



# 培南独立中学

SEKOLAH MENENGAH POI LAM (SUWA )



Certificate Number : 601596

通告

Ref.no: ECA/N/2021014

## NOTICE

**致 To** : 全体学生及教职员 All students, teachers and staff

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**部门 From** : 联课活动处、学记团 ECA Department and Student Reporters Club

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**日期 Date** : 24/06/2021

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**事项 Subject** : “Let’s Vlog at Home 2021”校内短视频制作比赛 Video Creation Contest

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### 主题

“居家学习”或“居家防疫”

### 宗旨

1. 提供平台给短视频制作爱好者互相切磋。
2. 提高师生们的防疫意识。
3. 提供更多机会予师生们参与校内比赛。

### 比赛对象

1. 全体培南独中在籍学生及在职教职员。

### 参赛日期

1. 2021年6月26日至2021年7月8日

### 奖项设置

1. 冠军：RM300 + 奖状一张
2. 亚军：RM200 + 奖状一张
3. 季军：RM100 + 奖状一张
4. 优秀奖 7份：RM50 + 奖状一张
5. 最受大众欢迎奖：RM100 + 奖状一张



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## 评分标准

1. 主题含义 ( 40 分 )
  - a. 视频内容须紧扣比赛主题 ( 即居家学习和居家防疫 ), 准确表达内容和含义 ( 30 至 40 分 )。
  - b. 主题较为明确, 与比赛主题较紧密, 能引起观赏者一定的共鸣 ( 20 至 30 分 )。
  - c. 主题不明确, 与比赛主题相差较远 ( 10 至 20 分 )。
  - d. 主题涣散, 并且不集中 ( 10 分以下 )。
2. 创意构图 ( 30 分 )
  - a. 构图较完美, 整个作品看起来均衡、稳定、有规律, 有明显的视觉美 ( 25 至 30 分 )。
  - b. 构图和谐, 轮廓清晰, 主体突出, 线条分明 ( 20 至 25 分 )。
  - c. 构图杂乱, 整个作品给人混乱的感觉 ( 10 至 20 分 )。
  - d. 基本没有构图规划, 作品布局杂乱, 主题模糊, 没有视觉焦点 ( 10 分以下 )。
3. 视觉效果 ( 20 分 )
  - a. 色彩鲜艳、饱和, 层次分明, 有较强的感染力, 十分妥当的契合创作者所要表达的主题、含意 ( 15 至 20 分 )。
  - b. 色彩多样, 较能表达创作者创作的意图。其中不乏搭配不合理之处 ( 10 至 15 分 )。
  - c. 色彩单调, 基本没有运用什么色彩搭配技巧。整个画面不能给人以视觉上的享受 ( 5 至 10 分 )。
  - d. 没有色彩方面的技巧运用, 光色昏暗, 照明效果较差, 照片灰暗, 缺乏亮度 ( 5 分以下 )。
4. 视频技术 ( 10 分 )
  - a. 对焦清晰, 曝光正确, 主题突出, 细节明了 ( 7 至 10 分 )。
  - b. 对焦比较清晰, 曝光良好, 主题相对突出。( 4 至 6 分 )。
  - c. 对焦效果较差, 曝光不准, 整个作品呈现“散焦”( 4 分以下 )。



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## 比赛规则

1. 参赛者需要使用各种短视频制作软件，如：抖音、小影、Inshot、巧影、美拍等来拍摄一个大约 1 分钟至 2 分钟的短视频，分享自己在疫情下进行居家学习和居家防疫的生活。
2. 学生在呈交作品时需附上自己的姓名、学号、班级以及视频名称；教职员只需附上姓名和视频名称即可。
3. 参赛者须将作品呈交至以下电邮：[poilamstudentreporter@gmail.com](mailto:poilamstudentreporter@gmail.com)
4. 逾期呈交者将不受理。
5. 参赛者必须出现在视频中。
6. 严禁抄袭或套用他人的作品，一旦发现将取消参赛资格。
7. 参赛者所呈交的作品若含有暴力、血腥、政治、色情等敏感元素，将直接取消参赛资格。
8. 比赛结束后，本团将邀请专业人士评选最好的十部作品以进行颁奖（颁奖典礼将在复课后进行）。
9. 参赛者的作品在呈交上来后将直接授权予本团，本团将把参赛者的作品上传至校内的社交平台上供大众观赏，点赞次数最多的作品将获得“最受大众欢迎奖”，因此本团鼓励参赛者们为自己拉票以赢取此荣誉。
10. 参赛作品在成绩公布前，未经校方同意下不得上传至社交媒体，否则将会被取消参赛资格。



