

蒙養校園電視台『MYTV』吉祥物親子設計比賽

敬啟者：

本校獲「優質教育基金」支持，即將成立「蒙養校園電視台(MYTV)」。為配合本校校園電視台「MYTV」開台，現舉辦吉祥物親子設計比賽。是次比賽之得獎作品圖樣將用作製成實物人偶，並將成為本校校園電視台形象大使，盼各位家長與學生踴躍參加，藉此與子女共享創作樂趣。得獎作品有機會應用於以下宣傳途徑：

- | | |
|---------------------|----------------|
| 1. 影像宣傳 | 2. 實物宣傳 |
| 短片（例如：本校宣傳短片） | 吉祥物人偶將出席本校各類活動 |
| 活動相片（例如：在大型活動與嘉賓拍照） | 紀念品 |
| 網站圖像（例如：本校網站或社交網站） | 宣傳禮品 |

比賽詳情

參賽資格：本校學生及家長(每位學生只可呈交一份作品)

參賽須知：

1. 參賽作品須於 A4 (210mm x 297mm) 尺寸的白紙上展示其參賽作品，並需清晰顯示作品細節。
2. 參賽作品必須包含吉祥物的正面及背面，參加者可自由選擇提交吉祥物的側面設計。正面、背面及側面設計須各自繪畫在 A4 紙上。
3. 是次比賽接受不同方法繪製的彩色作品（如彩鉛筆、馬克筆、油粉彩等）。
4. 參賽者需為吉祥物命名（包括中文及英文名）。
5. 參賽者需連同參賽表格及參賽作品一併遞交到學校。
6. 作品必須原創，並未曾發表。不可使用現成美工圖案、相片、其他類似圖畫圖像或版權屬他人的美術品。
7. 已遞交的作品將被視為最後版本，不得修改或重新遞交。
8. 逾期遞交作品將不被接納。
9. 學校擁有得獎作品的版權、使用權利。學校有權修改得獎作品，並可以任何形式進行公開展示，以及製作成不同類型的宣傳品，而毋須徵求參賽者同意或另外給予酬報。
10. 學校擁有本比賽規則的解釋權和最終決定權，包括是否採用得獎設計作為校園電視台吉祥物之最終設計藍本。

評審準則：設計意念—吉祥物的個性、具代表性、與學校的關聯等 (30%)

美感美學—技巧運用、視覺效果等(30%)

創意—原創性(40%)

獎項：設冠、亞、季軍各一名，且得獎者可獲獎狀及豐富禮品一份以資鼓勵。

截止日期：2021 年 3 月 4 日(星期四)或以前將作品交予班主任。

查詢電話：24762414 (湯婉琴老師)

此致

貴家長



校長劉強謹啟

二零二一年二月二十二日

(此通告不設回條部分)

錦田公立蒙養學校
蒙養校園電視台「MYTV」吉祥物親子設計比賽
參賽表格（可自行複印）

學生姓名：_____

家長姓名：_____

年級：_____

作品名稱：_____（中文）

_____（英文）

備註：請於 2021 年 3 月 4 日（星期四）或以前將作品交予班主任。

Kam Tin Mung Yeung Public School

(Notice No : E063/2020)

22.2.2021

Mung Yeung TV Mascot Design Parent-Child Competition

Dear Parents/Guardians,

Our school is launching a campus TV, Mung Yeung TV (MYTV) with support from the Quality Education Fund. We are now holding a Mung Yeung TV Mascot Design Parent-Child Competition to celebrate the launch of MYTV. We will produce a mascot for the winning design, as an ambassador of MYTV. We hope the parents and students can join and share some moments together.

The winning design may be put in use by school in the following promotion channels:

1. Media promotion Video (e.g. school's promotional video) Photo (e.g. Group photo with guests in various events) Online promotion (e.g. school website or social network)	2. Product promotion Mascot in costume attending school events School souvenir Promotional items
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Details are as follows:

Eligibility:	Students and parents of our school (Each student can submit one design.)
Requirements:	<ol style="list-style-type: none">1. Entries must be clearly shown on A4 paper (210 mm x 297 mm).2. The front and back views of the mascot must be shown in the entry while the side view is optional. All views should be painted on A4 sized paper separately.3. Coloured artworks in different forms are accepted, such as coloured pencils, markers and pastel.4. Name of the mascot must be provided (in both Chinese and English).5. Entries must be submitted together with an application form by email, post or in person.6. Entries must be original and have not been published. Existing clip art images, stock photos, other similar illustrations or copyrighted artworks are not allowed.7. Submissions received will be considered as final. No amendment or resubmission will be allowed.8. Late submissions will not be accepted.9. The copyright of the winning entries and the right to use the winning entries will be owned by the school which reserves the right to modify the winning entries, to use them in any forms for public display and to produce them in different forms of promotional items without prior consent from or remuneration to the related participants.10. The school has the right to interpret the rules of this competition and for final decisions, including whether to adopt the winning design as the final artwork for the MYTV mascot.
Judging criteria:	Design concept – personality of the Mascot, relevance to the school (30%), aesthetic – art techniques, visual impact (30%), and creativity - originality (40%)
Awards:	One champion, one 1 st runner-up and one 2 nd runner-up, with an award and a certificate
Deadline:	Entries must be submitted to the class teacher by 4 th March, 2021 (Thursday)
Contact tel no.:	2476 2414 (Ms. TANG Wanqin)

Yours sincerely,



Mr. Lau Keung
Principal

(This E-notice does not have a reply slip part)

Kam Tin Mung Yeung Public School
Mung Yeung TV Mascot Design Parent-Child Competition
Application form (This form can be photocopied if necessary)

Student's Name : _____

Parent's Name : _____

Class : _____

Mascot's Name : _____ (Chinese)

_____ (English)

Remarks : Entries must be submitted to the class teacher by 4th March, 2021 (Thursday).