

设计之都（中国·深圳）公益广告大赛

启 事

深圳是联合国教科文组织创意城市网络内的“设计之都”成员城市之一，近年来一直致力于公益广告事业，已连续举办四届深圳市公益广告大赛，曾邀请过香港设计协会前主席、国际著名设计大师靳埭强，著名设计理论家、清华大学美术学院副院长杭间，著名设计师、香港设计师协会副主席黄炳培，香港著名电影导演、三届香港电影金像奖最佳导演奖获得者许鞍华，香港电影金像奖前主席、著名影视、广播、出版策划制作人文隽等专业人士担当评委，在国内外取得了较高的知名度和影响力。为进一步提升大赛的规模和档次，从第五届起，大赛更名为“设计之都（中国·深圳）公益广告大赛”，在全球范围征集优秀公益广告作品。

一、大赛主题

城市·家园

题材范围：生态文明、卫生健康、社会公德及人类城市普遍关注的共同问题。

二、参赛细则

（一）作品分类

参赛作品分为平面、影视和广播三大类。参赛作品须为原创作品，要求格调高雅，积极向上，符合相关法律法规。参赛作品标题由参赛者自定，但必须符合大赛主题，每件作品需填写详尽参赛表及参赛承诺函。

（二）参赛资格

所有关注公益事业、具备一定创新意识和素养的自然人或社团组织（可在相关网站下载报名表）。

（三）作品提交具体要求

1、平面作品选送要求

- a) 此次大赛平面作品均采用网上提交形式，无需打印作品。
- b) 网上投稿：提供电子文件，尺寸为 A4，存储格式为 JPEG，分辨率 300dpi，RGB 模式，投稿作品每件文件大小不超过 2M，多个文件的请使用压缩文件打包后（文件标题注明作者姓名和作品名称），以邮件方式提交至 szgypm@szmg.com.cn。
- c) 参赛者需填写参赛报名表及参赛承诺函电子版，随作品一并打包以邮件方式发送。

2、影视作品选送要求

- a) 体裁不限，包括动漫在内的各种体裁皆可。
- b) 片长标准：15 秒、30 秒、60 秒、90 秒。
- c) 器材使用要求：专业摄像机或家庭数码摄像机皆可。
- d) 作品以电子文档形式提交，需符合以下要求：以 DVD 数据视频格式提供：像素要求为不少于 720×576PIX；编码为 MPEG-2 格式，扩展名为 MPG 或 AVI，5 兆码率，PAL 制式；用 RAR 或 ZIP 软件压缩打包后发送至 szgyys@szmg.com.cn；如刻录光盘邮寄参赛，请在盘面填写作者姓名及作品

名称。

e) 参赛者需填写参赛报名表及参赛承诺函，随作品一并寄送。

3、广播作品选送要求

a) 带长标准：15 秒、30 秒、60 秒、90 秒。

b) 作品一律编码为 MP3 或 WAV 格式，如通过电子邮件提交用 RAR 或 ZIP 软件压缩打包后发送至：szgygb@szmg.com.cn；如刻录光盘邮寄参赛，请在盘面填写作者姓名及作品名称。

c) 请随作品附广播编辑稿文案电子版（DOC 或 TXT 格式）一并报送。

d) 参赛者需填写参赛报名表及参赛承诺函，随作品一并寄送。

（四）投稿日期

2010 年 7 月 8 日至 2010 年 11 月 8 日

（五）评选方法和奖项设置

大赛由评委会对参赛作品进行分组评分，分为初评入围作品和终评获奖作品两个阶段。

奖项设置如下：

（1）平面组奖项

金奖 1 名 奖金 20000 元

银奖 3 名 奖金 10000 元

铜奖 10 名 奖金 5000 元

优秀奖 10 名 颁发证书

（2）影视组奖项

金奖 1 名 奖金 20000 元

银奖 3 名 奖金 10000 元

铜奖 5 名 奖金 5000 元

优秀奖 5 名 颁发证书

（3）广播组奖项

金奖 1 名 奖金 20000 元

银奖 3 名 奖金 10000 元

铜奖 5 名 奖金 5000 元

优秀奖 5 名 颁发证书

（以上奖金含税）

（六）投稿须知

1、本次大赛不收取任何费用，有关大赛的详细资料可登陆深圳广电集团“中国时刻”网站（www.s1979.com）以及深圳新闻网站（www.sznews.com）查询。

