



RULES AND REGULATIONS for PENANG OPEN e-CREATIVE CHALLENGE 2010 (PO^eCC¹⁰)

Penang Open e-Creative Challenge 2010 (PO^eCC¹⁰) is an exciting program brought to you by Penang Development Corporation (“Organizer”) which is fully supported and endorsed by Multimedia Development Corporation (MDeC). For year 2010, the Organizer is organizing a 2-D and 3-D Animation Competition (“Competition”). This Competition is also being organised with the support from School of the Arts of Universiti Sains Malaysia, ITU-UUM Asia Pacific Center of Excellence for Rural ICT Development, Universiti Utara Malaysia, Software Consortium of Penang (SCoPe) and Akeetons Sdn Bhd.

The objectives of PO^eCC¹⁰ are:

1. To encourage our youths to venture into the digital creative content businesses
2. To generate awareness amongst students, graduates and amateurs of the potential in the animation industry.

The Competition is an opportunity for you to explore your creative talents and showcase your work to the rest of the world.

RULES AND REGULATIONS

Your participation in the Competition constitutes your full and unconditional acceptance of the following rules and it is therefore important that you read and understand the rules of the Competition.

1. DURATION OF COMPETITION

The Competition is open from 1 July 2010 until 1 November 2010, 12.00 noon. The closing date for registering your entry is 31 August, 2010, 12 noon and the submission of completed work is on 1 November 2010, 12 noon.

2. HOW TO ENTER

The Competition is divided into two categories, namely 2-D animation and 3-D Animation. Please refer to Item 3 (Categories and Eligibility) below for further information.

You must fill up ONE COMPETITION ENTRY FORM FOR EACH WORK you submit. In the Competition

Entry Form, you must identify all persons entering the Competition. An individual or group may submit NOT MORE THAN TWO (2) entries for each category. If you are below 18 years old (based on the actual birth date in your NRIC as of 31 August 2010), parental/guardian permission is required. Your parental/guardian is required to fill in the relevant details and append their signature in the PARENTAL CONSENT FORM as attached in APPENDIX A of the contest form. Both the PARENTAL CONSENT FORM and the COMPETITION ENTRY FORM should be submitted **before or on 31 August 2010, 12 noon**.

You can participate as an individual or a group (not more than 3 persons). For group entry, each entrant must be listed in the Competition Entry Form in order to be eligible for the prizes and goodie. The Competition is only open to students and amateurs from Perak, Perlis, Penang and Kedah states.

To be eligible for the Competition, an entrant or a group of entrants must be the sole author and copyright owner of the work. You must use original footage or photos. Imitation is strictly prohibited. Your work must not contain any racist, indecent, defamatory and objectionable contents. Any work, which infringes the rights of a third party, will not be considered by the judges.

3. CATEGORIES & ELIGIBILITY

Competition entries will be accepted within the following two (2) sub-categories:

Category	Descriptions	Eligibility
2-D Animation	The show (between 30 seconds to 5 minutes) should be based on the theme 'Go Green' . Each entry is judged for integration between concept, 2-D animation (cut-out animation/stop-motion animation), narration, modeling and special effects.	Individual or a group of not more than 3 persons who are students or amateurs in the State of Penang, Perlis, Kedah and Perak can compete in this category.
3-D Animation	The show (between 30 seconds to 5 minutes) should be based on the theme 'Go Green' . Each entry is judged for integration between concept, 3-D animation, modeling, narration and special effects.	Individual or a group of not more than 3 persons who are students or amateurs in the State of Penang, Perlis, Kedah and Perak can compete in this category.

4. CLOSING DATES FOR REGISTERING YOUR ENTRY AND SUBMITTING COMPLETED WORK

- (a) Please email a scanned copy of the **Competition Entry Form** (with signature) to poecc10@gmail.com before or on **31 August 2010, 12 noon**. No entry fee is required. Participant who is below 18 years old is required to email a scanned copy

of PARENT CONSENT FORM.

- (b) All **completed works** must be submitted by **1 November, 2010, 12.00 noon** by handing over the CD/DVD to the following address:

Pengurus Kanan
Bahagian ICT
Perbadanan Pembangunan Pulau Pinang
No. 1, Pesiaran Mahsuri
11909 Bayan Baru
Pulau Pinang

For each submission of completed work, you **MUST** provide a title and short synopsis (either in Bahasa Malaysia or English Language) to introduce your work.

TITLE OF THE ENTRY: _____

STATE : *Penang / Perak / Perlis / Kedah*

NAME OF THE GROUP (if relevant) : _____

Full name*: 1. _____
2. _____
3. _____

CONTACT EMAIL ADDRESS : _____

CONTACT HANDPHONE NO: _____

Format : **.AVI or .MOV ONLY**

A Short synopsis or description of your work (not more than 100 words) :

** If you are participating as an individual, please state your full name only.*

Please send a zip file, which should contain your animation works and a copy of the above completed document (format: DOC or ODF or PDF). **The filename or title of the zip file and animation file should be named after your full name (for individual entry) or group name (for group entry)** for easy identification.

5. FORMAT OF SUBMISSION OF COMPLETED WORK

The completed work for the competition must be submitted and shall contain a show in computer-playable animation files in **.avi** (Audio Video Interleave File) or **.mov** format only with a minimum resolution of 800 x 600 pixels. The duration of the show is between **30 seconds to 5 minutes** with background sound effects. There is no restriction in the frame rate i.e. frames per second (fps). The theme of the Competition is '**Go Green**'.

