

# **【Overseas Edition】 2016 PROFESSOR ASAKURA NAOMI MEMORIAL DESIGN AWARD**

## **I. Activity Purpose**

In order to commemorate the Japanese PROFESSOR ASAKURA NAOMI as the master of Basic Design and Art, who visited Kun Shan University of Technology as a guest professor from 2001 to 2003, for his achievements and contributions to the education of Basic Design in Taiwan, Kun Shan University of Technology decided to establish the “PROFESSOR ASAKURA NAOMI MEMORIAL AWARD” in 2004, which was merely a school event and then turned into a nationwide event in 2009. In 2014, the event was promoted and expanded to include the Asia-Pacific area. In 2016, PROFESSOR ASAKURA NAOMI MEMORIAL AWARD selected excellent talents through competition and gave them counselling assistance in their participations in various international contests. In addition to implementing the education of Basic Design and Art, PROFESSOR ASAKURA NAOMI MEMORIAL AWARD also helped students develop their competitive capacities in international contests as well as their abilities in combining Basic Design and Art with Applied Design.

## **II. Sponsorship Acknowledgement**

- 1.Supervisor: Ministry of Education
- 2.Event Organizer: Kun Shan University of Technology
- 3.Executive Unit: Department of Visual Communication Design at Kun Shan University of Technology
- 4.Co-Organizer: Tainan City Government Cultural Affairs Bureau, Taiwan Society of Basic Design and Art
- 5.Sponsor: eRay Digital Co., Ltd.

## **III. Participation Requirements**

- 1.All those who are enthusiastic about design and art are eligible to make registrations and participate in the event.
- 2.We welcome individuals and groups (comprised of 3 contestants at most) to participate in the event. Each individual or group can only submit 3 pieces of works at most. Contestants in groups should specify the representative, who shall be the person to receive notifications and prize money from the Supervisor.
- 3.Do not submit works in series with more than 3 pieces of works.

## **IV. Theme of the Year: Border**

Mountains set the borders between generations. Rivers breed life in various forms. We live above the land. We seem to be close to each other, but still different in many ways for sure. However, words are like blades that rip time and space apart. Words are like rocks that record the

vicissitudes in history. The borders between generations are translated, stacked, interwoven, extended. With exchange of words, people learn to tolerate. With exchange of words, we accept differences. With exchange of words, we embark upon diversity.

### **The theme for the yearly competition – Border**

Please use stylish words in 2D, 3D or images as the media to re-interpret the relations between people and words. Also, you can try to extend and broaden our visions from the viewpoint of experimental design and present original ideas from different worlds.

## **V.Registration and Work Format for Submission**

**1. Graphic Design in 2D:** Specifications of your work(s) - 70 cm (width) x 100 cm (height) (For the Vertical Type)

(1) Electronic Files: a registration form in the format of DOC (see Attachment 1), a deposition for registration (Attachment 2), and your work(s) in electronic files in the format of PDF and JPEG.

PDF: 70 cm (Width) x 100 cm (for the Vertical Type), 300dpi for CMYK colors.

JPEG: A3 size (for the Vertical Type), 300dpi in RGB colors.

### **2. 3D Design and Art Works (Poster Presentations):**

**Contestants from other countries and regions do not need to submit solid works**, but still need to present their works of Design and Art in 3D on 70 cm (width) x 100 cm (height) posters ( with information such as the names, creative features, design concepts, sizes, dimensions, and pictures of the works).

(1) Electronic Files: a registration form in the format of DOC (.doc) (see Attachment 1), a deposition for registration (Attachment 2), and your work(s) in electronic files in the format of PDF and JPEG.

PDF: 70 cm (Width) x 100 cm (for the Vertical Type), 300dpi for CMYK colors.

JPEG: A3 size (for the Vertical Type), 300dpi in RGB colors.

### **3. Works of Dynamic Images:**

Format of your works: Quicktime movie files with less than 3 minutes in length and a resolution of 1280 x720 pixels.

(1) Electronic Files: Registration Form in word files (Attachment 1), a deposition for registration (Attachment 2), 6 screenshots from dynamic images (with a resolution of 1280 x720 pixels), original files of the movies.

**4. Save electronic files into the file folders titled the names of contestants and save the file folders and electronic files onto your personal cloud-based hardware platforms. Then, send the links to the file folders and electronic files to the dedicated mailbox for you to make registrations.**

**5. Cloud-based hardware platforms: Baidu Cloud Network Disk (for contestants from China)**

or Google Drive.

**Dedicated Mailbox for you to make registrations:Asakura\_ksu@hotmail.com**

**Email Subject: Please specify “Registration for 2016 PROFESSOR ASAKURA NAOMI MEMORIAL AWARD.”**

**6. Registration Time: 2016/06/30 (Thursday) until 23: 59 pm in the midnight (by Taiwan Standard Time).**

## **VI. Important Schedules**

**Schedule of the competition for 2016 PROFESSOR ASAKURA NAOMI MEMORIAL AWARD:**

Online Registration: 2016/06/01 (Wednesday) – 2016/06/30 (Thursday) until 23:59 pm in the midnight.

Announcement of the Selected Contestants: Before 2016/07/15 (Friday).

Announcement of Award-Winning Works and the Award Ceremony: 2016/09/17 (Saturday).

Exhibition for Exchange of Works: 2016/09/17 (Saturday) – 2016/09/29 (Thursday).

