

# 中國醫藥大學 YouTube 影片宣傳競賽

## China Medical University YouTube Video Competition

### 一、 活動宗旨：

為鼓勵境外學生能發揮創意，並製作 YouTube 影片宣揚中國醫藥大學(以下簡稱「本校」)各系所之特色，協助擴展本校招生宣傳及提高本校網路曝光率及國際知名度，以利吸引更多優質境外生就讀本校，特舉辦 YouTube 宣導影片徵件競賽。

### **Purpose:**

To promote China Medical University (CMU) and encourage international students to apply for CMU, we'd like to invite CMU international students to introduce their student life, and share their experience in CMU and advertise CMU through YouTube videos.

### 二、 主辦單位：中國醫藥大學國際事務處

Organizer: Office of Global Affairs, China Medical University

### 三、 參賽資格：

1. 參賽對象：中國醫藥大學在校境外學生，認同本校且對本校有向心力，並具有拍攝影片介紹本校特色及近年成就的熱忱。
2. 參賽組別：
  - (1) 個人或團隊(人數以 4 人內為限)皆可報名，每人限報一隊不可重複報名。
  - (2) 以團隊方式報名者，報名時需填寫一團隊代表人，主辦單位發送之通知及獎金之發放等，均以此人為送達代收者及扣繳義務人。
  - (3) 每組參賽件數為一件。

### **Eligibility and Requirements:**

1. Full-time international students, overseas Chinese students and Mainland China students who currently enroll and study in CMU
2. Each person can choose to participate as an individual or as a team
  - (1) Each team is limited to 4 members, and each person can only participate in one team.
  - (2) Each team shall assign one member as the main correspondent to receive the organizer's notifications, and awards, and to be the tax withholder and taxpayer.
  - (3) Each participant/team shall only submit one film for competition.

### 四、 參賽規則：

1. 參賽報名：報名表請至國際事務處官網下載 <https://cmucia.cmu.edu.tw/> (並於 2020 年 11 月 09 日 17 點前回傳報名表至 [intelstu@mail.cmu.edu.tw](mailto:intelstu@mail.cmu.edu.tw))
2. 收件方式：請於 2020 年 11 月 16 日 17 點前將影片上傳至 YouTube 及

個人 Google 雲端，並將 YouTube 及 Google 雲端連結以電子郵件寄至：  
[intelstu@mail.cmu.edu.tw](mailto:intelstu@mail.cmu.edu.tw)，主旨一律為：CMU YouTube 影片宣傳競賽(影片名稱+聯絡人)。

**Procedures:**

1. Registration: Please download the application form from the attachment2, and email the application form to [intelstu@mail.cmu.edu.tw](mailto:intelstu@mail.cmu.edu.tw) before 17:00, **November 09, 2020.**
2. Submission: Please upload the video to YouTube and your Google Drive and email the links to [intelstu@mail.cmu.edu.tw](mailto:intelstu@mail.cmu.edu.tw) before 17:00, **November 16, 2020** (Taiwan Local Time). The email subject shall be “CMU YouTube Video Competition (Name of the video + contact person)”

五、 影片規格：

1. 影片規格：像素至少 1080x720 的 avi/mov/mpg/mp4/wmv 格式(NTSC 規格)
2. 影片長度：3 分鐘內
3. 結束畫面須加註：

*China Medical University, Taiwan, Welcomes You!*  
*China Medical University Makes You Achieve Your Dreams!*

*Top 1% of Universities Worldwide*  
*Ranking No 2. Among Taiwan's Universities*

中國醫藥大學歡迎您！招生資訊詳情請至國際事務處  
Office of Global Affairs <https://cmucia.cmu.edu.tw/>

4. 影片語言：境外生可以學生母語或英語為主，可搭配其他語言，均須加上英文字幕。
5. 影片素材：自行創作或合法取得授權音樂、影片或圖文，來強化中國醫藥大學的招生宣傳。呈現方式不限，**風格類型（影片、動畫）不拘**，惟應避免內容離題、違反善良風俗及侵害他人著作權等相關情事。

