



懲 教 管 理 局  
Direcção dos Serviços Correccionais  
Correctional Services Bureau



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Universidade da Cidade de Macau  
City University of Macau



澳門理工學院  
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MACAU UNIVERSITY OF SCIENCE AND TECHNOLOGY



聖若瑟大學  
UNIVERSITY OF SAINT JOSEPH

# Mobile App Sticker Design Contest



## Rules & Regulations

### Objectives

- To raise public awareness and support for inmates and juvenile delinquents in their social reintegration, the Correctional Services Bureau is organizing a “Mobile App Sticker Design Contest”, and is inviting members of the public to join the contest and voice support for the rehabilitation of inmates and juvenile delinquents by designing a series of mobile messaging app stickers using the Bureau’s Care Buddy, Shiny, as the main character. The winning entries may later be downloadable from mobile messaging app.

### Eligible Participants

- Current students of local schools or holders of valid Macao resident ID aged 16 or above.

### Design Format and Requirements

- Participants need to download the image of the Bureau’s Care Buddy, Shiny, from the Correctional Services Bureau website, and design a set of 24 static stickers based on the character using computer imaging programs. Of the set of 24, 16 must be in line with the following themes, and for the remaining 8, participants can enjoy creative freedom.

您好 Hi	早上好 Good Morning	抱抱 Give a Hug	加油 You can do it
畀心 Send a heart	好的 Okay	謝謝 Thank you	拜拜 See You
保重 Take care	不客氣 You're welcome	辛苦了 Thanks for the hard work	生日快樂 Happy Birthday
太棒了 Good	忙碌中 Busy	哈哈 Haha	晚安 Good night

- Format requirements for each sticker:

Size for each image (pixel)	File	Resolution	Color mode
W800XH800	.png	Over 72dpi	RGB

- Participants can freely alter the facial expressions and gestures of Shiny, and also add words or images to the sticker. However, all words appearing in the stickers must be of the same language (Chinese, Cantonese or English).
- The background of each sticker must be transparent and an appropriate margin should be kept around each sticker.

### Rules

- Participants may join the contest as individuals or in teams of two to three people.
- Each participant can only join the contest either as individuals or in teams, and can only submit one entry. Those who fail to meet this requirement will be automatically disqualified by the organizer.
- The entries must be the original works of the participants and cannot infringe on the copyright of any third party. The entries must never have been submitted to other public contests or published on any form of media.
- Entries cannot contain elements of obscenity, coarse language, violence, slander or commercial promotion.
- Participants shall bear all legal liabilities involving the intellectual properties (including copyrights, trademarks and patent rights) of the entries and arising from issues such as the infringement of the legitimate rights and interests of a third party.
- The organizer possesses the copyrights of all winning entries and the right to use them. The organizer also has the right to put such entries to any use or to modify them in accordance with the actual needs.
- The copyrights of other entries belong to the creators; however, the organizer has the right to publish such entries, post them to the internet, or use them for promotion or other purposes without further notice and rewards.
- Submitted entries will not be returned to the participants. The organizer possesses the right to exhibit the entries to the public or to use them for other purposes, at any time or locations, with the names of the creators announced or published.
- Participants ought to agree to the rules of this competition and the decision of the jury.
- Participants who do not follow the rules are subject to disqualification or legal liability.
- For any inadequacies in the rules, the organizer reserves the right of amendment, interpretation and final decision.
- The organizer reserves the right to suspend or end the contest, the right of interpretation regarding the rules, as well as the right to disqualify the entries involving misconduct.

### Prizes

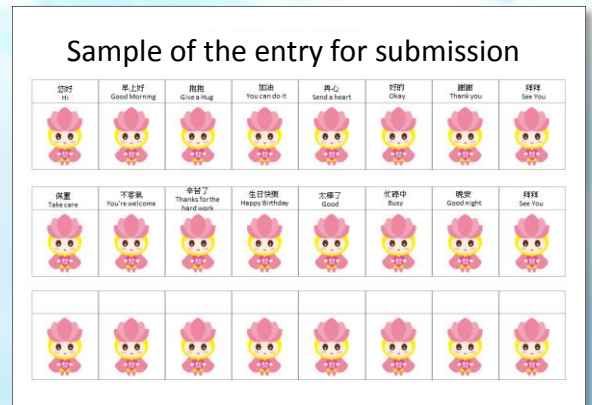
- A First Prize, a Second Prize, a Third Prize and five Merit Prizes will be awarded:
  - First Prize: MOP\$12,000 cash prize and trophy
  - Second Prize: MOP\$8,000 cash prize and trophy
  - Third Prize: MOP\$5,000 cash prize and certificate
  - Merit Prize (x5) : MOP\$1,000 cash prize and certificate
- *If the winner has not yet reached the age of 18, the cash prize is required to be collected by the guardian of the winner.*

### Deadline for Submission

- 15 May 2019

## Application and Submission

- The application form of the contest can be obtained at Correctional Services Bureau Service and Information Centre or the place(s) designated by the co-organizers; it is also downloadable from the website of Correctional Services Bureau.
- Participants are required to submit the completed application form, the entry, the CD or USB drive storing the entry (JPG) and the soft copies of the entry (24 individual PNG files and the original AI files or PS files), and an ID copy to the Correctional Services Bureau Service and Information Centre (Address: Avenida da Praia Grande Nos 730 a 804, China Plaza 8<sup>o</sup> andar A, Macao).
- Entry for submission must be printed horizontally on A4-size paper. Every sticker must be accompanied with a description of the theme in English and Chinese.
- Entries cannot contain any markings or information of the participants.



## Evaluation

- The evaluation criteria of the contest are based on the relevance to the theme, creativity as well as design and aesthetic techniques:

Relevance to the theme	30%	Demonstration of the designs on expressing the theme of each sticker and the positive image of Cary Buddy "Shiny"
Creativity	35%	Use of creativity in the design
Design and aesthetic techniques	35%	Color used and the visual effects of the whole design

## Results

- Will be announced on the website and WeChat account of Correctional Services Bureau and local newspapers. Prize winners will be notified individually.

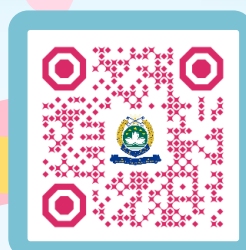
## Details and Enquiries

Tel: 8896 1280 / 8896 1283

Website: [www.dsc.gov.mo](http://www.dsc.gov.mo)

WeChat Account  
Correctional Services Bureau

Website  
Correctional Services Bureau



Please support the rehabilitation of inmates and juvenile delinquents

