

# “Healthy Mobile App Sticker Design Competition”

# 健康(動態)貼圖 設計大賽

I can  
健康從我畫起

報名日期  
Enrolment  
由即日起至2024年  
1月26日  
From now to  
26 January 2024

## 目的 Objectives

- 提高公眾對《淫褻及不雅物品管制條例》(第390章)的認識
- 藉著創作活動鼓勵青少年遠離淫褻及不雅物品與暴力電子遊戲
- -To enhance the public's understanding of the "Control of Obscene and Indecent Articles Ordinance (Cap. 390)"
- To encourage youngsters to stay away from obscene and indecent articles and violent electronic games through design activities

## 我想參加

### 參賽組別 Groups

小學組 Primary School Group  
中學組 Secondary School Group

### 獎項 Awards

#### 個人

冠軍 - 現金券總值港幣 \$3,500 元及獎座  
亞軍 - 現金券總值港幣 \$2,500 元及獎座  
季軍 - 現金券總值港幣 \$1,500 元及獎座  
優異獎 5名 - 現金券總值港幣 \$500 元及獎座

#### Individual

Champion - HK\$3,500 cash coupon and trophy  
First Runner-up - HK\$2,500 cash coupon and trophy  
Second Runner-up - HK\$1,500 cash coupon and trophy  
Five Merit Winners - HK\$500 cash coupon and trophy

#### 學校 School

最高參與學校獎 - 現金券總值港幣 \$3,000 元及獎座

School with the largest number of participants - HK\$3,000 cash coupon and trophy



## 《淫褻及不雅物品管制條例》(香港法例第390章)

條例就發布或公開展示內容帶有淫褻或不雅成分(包括暴力、腐化或可厭)的物品作出管制。報刊、雜誌、漫畫、錄影帶、影音光碟、數碼影音光碟、錄音帶及經電子傳遞的圖像及影像等,皆受《條例》監管。

物品可被評定為下列其中一個類別:

- 第I類(既非淫褻亦非不雅)可向任何人士發布。
- 第II類(不雅)不得向十八歲以下人士發布;視乎具體情況,物品必須以透明或不透明封套密封;其封面及封底必須印有不少於其面積百分之二十的法定警告字句;以及封面或封底須清楚而顯眼地載有出版人資料(即出版人的姓名或名稱、營業地點的詳細地址及電話號碼)。
- 第III類(淫褻)禁止發布。

### The Control of Obscene and Indecent Articles Ordinance (Cap. 390) (COIAO)

COIAO regulates the publication or display of articles with obscene or indecent content including material which is violent, depraved or repulsive. COIAO covers a wide range of articles including newspapers, magazines, comic books, video tapes, video compact discs, digital video discs, tapes, electronically transmitted pictures and images.

Articles can be classified into one of the following categories: -

- Class I (Neither Obscene Nor Indecent) The article can be published to any person.
- Class II (Indecent) The article cannot be published to persons under the age of 18. It should be sealed in a transparent or opaque wrapper as the case maybe. At least 20% of the front and back covers should contain the statutory warning notice. Particulars of the publisher (i.e. the name, full address of the place of business and telephone number of the publisher) should also be clearly and conspicuously printed on the front or back cover of the article.
- Class III (Obscene) The article is prohibited from publication.

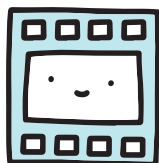
## 報名及遞交作品

### Enrolment and Submission of Entries

請將作品連同參加表格電郵至 [stickerdesigncompetition@gmail.com](mailto:stickerdesigncompetition@gmail.com); 或郵寄至「東涌郵政局 郵政信箱85號 伍尚豪先生收」

信封面請註明「《健康貼圖設計大賽》」

Please submit the entries with enrolment forms by email to: [stickerdesigncompetition@gmail.com](mailto:stickerdesigncompetition@gmail.com), or by post to: Tung Chung Post Office P.O. Box number 85 Attn: Mr.Ng Seung Ho (Please specify "Healthy Mobile App Sticker Design Competition" on the envelope.)



掃一掃,知更多! - Scan to learn more!



電話 Telephone: 3847 7706 (鍾小姐 Ms Chung) / 5540 1222 (伍先生 Mr Ng)

For contest rules, event details and registration, please refer to [https://www.ofnaa.gov.hk/mobile\\_app\\_sticker\\_design](https://www.ofnaa.gov.hk/mobile_app_sticker_design)



## 何謂動畫?

What is animation

應用視覺暫留的原理,連續畫面快速播放而造成動感影像錯覺

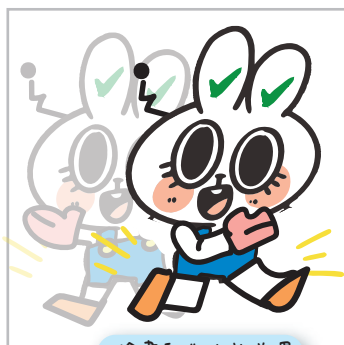
Applying the principle of persistence of vision caused by the rapid playback of continuous image to make illusion



### 參考「動態貼圖」圖例

請在設計貼圖的同時考量上下左右的位置平衡。

Please consider the balance of the stickers when creating your designs.



