

# 我承諾



# 有口四格

## 漫畫創作比賽

### "I Pledge"

### 4-Panel Comic Drawing Competition on Good Character

### 報名章程 Entry Handout

**截止日期 2011年1月10日**  
**Submission Deadline 10 January 2011**

主辦機構：  
Organisers :

支持機構：  
Supporting Organisation :



香港特別行政區政府知識產權署  
The Government of the Hong Kong Special Administrative Region  
Intellectual Property Department



香港中華基督教青年會  
小西灣會所 柴灣會所



Hong Kong Comics &  
Animation Federation  
香港動漫畫聯會

## 目的

香港特別行政區政府知識產權署與香港中華基督教青年會合辦之「我承諾·有品·四格漫畫創作比賽」，目的向市民宣揚尊重知識產權的觀念和提高品格教育的重視。「尊重」、「誠實」及「責任」皆為品格教育中重要的元素，若兒童及青少年對良好品格的認識不足，便容易作出盜用他人作品、在網上作出侵權行為及購買盜版和冒牌貨品等行為；因此，通過是次漫畫創作比賽，讓參賽者能透過作品發揮他們的創意，宣揚尊重知識產權的觀念，主辦機構並期望藉此比賽，向各參賽者推廣品格教育，喚起市民大眾拒絕侵權行為及支持原創。漫畫創作得獎作品更有機會被挑選製作成筆記本派發給市民及在港鐵社區畫廊展出。同時，在此也鼓勵中、小學生一同參與「我承諾」行動，協助宣揚尊重知識產權的觀念。

## 「我承諾」行動

知識產權署於1999年推出「我承諾」行動，宣揚尊重知識產權的觀念，至今吸引了超過一萬名市民加入成為會員。會員承諾拒絕購買或使用盜版貨和冒牌貨，並尊重別人的知識產權。知識產權署於2006年4月修訂行動的約章內容，加入反互聯網侵權行為。有關行動之詳情，請瀏覽網頁[www.i-pledge.hk](http://www.i-pledge.hk)。

## 比賽主題

比賽以尊重知識產權為主題，例子包括鼓勵創作文化、拒絕網上侵權行為、尊重版權作品、拒絕購買盜版和冒牌貨品商品、拒絕抄襲等。

## 參賽資格

- 參賽者必須現居於香港特別行政區。
- 參賽者必須以個人名義參加。
- 參賽者只可參加以下其中一個組別，並只可遞交一份作品：
  - 高中組（中四至中七）
  - 初中組（中一至中三）
  - 高小組（小四至小六）

## 評審標準

主題表達40%、原創性及創意30%、整體質素及美感30%。

## 參加辦法

- 參賽者必須根據比賽主題，設計四格漫畫。四格漫畫的每一格大小為90毫米(闊) x 80毫米(高)。參賽作品如包括文字，可使用中文或英文。
- 參賽者可提交設計作品的手繪本或電子檔。手繪本的參賽作品形式不限。參賽者必須將作品繪畫在參加表格上所提供之四個方格內。
- 電子檔作品的軟複本必須儲存在唯讀光碟或數碼影像光碟(CD-R/DVD-R)內，軟複本須採用以下格式：
  - JPEG 或TIFF圖形檔【註：參加者可選擇同時提交作品的高解像圖形檔(如AI、EPS、PSD、CDR或FH圖形檔等等)】以及；
  - 電腦影像輸出解像度300dpi。
- 參賽者必須將作品連同填妥的報名表格，放進密封的信封內，並於信封面註明「我承諾·有品·四格漫畫創作比賽」，親身或以郵寄方式交到以下地點：
  - 香港中華基督教青年會柴灣會所  
(地址：香港柴灣小西灣村瑞樂樓地下)  
收件時間：星期一至六下午2時至10時

## Objective

The "I Pledge" 4-Panel Comic Drawing Competition on Good Character" jointly organised by the Intellectual Property Department (IPD) of the Hong Kong Special Administrative Region Government (HKSARG) and the Chinese YMCA of Hong Kong aims to promote respect for intellectual property rights (IPR) and enhance public awareness about the importance of character education. "Respect", "Honesty" and "Responsibility" are key elements of character education. If children and youths do not have a clear understanding of what constitutes good character, they may easily commit plagiarism, infringe copyright on the Internet or buy pirated and counterfeit goods. Through this competition, participants may bring their creativity into play by producing original works to promote respect for IPR. The Organisers also hope to promote character education among the participants and call upon the public to fight against IPR infringement and support original works. Winning entries may be selected to produce notepads for distribution to the public, and displayed at MTR Community Art Galleries. Primary and secondary school students are also encouraged to participate in the "I Pledge" Campaign to help promote awareness of IPR.

## "I Pledge" Campaign

The IPD launched the "I Pledge" Campaign in 1999 to promote awareness of IPR. Since then, it has attracted over 10,000 members who pledge to show respect for the IPR of others and not to buy or use pirated or counterfeit goods. The IPD revised the Charter of the Campaign in April 2006 to include "against copyright infringement on the Internet" in the pledge list. For details of the Campaign, please visit our website at [www.i-pledge.hk](http://www.i-pledge.hk).

