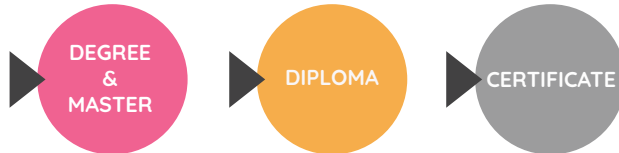


Negaraku 'A' Hope, 'A' Future

CCMA
CREATIVE CONTENT
MASTER AWARD

Imagine a state-of-the-art technology that will bring benefits to Malaysian citizen. Imagine a prosperous nation with well-mannered and discipline society. Imagine a secure and a sustainable environment for future generation.

Entry Level



 POSTER

Eligibility

Open to all students in Public Universities, Private Universities, Institutes of Teacher Education (IPG), Polytechnics, Community Colleges and Vocational Colleges in Malaysia which are recognized by Ministry of Education.

Categories & Guiding Ideas

FILM & ANIMATION

A sequential product (film, animation, motion, PSA, documentary etc) promoting the theme of the competition, according to participants' creativity.

Open to individual students or group of maximum 3 persons. The roles of the team members within the production must be clearly defined.

Recommended software

Adobe Premiere, Adobe After Effects, Adobe Animate, Adobe Audition

Submission Requirement

- Duration of the short film must not exceed 10 minutes (including Opening & Closing Credits).
- Film can be made in any language with English subtitles.
- The film format must be in MPEG4, MP4 or WMV. Resolution: 1280x720, 854x480, 640x360 (minimum)
- Submitted film must be uploaded through Google Drive and email us the link to the video.
- A brief description of the design, in word document between 150-300 words. The description contains of the concept or intention, the issues or problems and the proposed creative content. Font: Times New Roman, font size 12.

INTERACTIVE DESIGN

An interaction design project that reflects the theme. Any interactive project created for digital distribution on world wide web, mobile application, digital publishing, simulation or game is eligible. Successful user-centric design that emphasizes on the content, design and usability is essential and a unique selling point of innovative products.

Open to individual students or group of maximum 3 persons.

Recommended software

Adobe XD, Adobe Muse, Adobe Dreamweaver

Submission Requirement

- World Wide Web: Send the URL to our email.
- Digital Publishing: Save the file in *.pdf format and send to our email.
- Mobile Application / Simulation / Games

Option 1

- Create a live demonstration video of how the application works.
- The video format must be in MPEG4, MP4 or WMV. Resolution: 1280x720, 854x480, 640x360 (minimum).
- The demonstration video should display clear content, design and usability of the application.
- The video must be uploaded through Google Drive and email us the link to the video

OR

Option 2

- Screenshots of the entire application by showing clear content, design and usability. Include brief descriptions at the bottom of each screenshot.
- Compile the screenshots in a piece of A2 sized, landscaped poster. Save the file in *PDF format and email it to us. If the file is too large, participant may upload the file on other platform like Google Drive and such, then share the link with us.

- A brief description of the design, in word document between 150-300 words. The description contains of the concept or intention, the issues or problems and the proposed creative content. Font: Times New Roman, font size 12.

Poster Design

A poster that reflects the theme. Only artworks produced in year 2019 and 2020 are eligible. Artworks may be in a form of photographic images, digital illustration, digital poster, typography or time-based media.

Open to individual students or group of maximum 3 persons.

Recommended software

Adobe Photoshop, Adobe Illustrator

Submission Requirement

- A thematic poster consisting three (3) artworks.
- Submit an A1 sized artwork with 300 dpi resolution. Save the file in *PDF format and send to our email. In the case of large file size, participant may upload the file on other platform like Google Drive and such, then share the link to our email.
- A brief description of the design, in word document between 150-300 words. The description contains of the concept or intention, the issues or problems and the proposed creative content. Font: Times New Roman, font size 12.

FILM & ANIMATION

Notes:

All shortlisted finalists are required to show the raw files to the organizer during the boot camp.

Rules & Regulations

Registration

- Participants may register from **19th September 2019** until the deadline of the competition which is on the **31th January 2020 (before 12 midnight)**.
- Registration should be done through the CCMA web portal <http://ccma.myaidea.com.my/>. Upon registration, each individual or group will be given a Registration ID.
- Please use the Registration ID for any enquiries to the organizer and for submission purpose.

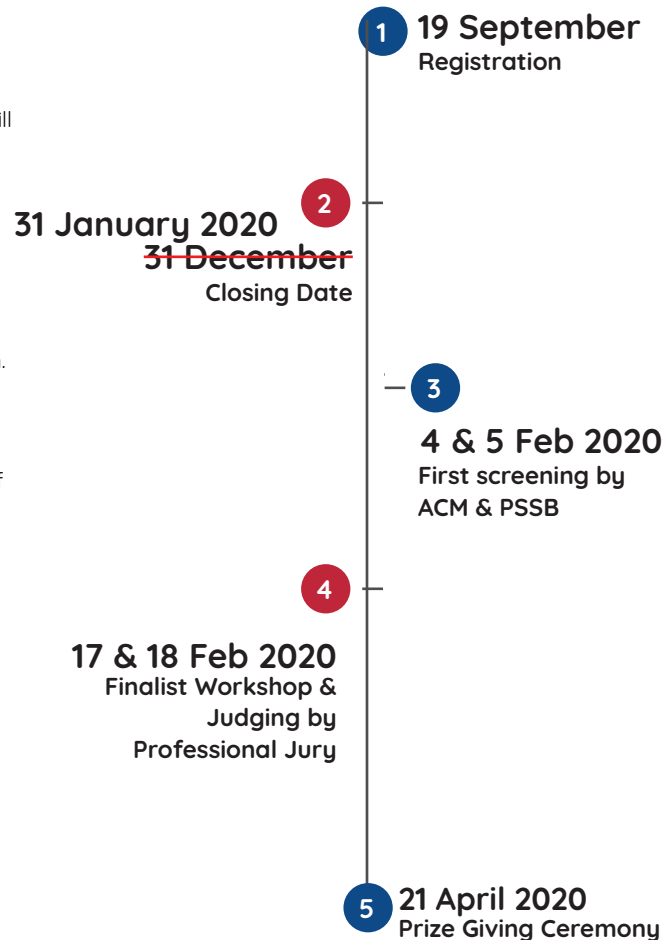
Project

- Project work must be designed and developed using mostly Adobe softwares.
- Project must not contain any elements or forms of obscenity. As well, must not touch on any sensitive issues of specific race, ethnicity, community, and religion.
- Participants are solely responsible on the use of copyrighted material.
- The organiser has the right to use the submitted project for promotional and publicity purposes without the need for consent from the participant / owner of the project.
- All submitted artwork will be the property of Prestariang Sdn Bhd
- The jury's decision is final.
- The organizer cannot be held liable and responsible for any damages, claims, and loss of ideas and product before and after the competition.

Submission

- Submission must comply with the requirements for each category (Refer Submission Requirements). All project must be submitted to our email ccma@prestariang.com via WeTransfer or Google Drive (if file is exceed the maximum capacity), before 12 midnight
- All Project must be including the details of your project (Team ID, Team Members, Faculty, University, Category & Category Level)

Competition Timeline



Judging Criteria



**subject to changes*

Organised by



Secretariat