繪畫動作小許差異

Drawings with slight differences



擠壓與伸展 (Squash and stretch)

加入文字及光點效果

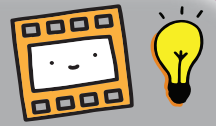
Add text and light effects



完成了



## 參賽作品要求



- 所有作品必須是以手繪或電腦繪畫之**動態貼圖**。
- 所有作品必須是原創作品，並從未公開發布。
- 參賽者須提交**最少一個或最多四個**可用於即時通訊軟件（例如 WhatsApp）的動態貼圖。
- 手繪作品必須使用本參賽表格，**每四格為一個動態貼圖**，有需要可自行列印此參賽表格於白色A4繪畫紙上，繪畫工具不限。
- 電腦繪圖作品的檔案格式必須為**300 dpi**或以上，動態圖片必須為 .gif檔案，以循環方式播放，每一循環時間不可長於3秒。靜態圖片必須為 .jpg檔案，每四格為一個動態貼圖；每個貼圖的完稿面積必須為 **512 pixel x 512 pixel**；參賽者亦可以PDF檔案格式提交**A4工作紙**的電子版本，工作紙可於活動網頁下載。主辦機構有權不接受任何不符合指定規格的作品。
- 參賽作品必須符合活動主題，可參閱表格第二頁之條例內容。
- 電腦繪圖作品不得使用電腦軟件的預設圖案（例如：Clip Art 等）。
- 所有作品不得採用任何相片或自拍圖像。

## 比賽細則

- 所有參賽作品不能含有淫褻或不雅的內容，並且不可包含人身攻擊、誹謗、個人 / 商品 / 宗教 / 政治宣傳的成分，否則主辦機構可取消有關參賽作品的資格。
- 參加者須確保其參賽作品不會侵犯其他人的知識產權。
- 電影、報刊及物品管理辦事處（電影報刊辦）有權將參加者提交的作品作非牟利用途，並有權修改、翻譯、改編、使用、複製及派發參賽作品的全部或部分內容，而毋須事前取得參加者的同意，參加者亦不得收取任何費用。
- 參加者須同意將其參賽作品的一切知識產權，無條件地轉讓及轉移給電影報刊辦。所有參賽作品恕不退還。
- 比賽結果由評審委員會決定，而其決定為最終決定。
- 如參加者違反任何比賽細則，主辦機構有權取消其參賽資格。
- 主辦機構保留更改細則及其他安排的權利，毋須事先通知參加者。
- 參加者遞交的個人資料只會用於與比賽相關的用途。

## Entry Requirements

- All entries must be **animated mobile stickers** either in the form of manuscripts or digital files.
- All entries must be the participants' original works, which have never been published.
- All entries must consist of at **least 1, at most 4** stickers compatible to be used in instant messaging APPs (e.g. WhatsApp).
- If the person is to submit in manuscript format, the manuscripts must be drawn in the respective space provided on this application form. Each sticker must be **consisted of 4 drawings**. Participants may draw on A4 drawing papers with photocopies of this application form. There is no limitation on drawing tools and mediums.
- If the person is to submit in digital format, the files must have a resolution of **300 dpi** or above. For animated stickers, the files submitted must be in **GIF** format, with the single animation loop not longer than 3 seconds. Participants may also submit 4 graphics in JPEG format for each sticker. The size of each sticker must be **512 pixel x 512 pixel**. PDF format of the provided **A4 worksheet** is also accepted. The A4 worksheet can be downloaded on OFNAA's webpage. The organiser reserves the right to not accept any entries which do not comply with the prescribed specifications.
- All entries must adopt the theme of this competition. For more details, please refer to the ordinance introduction on P.2 of the application form.
- Clip Art or similar build-in graphics in computer software are not allowed for computer aided drawings.
- Photos or autographs are not accepted for all entries.

## Competition Terms

- All entries must not contain any content that is obscene, indecent, provocative, slandering or promoting individual, commercial, religious or political interests, lest the entries may be disqualified.
- Participants must ensure that their works will not infringe the intellectual property rights of any other persons.
- Office for Film, Newspaper and Article Administration (OFNAA) has the right to use the entries for non-profit-making purposes, as well as the authority to revise, translate, edit, use, duplicate or distribute wholly or partly the contents of the entries without obtaining the participants' prior consent or paying any fees to them.
- Participants must agree to unconditionally assign and transfer to OFNAA any intellectual property rights subsisting in the entries submitted for the contest. OFNAA will not return the entries to the participants.
- Results of the contest will be decided by an independent adjudication panel, whose decision will be final.
- The organiser reserves the right to disqualify any participants who have violated the rules of the contest.
- The organiser reserves the right to amend the rules and other arrangements of the contest without prior notification to the participants.
- Personal data submitted by the participants will only be used for purposes related to the contest.



