**第37屆銘傳文藝獎【影像類─微電影組】徵件細則：**

**The 37th MCU Literary and Arts Awards**

**Submission Enforcement Rules for Short Film**

1. **徵件目的Purpose：**鼓勵同學用微電影展現銘傳校園的美麗，述說銘傳人的故事。

To encourage students to discover the beauty of MCU campuses via images and to tell stories about MCU people through short films.

1. **徵件主題Subject：**青春百態｜Shades of Youth

本屆以「青春百態」為題，邀請同學以鏡頭捕捉青春的多樣色彩。無論是歡笑與友情、迷惘與掙扎，還是成長與夢想，每一段故事都蘊含獨特的色彩。透過創意與影像，展現銘傳學子青春歲月中的情感與可能。Capture the diverse shades of youth through film. From laughter and friendship to confusion and struggle, and from growth to dreams, every story carries its own unique color. Through your creativity and vision, show the emotions and possibilities of youth at Ming Chuan.

1. **參賽對象Participants：**

本組限以團隊方式報名，每組至多8人，代表人需為銘傳大學正式學籍學生。海青班學生、交換生僅可擔任組員。

Team registration only (maximum of 8 members). The representative must be a registered MCU student. Overseas Youth Vocational Training School and exchange students may participate as team members only.

1. **作品形式Limitations：**
   * 5-7分鐘短片，任何影像器材拍攝皆可
   * 原始長寬比上傳 16:9 的影片（建議使用 1280x720）
   * 影片場景50％以上需取景於銘傳校園內
   * 作品內容不得違反本校相關法令規定
   * Short film of 5–7 minutes, any equipment allowed. Must be 16:9 ratio (suggested 1280×720 or higher). At least 50% of the footage must be shot on MCU campuses.
2. **參賽方式Submission Procedures：**
   * 將作品上傳至 YouTube 並設定公開。
   * 影片標題格式：「（作品名稱）- 37屆銘傳文藝獎」。
   * 至活動官網登錄參賽資料並填寫影片網址。
   * Upload your film to YouTube (set to Public). Title format: “(Film Title) — 37th MCU Literary and Arts Awards.” Register on the official website and submit the YouTube URL.
3. **評審項目Review Items：**
   * 創意Creativity 40%
   * 敘事Storytelling 40%
   * 拍攝與剪輯技巧Filming and editing techniques 20%
4. **評審方式Review：**
   * 採匿名審稿制，並由校內外相關領域專家學者擔任評審委員。Anonymous review by 2–3 on- or off-campus experts in related fields, depending on the number of submissions.
5. **獎項Prizes：**

首獎1組(獎金30,000元、每位組員獎狀一紙)、1st Prize: 30,000NTD with a certificate

貳獎1組(獎金15,000元、每位組員獎狀一紙)、2nd Prize: 15,000NTD with a certificate

參獎1組(獎金10,000元、每位組員獎狀一紙)、3rd Prize: 10,000NTD with a certificate

優選3組(獎金5,000元、每位組員獎狀一紙)。3 Honorable Mentions: 5,000NTD with a certificate for each winner.

1. **美感力認證Aesthetics Evaluation：**

本活動為銘傳大學十力教育-美感力認證活動，凡作品經評審委員審定具創作水準晉級複審者，主辦單位將頒發「入圍證書」(電子證書)，可做為銘傳大學十力教育-美感力基本檢核證明！前三名另可申請卓越美感力。This event is certified under MCU’s “10 Pillars Education – Aesthetics.” Works approved to enter the 2nd round review will receive a “Nomination Certificate” (digital). The top 3 winners may additionally apply for Excellent Aesthetics certification.

1. **注意事項Note：**
   * 作品須為團隊自行創作，並經所有成員同意參賽。
   * **AI使用規範**：可將AI作為創意發想或局部潤飾輔助，但最終作品必須以參賽者原創構想與製作為核心。不得直接提交由AI自動生成的影片。
   * 參賽者須確認擁有作品著作權，不得使用侵權圖像、音樂或影像，不得抄襲或改編他人作品。主辦單位不承擔因肖像權、名譽權、隱私權、著作權或商標權等引起的法律責任。
   * 如作品涉及侵權或抄襲，參賽者須自負法律責任，主辦單位將取消資格並追回獎項與獎金。
   * Works must be original and approved by all team members. Content must comply with MCU regulations. AI tools may be used for inspiration or partial refinement, but the final film must be primarily created by the participants; fully AI-generated submissions are prohibited. Participants are responsible for securing copyright clearance for all materials used. The organizer bears no liability for legal disputes. Any proven infringement will result in disqualification, revocation of awards, and return of prizes.
2. 本細則如有未盡事宜，得經修正後公布。  
   All matters not specified above will be announced separately.