2、著作权归属

提交作品的团体或个人不得剽窃或抄袭他人作品，如发生知识产权或版权等法律纠纷，由参赛者

承担后果，大赛组委会将取消其参赛资格。

所有参赛作品须填写详尽的参赛表以及参赛承诺函（可在大赛网站下载）。

参赛作品的知识产权（版权和道德权利）归原作者所有，参赛者同意在完成作品提交后即认可组委会对参赛作品拥有无偿展览、发布和出版的使用权。组委会有权将获奖作品免费提供给国家公益事业部门使用。

3、凡来稿的作者，均视为已确认并遵守本征稿启事的各项规定。

4、组委会承担各组别金、银、铜奖获得者赴深圳领奖往返交通及住宿费用。（组委会统一安排差旅住宿）

主办单位 市委宣传部/市文明办/市文体旅游局/市市场监督管理局/深圳“设计之都”推广办

承办单位 深圳广播电影电视集团/市社科院/深圳报业集团

作品寄至 设计之都（中国·深圳）公益广告大赛组委会收

地 址 深圳市福田区鹏程一路一号深圳广播电影电视集团大厦总编办 邮编：518026

网上提交(请务必分类提交)：

平面组作品 szgymp@szmg.com.cn

影视组作品 szgyys@szmg.com.cn

广播组作品 szgygb@szmg.com.cn

咨询电话 0755-88310778、0755-88310457

联系人 张小姐、孙小姐

Public Service Advertising Competition for City of Design (Shenzhen, China) Notice

Shenzhen is a member of City of Design of the Unesco's creative cities network. In recent years, Shenzhen has been devoted to public service advertising, consecutively holding four sessions of Shenzhen Public Service Advertising Competition. It once invited many famous people as judges, such as former president of Hong Kong Designers Association, the international famous designer Kan Tai-keung; famous theorist, sub-dean of Academy of Arts and Design of Tsinghua University Hang Jian; famous designer, vice president of Hong Kong Designers Association Wong Ping-pui; Hong Kong's famous film director, the best director of Hong Kong Film Awards (three times) Ann Hui; and former president of Hong Kong Film Awards, famous maker of film, broadcast and publication Wen Juan. Therefore, Shenzhen has played an important role in advertising design. To scale up and upgrade the competition, it is renamed as "Public Service Advertising Competition of City of Design (Shenzhen, China)" from the fifth session, and starts to collect excellent advertising entries from the world.

I. Theme

City, Home

Scope of subject matter: ecological civilization, sanitation and health, social ethics and other city issues of common concerns.

II. Competition Rules

(1) Classification of entries

There are three types of entries, which are graphic ad, film ad and broadcast ad. They must be original entries that are styled, healthy and in accordance with laws and regulations. A participator shall decide a proper title of an entry, which must be confirmed with the theme of the competition. He or she also has to fill out the Registration Form for Public Service Advertising Competition and Letter of Commitment for the Competition.

(2) Qualification

Any natural person or entity that concerns on public services and has innovative ideas and qualification (Please download Registration Form for Public Service Advertising Competition in related website)

(3) Details for Entry Submission

1. Graphic ad

(1) Graphic ad shall be submitted online, and printed entries are not necessary..

(2) Online Submission: it shall be electronic document prepared in

Size: A4

Format: JPEG

Resolution ratio: 300 dpi

Mode: RGB

An entry shall not be larger than 2M. Several documents must be compressed into a package file (the title shall include the name of the author and that of the entry). All documents shall be sent to szgypm@szmg.com.cn

(3) A participator shall fill out a Registration Form for Public Service Advertising Competition and a

Letter of Commitment for the Competition (electronic edition), which are compressed into a package file and submitted by e-mail.