### 評分準則

- 10% 資訊完整
- 30% 切合主題
- 30% 設計美觀
- 20% 動態吸引
- 10% 創意新穎

### Scoring Criteria

- 10% Information integrity
- 30% Adherence to the theme
- 30% Aesthetic appeal
- 20% Attractive motion
- 10% Creativity & Novelty







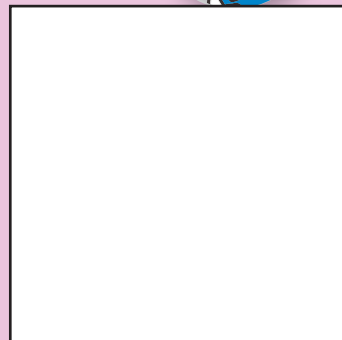
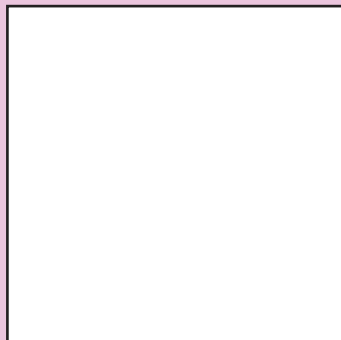
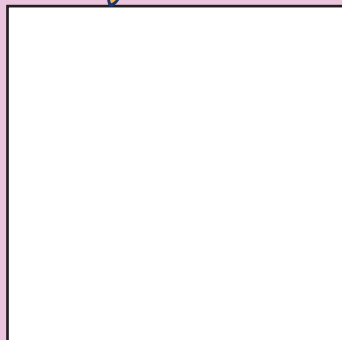
我的參賽作品



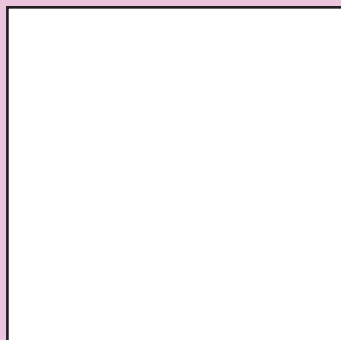
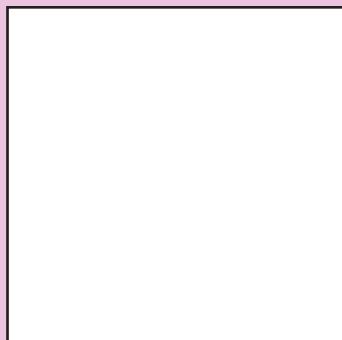
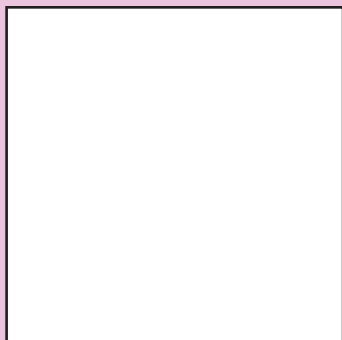
\*(每四格為一個動態貼圖)



第一個



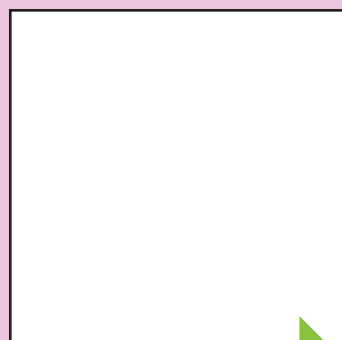
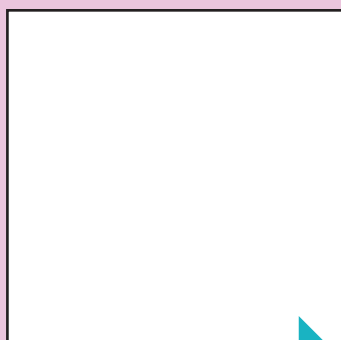
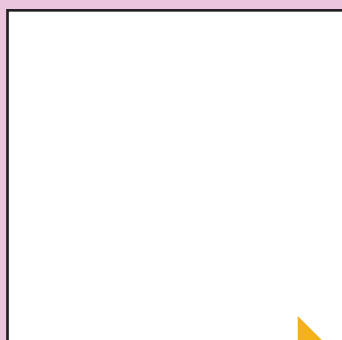
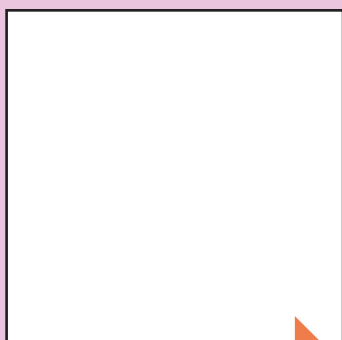
第二個



第三個



第四個



動作 Pose 01

動作 Pose 02

動作 Pose 03

動作 Pose 04

《健康貼圖設計大賽》

參加表格 Enrolment Form

參加者姓名 Name of Participant : (中文全名 Chinese) \_\_\_\_\_

(英文全名 English) \_\_\_\_\_

電話 Tel.Number: \_\_\_\_\_ 電郵地址 Email Address: \_\_\_\_\_

參加組別 Group (請剔選參加組別 Please tick the appropriate group):

小學組  
Primary School Group

中學組  
Secondary School Group

年級  
Grade \_\_\_\_\_

學校名稱 Name of School: \_\_\_\_\_