



實習・挑戰・去片

張騫計劃 2018 短片比賽須知

海上絲綢之路協會

日期:

2018 年 6 月 1 日開始

2018 年 9 月 1 日截止

2018 年 9 月中旬公布賽果

主題:

- 以生動有趣的手法分享實習生活的所見所聞
- 為觀眾帶來一次難忘的實習經歷
- 可混合使用不同題材，如綜藝、戲劇、VLOG、動畫等

目的:

- 分享實習經驗及外地體驗
- 在自我增值的同時，將學到的知識帶給觀眾

參加資格:

- 必須為張騫計劃 2018 實習學生，以個人名義參加

遞交作品:

- 短片必須使用廣東話、英語或普通話作主要語言
- 每位參賽者只可提交 1 條短片
- 片長不多於 10 分鐘、解析度為 1920x1080 或以上、須以 MPEG-4 格式遞交不大於 2GB 的影片檔案
- 短片須附上不多於 20 字之中文及英文標題各一



- 請將短片上載至自己的 Google Drive 賬號，並將分享或下載連結電郵至 contest@maritimesilkroad.org.hk，成功遞交者將獲電郵回覆確認
- 評審團對比賽結果有最終決定權
- 所有參賽者須同意「海上絲綢之路協會」（「海絲會」）擁有參賽作品之版權及使用參賽作品作宣傳用途，包括任何展示、複製使用、上載互聯網等，並擁有刪減和修改的權利
- 「海絲會」保留一切更改條款及細則之決定權
- 如有任何疑問，請傳送電郵至 contest@maritimesilkroad.org.hk 與我們聯繫

評分準則：

- 內容（50%）：個人經歷、豐富程度
- 技巧（20%）：短片質素、畫面構圖、取景、聲效等
- 創意（30%）：創新手法、溝通技巧、帶來驚喜

獎項：

- 大獎 1 名：iPad (2018) Wi-Fi 128GB 平板電腦（價值約\$3388）
- 二獎 1 名：DJI Osmo Mobile 2 手提拍攝三軸穩定器（價值約\$1000）
- 三獎 1 名：超級市場現金禮券 \$200
- 最高人氣獎 1 名（於分享會現場投票選出）：超級市場現金禮券 \$200
- 觀眾參與獎 1 名（現場投票觀眾中隨機抽出）：超級市場現金禮券 \$200

注意事項：

- 如需拍攝工作場所或任何公司財產，請先獲得有關負責人同意
- 所有參賽者須同意比賽條款及細則，詳情請閱：<https://bit.ly/2IDkoGy>
- 比賽專頁：<https://bit.ly/2IrBsiE>



Slice of Life Challenge

Operation Zhang Qian 2018 Video Contest Guidelines

Maritime Silk Road Society

Dates:

1 Jun 2017 – Contest Kick-off

1 Sep 2017 – Submission Deadline

Mid Sep 2017 – Winner Announcement

Theme:

- Share your life as intern in an intriguing video
- Bring audience an unforgettable internship experience just like they were there with you
- Mixed media format welcome, such as variety show, drama, vlog, animation, etc.

Objectives:

- Share experiences of internship and foreign lifestyle
- Improve self and spread knowledge to audience

Eligibility:

- Must be interns of Operation Zhang Qian 2018 in personal capacity

Video Submission:

- The video must use Cantonese, English, or Putonghua as main language
- Each Entrant can only submit one video
- Max. video length is 10 minutes; at 1920x1080 resolution or above; in MPEG-4 format; with file size under 2GB
- **Both Chinese and English titles** are required for the video (20 words max. for each language)



- To enter, please upload your video to your own Google Drive account, then share the download link via email to contest@maritimesilkroad.org.hk. Successful submissions will be notified with an email reply
- The Judging Panel holds the final decision on Contest results
- By entering the Contest, Entrants grant Maritime Silk Road Society (“MSRS”) the copyright of the video entry and permission to use the video for promotional purposes, including the rights to display, reproduce, upload the video to the Internet, trim video, and modify video content
- MSRS reserves the right to change the Terms & Conditions of the Contest
- Should you have any questions, please contact us at contest@maritimesilkroad.org.hk

Judging Criteria:

- Content (50%): personal learnings, content richness
- Technique (20%): video quality, screen composition, framing, audio, etc.
- Creativity (30%): original ideas, communication skills, bring surprises

Prizes:

- **1st Prize x1: iPad (2018) Wi-Fi 128GB (Worth ~\$3388)**
- **2nd Prize x1: DJI Osmo Mobile 2 Handheld Smartphone Gimbal (Worth ~\$1000)**
- 3rd Prize x1: Supermarket Cash Coupon \$200
- People’s Choice Award (Live vote at Sharing Session): Supermarket Cash Coupon \$200
- Audience’ Participation Prize (Randomly selected from voting audience): Supermarket Cash Coupon \$200

Attention Items:

- Please get approval from management before video shooting workplace environment or company assets
- All Entrants must agree with the Terms & Conditions of the Contest: <https://bit.ly/2IDkoGy>
- Contest page: <https://bit.ly/2IrBsiE>