**Specification of Video**

1. Format of video shall be avi, mov, mpg, mp4, wmv(NTSC format)
2. Length of video shall be within 3 minutes.
3. The ending shall include the following information:

*China Medical University, Taiwan, Welcomes You!*  
*China Medical University Makes You Achieve Your Dreams!*

*Top 1% of Universities Worldwide*  
*Ranking No 2. Among Taiwan's Universities*

中國醫藥大學歡迎您！招生資訊詳情請至國際事務處

- The video can be in English or the participants' native languages, and must include the English subtitle.
- The video shall only include the music, pictures and words that they have made or that they have been authorized to use. It can be presented by animation or film.
- The video shall not contain materials that are obscene, violent, pornographic, defamatory, and indecent or any content that is controversial and inappropriate.

六、 得獎獎金：

金牌獎 1 名(10,000 元)、銀牌獎 1 名(8,000 元)、銅牌獎 1 名(5,000 元)、  
創意獎數名(3,000 元)，以上均可獲獎狀乙張。

\*若是團體報名得獎，則以整體代表。

**Awards & Prizes**

Gold Award: 1 person or team (NTD 10,000)

Silver Award: 1 person or team (NTD 8,000)

Bronze Award: 1 person or team (NTD 5,000)

Best Innovation Award: NTD 3,000

The winners will be awarded certificates.

七、 評比標準：

評審評比(60%)、網路人氣 (40%)：

評審評比	比例	60%
	內容	(1)依主題性 30%：符合宣傳本校主題且傳達明確。 (2)創意發想 20%：內容創新並具巧思且能獨樹一幟。 (3)技巧呈現 10%：錄製、畫面構成、影音及後製等技巧。
網路人氣	比例	40%
	內容	YouTube 按讚數(YouTube 平台-設為公開)

**Adjudicator & Assessing Criteria**

Entries will be assessed based on the following areas:

<b>Committee Assessment</b>	Percentage	60%
	Factors	(1) Content 30%: Choice of theme, message, plot (2) Creativity 20% (3) Technical Skills 10%
<b>Popularity</b>	Percentage	40%
	Factors	Number of YouTube Likes(Video privacy setting: Public)

八、 競賽時程

時間	項目	備註
11/9(-)17:00	報名表回傳截止	
11/16(-)17:00	影片徵件	

11/23(一) - 11/27(五)	審查作業	
11/30(一)	公告獲獎者領獎	獲獎者將公告於國際處官網

#### Timeline:

Date	Activity	Note
17:00 November 9 <sup>th</sup>	Deadline of submission Application Form	
17:00 November 16 <sup>th</sup>	Submitting videos	
November 23 <sup>rd</sup> - November 27 <sup>th</sup>	Assessment	
November 30 <sup>th</sup>	Announcement of Result	Announced on OIA website

- 九、 所有得獎作品須無償授權予主辦單位置於網際網路、國內外頻道、政府單位或其他影音頻道中播出使用。

Participation teams must fully understand and agree to assign to CMU the copyright of their works without charge. CMU has the right to use the video images, titles, synopses of the works and information of participation teams in any form of media for exhibition, publication, publicity or non-profit making purposes. CMU also has the right to edit, translate, adapt, use, copy and distribute, in whole or in part, the works without the prior consent of the participation teams, or payment of fees.

- 十、 得獎名單：前三名之作品會放在國際處網頁(國際事務處臉書)及招生宣傳使用。

The Award Result and videos will be announced on the website of Office of Global Affairs to promote the admission information for international students.

- 十一、 注意事項：

1. 個人資料保護法 Personal Data Protection Act

<https://law.moj.gov.tw/LawClass/LawAll.aspx?PCode=I0050021>

2. 根據智慧財產權與著作權法不得抄襲

參賽作品應確由參賽隊伍自行創作，不得有抄襲或代勞情事，或涉著作權、專利權及其他權利之侵害，參賽者若違反相關規定，應自負相關法律責任。

An entry must be an original work and does not infringe any rights (including intellectual property rights, rights of confidentiality or privacy) of any third parties. A breach of this rule will result in disqualification from competition or award. Should an entry breach any laws, the participation teams shall be held responsible for all legal liabilities. The Organizer shall not be held responsible for any liabilities.