2. Film ad

- (1) Type: any type including animation.
- (2) Standard duration: 15s,30s, 60s, or 90s
- (3) Requirements of equipment: professional vidicon, or household digital vidicon
- (4) The entry shall be saved in DVD and prepared in

File: electronic document

Pixel: no less than 720*576

Format: MPEG-2

Name extension: MPG or AVI

Code rate: 5 Mbit/S

Signal system: PAL

All documents shall be compressed into a package file through RAR or ZIP and sent to szgyys@szmg.com.cn. If by mail, please send us a CD with the name of the author and that of the entry marked on.

- (5) A participator shall fill out a Registration Form for Public Service Advertising Competition and a Letter of Commitment for the Competition before submitting them along with the entry.

3. Broadcast ad

- (1) Standard duration: 15s, 30s, 60s, or 90s
- (2)The entry shall be submitted in a CD with the name of the author and that of the entry marked on or by e-mail. If sending online, please prepare the broadcast ad in

Format: MP3 or WAV

All documents shall be compressed into a package file through RAR or ZIP and sent to szgygb@szmg.com.cn. If by mail, please send us a CD with the name of the author and that of the entry marked on.

- (3) A participator shall fill out a Registration Form for Public Service Advertising Competition and a Letter of Commitment for the Competition before submitting them along with the entry.

4. Submission Date

From July 8 to November 8, 2010-7-5

5. Selection methods and awards

The Jury will classify and give scores to the entries in preliminary period and final period.

The awards are listed as below:

- (1) Graphic ad

Gold prize	1	RMB 20,000 in prize money
Silver prize	3	RMB 10,000 in prize money
Bronze prize	10	RMB 5,000 in prize money
Outstanding award	10	certificate

- (2) Film ad

Gold prize	1	RMB 20,000 in prize money
Silver prize	3	RMB 10,000 in prize money
Bronze prize	5	RMB 5,000 in prize money
Outstanding award	10	certificate

(3) Broadcast ad		
Gold prize	1	RMB 20,000 in prize money
Silver prize	3	RMB 10,000 in prize money
Bronze prize	5	RMB 5,000 in prize money
Outstanding award	5	certificate
(Including tax)		

6. Notice of Submission

(1). The competition charges no money from any participator. For more information about the competition, please visit the website of Shenzhen Media Group (www.s1979.com) and Shenzhen news website (www.sznews.com).

(2). Copyright

The entries submitted must be produced by the entities or natural person. The participant should confirm his/her Intellectual property rights or copyright on the entries and assume any legal liabilities which may arise therefrom. In this situation, the participator will be disqualified by the Organizing Committee.

Any participator has to fill out a Registration Form for Public Service Advertising Competition and a Letter of Commitment for the Competition for his or her entry (Please download them from the related website of the competition).

Authors hold the Intellectual property rights (copyright and moral rights) of the entries. Participator agrees the Organizing Committee has rights to exhibit, release or publish the entry after it is submitted without pay any fee to the participator. The Organizing Committee also has rights to provide elected entries to national public service department without charging any fee.

(3). Submission by the participant is deemed as having agreed the above regulations

(4). The organizing committee will bear all cost of travel and accommodation for winners of gold prize, silver prize and bronze prize.

Organizer:

Propaganda Department of Shenzhen Municipal Party Committee
 Shenzhen Civilization Office
 Shenzhen Municipal Bureau of Culture, Sports and Tourism
 Shenzhen Municipal Bureau of Market Supervision and Administration
 Shenzhen Promotion Office of City Design

Co- Organizer:

Shenzhen Media Group
 Shenzhen Academy of Social Sciences
 Shenzhen Press Group

Postal address:

The Organizing Committee of Public Service Advertising Competition for City of Design (Shenzhen, China)

Shenzhen Media Group, No. 1, Pengcheng No.1 Road, Futian District, Shenzhen, China 518026

Submission online:

graphic ad: szgypm@szmg.com.cn

film ad: szgyys@szmg.com.cn

broadcast ad :szgygb@szmg.com.cn

Consulting Tel: 0755-88310778、0755-88310457

Contact person: Ms. Zhang and Ms. Sun