

International College Students New Media Festival Organizing Committee

**Attention, New Media Pioneers!
We Are Looking For you!**

The 2nd International College Students New Media Festival & New Media Original Work Contest

The arena of new media is booming with unceasing emergence of all kinds of creative works, and young people are the source of creativity. Built on the success of the 1st International University Students New Media Festival, the Phoenix Communication College of Soochow University (PCCSU) together with relevant colleges and universities at home and abroad, prominent conglomerates, and the media would like to invite you for another exciting event on new media in the charming city of Suzhou. We call on all talented creators to join us at PCCSU for a splendid contest this summer.

【Eligibility】

The contest is open to creative and passionate undergraduate and graduate students (or fresh graduates) who excel in design, with no restriction in grade, major or country of origin.

【About the Event】

We believe that talented students proficient in new media can be found in every university, they are super creative and very capable. Therefore we sincerely invite you to join us in a competition to be held in Suzhou.

We aim to proactively promote innovative entrepreneurship among university students by taking advantage of new media platform,

facilitating the exchange of innovative ideas about new media between Chinese university students and their foreign counterparts, boosting the business incubation of new media creations led by university students. This contest is also designed to enhance the level of Chinese new media teaching and integrate academics closely with the industries and international partners, in order to meet the development needs of our society.

【About Us】

Organizer: Phoenix Communication College of Soochow University, Dongwu Think Tank of Soochow University, Collaborating Colleges and Universities from abroad;

Co-organizer: Gusu Business, Xinhua Daily Suzhou Branch;

Event Theme (Slogan): To Ignite the Dream of Innovation with New Media!

【How to Enter】

The theme of competing works should be positive and uplifting. Entries must be original work, and must not be awarded or displayed in previous contests or events. The contestants should own the full copyright of their work. Specific requirements:

1. Videos (micro-films, short documentaries, animations and VR etc.)

- a) Submission must be original work, while partial content can be creatively re-edited from the videos in the public domain, but such content must not exceed 1/4 of the total video length;
- b) Entries including but not limited to micro-films, documentaries and animations. All video entries must be in the format of MP4 with 720p or higher resolution, and less than 20 minutes in length; narratives should be in Mandarin or English, if dialects are needed for the sake of plot, subtitles are required.
- c) The organizer reserves the right to cancel the qualification of any contestant whose entries infringe upon the image, reputation, privacy,

copyrights, trademark or other rights of any person or entity, and the consequent legal responsibilities will be borne by the contestant in question.

2. Innovative Creation (APP; WeChat official accounts, including average pages and H5 pages; televox performance; new application of drone and other new media products)

- a) Complete feasibility analysis report;
- b) Detailed plan or creative scheme;
- c) Design framework or product description, etc;
- d) Other materials needed

All entries should be sent to the designated IP address along with completed application form (see attachment) and all relevant materials (no zip file required). File folder should be named in the format of “University Name-Contestant Name (Team Name)-Work Title-Mobile Phone Number (only one number is needed for a team)”. In a word, get started on creating your work...

【Deadline & Perks】

Please submit your works by midnight on June 12nd (Sunday), 2016, with no more than 2 works per person/team. A panel of top-tier judges will invite selected participants to present their works at the PCCSU, with relevant expenses covered by the organizer for your stay in Suzhou.

If your works are nominated, we will inform you of the next-round of competition in late June, please do keep in touch. See you in Suzhou at the event from July 12 to 14! This event is free of charge! (Travel is not provided, but all of your meals, accommodation and transportation expenses incurred in Suzhou will be reimbursed by us! Local participants from Suzhou will attend the event at your own expenses).

【Prizes】

The prizes are :

1. Four (4) First Prize, 10,000 RMB/person (team);
2. Six-Eight (6-8) Second Prize, 5,000 RMB/person (team);
3. About Twelve (12) Third Prize, 1,000 RMB/person (team);
4. A number of Organization Prizes;
5. A number or Recognition Awards

【Benefits】

Some outstanding creative projects will be invited to the Suzhou Gusu District Creative Industrial Park, and receive angel investment funding for enterprise incubation. Come to embark on your entrepreneurial journey!

【Contact Us】

Contacts:

Liaison Team- Zhu Mengqiu : 182-6013-8306

Liaison Team- Shen Shuning : 153-0612-7718

Please send your works to the following IP address:

QQ Groups for Communication:

For video works: 340915299

For creative works: 342351350

【Final Words】

Please keep tuned in to our event, we welcome all referrals and participation! Don't forget to submit your works by June 12nd. We look forward to receiving your brilliant works!

Come on, let the race begin!

