

"Culture Of Silk Road"

—[Creative Design Competition]—

Sponsor

World Affairs Press Co. Ltd.

Xi'an University of Finance and Economics



Scan the QR to apply



Schedule

Collection

September 17 to October 31, 2023

Preliminary Selection and Evaluation

November 1 to November 15, 2023

Awarding Ceremony

The end of November

Scope of collection

The event is open to China and countries in Central and South Asia. Chinese and foreign university students, related organizations and friends from all walks of life are all welcome to participate in the event.

Requirements

The competition is divided into two categories: cultural and creative design and short video.

I .*Cultural and Creative Design*

Topic 1: "Belt and Road Messenger" IP image design

Combining the characteristics of "Belt and Road" and the elements of Xi'an city, the IP image should be friendly, vivid, easy to recognize and spread, and be able to fully demonstrate the charm of Chinese traditional culture. Please provide a 50-200 word description and interpretation of the design when submitting the work. The IP image is a planar figure and three-dimensional modeling that can be used for publicity, can be developed flexibly, and is suitable for the production of dolls, cultural promotional items, animation and other cultural products.

Requirements

I .*Cultural and Creative Design*

Topic 2: Design of commemorative seals and letterpress copper molds for the "Belt and Road" countries

The works are mainly based on the iconic elements of the two countries or the "Belt and Road" project as the design elements, telling the story of people-to-people connectivity and together for a shared future between China and the country. The works should have distinctive characteristics of the two countries, folk customs, high creativity, cultural attributes and meet the needs of modern aesthetics.

Requirements

I .*Cultural and Creative Design*

Topic 3: Derivative products of Belt and Road creative design

Refine the cultural elements and value connotations related to the "Belt and Road" with brand-new thinking, and develop original cultural and creative products with the characteristics of the "Belt and Road", such as clothing, porcelain and tea utensils, creative electronics, gifts and stationery, etc., which should reflect the integration of diplomacy, culture, art, and emphasize the practicality and artistry of the products.

Requirements

I .*Cultural and Creative Design*

Requirements

1.The theme is clear. The content is positive, and in line with socialist core values and the themes of the times.

2.Seal works should conform to the production process of the seal. You can choose the print size of 4cm×4cm, 10.5cm×8cm or 5cm×8cm. If you have special production needs, please specify in the submission of works. Copper mold size can be selected as 10cm×8cm or 10cm×5cm.

Requirements

I *.Cultural and Creative Design*

3.The electronic design should be submitted with high-precision application effect diagrams in high-resolution JPG format. The resolution of the pictures should be 300dpi or above, and the size of a single picture should be less than 20M.

4.Cultural and creative product design should provide in three different angles of the physical drawing or effect drawing and drawing expansion files.

5.Each work is limited to one author and one instructor.

Requirements

II *.Short Video*

Topic 1: Silk Road Stories

Through the fruitful achievements of the "Belt and Road" construction, the friendly exchanges between Chinese and people from other countries, the Chinese and Western cultural classrooms, and the history, etc., we will present the wonderful stories related to the "Belt and Road" in the form of short videos.

Requirements

II .Short Video

Topic 2: History of the Silk Road

The countries along the Belt and Road have the unique historical culture, with various museums and rich cultural resources that shine like pearls in the world. Please go into historical scenes such as museums to tell the ancient culture of the Silk Road in the form of short videos.

Requirements

II .Short Video

Requirements

1.The video shall be a correctly oriented, thematically clear, vivid and authentic original work. Technical means such as aerial photography, animation, and hand-painted comics can be applied to make the videos more vivid.

2.The entry should comply with laws, regulations, and confidentiality policies. There must be no reference to pornography, violence, religion, racial discrimination, commercial advertisements, watermark, TV station logo, logo, or other markings. Plagiarism image is strictly prohibited.

Requirements

II .*Short Video*

Requirements

3.The entry shall have stable images and clear sound, and should be no longer than 5 mins. Video resolution shall be no less than 1920 × 1080p, and the size of a single file shall be no more than 250MB. Formats of MP4, AVI, MOV and WMV are acceptable. It is recommended exporting in the MP4 format. Please ensure that the work of the electronic format can be opened.

Requirements

Notes

- 1.Landscape shooting is recommended. Synthetic, false or untrue images are strictly prohibited.
- 2.All video entries should be subtitled.
- 3.We receive digital entry, and participants shall keep their back-up copies.
- 4.Submissions should be accompanied by an introduction of the video within 300 words and video narration script.

How to participate

1. We welcome both individuals and teams. There is no limit to the number of submissions.

2. Scan the QR code to apply and send email to info@abc-alumni.org for quires.



Scan code to apply

(Google forms)

How to participate

3. The copyright of the entries belongs to the original copyright holder. The organizing committee respects and guarantees the copyright of the entries. If disputes arise due to the reputation right, portrait right and copyright or any other legitimate rights and interests of the entry, the consequences and losses incurred shall be borne by the participating units or individual. The sponsors and organizer have the permanent exclusive right to use the entries (without further payment), and retain the right to post-process the video, including using them for public service publicity or providing them to the media for broadcasting and other ways of use.

Selection

After the preliminary selection is completed, representatives of each partner organization and experts in related professional fields will be invited to form a jury, which will conduct comprehensive scoring in terms of theme fit, quality of works, content creativity and other dimensions.

Awards

No entry fee or additional fee will be charged to all participants, and outstanding entries will be ranked according to the number of votes received (the two categories are judged independently):

Gold Award (1 winner): a certificate of award + prizes or awards valued at RMB 3,000 yuan each + a chance to participate in study tour activities in Xi'an.

Silver Award(5 winners): a certificate of award + prizes or awards valued at RMB 2,000 yuan each.

Bronze Award(10 winners): a certificate of award + prizes or awards valued at RMB 1,000 yuan each.