

National Digital Arts Awards 2015 Mechanics

1. Definition of Terms

- 1.1 **Innovation:** art that is of original value, fresh and novel, or has not been seen in the art community.
- 1.2 **Execution:** entry should showcase the maturity and refinement of the artist's technique.
- 1.3 **Communication:** The work should also be able to communicate the artist's intended idea or concept.
- 1.4 **Content:** Entry should adhere with the theme **#DigitalPinoyAko!**
- 1.5 **Originality:** Art that is original, not copied from the work of other artists and authorship can be proven.

2. Specifications of the Work

The contestants will create work based on the theme:

#DigitalPinoyAko!

This year, NDAA aims to highlight works from the Filipino youth – their interpretation of the Philippines as a country that continues to rise with the help of digital technology. All contestants should create works that show the integration of technology and rich visual media as integral to nation-building, instilling nationalism in every Filipino, and how moving forward, our young people can influence culture using positive values towards affirmative change.

3. Eligibility

- 3.1 Contestants must be at least 16 years old at the time of the official announcement of the competition and should not exceed 26 years old before November 2015, are currently enrolled and are bonafide students of any secondary/tertiary/college/university or technical vocational institutions.
- 3.2 Only Philippine residents are eligible to join the competition.
- 3.3 Employees of Globaltronics, Inc., its affiliates, Competition Committee members, and Board of Judges, as well as their respective spouses and relatives up to the 2nd degree of consanguinity are not eligible to join.
- 3.4 Only one entry per category is allowed.
- 3.5 Only natural persons participating in a personal capacity are allowed to participate.

4. Competition Categories

4.1 Motion Graphics/Animated Video

The following are required for Motion Graphics entries:

- Resolution: 1280 x 720 pixels.
- File Output: h.264 (mp4).
- No templates allowed.
- All materials must be original (e.g. Images or videos used).
- Audio is required and must be original.
- Length of video must be atleast 60 to maximum of 90 seconds.

4.2 Print

The following are required for Print entries:

- Resolution: 300 dpi.
- File Output: JPEG (.jpg)
- Size: A3
- All materials must be original (e.g. Images or Photographs used).

5. Competition Format

There are three phases in the competition:

- Submission of entries
- Selection
 - *Semi-final judging*
 - *Official judging & online voting*
- Announcement of winners



**Competition Format Diagram per category*

5.1 Submission of Entries

All entries must be uploaded via the “Submission” tab in the competition website: ndaa.globaltronics.net or send via email through ndaaph@gmail.com on or before **October 16, 2015**, complete with the fully accomplished registration form and all required documents.

5.1.1 Required documents for Students

- School ID
- Proof of Current Enrollment
- Notarized Affidavit of Original Work, attesting to the originality of their work and holding Globaltronics free from any and all liabilities in case of copyright infringement and/or similar claims.

5.1.2 There are absolutely no fees in joining this competition.

5.1.3 The Registration Form and the Affidavit of Original Work can be downloaded at the official NDAA webpage: ndaa.globaltronics.net.

5.1.4 All information entered in the affidavit of Original Work and Registration Form must either be legibly handwritten or encoded. For contestants who are 18 years of age and below or in such other circumstances that restrict their capacity to act, the consent of his/her guardian shall be required. For this purpose, said guardian shall be required to sign the aforesaid affidavit signifying his/her consent to the contestant’s undertakings.

5.1.5 All the required documents must be in JPEG, PNG or PDF format.

5.1.6 Required documents should also be uploaded at the competition website.

- 5.1.7 Each document or entry uploaded must not exceed 40MB in file size.
- 5.1.8 The use of third party file sharing websites is required for Motion Graphics entries. (e.g. MediaFire, Google Drive)
- 5.1.9 Upon receipt of the entry, the contestant will receive a system-generated email acknowledging the receipt of his or her entry.
- 5.1.10 If problems are found in the entry or the submitted documents, the contestant will be notified through email, call or SMS. The contestant will be given one (1) week to comply with and complete the requirements. No further extensions will be granted.
- 5.1.11 The filename of the entry should be as follows: **[LAST NAME First Name M.I]_[Entry Title]_[Competition Category]** e.g: **[DELA CRUZ Juan J]_[Philippine Presidents]_[Motion Graphics]**
- 5.1.12 All required documents must be labeled as is and should be included with the entry:
e.g: **“Registration Form”, “School ID”, “Affidavit of Original Work”, “Proof of Current Enrollment”.**
- 5.1.13 Any extension in the competition deadline will be announced in the website or Facebook page.
- 5.1.14 Each contestant may send only one (1) entry per category. This means that a contestant may choose to join both categories.
- 5.1.15 Should the contestant qualify in the pre-judging and finals, he/she will be notified via email, call or SMS.

5.2 Selection

- 5.2.1 A Selection Committee will be formed to review all the entries in both competition categories. Selection Committee members may come from past winners of NDAA and/or selected professional digital artists.

