



## 國立臺北大學國際事務處

# 2024 年「臺北大學生存指南」境外生短片徵件比賽活動簡章 2024 "NTPU Survival Guide" Short Video Contest for Overseas Students

### 一、計畫宗旨

為促進臺北大學境外生對學校之關懷與認同，特辦理「臺北大學生存指南」境外生短片徵件比賽，邀請在校境外生透過創意短片，分享他們的學習、生活與文化適應經驗，展現多元且充滿活力的北大生活，並為未來境外學生提供寶貴指引。

#### **Purpose**

To enhance the care and sense of belonging for overseas students at National Taipei University (NTPU). We are organizing a "NTPU Survival Guide" Short Video Contest for overseas students. We invite current overseas students to share their experiences with learning, living and culture adaptation through creative short videos. These videos will showcase the diverse and vibrant life at NTPU while providing valuable guidance for future overseas students.

### 二、主辦單位

臺北大學國際事務處

#### **Organizer**

Office of International Affairs (OIA), National Taipei University (NTPU)

### 三、徵件對象

國立臺北大學之在校境外學生(含學位生及非學位生)。

\*若獲獎者為陸籍學生，因無法領取獎金，改頒獎狀以茲鼓勵。

#### **Eligibility**

Overseas students (including degree and non-degree students) studying at National Taipei University.

\*Students from Mainland China will receive certificates instead of prizes.

### 四、徵件期間

即日起至 **2024 年 11 月 18 日(星期一) 下午 23:59** 截止(若有更動，將於主辦單位活動網頁另行公布)。

#### **Submission Period**

From now on to 23:59 p.m. November 18th, 2024 (Mon.) (If there is any change, it will be announced on NTPU OIA's website.)

### 五、報名方式

採線上方式報名。

◇報名網址：<https://forms.gle/L1T5KZQXt93mh6faA>

步驟 1：依要求格式上傳影片至 YouTube 平台。(須設定為不公開瀏覽，並開放嵌入功



能)

步驟 2：線上填寫報名資訊(個人基本資料、影片內容說明及下載連結等)，並上傳指定應繳文件(著作權聲明暨轉讓同意書及學生證影本等)。

### Application

Application must be completed online.

✧ The application link: <https://forms.gle/L1T5KZQXt93mh6faA>

Step 1: Upload the video to YouTube platform in the required format (ensure it is set to unlisted and allows embedding)

Step 2: Fill out the application information online (including personal details, video description, and download link), and upload the required documents (Transfer of Copyright Agreement and the copy of student ID card).

## 六、參賽規範

### (一)創作主題：

1. 影片以臺北大學校園生活為主題，包含如何適應課業學習、認識新朋友、參加社團或食衣住行方面等融入臺北大學的生存技巧。具正向能量及展現學校特色。適合境外生觀看，不得有暴力、猥褻、妨害風化、涉及人身攻擊等情事，若有上述行為，主辦單位有權取消其參賽資格。
2. 影片標題指定為「2024 NTPU 生存指南\_\_作品名稱」，例如：「2024 NTPU 生存指南\_\_秒懂臺北大學素食地圖」。

### (二)創作規範：

1. 以相機、手機等各式攝影器材拍攝均可，並請註明拍攝期間及拍攝場景地點/素材來源，限 2024 年 1 月 1 日以後拍攝之原創作品。
2. 影片長度(含片頭、片尾) 30 秒至 90 秒以內，依 Youtube 的計算為主。
3. 影片可為直式或橫式，比例須適合於 Shorts 或 Reels 等影音平臺播放，HD 畫質(解析度 720p 以上)，MP4 或 MOV 格式為主，檔案大小 100MB 以內。
4. 影片語言可為英語、華語或境外學生之母語，並須搭配字幕。影片字幕須為英文或中英文雙字幕。
5. 每人最多繳交 1 件作品，且須上傳著作權聲明暨轉讓同意書。
6. 影片中不得出現剪輯軟體等浮水印或創作者個人 LOGO。
7. 參賽作品須為參賽者之原創作品，且未曾在其他公開競賽或徵選活動獲獎。稿件不得一稿多投，亦勿抄襲或轉載他人作品，如涉著作權、肖像權等問題，參賽者須自行排除，概與主辦單位無關，經查有前述情事者，一律取消參賽資格。
8. 參賽者應保證所提供之所有資料為真實及正確，簽署應為本人親筆簽名，且作品內無不當、違反善良風俗或法律之內容。
9. 參賽作品一經遞交，均不能再修改，調換及退還。違反規定之參賽者，主辦單位得通知限期補正，逾期補正不齊者，視同放棄參賽資格。