## Competition Theme

The theme of the competition is respect for IPR. Examples of possible topics include nourishing a creative culture, refusing to commit copyright infringement on the Internet, respecting copyright works, refusing to buy pirated and counterfeit goods and refusing to commit plagiarism.

## Eligibility

- Entrants should currently be residing in the HKSAR.
- Entrants shall only join the competition on an individual basis.
- Each entrant may only participate in one of the following categories and submit only one entry:
  - Senior secondary (Form 4 - 7)
  - Junior secondary (Form 1 - 3)
  - Upper primary (Primary 4 - 6)

## Judging Criteria

Expression of theme 40%; originality and creativity 30%; overall quality and artistic presentation 30%.

## Submission of Entries

- Each entrant should design a 4-panel comic strip based on the competition theme. The size of each panel is 90mm (width) x 80mm (height). Chinese or English text is acceptable.
- Designs can be submitted in the form of hand drawings or electronic files. There are no restrictions on the style of hand drawings. Entrants should draw on the 4 panels on the entry form.
- The electronic files of the designs should be saved on a CD-R or DVD-R disk. The softcopy should:
  - be in JPEG or TIFF format 【Note: Entrants may also submit the high resolution version of the design, if available (e.g. AI, EPS, PSD, CDR or FH format)】; and
  - have an output resolution of 300 dpi.
- Entrants should submit their entries, together with the completed entry forms, in a sealed envelope marked with "I Pledge" 4-Panel Comic Drawing Competition on Good Character", in person or by mail to the following address:
  - Chinese YMCA of Hong Kong Chai Wan Centre  
(Address: G/F, Sui Lok House, Siu Sai Wan Estate)  
Collection Time: Monday to Saturday 2:00 pm - 10:00 pm

## 截止日期

參賽者必須於2011年1月10日下午10時前親身或以郵寄方式遞交參賽作品。郵寄作品以郵戳為憑，逾期恕不受理。

## 參賽規則

1. 參賽者必須現居於香港特別行政區。
2. 參賽者必須以個人名義參加。
3. 參賽者只可參加一個組別，並只可遞交一份作品。
4. 參賽者必須於2011年1月10日下午10時前親身或以郵寄方式遞交參賽作品。
5. 參賽作品必須為參賽者的原創作品並從未用作參加其他比賽，而且沒有侵犯他人持有的任何知識產權。
6. 參賽作品如抵觸法例，參賽者須承擔法律責任，主辦機構概不負責。
7. 主辦機構及支持機構的員工、比賽評判及上述人士的親屬，一律不得參加比賽。
8. 所有評審結果以評審團的意見為最終決定，參加者必須服從評審團的決定，對評審結果不得提出異議。
9. 所有參賽作品的版權屬主辦機構所有，主辦機構有權把作品在任何媒體展覽及宣傳。
10. 對於是否採用得獎作品製作筆記本，主辦機構保留最終決定權。
11. 所有參賽作品概不退還，參賽者應預先留存備份。
12. 在頒發獎項後，如有證據證明得獎者的得獎作品侵犯知識產權，或有欺騙或不誠實的行為，主辦機構經諮詢評審團後，有權取消得獎者的得獎資格。
13. 主辦機構保留權利，就比賽規則和報名章程載列的所有其他條款及條件，作出解釋和修訂，參加者不得提出異議。

## 獎項

- 每組均設冠、亞、季軍獎項及優異獎多名：  
冠 軍 (獎狀及港幣2000元書券或同等價值獎品)  
亞 軍 (獎狀及港幣1000元書券或同等價值獎品)  
季 軍 (獎狀及港幣 500元書券或同等價值獎品)  
優 異 獎 (獎狀及港幣 200元書券或同等價值獎品)

- 特別獎項：

特設『最踴躍支持「我承諾」行動參與學校獎』，表揚最多學生（以人數計）參加「我承諾」行動的學校。得獎學校可獲獎狀及港幣2000元書券或同等價值獎品。

主辦機構鼓勵學校向學生宣傳「我承諾」行動，並呼籲學生以自願性質參加，學校須收集所有參加表格並於截止日期前一併交回。有關「我承諾」行動之詳情，及下載申請表格，請瀏覽網頁 [www.i-pledge.hk](http://www.i-pledge.hk)。

## 公布結果及頒獎典禮

得獎者將個別收到通知。頒獎典禮定於2011年3月舉行。

## 查詢電話

香港中華基督教青年會柴灣會所：2557 3748  
知識產權署：2961 6907

## Submission Deadline

Entrants should submit their entries in person or by mail on or before 10:00 pm on 10 January 2011. The postmark date will be regarded as the date of receipt. Late submissions will not be accepted.

