

東華愛，DongHwa Eye: English Film Competition

If DongHwa was a brand, how would you market it internationally?

1. Objectives:

- Individual media entrepreneurs are on the rise, and those individuals are sponsoring 'brands' to exert diverse international influence.
- If you were a YouTuber with millions of viewers, and Dong Hwa University invited you to "represent the DongHwa Brand" in an English video, how would you design your video content?

2. Organised by:

- National Dong Hwa University English Language Centre

3. Timeline of competition:

- Registration and payment: from now through **10 December 2021**
- Preliminary selection: **17 December 2021**
- Facebook Voting: Until **17 December**
- Winners announced: **24 December**

4. How to enter:

- Requirements:
 - o Enrolled student at Dong Hwa University
 - o Individual or team registration; teams are limited to 5 people. Teams who have international students may receive up to 5 bonus points based on cooperation and overall performance.
- Registration time:
 - o Online registration: <https://forms.gle/js79vx7gy7QTLBG89>
 - o Submission: Go to the Facebook page: [[東華愛，Dong Hwa Eye 英文影片大募集](#)] to complete the registration. Upload the video according to the official time. Late videos will not be accepted.
- Winners will be announced on the event [Facebook page](#) and [English Language Centre website](#). Individuals will be notified by phone or e-mail. Changes to dates will be announced on the event Facebook page and English Language Centre website.
- Awards:
 - o First place: \$6,000 NTD and a certificate

- Second place: \$5,000 NTD and a certificate
- Third place: \$4,000 NTD and a certificate
- Great – Work: 3 winners, \$3,000 NTD each and a certificate
- Most Creative: 1 winner, \$2,500 NTD and a certificate
- Most popular: 1 winner, \$2,500 NTD and a certificate
- * Awards and reward methods are subject to the committee decisions
- * One certificate per person for group participation
- * Time and location of award ceremony will be announced when winner’s list is announced.

5. Video specifications

- Video length: 3-5 minutes. Language: English
- Video format: MP4
- Video resolution: 1920 × 1080 pixels and above
- Only original works that have not been previously published
- The content should comply with the general requirements of the, “Movie Rating System” and be G-rated
- Please pay attention to copyright related matters. Please limit the need for soundtracks
- Please attach work concept and team division. You are not limited to any format; please be creative

6. Scoring methods and standards

- First round: Spirit and content of the theme (45%), creativity (35%), filming and post-production (20%). Bonus points: for international students (5%) (not calculated within the total score of 100 points). After the initial grading, the top 20 teams will enter the final selection.
- Second round: Theme and content (40%), original creativity (25%), filming and post-production (15%), and Facebook popularity (20%). The top three, excellent work, most creative, and most popular will be given awards.
- Popularity selection on Facebook: After uploading to the [[東華愛， Dong Hwa Eye 英文影片大募集](#)] Facebook Page, one “like” will equal one point. The video with the most likes will receive the Popularity Award.
- After being uploaded by the 10 December, 2021 deadline, contestants can ask friends to share and promote the international visibility of the event and Dong Hwa University.

- The competition benchmark will be based on the highest score of all online (through the internet) competitors' products, and 20 points as the highest score; additionally, the score distribution (proportion) will be calculated based on the overall scores
- Example:
 - If the highest score of likes is 1,000 points, the average value of the proportion calculated based on this benchmark is $1000/20 = 50$. The network scores of Team A and Team B are respectively 1,000 and 800 points, and each score is calculated based on a 20% ratio as follows:
 - Team A: 1,000 likes, internet popularity scores 20 points
 - $1,000/50 = 20$ points
 - Team B: 800 likes, internet popularity scores 16 points
 - $800/50 = 16$ points
- Regardless of whether it passes the first round, the team with the highest total score in the popular category will be given the popularity award.
- The total score of Facebook popularity (20%) + the score given by the final jury (80%) will determine the top 3 selections

7. Popularity selection on Facebook:

- Upload a video post on the [[東華愛，Dong Hwa Eye 英文影片大募集](#)] Facebook Page. Click the [[選我影片大募集](#)] option, or go directly to the [event and confirm your interest](#). Post and share the video in the event, then you can join the popularity contest.
- Use the hashtags #東華愛，DongHwa Eye 英文影片大募集 #國立東華大學語言中心
- The number of likes and shares of the video will be scored by means of the internet popularity score. Remember to invite friends and relatives to like and share!

8. Precautions

Those who sign up for the competition, please read the following rules:

- The patent rights, trademark rights, copyrights, and various rights of the winning works are authorised to be used by the organizer. The organiser may use public publication, public display, public broadcasting, public dictation, public screening of the winning works. The rights of public transmission, public performance, reproduction, editing, modification, dissemination, distribution, etc., are free of

additional remuneration. Additionally, the right to edit and revise the winning works is reserved; the author shall not object.

- Participants should guarantee that their works follows copyright laws and there is no plagiarism. If the film utilises other people's works or copyrighted material (including text, images, and sounds, etc.), the entrants should obtain the permission of the copyright owner or right holder by themselves.
- If the violation of copyright laws is discovered, their qualifications for participation and awards will be cancelled, and any rewards, bonuses, and certificates will be recovered. If there are related copyright legal liabilities and infringements of the rights of third parties, they shall be solely responsible for them:
 - o Do not submit works that have participated in the competition, won prizes, received subsidies for selection, or which have been publicly published.
 - o Do not reproduce, copy, synthesise, plagiarise, misappropriate, or violate the copyrighted works of others
 - o Do not imitate or infringe on the copyright and portrait right of others
 - o Unauthorised or copyrighted films, music, graphic materials, etc., shall not be used. If the infringement is detected by the organiser or reported, the qualification to participate or win the prize shall be immediately cancelled in accordance with the regulations.
- After the original winning team has had their award qualifications withdrawn, the organiser may notify all the contestants of the revoked award qualifications according to the ranking of the evaluation scores. The organiser reserves the right to vacate the awards. If the original winning team has already received their prize, the prize must be returned
- The organiser reserves the right to make final amendments, changes, event explanations and cancellation of this event.
- In the event that participants and entries are inconsistent with regulations, incomplete information, or unreadable links, the organiser reserves the right to cancel or delete the qualifications.
- Entries must comply with YouTube or cloud platform (i.e., Facebook) upload video specifications
- Without the consent of the organiser, the winner's work or similar works are not allowed to engage in other profit-making activities
- The recipient of the bonus must fill in the receipt to receive the award; if the recipient is a minor or under the age of 20, he must obtain the signature of the legal representative

- If winners are foreign nationals (i.e., nationals and foreigners who have lived in the Republic of China for less than 183 days), the 20% tax rate will be withheld according to the regulations. If winners are unwilling to cooperate, they will be deemed to have acknowledged automatically and will not be eligible for the award. The award is then deemed absent.
- According to the tax law of the Republic of China, if the prize amount exceeds NT\$1,000, the prize income will be included in the personal annual comprehensive income tax return. Therefore, the winner must fill in and submit the relevant receipt in accordance with the regulations to receive the prize. If the winners are unwilling to cooperate, they will be deemed to have waived automatically and will not be eligible for the award. The award is deemed to be absent.
- By contestants providing personal information to the organiser, the contestants agree to authorize the organizer to use it in the related work of this event. Personal information is protected and regulated by the Personal Data Protection Law and other relevant laws and regulations.
- Participants should respect the resolutions voted by the judges and netizens, and must not have other objections.