## **Regulation:**

### 1. Topic of the Creation:

- (1) The topics of the video should focus on campus life at National Taipei University, including adapting to academic learning, making new friends, joining student clubs, or survival tips related to food, clothing, accommodation, and transportation at NTPU. The video should convey positive energy, show the characteristic of the university, and be suitable for overseas students. It must not contain violence, obscenity, offensive content, or personal attacks. There shall be no violence, obscene, obstructing morals, involving personal attacks, etc. The organizer has the right to disqualify the participant if there are any above-mentioned behaviors.
- (2) The video title should follow the format: "2024 NTPU Survival Guide \_\_ [Name of Work],"  
For example, "2024 NTPU Survival Guide \_\_ A Quick Guide to Vegetarian Food at NTPU."

### 2. Specification of the Creation

- (1) Videos can be filmed using any type of equipment, including cameras or smartphones. The filming period and location/materials used should be specified. The work must be original, filmed after January 1, 2024.
- (2) The length of the video (including the opening and ending) should be within 30 seconds to 90 seconds, based on YouTube's time calculation.
- (3) The video can be in vertical or horizontal format, with an aspect ratio suitable for platforms like Shorts or Reels. It should be in HD quality (resolution of 720p or above) and MP4 or MOV format, with a file size not exceeding 100MB.
- (4) The video can be in English, Mandarin, or the overseas student's native language, but must include subtitles. Subtitles should be in English or both Chinese and English.
- (5) Each participant may submit a maximum of 1 work and must upload a "Transfer of Copyright Agreement".
- (6) The video must not contain watermarks from editing software or any personal logos of the creator.
- (7) The submitted work must be an original creation of the contestant and must not have won any other public competitions or selection events. Manuscripts must not be submitted for multiple submissions, plagiarism, or reprinting other people's works. If it involves copyright, portrait rights, etc., the contestants should be solely responsible for any related legal matters, and the organizer will not be held accountable. Those who have the circumstances above will be disqualified from the contest.
- (8) Contestants should confirm that all the information provided in the forms is true, complete, and accurate and shall not contain indecent or any controversial and inappropriate content, and sign the signature in person.
- (9) Once submitted, works cannot be modified, changed, or returned. The organizer can notify the contestants who violate the regulations to make corrections within a time limit. Those who do not make corrections within the time limit will be deemed to have given up their qualifications for the contest.

## 七、評選方式

- (一) 由主辦單位聘請專家組成評選小組，以公正、嚴謹方式審查參賽作品。評選出特優獎、優等獎及佳作獎作品。
- (二) 評分標準：
  1. 主題符合性(35%)：內容切題性。
  2. 腳本創意(30%)：具有特色、內容創新。
  3. 拍攝剪輯技巧(20%)：運鏡角度、剪輯流暢度、整體質感、音效適切性。
  4. 推廣效益(15%)：宣導可行性、效益普及性、適合運用於手機及新媒體。
- (三) 參選作品如未達水準，得由主辦單位決定從缺或不足額入選。
- (四) 評選結果預訂於 2024 年 12 月上旬公告，將以 E-mail 通知得獎者，並公告於臺北大學國際事務處網頁，未得獎作品不另行通知。

### Evaluation Method

1. The organizer will invite specialist to form a selection team to review the entries fairly and rigorously. There will be High Distinction Awards, Excellence Awards, and Honorable Mention Awards.
2. Scoring Criteria:
  - (1) Theme Alignment (35%): Relevance to the topic.
  - (2) Script Creativity (30%): Distinctive features and innovative content.
  - (3) Filming and Editing Techniques (20%): Camera angles, editing smoothness, overall production quality, and appropriateness of sound effects.
  - (4) Promotional Effectiveness (15%): This involves the feasibility of the promotion, its widespread benefits, and suitability for use on mobile devices and new media platforms.
3. If the participating works do not meet the standard, the organizer may decide to select either vacant or insufficient awards.
4. The election results are scheduled to be announced in early December. Winners will be informed via email and be announced on the website of NTPU OIA. No further notice will be given to participants that have not won the award.