## Competition Rules

1. Entrants should currently be residing in the HKSAR.
2. Entrants shall only join the competition on an individual basis.
3. Each entrant may only participate in one category and submit one entry.
4. Entrants should submit their entries in person or by mail on or before 10:00 pm on 10 January 2011.
5. The designs should be the original works of the entrants which have never been submitted to other competitions and do not infringe the IPR of any other persons.
6. Entrants will be held liable if their entries contravene the law. The Organisers assume no responsibility under all circumstances.
7. No staff members of the Organisers and supporting organisations, adjudicators and their families are allowed to enter the competition.
8. Entrants shall abide by the decisions of the adjudication panel, which shall be final and not open to objections.
9. The copyright of all entries will be vested with the Organisers. The Organisers have the right to exhibit and publicise the entries in any media.
10. The Organisers reserve the final decision as to whether to adopt the winning designs for notepad production.
11. Designs will not be returned. Entrants should ensure that they keep a backup copy before submission.
12. If the winning design(s) is/are found to have committed substantiated acts of intellectual property infringement, fraud or dishonesty, the Organisers, upon consulting the adjudicating panel, shall have the right to disqualify the winner(s).
13. The Organisers reserve the right to interpret and make changes to the rules of the competition and other provisions and conditions set out in the entry handout. Entrants shall not raise any objections to such interpretation and changes.

## Prizes

- There will be a champion, a 1<sup>st</sup> runner-up, a 2<sup>nd</sup> runner-up and a number of merit prizes for each category:

Champion (A certificate and book vouchers or a prize worth HK\$2,000)  
1<sup>st</sup> Runner-up (A certificate and book vouchers or a prize worth HK\$1,000)  
2<sup>nd</sup> Runner-up (A certificate and book vouchers or a prize worth HK\$500)  
Merit Prizes (A certificate and book vouchers or a prize worth HK\$200)

- Special Prizes:

A "School Prize for Most Active Support for 'I Pledge' Campaign" will be awarded to the school with the largest number of students participating in the "I Pledge" Campaign. The winning school will be presented with a certificate and book vouchers or a prize worth HK\$2,000.

The Organisers call upon schools to publicise the "I Pledge" Campaign among their students and to encourage them to take part in the competition on a voluntary basis. All entry forms should be collected by schools and forwarded in one batch before the deadline. For details of the "I Pledge" Campaign and downloading the application form, please visit the website at [www.i-pledge.hk](http://www.i-pledge.hk).

## Result Announcement and Prize Presentation Ceremony

All winners will be notified of the competition result individually. The prize presentation ceremony is scheduled in March 2011.

## Enquiry Hotline

Chinese YMCA of Hong Kong Chai Wan Centre: 2557 3748  
Intellectual Property Department: 2961 6907

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參賽者必須填寫報名表格上所有欄位，如資料不全，申請將不予受理。

All parts of the entry form should be completed. An incomplete entry form will not be processed.

參賽組別 (請選一組) Category (Please choose one) :

高中組 Senior secondary

初中組 Junior secondary

高小組 Upper primary

(學校名稱 Name of School: \_\_\_\_\_ 級別 Form / Primary: \_\_\_\_\_)

負責老師 The teacher in charge : \_\_\_\_\_ 聯絡電話 Contact Tel. No : \_\_\_\_\_)

參賽者個人資料 Personal Particulars :

姓名 Name : \_\_\_\_\_ (中文 Chi) \_\_\_\_\_ (英文 Eng) 年齡 Age : \_\_\_\_\_

性別 Gender :  男 Male  女 Female 日間聯絡電話號碼 Daytime Contact Tel. No: \_\_\_\_\_

聲明 Declaration: 謹此聲明 I hereby declare that:

- 本人填寫的上述資料乃就本人所知據實呈報，並確信其為真實無訛。  
The above information is true to the best of my knowledge and belief.
- 本人遞交的參賽作品屬原創作品，並確定沒有侵犯任何第三者的版權。  
The work submitted is original and involves no infringement of any third party rights.
- 本人已細閱並同意遵守比賽詳情及參賽規則。  
I have read through the rules and regulations of the competition and I agree to abide by them.

簽署 Signature : \_\_\_\_\_ 姓名 Name : \_\_\_\_\_ 日期 Date : \_\_\_\_\_

- 如你沒有提供足夠資料，主辦機構可能因此而無法處理你的申請和與你聯絡。

If you fail to provide sufficient information, the Organisers may not be able to process your application and communicate with you.

- 根據本表格收集的個人資料，只會用作與是次比賽有關的通訊、評審或核實身份用途，亦可能向與是次比賽有直接關連的機構及服務承辦商披露。一切資料均會絕對保密。

The personal particulars collected in this form will be used solely for the purpose of correspondence, assessment or verification of identity in relation to the competition and may be disclosed to the organisations and service contractors that are directly involved in this competition. All information will be dealt with in strict confidence.

- 根據《個人資料(私隱)條例》，你有權查閱和更正你的個人資料。

In accordance with the Personal Data (Privacy) Ordinance, you have the right to request access to and correct the personal data provided.