



澳門大學
UNIVERSIDADE DE MACAU
UNIVERSITY OF MACAU

澳門大學四十週年“標誌”及“標語”設計比賽 The 40th Anniversary of University of Macau Logo and Slogan Design Competition

章程 Rules

一、目的 Objective

為慶祝澳門大學成立四十週年，希望透過標誌及標語創作設計，讓澳大人共同參與表達對大學未來發展的祝福。獲獎作品將有機會應用於相關宣傳物品中。

In celebration of the 40th Anniversary of the University of Macau, members of the University are invited to participate in the competition in order to give blessings for the University's future development. Winning entries may be used in the promotional materials for the 40th anniversary celebration.

二、主辦單位 Organiser

澳門大學
University of Macau

三、執行單位 Executive Organiser

澳門大學學生事務部學生資源處
Student Resources Section, Student Affairs Office, University of Macau

四、設計主題 Theme

以“40”為主題，透過作品呈現週年慶之歡樂以及對大學未來發展的期盼和祝福。

With the number “40” as the theme, participants have to show the joy of anniversary, to express their blessings and expectation of the future development of the University through their competition entries.

五、參賽資格 Eligibility

參加者必須為澳門大學學生、教職員、校友或退休員工。

每位參加者可同時參加標誌設計及標語設計比賽，每項比賽只可提交一份作品。

本活動籌備委員會委員、評審委員會委員、被委派執行此項比賽的員工、及其直系親屬均不得參加此比賽，以示公正。

Participants must be students, current staff, alumni or retired staff of the University of Macau. A participant can participate in both logo and slogan design competitions. Only ONE entry can be submitted for each competition.

For the sake of fairness, members of the Organizing Committee and the Judging Panel, the working personnel of the competition, and their direct relatives are not allowed to participate in this competition.

六、作品規例 Entry Requirements



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所有參賽作品必須是原創及未曾發佈，如主辦單位懷疑參賽作品侵犯他人知識版權或曾公開發表，有權取消參賽者的參賽資格，恕不另行通知。

All submitted works must be original and unpublished. If the organiser suspects any copyright violations or that the entry has been publicly published, the organiser reserves the right to disqualify the participant from the competition without notification.

- 1) 標誌設計：作品解像度須為 300 dpi 且不少於 1920 x 1080 像素，以不大於 50MB 的 JPEG 格式檔案提交，在報名表中須附以 300 字內的中文或英文扼要描述設計概念。
Logo Design: The submitted work must be in JPEG format (no bigger than 50 MB), with a resolution of 300 dpi and at least 1920 x 1080 pixels. The design concept should be briefly explained in the application form with no more than 300 words in either Chinese or English.

注意事項：

Points to note:

- 上傳的 JPEG 檔案必須以參賽者身份證上英文名命名。

(例如：“chantaiman_um40.jpg”)

Uploaded JPEG file must be named as the full English name shown on the participant’s ID card.

(Example: “chantaiman_um40.jpg”)

- 參加者須同時提交指定格式 WORD 或 PDF 檔案。

(標誌設計組格式如附件一)

Participants must also submit the WORD or PDF files of designated formats.

(Please refer to attachment 1 for the file format for the logo design competition)

- 請嚴格遵守附件一格式。

Please strictly follow the format of attachment 1.

- 上傳的 WORD 或 PDF 檔案必須以參賽者身份證上英文名命名。

(例如：“chantaiman_um40.doc” 或 “chantaiman_um40.pdf”)

The uploaded WORD or PDF file has to be named as the English name shown on the participant’s identification document.

(E.g.: “chantaiman_um40.doc” or “chantaiman_um40.pdf”)。

- 比賽得獎者須按大會要求，另行提供作品 AI 或 PSD 格式的可編輯數碼檔案。

Winners have to provide an editable file of their work in AI/PSD format upon the organizer’s request.

- 2) 標語設計：以不多於中文 20 字為限，內容需以中英對照形式填寫在報名表上。

Slogan Design: The slogan must not exceed 20 Chinese characters and must be translated to English. Both Chinese and its English translation must be provided in the application form.

*如同一參賽者多次提交作品，參賽作品以最後合資格提交版本為準。

*If a participant submits more than one entries, only the last one which meets the entry requirements will be accepted.

七、 作品提交方式及收件日期 Submission Method and Period

- 參加者須填妥網上報名表格並同時上傳作品。

Participants shall fill in the online registration form and upload their works.



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- 收件日期由即日起至 2020 年 9 月 6 日。
Application starts now and ends on 6 September 2020.
- 根據作品規則所示的格式和檔案命名方式提交作品。
Please follow the file format and name the files according to section 6 “entry requirements”.
- 網上報名表 Online application form :
https://umac.au1.qualtrics.com/jfe/form/SV_0r2EPx57rLRoN93

八、評審準則 Judging criteria

獎項由評審委員會甄選，評審委員會由澳門大學不同範疇成員組成。

A judging panel, comprised of representatives from different areas of the University of Macau, will select the winning entries.

評審重點分別如下：

Judging criteria is as below:

- 1) 標誌設計：切合主題程度、創意及原創性、美感及藝術表現。
Logo Design: Relevance, creativity, originality, aesthetics and artistic expression.
- 2) 標語設計：切合主題程度、創意及原創性、文學修辭。
Slogan Design: Relevance, creativity, originality, rhetoric.