## 八、比賽獎勵

- (一) 特優獎：
  1. 第一名：獎金新臺幣 8,500 元 (1 名)
  2. 第二名：獎金新臺幣 7,000 元 (1 名)
  3. 第三名：獎金新臺幣 6,000 元 (1 名)
- (二) 優等獎：獎金新臺幣 4,500 元(4 名)。
- (三) 佳作獎：獎金新臺幣 3,500 元(3 名)  
\*以上獲獎者均可獲得獎狀 1 張。
- (四) 早鳥禮：前 20 名完成報名者可獲 200 元超商禮券 1 份。  
(補件者以完成補件日期為準)

## Prizes

### 1. High Distinction Award:

- (1) First Place: NT\$ 8,500 (1 winner)
- (2) Second Place: NT\$ 7,000 (1 winner)
- (3) Third Place: NT\$ 6,000 (1 winner)

### 2. Excellence Award: NT\$4,500 (4 winners)

### 3. Honorable Mention Award: NT\$3,500 (3 winners)

\*The above winners will receive 1 certificate.

### 4. Early Bird Gift: The first 20 applicants who completed the registration can get a NT\$200 gift voucher. (Supplementary documents will be calculated on the last submission date.)

## 九、比賽時程

- (一) 報名收件：即日起至 2024 年 11 月 18 日(星期一) 23:59 截止
- (二) 得獎公告：2024 年 12 月上旬公告於臺北大學國際事務處網頁，並 E-mail 通知得獎者，未得獎作品不另行通知。
- (三) 頒獎典禮：2024 年 12 月於臺北大學三峽校區進行頒獎典禮(時間與場地，待後續公告通知)。

## Schedule

1. Registration: From now on to 23:59 p.m. November 18th, 2024 (Mon.)
2. Winner Announcement: An announcement will be made on the website of NTPU OIA in early December 2024, and the winners will be informed via e-mail.
3. Award Ceremony: The award ceremony will be held at NTPU Sanxia Campus in December (time and venue will be announced later).

## 十、參賽須知

- (一) 本活動獎金將以匯款方式核發，獲獎者須於接獲通知後，於指定期間提交相關證件(學生證、居留證/護照、匯款帳戶之郵局或銀行存摺)予主辦單位辦理請領獎金相關事宜，逾時未辦理者，視同放棄領取獎金。
- (二) 依中華民國所得稅法規定：
  1. 獲獎人為境內居住者的個人，按給付金額扣取 10%。
  2. 獲獎人為非境內居住者的個人，按給付金額扣取 20%。※中華民國境內居住之個人：含同一課稅年度於境內住 183 天以上之外國人、華僑及大陸人士。
- (三) 凡參與本活動者即視同承認本活動之各項規定，本活動計畫如有未盡事宜或因故無法進行時，主辦單位有權決定修改、取消、終止或暫停本活動，並保有本活動規定之最終解釋權，參賽者不得有任何異議。
- (四) 入選作品之作者享有著作人格權及著作財產權，並自動授權主辦單位於任何時間、地點，以任何方式增修、使用該著作之權利。主辦單位得將所有參賽作品公佈於網站、社群媒體、平面文宣等平臺或於公共空間展示。著作人不得撤銷此項授權，且主辦單位不需因此支付任何費用。
- (五) 如中、英文兩個版本有任何抵觸或不相符之處，應以中文版本為準。

## Notices

1. The award for this event will be issued by remittance. The winners must bring the relevant documents (student ID, ARC/passport, bank passbook) to the organizer after receiving the notification. If the participants cannot submit these documents on time, their reward will be canceled.
2. According to the Income Tax Law of the Taiwan (R.O.C.):
  - (1) Individuals who are residents of Taiwan (R.O.C.) will be charged 10% for income tax.
  - (2) Non-residents of Taiwan (R.O.C.) will be charged 20% for income tax.

※ Individuals who are residents of Taiwan(R.O.C.) including the foreigners, overseas Chinese and people of the Mainland China Area that have resided and stayed in the Taiwan Area in a taxable year.
3. Participants are seemed to agree with the regulations of this activity. In the case of other unforeseeable events, the organizer has the right to reschedule this activity and change the award, and reserve the final interpretation of the regulations. Participants shall not raise any objection.
4. The authors of the selected entries have moral rights and copyright. They automatically authorize the organizer to add, modify, and use the work in any way and place. The organizer may publish all the entries on the website, social media, and other platforms or display them in public spaces. The authors cannot revoke this authorization, and the organizer does not need to pay any fees for it.
5. In the event of inconsistency between the Chinese and English versions of this activity introduction, the Chinese version shall prevail.

## 十一、聯絡方式

聯絡信箱：[oiastu@gm.ntpu.edu.tw](mailto:oiastu@gm.ntpu.edu.tw)

### Contact

Contact email: [oiastu@gm.ntpu.edu.tw](mailto:oiastu@gm.ntpu.edu.tw)