3. 得獎之參賽作品，須附上**著作權授權同意書文件 1 份**，聲明設計作品未侵犯他人之智慧財產權。如涉有爭議或侵害智慧財產權之法律責任，概

由參賽團隊負全責，與主辦/執行單位無關。如造成主辦/執行單位或第三者之權益損失，參賽團隊自行承擔並負相關賠償責任，不得異議。  
The participant/participation team shall submit a Copyright Licensing Agreement, declaring and warranting that the video does not infringe on any intellectual property rights of any third party, and will bear all the liability and compensation if any infringement happens.

4. 參賽隊伍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，且作品內無不雅或不當、違反善良風俗或法律之內容。  
The participant/participation team shall confirm that the information given in the videos and forms is true, complete and accurate, and the video shall not contain materials that are obscene, violent, pornographic, defamatory, and indecent or any content that is controversial and inappropriate.

5. 疫情期間拍片仍須做好防疫措施。  
Please take necessary precautionary measure during the coronavirus disease pandemic.

6. 獎勵金依中華民國稅法規定，辦理扣繳的規定：  
(1) 獲（中）獎人為國內居住者的個人，或在國內有固定營業場所的營利事業，其中獎的獎金或給與，按給付金額扣取 10%。  
(2) 獲（中）獎人為非國內居住者的個人，或在國內無固定營業場所的營利事業，一律按給付金額扣取 20%。

※ 中華民國境內居住之個人：合同一課稅年度於境內住滿 183 天以上之外國人、華僑及大陸人士。

(請參閱財政部 <https://www.etax.nat.gov.tw/etwmain/front/ETW118W/CON/444/8980357477477352512?tagCode=>)

### **Taxation Laws**

All cash prize must comply with the taxation laws of Taiwan (R.O.C.), and withhold tax of the payment according to the laws (For the individuals who are residents of Taiwan(R.O.C.), or hold a profit-seeking enterprise with a fixed place, 10% of the full payment of the prizes or payment from contests and games won by chance is withheld. For the non-residents of Taiwan (R.O.C.), or without a fixed place of profit-seeking enterprise, 20% of the payment is withheld.).

\* 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.

7. 參賽隊伍未依規定繳交各項參賽文件及相關資料者，主辦單位得取消其參賽資格。請自行確保檢具作品上傳流程，若因網路或不可抗力之因素而無法完成作品上傳，由參賽隊伍自行負責，主辦單位恕不負相關責任。  
The participant/participation team shall submit the videos and relevant documents as required or will result in disqualification from competition or

award. The videos shall uploaded by the participant/participation team.

8. 參賽作品一經遞交，均不能再作修改，調換及退還。

Once submitted, an entry cannot be modified or replaced and will not be returned.

9. 參賽或得獎作品經人檢舉或告發為非自行創作或冒用他人作品、涉及抄襲或違反著作權等相關法令，且有具體事證者，執行單位得取消其參賽及得獎資格並追回已頒發之獎金、獎牌及獎狀。

If there is a rights dispute for a submitted film, the organizer reserves the rights to disqualify the film to the competition, and to retrieve the prize. The entrant should be solely accountable for any related legal matters.

10. 主辦/執行單位保留活動相關項目最終修改權利。如有任何爭議，主辦單位擁有最終決定權。

In case of any disputes on the competition results, the Organizer's decision is final. The Organizer reserves the right to make decision on all matters relating to the competition, which shall be final. This includes the right to interpret, amend, cancel or suspend the terms and conditions, prizes and other arrangements of the competition without notice.

## 十二、聯絡資訊

1. 連絡窗口:中國醫藥大學國際事務處楊喻淇小姐
2. 連絡電話:04-22053366(分機 1122)
3. 連絡信箱: [intelstu@mail.cmu.edu.tw](mailto:intelstu@mail.cmu.edu.tw)

### **Contact Information:**

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