5.3 Semi-final Judging

- 5.3.1 Entries will undergo a screening process and are narrowed down to fifty (50) semi-finalists.
- 5.3.2 The Selection Committee will determine the ten (10) finalists from the fifty (50) semi-finalists. The finalists will then move on to the next level of competition, the Official Judging and online voting.

5.4 Official Judging and Online Voting

- 5.4.1 Once chosen as a finalist, a CD/DVD containing all the raw files may be requested by the Competition Committee. All files must be labeled accordingly.
- 5.4.2 Official judging of entries and online voting will be done by 3rd quarter of the year onwards.
- 5.4.3 The Official Judging Committee will be organized to determine the winners. Its members shall consist of top Filipino creative professionals and experts.
- 5.4.4 Finalists' entries will be judged based on the following criteria:

Innovation	20%
Execution	20%
Communication	20%
Content	20%
Originality	20%
TOTAL	100%

- 5.4.5 The finalists' entries will be uploaded at NDAA's social media channels. The most number of organic likes per category will receive the People's Choice Award.
- 5.4.6 The use of third party hacks or the use of paid services to artificially increase the number of likes is not allowed. In case of such an event, the subject entry will automatically be disqualified from the People's Choice award.

5.5 Announcement of Winners

- 5.5.1 All contestants will be encouraged to the Awards Night slated on **January 29, 2016**.
- 5.5.2 Finalists are automatically invited as guests and shall have reserved seats for the Awards Night.
- 5.5.3 There will be four (4) winners per category: 1st, 2nd, 3rd, and People's Choice.

- **Prize Money**

		Winners	Official school partners
Motion Graphics	1st	200,000.00	20,000.00
	2nd	150,000.00	15,000.00
	3rd	125,000.00	12,500.00
Print	1st	175,000.00	17,500.00
	2nd	150,000.00	15,000.00
	3rd	100,000.00	10,000.00

**Should a student from any of the participating schools win any prize, the school will receive a corresponding cash incentive, as indicated in the table above.*

- 5.5.4 Should the finalist be unable to attend the Awards Night for any reason he/she must assign a proxy together with a written authorization on his/her behalf.
- 5.5.5 The winner's cash prize shall be forfeited in case he/she cannot attend or cannot send a proxy at the Awards Night.
- 5.5.6 Winners residing within Metro Manila and nearby areas will be required to pick up their prizes within thirty (30) days after the Awards Night at Globaltronics, Inc. office located at 349 Ortigas Ave., Wack-Wack Greenhills, Mandaluyong City. Prizes of the winners from provincial areas will be delivered to them or sent via reputable remittance company.
- 5.5.7 Winners will be required to undergo a brief interview about their experience in the NDAA 2015. Winners residing in the provinces may submit a pre-recorded interview. Prizes will be released only upon the completion of the interview.

6. Fair Play

Contestant must ensure that the submitted art piece does not:

- 6.1** Contain material that violates or infringes another's rights, including but not limited to privacy, publicity or intellectual property rights;
- 6.2** Contain copyrighted material not created by the contestant, other than material that they have necessary rights, consents and permissions to use and sub-license to sponsor on a royalty-free, irrevocable, perpetual, non-exclusive basis in connection with the entry
- 6.3** Contain material that is inappropriate, indecent, obscene hateful, tortious, defamatory, slanderous or libelous;
- 6.4** Contain material that is unlawful, in violation of or contrary to the laws or regulations in any jurisdiction where the entry is created.
- 6.5** All winning entries shall become the property of Globaltronics, Inc. and cannot be used or sold locally or internationally without the written or expressed permission of Globaltronics, Inc.

7. Other Regulations

- 7.1** The Competition Committee reserves the right to withdraw any award and/or prize at any given time should the contestant violate any of the rules and regulations for the completion, or if the Competition Committee deems, in granting the award to the contestant may damage the image and reputation of Globaltronics, Inc. or any of its affiliates.
- 7.2** The Competition Committee reserves the right to revoke the contestant's status as a Semi-Finalist/Finalist at any point of the judging process should the committee find any irremediable discrepancy or violations that were overlooked during the initial screening.
- 7.3** The contestants are refrained from communicating with the Competition Committee and Board of Judges in any form during the competition period.
- 7.4** Globaltronics, Inc. reserves the right to use the name and photo of the contestant and his/her entry free of charge for any broadcast, telecast, print or any other medium, for whatever legal purposes.
- 7.5** Important updates (extensions, new regulations, etc.) will be announced through the NDAA Facebook fan page. It is understood that all contestants are to read such update as part and parcel of the competition rules.
- 7.6** Failure to comply with the above rules and regulations shall automatically disqualify the contestant.
- 7.7** By submitting an entry, the contestant agrees to abide by all the Rules and Regulations of the competition.
- 7.8** The Competition Committee shall not be held liable for late, missing or lost entries.
- 7.9** All decisions of the Competition Committee and Board of Judges are final.