6. POSTAGE / DELIVERY CHARGES

All postal or delivery charges or any expenses incurred to register and submit completed works to the Organizer shall be borne by the entrant. The Organizer will not be responsible for any late, lost, delayed, damaged, misdirected, incomplete, illegible, or unintelligible entries. Incomplete or illegible entries will be disqualified.

7. ENTRANTS AGREEMENT

By submitting your work as part of the Competition, you agree to the following:

- (a) All entries may be made available to the general public for viewing at the exhibition.
- (b) If your work is one of the winning entries, you also agree to separately license your work to the Organizer to be incorporated in a CD/DVD featuring works by Malaysians to the general public for promotion purposes while the intellectual property remains with the entrant(s). With your consent, you may be featured and interviewed by one of our local TV stations.
- (c) By submitting your completed work, you also agree and acknowledge that you will not be entitled to claim any royalties from the Organizer.
- (d) All materials received in conjunction with the competition will not be returned and will be retained by the Organizer for use in future promotion.

8. PRIZES

- (a) All participants shall be entitled to receive a Certificate of Participation. Goodies as provided by the Organizer will be given to the first 200 registered persons. Please register early (first-come-first-serve). The participant **MUST** be present at the Prize Giving Ceremony to collect the Certificate of Participation and goodies. The Organizer reserves the right in its sole discretion to give or not to give any goodies to the late comers.

(b) The best works in the following categories will receive attractive prizes.

3-D Animation Category

- 1st Prize : RM3,000 & trophy
- 2nd Prize : RM2,000 & trophy
- 3rd Prize : RM1,500 & trophy
- 7 consolation prizes (RM500 each)

2-D Animation Category

- 1st Prize : RM2,000 & trophy
- 2nd Prize : RM1,500 & trophy
- 3rd Prize : RM1,000 & trophy
- 7 consolation prizes (RM300 each)

For participants who are 16 years old or lower, they stand a chance to win RM500 for 'Most Promising Talent' award under the category of 2-D animation competition.

All prize expenses and/or services not specified herein are not included and are the sole responsibility of the entrants. No alternative prize, cash equivalent, or other substitution is permitted unless decided upon by the Organizer, at the Organizer's sole discretion, in the event of prize unavailability. Prizes are non-transferable.

8. JUDGING

For each category, entries will be selected as the champion, the first runner up, second runner up and for the consolation prizes.

All eligible entries will be judged according to the following criteria.

- (a) Concept and Relation to the Theme (20%)
- (b) Art, Design, Technique and Special Effect (30%)
- (c) Story, Creativity and Originality (50%)

A panel of judges as appointed by the Organizer will grade all entries based on the above criteria. All judges' decisions are final and no correspondence shall be entered into. The panel of judges reserve the right not to award a prize for all categories, including 'Most Promising Talent' award, if none of the entries merit the award of a prize.

All materials received during the judging process shall remain confidential. The Organizer reserves the right to disqualify any entry which is deemed to be inappropriate, offensive and demeaning to the organizer's reputation or goodwill or contrary to Organizer's mandate of these Rules.

Once the decisions by the judges are made, the Organizer will notify the short-listed entries to present their work(s) for not more than 5 minutes to the panel of judges for final judging during the Prize Giving Ceremony around December 2010. If a short-listed entrant fails to attend the final judging session, the winner will be disqualified and the next highest scoring work will be selected as an alternate short-listed entry.

It is the responsibility of the short-listed entrant for the competition to check that their works are properly loaded on the computer provided by the Organizer before the commencement of presentation to the panel of judges. Entrants are allowed to bring along their notebook/laptop computer to present their work. The presentation shall be based on the following guidelines:

1. Name of the individual / or members of the Group
2. Title and synopsis of the work
3. How and why your work deserves to be the winner?

9. GENERAL TERMS AND CONDITIONS

By participating, all entrants agree that the Organizer is not responsible or liable for:

- (i) telephone, electronic, hardware or software program, network, internet or computer malfunctions, failures or difficulties or any kind.
- (ii) any condition caused by events beyond the control of the Organizer that may cause the Competition to be disrupted.
- (iii) any printing or typographical errors in any materials associated with the Competition.
- (iv) any and all losses, damages, rights, claims and actions of any kind in connection with or resulting from participation in the Competition or acceptance of any prize, including without limitation to personal injury, death and property damage and claims based on publicity rights, defamation and invasion of privacy.

The Organizer reserves the right in its sole discretion to shorten, defer, extend, modify, suspend or cancel the Competition at any time. In such cases, the entrant is not entitled to claim any compensation from the Organizer.

All issues and questions concerning the construction, validity, interpretation and enforceability of these Rules or the rights and obligations of participants and the organizer in connection with the Competition shall be governed by and construed in accordance with the laws of Malaysia.

10. ENQUIRY AND CLARIFICATION

For more information and clarification on the processes and rules governing the competition, kindly contact the Organizer:

Pn. Roseni Ibrahim or Pn. Norasiah bte Omar at 04-6340 303 or 04-6340 310.
ICT Division, Penang Development Corporation
No. 1, Pesiaran Mahsuri
11909 Bayan Baru, Pulau Pinang
URL : poecc.pdc.gov.my Email: poecc10@gmail.com Fax : +604 6342 476