registration confirmation notice” and the registration code to the applicant’s e-mail account.

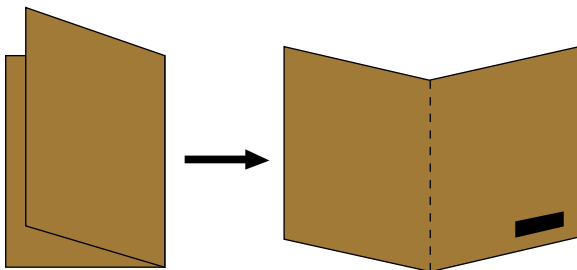
★ To avoid invalid information transmission, please fill in the e-mail account that is often used, the enforcement unit will send relevant competition information to the account.

Submissions

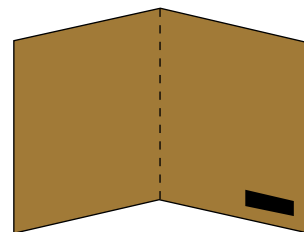
Preliminary Selections

A. Product Design Category

- Design illustration should be on A3 size (420X297mm) paper board including explanation. The description should be mainly in English and shall be limited in 50-100 words.
- Each participant can submit 2 paper boards only (840X594mm), binding together as follows:



Front (It can be closed to protect the contents. Affix the Label of Registration Code to the lower right corner of BOTH sides of the paper board.)



Back (Affix the Label of Registration Code to the lower right corner of BOTH sides of the paper board.)

- Please affix the Label of Registration Code to the lower right corner of BOTH sides of the paper board. The participant will receive the label of registration code when online registration is completed.

B. Visual Design Category

- Entries of this category should be mainly graphic designs, as the length of the work should not exceed 180cm. and the width should be more than 40cm.
- No paper boards are required, except the works should be packed carefully and handle with care.

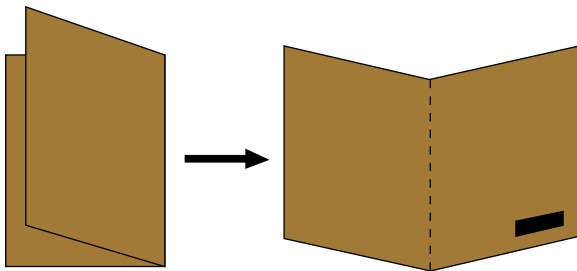
- Participants should also submit a VCD containing information as follows:
 - a. The works in electric files format (A4 size/ 350dpi/ CMYK/ TIFF)
 - b. Photo of designer (size: 210x297mm, 300dpi)
 - c. Description of the works, which should be mainly in English and shall be limited in 50-100 words.(in doc/.txt format)

■ Submission

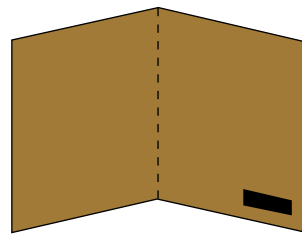
Please affix the Label of Registration Code to the lower right corner of BOTH sides of the paper board. The participant will receive the label of registration code when online registration is completed.

C. Digital Animation Category

- The video length shall be between 30 seconds and 5 minutes.
- Film story board, which is attached on A3 size (420X297mm) paper board for illustration purpose. The description should be mainly in English.
- Each participant can submit 4 paper boards only(1680X1188mm), binding together as follows:



Front (It can be closed to protect the contents. Affix the Label of Registration Code to the lower right corner of BOTH sides of the paper board.)



Back (Affix the Label of Registration Code to the lower right corner of BOTH sides of the paper board.)

Participants should also submit a VCD containing information as follows:

- a. A DV tape (which should not span longer than 5 minutes); or electric file in.mpeg/.swf/.mov/.avi format burned on a PC format CD-Rom/DVD-R. Please edit a one-minute clip and copy it in the CD-Rom and DVD-R format. Send it with the complete file that is also in the CD-Rom and DVD-R format.
- b. Photo of designer (size: 210x297mm, 300dpi)
- c. Description of the works, which should be mainly in English and shall be limited in 50-

100 words.(in doc/.txt format)

■Submission

Please affix the Label of Registration Code to the lower right corner of BOTH sides of the paper board. The participant will receive the label of registration code when online registration is completed.

- ★To ensure the participating rights and interests, the participating pieces shall be delivered in the above-mentioned specifications with the printed registration form to participate the competition; the qualification will be affected if the specifications do not meet the requirements.

Student ID

Student ID (copies of student ID card or enrollment certificate) should be submitted with the works.

Affidavit

To protect intellectual property, approval to use story board by original author is required. Participant should fill out affidavit, download from the website, and submit the application to the organizer along with the presentation board.

Deadline for Preliminary Selection Work Submissions

The artworks should be received prior to June 8, 2010 (Tuesday) 17:00 Taipei local time (GMT+08:00). Entries should be delivered to the following unit and address:

2010 Taiwan International Student Design Competition Executive
Cultural & Creative Industries Center, National Taiwan Normal University
3F, No.6, Lane 5, Chingtian St., Da-an District, Taipei 106 TAIWAN

- ★To ensure the participating rights and interests, the printed registration form and pieces shall be delivered at the same time.

