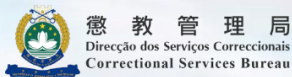


Organizer



懲教管理局
Direcção dos Serviços Correccionais
Correctional Services Bureau

Co-organizers



澳門城市大學
Universidade da Cidade de Macau
City University of Macau



澳門理工大學
Universidade Politécnica de Macau
Macao Polytechnic University



澳門科技大學
MACAU UNIVERSITY OF SCIENCE AND TECHNOLOGY



聖若瑟大學
UNIVERSITY OF
SAINT JOSEPH



澳門美術協會
MACAU ARTIST SOCIETY



澳門設計師協會
MACAU DESIGNERS
ASSOCIATION

Supporter



教育及青年服務局
Direcção dos Serviços de Educação
e de Desporto da Juventude

"To the Brand New You" Postcard Design Contest



Rules and Regulations

Contest Introduction and Theme

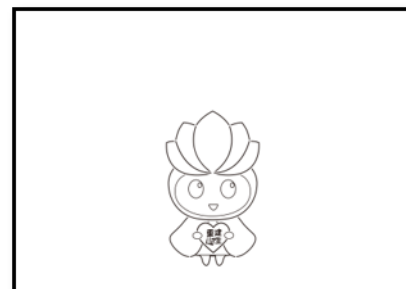
- ♥ To raise public awareness and support for inmates and juvenile delinquents, the Correctional Services Bureau is organizing a postcard design contest titled "To the Brand New You" and themed "care and acceptance in social rehabilitation", and is inviting all local students to participate. It is hoped that the contest can be a creative platform for participants to design a postcard dedicated to inmates and juvenile delinquents that effectively conveys positivity and encourages them to undergo self-reformation and rebuild their lives.

Eligibility

- ♥ The contest has three categories:
 - Primary school category: Students studying in 1st to 6th year of primary school in Macao
 - Secondary school category: Students studying in 1st to 6th year of secondary school in Macao
 - Tertiary institution category: Students studying in tertiary institutions in Macao

Required Format of Entries

- ♥ Using "care and acceptance in social rehabilitation" as the theme, design the cover of a postcard that conveys positivity to inmates and juvenile delinquents and encourages their self-reformation and rehabilitation.
- ♥ Participants of all categories may choose to design the postcard cover with hand-drawing or any graphic design software.
- ♥ There are no restrictions on the tools and paints chosen for hand drawing.
- ♥ File size for digital drawing should not exceed 12 MB.



(Only for use of participants of the primary school category)

- ♥ All entries submitted, regardless of the contest categories, must be horizontal, of A4 size and 2D.
- ♥ Contents such as words, short sentences and banners can be freely included in the design.
- ♥ Participants of the primary school category must design the postcard by coloring and drawing on the coloring page with the print of Shiny, the care buddy of the Correctional Services Bureau, provided by the organizer:
 - The coloring page can be downloaded or printed from the “To the Brand New You” Postcard Design Contest column on the website of the Correctional Services Bureau (www.dsc.gov.mo).
 - Participants have creative freedom for the blank space on the coloring page.
 - The participant must fill in his or her information on the 2nd page of the coloring page. The page with the participant’s information must be printed on the back of the entry (i.e. double-sided printing) to be submitted. Digital-drawn entries can be submitted via e-mail; please refer to the “Mode of Contest Participation and Entry Submission” below for details.
- ♥ Participants of secondary school and tertiary institution categories may freely design their own entries.

Contest Rules

- ♥ No entry submitted can have any marks or information of the participants on its front.
- ♥ Each participant can submit one entry only. The organizer has the right to disqualify those who fail to meet this requirement from the contest.
- ♥ All 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 any elements of obscenity, coarse language, violence, slander or commercial promotion.
- ♥ Participants shall bear all responsibility involving the intellectual properties (including copyrights, trademarks and patent rights) of the entries they create 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, upload them to the internet, or use them for publicity, 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; but the names of the creators of the entries must be announced or published.
- ♥ Participants must agree to these rules and regulations and have no objection to any decision of the judging panel.
- ♥ Participants who do not follow the contest rules are subject to disqualification or legal liability.

- ♥ For any inadequacies in these rules and regulations, the organizer reserves the right of amendment, interpretation and final decision.

Prizes

♥ Primary School Category:

- 1st Prize: Book vouchers worth MOP\$1,000 and a certificate
- 2nd Prize: Book vouchers worth MOP\$800 and a certificate
- 3rd Prize: Book vouchers worth MOP\$600 and a certificate
- Merit Prize (x15): Book vouchers worth MOP\$300 and a certificate

♥ Secondary School Category:

- 1st Prize: Book vouchers worth MOP\$2,000 and a certificate
- 2nd Prize: Book vouchers worth MOP\$1,500 and a certificate
- 3rd Prize: Book vouchers worth MOP\$1,000 and a certificate
- Merit Prize (x10): Book vouchers worth MOP\$500 and a certificate

♥ Tertiary Institution Category:

- 1st Prize: MOP\$3,000 cash prize and a certificate
- 2nd Prize: MOP\$2,500 cash prize and a certificate
- 3rd Prize: MOP\$2,000 cash prize and a certificate
- Merit Prize (x5): MOP\$1,000 cash prize and a certificate

Mode of Contest Participation and Entry Submission

- ♥ The contest entry form can be downloaded from the Correctional Services Bureau website (www.dsc.gov.mo).
- ♥ For hand-drawn entries: the completed entry form and the entry should be submitted to the Correctional Services Bureau Service and Information Centre.
- ♥ For digital-drawn entries: the completed entry form and the CD or USB storing the digital file (e.g. JPG, PNG or AI) of the entry should be submitted to the Correctional Services Bureau Service and Information Centre or sent to the Correctional Services Bureau's designated e-mail address (campaign@dsc.gov.mo)
- ♥ Address of the Correctional Services Bureau Service and Information Centre: Avenida da Praia Grande no. 730-804, "China Plaza", 8 andar A, Macao.

Judging Criteria

- ♥ Judges will evaluate the entries from three aspects – relevance to the theme, creativity, and design and aesthetic technique:

Relevance to the theme	40%	Whether the design can express the theme “care and acceptance in social rehabilitation”, convey positivity to inmates and juvenile delinquents, and encourage them to undergo self-reformation and rebuild their lives
Creativity	30%	Use of creativity
Design and aesthetic technique	30%	Use of colors and the visual effects of the overall design

Contest Results Announcement

- ♥ Results of the contest will be announced on the Correctional Services Bureau’s website, WeChat official account, Facebook page and Instagram account, as well as local newspapers. Prize winners will be notified.

The banner features a cartoon character on the left wearing a pink lotus flower hat and holding a heart with the Chinese characters '重建人生' (Rebuild Life). To the right of the character is a smartphone icon with a dial pad showing the numbers 8896 1280 and 8896 1283. Further right is a search bar with the URL 'www.dsc.gov.mo' and a magnifying glass icon. Below the search bar is a QR code. To the right of this QR code are three more QR codes, each with a social media icon above it: WeChat, Facebook, and Instagram. On the far right is a box titled 'Messaging App Stickers Featuring Shiny the Care Buddy' containing two QR codes for WeChat and WhatsApp.

~ Please support the rehabilitation of inmates and juvenile delinquents ~