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## Theme:

Studying at Home & Pandemic Prevention at Home

## Objective:

1. Provide a platform for video creation enthusiasts to learn from each other
2. Increase awareness in pandemic prevention
3. Provide more opportunities for teachers and students to participate in intraschool contests

## Eligibility:

1. All Poi Lam High School students and teachers/staff

## Contest Period:

1. 26 June 2021 to 8 July 2021

## Prizes:

1. 1<sup>st</sup> Place : RM300 + Certificate
2. 2<sup>nd</sup> Place : RM200 + Certificate
3. 3<sup>rd</sup> Place : RM100 + Certificate
4. Honourable Mention (7 prizes) : RM50 + Certificate
5. Fan Favourite : RM100 + Certificate

## Judging Criteria

1. Theme (40 marks)
  - a. Theme of the video is in close conjunction to the theme of the contest (i.e. Online Learning and Pandemic Prevention at Home), precise expression of content and implied meaning (30 – 40 marks)
  - b. Theme of the video is clear and is closely related to the theme of the contest. Resonates with viewers. (20 – 30 marks)
  - c. Theme of the video is unclear and not closely related to the theme of the contest. (10 – 20 marks)
  - d. Theme of the video is very unclear and unconcise. (below 10 marks)
2. Creativity and Composition (30 marks)
  - a. Relatively perfect composition, the entire video looks balanced, steady, paced and with obvious visual beauty. (25 – 30 marks)
  - b. Harmonious composition, with clear outline, prominent subject and clear lines (20 – 25 marks)
  - c. Messy composition, the entire video gives a messy feel. (10 – 20 marks)



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- d. No composition, messy layout and vague theme, no focal points. (below 10 marks)
3. Visual Effects (20 marks)
  - a. Colours with high dynamic range, distinct layering, strong charm and fits the creator's expressed theme and meaning. (25 – 30 marks)
  - b. Varied colours, able to express the creator's intentions. Various parts with illogical combinations.
  - c. Monotonous colour, barely utilizing any colour combinations. Unable to provide visual satisfactions. (10 – 20 marks)
  - d. No utilization of techniques for colour combinations. Dim or lack of lighting. (below 10 marks)
4. Videography (10 marks)
  - a. Subject is in focus, exposure is correct, with great details (7 -10 marks)
  - b. Subject is relatively in focus, exposure adequate (4-6 marks)
  - c. Subject is not in focus, over/under-exposed (below 4 marks)

## Rules and Regulations

1. Participants have to create a 1-2 minute video clip with video creation software, i.e. Tiktok, Inshot, Meipai etc, sharing their experience with online lessons and pandemic preventions at home.
2. Name, student ID, class and video clip title must be included during submission. Teachers/staff need only include their name and video clip title.
3. Participants are required to email their video clips to [poilamstudentreporter@gmail.com](mailto:poilamstudentreporter@gmail.com)
4. All late submissions will not be entertained.
5. Participants must appear in the video clip.
6. Plagiarism or indiscriminate use of other works are strictly prohibited and will lead disqualification.
7. Including elements of violence, gore, politics, pornography and other sensitive issues in the video clip will lead to disqualification.
8. After the conclusion of the contest, the club will invite professionals to select the 10 best submissions for prize giving. (Prize giving ceremony will commence after physical lessons resume)
9. The club reserves the right to upload all submissions to the school social media for viewing. The clip with the most likes will receive the "Fan Favourite" prize, therefore, participants are encouraged to canvass for votes to win this prize.
10. Prior to the announcement of results, participants may not upload their submissions to any social media platform without the permission of the school. Violation of this rule will lead to disqualification.