Final Selection - Product Design Category Work Submission Procedure

The finalists will be notified in July 2010 by e-mail to submit the listed items.

(1) Mockup

Please submit the precision mockup in 1:1 or equivalent reduced ratio, (the reduced ratio mockup cannot be smaller than 50 cm³), the implementation unit will

supplement NT\$ 20,000 (approx. US\$600) production fee to the nominated works of the production design category.

(2) CD-ROM contents include the following items:

- a. 3 pictures of the works (Size 210X297mm, Resolution 300dpi)
- b. The designer shall creatively present the design concept of the participating works and the winning speech, each shall not exceed 3 minutes. These are important references for scoring; the participants must hand in the file. (File format: mpeg/.swf/.mov/.avi)
- c. Description no more than 100 words in English. (File format: .doc/.txt)
- d. Photo of the designer (JPG File, Size 210X297mm, Resolution 300dpi)

(3) Submission Deadline for Final Selections

The mockup and CD-ROM should be received prior to September 15, 2010 (Wed) 17:00 Taipei local time (GMT+08:00). Entries should be delivered to the following unit and address:

2010 Taiwan International Student Design Competition Executive
Cultural & Creative Industries Center, National Taiwan Normal University
3F, No.6, Lane 5, Chingtian St., Da-an District, Taipei 106 TAIWAN

Evaluation Operation

The evaluation is divided into a Preliminary Selection and Final Selection

- (1) The Preliminary Selection will be based on the design illustrations provided by the participants, the evaluation committee will select 30 pieces of work to participate in the final selection.
- (2) For the Final Selection, the Product Design Category will evaluate the works' mockups and CD-ROM works; the Visual Design Category and Digital Animation Category will be evaluated by the original designs.

Evaluation Criteria

Designs that start from creativity, unique approach, meeting and expressing concept with the aesthetics.

A. Product Design Category | Creativity: 50%; Aesthetics: 20%; Completeness and Thematic: 20%; Design Presentation: 10%

B. Visual Design Category | Creativity: 50%; Composition, Aesthetics: 10%; Completeness and Thematic: 20%; Techniques: 20%

C. Digital Animation Category | Creativity: 50%; Aesthetics: 20%; Completeness and Thematic: 20%; Techniques: 10%

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.

Awards

Project of the Year 1 winner: NT\$400,000 (approx. US\$12,000), and a certificate

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

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

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

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

Sponsorship winners: Prizes adjusted according to the sponsors, and a certificate

- ★The prizes will be adjusted according to the quality and quantity of participating works.
- ★The winners will be announced on the specific website and to the international media to provide Taiwanese suppliers with design cooperation inquiries.

Terms & Conditions

For the participating works:

- (1) All participating works will not be returned.
- (2) Participants can participate in the competition as individuals or in teams, there is no limit to the number of pieces.
- (3) The participating works shall be one's own designs.
- (4) All the concept, words, icons, sheets, pictures, video, audio, 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.
- (5) 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:

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.

- (1) Respect the evaluation from the committee.
- (2) 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.
- (3) Requests, lobbies, threats, bribes or other actions interfering the evaluation are not allowed.
- (4) The participants must provide the design detail information for future public reports and the exhibitions.
- (5) To protect the intelligent property rights of the participant, the nominees are recommended to apply for a patent before handing in the mockup.
- (6) The participants shall have adequate insurance coverage for their works submitted, particularly with regards to the risk of theft, fire, breakage and damage.
- (7) 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:

- (1) The winners must provide the design detail information for future public reports and the exhibitions.
- (2) The winners, along with the awarded work, shall cooperate with the organizer in the relative activities within 3 years from proclaiming the awarding.
- (3) 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.)
- (4) Winners who are awarded more than NT\$100,000 will not receive the NT\$20,000 modeling supplement.
- (5) 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.
- (6) The commercialization and marketing activities of the awarded works shall not contravene the spirit of the competition.

For the prize disqualification:

Prizes and the certificates could be disqualified and must be returned in any of the following condition:

- (1) Participants who do not meet the requirements of the qualification.

- (2) 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 and certificates awarded at it sole discretions.
- (3) 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 and certificates awarded at it sole discretions.
- (4) 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 and certificates awarded at it sole discretions.
- (5) 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..
- (6) 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.

Contact

2010 Taiwan International Student Design Competition Executive
Cultural & Creative Industries Center, National Taiwan Normal University
3F, No.6, Lane 5, Chingtian St., Da-an District, Taipei 106 TAIWAN
TEL : 886.2.7734.5600 / 7734.5598 | FAX : 886.2.2322-5042
Official Website : <http://www.tisdc.org> | E-mail : ccic.ntnu@gmail.com
Facebook : [ccic.ntnu@gmail.com](https://www.facebook.com/ccic.ntnu@gmail.com)

指導單位
Advisor  教育部
The Ministry of Education

主辦單位
Organizer  教育部高教司
The Department of Higher Education, MOE

執行單位
Executive  國立臺灣師範大學文化創藝產學中心籌備處
Cultural & Creative Industries Center,
National Taiwan Normal University