**Location of the Award Ceremony and Exhibition for Exchange of Works: Tainan Patriotic Women's Association**

**Address:** No.195 or No. 197, Sec. 1, Fuqian Rd., West Central Dist., Tainan City 700, Taiwan (R.O.C.)

## **VII. Selection Process**

**The competition for 2016 PROFESSOR ASAKURA NAOMI MEMORIAL AWARD:**

The Selection Committee will select and announce excellent works on the website for the final contest. The contestants whose works are selected for the final competition will be notified by the Selection Committee via telephone and email. The selected contestants will attend the award ceremony on 2016/09/17 (Saturday), and the award-winning works will be announced in the Exhibition for Exchange of Works.

## **VIII. AWARDS**

**Awards (for all types of works):**

Gold Award: 1<sup>st</sup> Prize – Each prize includes a prize money worth 20000 NTD and a certificate of merit (for both students and instructors).

Silver Award: 2<sup>nd</sup> Prize – Each prize includes a prize money worth 10000 NTD and a certificate of merit (for both students and instructors).

Copper Award: 3<sup>rd</sup> Prize – Each prize includes a prize money worth 7000 NTD and a certificate of merit (for both students and instructors).

Excellent Award: 4<sup>th</sup> Prize -- Each prize includes a prize money worth 5000 NTD and a certificate of merit (for both students and instructors).

Honorable Awards: 5<sup>th</sup> Prize – Each prize includes a prize money worth 3000 NTD and a certificate of merit (for both students and instructors).

Awards for Finalists: Numerous Prizes – each of the selected contestants will receive a certificate of merit.

Awards for Instructors: 3 Prizes – Each prize will include a certificate of merit.

**\*The organizer will pay attention to the schedules and help award winners make registrations to join international contests.**

## **IX. Activity Rules and Matters for Attention**

1. Official Website: [http://120.114.92.189/Circles/ASAKURA\\_index.html](http://120.114.92.189/Circles/ASAKURA_index.html) (which will be announced by the end of April).
2. Facebook: Please search keywords “PROFESSOR ASAKURA NAOMI MEMORIAL AWARD.”
3. Please visit the official website to browse the activity rules, methods for submission of works, award winners, etc.
4. Please download General Regulations of the Event and other documents for registrations from the website.
5. Please submit or email your works before the deadline.
6. All works submitted by contestants shall be new original works without plagiarism and shall not have been published within the prior 3 years. Please sign the deposition before you make any registration. The organizer will cancel your qualifications to participate in the contest, reclaim the awards, and make a public announcement if you are found to violate any of the rules. Contestants shall be solely liable for disputes arising from the violation of the rules.
7. All works submitted by contestants, whether selected or not, will not be returned by the Selection Committee.
8. The organizer reserves the right to change the rules if necessary. Please visit the official website to download the latest documents and files..

## **X. Counselling Services for Contestants**

**Department of Visual Communication Design at Kun Shan University of Technology**

Contact Person: Teacher Tseng Hsun-Yi

Assistant Juan Shao-Hsien from the Light Construction Laboratory

E-mail: [tunshuni@hotmail.com](mailto:tunshuni@hotmail.com)

E-mail: [timmy\\_hbk@hotmail.com](mailto:timmy_hbk@hotmail.com)

Address: No.195, Kunda Rd., Yongkang Dist., Tainan City 710, Taiwan (R.O.C.) (Light Construction Laboratory)

**✂Please visit the official website to download the latest documents and files.**

# Attachment 1 Registration Form for 2016 PROFESSOR

## ASAKURA NAOMI MEMORIAL AWARD

<b>Serial No.</b>	※The organizer shall fill in the number for the Registration Form.		
<input type="checkbox"/> <b>Graphic Design in 2D</b> <input type="checkbox"/> <b>Design and Art in 3D</b> <input type="checkbox"/> <b>Dynamic Images</b>			
※Please check on the type of your work.			
<b>Profile</b>			
<b>Chinese Name(s) of the Contestant(s)</b>		<b>English Name(s) of the Contestant(s)</b>	
<b>Department at School / Service Unit</b>		<b>ID No.</b>	
<b>Contact No.</b>		<b>Email</b>	
<b>Contact Address</b>			
<b>Instructor</b>			
<b>Email of the Instructor</b>		<b>Contact No. of the Instructor</b>	
<b>Chinese Name(s) of the Work(s)</b>		<b>English Name(s) of the Work(s)</b>	
<b>Sizes and Dimensions</b>		<b>Materials</b>	
※ Only for works in 3D		※ Only for works in 3D	
<b>Design Concepts (within 200 words)</b>			

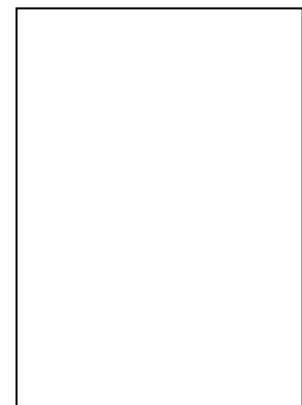
## Attachment 2

### A Deposition for Registration

**I am here to make a registration to join the competition for 2016 PROFESSOR ASAKURA NAOMI MEMORIAL AWARD, and I agree to obey the General Regulations announced by Selection Committee.**

1. I make the works based on original creative ideas without plagiarism.
2. My works are made without infringing upon others' rights and interests (as in copyrights).
3. I shall understand and respect the fact that works turned in late will be eliminated.
4. I shall obey all of the rules and regulations concerning the activity.
5. I shall understand and respect the fact that the Selection Committee shall have the sole right to make decisions.
6. All of the information submitted for registration is truthful. I shall be solely liable for delays and losses caused by errors and ambiguities in the information submitted by myself.
7. I shall assume all of the obligations concerning the activity after my work is selected for competition.

Signature/Seal



Sincerely Yours,

Department of Visual Communication Design at Kun Shan University of Technology

YYYY/DD/MM