九、獎項及獎勵 Prizes and awards

標誌設計獎項如下：

- 冠軍獎 1 名：澳門元 3,500 及獎狀一張；
- 亞軍獎 1 名：澳門元 2,000 及獎狀一張；
- 季軍獎 1 名：澳門元 1,500 及獎狀一張；
- 凡參賽的學生可獲 2020/2021 學年全人發展獎勵計劃「文化參與」項目 50 個“CS”。

Awards for logo design are:

- Champion (1): MOP3,500 and a certificate
- 1st Runner up (1): MOP2,000 and a certificate
- 2nd Runner up (1): MOP1,500 and a certificate
- Each student participant will receive 50 CS for “Cultural Engagement” in the Whole Person Development Award Programme 2020/2021.

標語設計獎項如下：

- 冠軍獎 1 名：澳門元 2,500 及獎狀一張；
- 亞軍獎 1 名：澳門元 1,000 及獎狀一張；
- 季軍獎 1 名：澳門元 500 及獎狀一張；
- 凡參賽的學生可獲 2020/2021 學年全人發展獎勵計劃「文化參與」項目 50 個“CS”。

Awards for slogan design are:

- Champion (1): MOP2,500 and a certificate
- 1st Runner up (1): MOP1,000 and a certificate
- 2nd Runner up (1): MOP500 and a certificate
- Each student participant will receive 50 CS for “Cultural Engagement” in the Whole Person Development Award Programme 2020/2021.



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註：如參賽學生同時參與標誌及標語設計，可分別獲得相關“CS”。

Note: If students participate in both logo and slogan design competitions, they will get a total of 100 CS.

十、得獎名單公佈 **Announcement of Results**

比賽結果將於 2020 年 9 月 25 日(待定)於澳門大學電子公告欄內公佈，另以電郵方式通知得獎者。

Results of the competition will be announced on e-bulletin on 25 September 2020 (TBC). Winners will be informed via email as well.

十一、參賽細則 **Supplementary Rules**

- 標誌及標語設計必須原創、非抄襲及非複製品；
The logos and slogans submitted must be original, not plagiarized nor copied;
- 參賽作品須未曾公開發表、獲獎及被其他機構採用；
The submitted words must not have been published, awarded or used by any other entities;
- 參加者個人資料必須與本章程的參賽資格及身份證明文件相符；
The personal information submitted by the participant must meet the requirements stated in section 5 “eligibility” and must be consistent with the information show on their identification documents;
- 得獎者須按要求提交可編輯數碼檔案；
Winners must provide the editable files as required;
- 如違反上述條款，澳門大學有權收回獎項及獎品，參賽者須自行承擔相關法律責任；
If there is any violation of the above requirements, the University of Macau reserves the right to revoke the awards given. The participant must bear the related legal liability;
- 如須列印作品，列印效果可能存在落差，參賽者應盡可能保障檔案列印兼容性；
If the entries have to be printed, there may be a difference in quality between the printed work and the digital work. Participants should ensure their works’ compatibility in different file formats;
- 所有報名者均被視為認同本比賽的章程和結果；
By submitting applications, all participants are deemed to have agreed with the rules and results of this competition;
- 評選委員會如認為參賽作品未達滿意水平，相關獎項可以從缺而毋須強行接受及採用任何作品；
If the judging panel considers the entries not satisfactory, the awards can be withheld without being given to any participant;
- 所有參賽作品不會獲得退還；
All submitted works will not be returned;
- 參賽者同意澳門大學任意修改、使用及展示參賽作品；
The University of Macau reserves the right to modify, use and exhibit all competition entries;
- 得獎作品版權歸澳門大學所擁有；
Copyright of all winning entries belongs to the University of Macau;
- 澳門大學可自行隨意修改得獎作品，以配合慶祝大學四十週年之用；
The University of Macau reserves the right to modify the winning entries for the purpose of celebrating its 40th anniversary;



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- 如中文版章程和英文版本有任何不一致之處，當以中文版為準；
If there is any difference between the Chinese and English versions of the present rules, the Chinese version shall prevail;
- 澳門大學對本章程保留最終解釋權並有權修改上述之細則及決定權。
The University of Macau reserves the right of final interpretation of the present rules and the right to amend them.

十二、查詢 Enquiries

澳門大學學生事務部學生資源處，蘇小姐

Ms. Sou, Student Resources Section, Student Affairs Office, University of Macau

電話及電郵 Tel and email : (853) 8822 9909 ; sao.services@um.edu.mo



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附件一 Attachment 1

澳門大學 40 週年標誌及標語設計比賽
The 40th Anniversary of University of Macau
Logo and Slogan Design Competition

“標誌設計” (範例)
Logo Design (Sample)



作品簡介
Entry Introduction

(範例) 大學圖標主要用作宣傳用途，可用於各類宣傳品、紀念品及校園設施，但官方文件必須使用大學標誌。

(Sample) University icons are mainly used for promotional purposes and can be used in different promotional materials, souvenirs and university facilities. However, the University logo must be used in official documents.



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大學圖標可於各類宣傳品和紀念品使用，一般情況首選雙語版本。如需配合特定的設計要求。可使用純英文或純中文的大學圖標。

University icons shall be used in different promotional materials and souvenirs, most preferably in a bilingual version. If there is a need to comply with specific design requirements, a monolingual version (in either English or Chinese) of the university icon is also accepted.