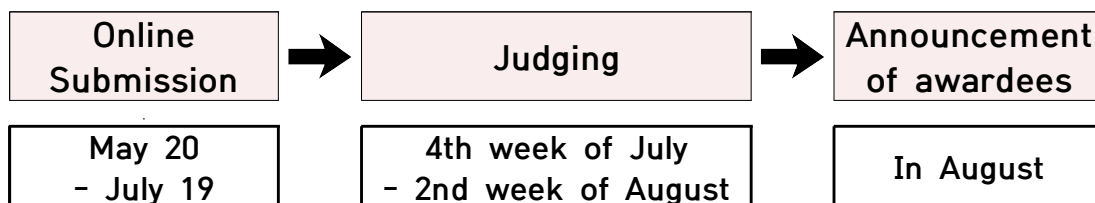


2024 Study in Korea Promotion Short-Form Video Contest - Share Your K-Campus Life -

The Ministry of Education and NIIED(National Institute for International Education) are pleased to announce a short-form video contest aimed at international students interested in studying in Korea. Share your unique experiences of university life in Korea and promote the benefits of studying in Korea. We encourage both domestic and international students to showcase their passion and creativity. We look forward to your enthusiastic participation.

1 Contest Overview

- **Title:** 2024 Study in Korea Promotion Short-Form Video Contest
(Share Your K-Campus Life)
- **Host:** Ministry of Education and NIIED
- **Period:** Mon, May 20, 2024 - Fri, July 19, 2024 (2 months)
- **Theme:** Short-form video content(vertical format, within 1 minute) showcasing the appeal of Korean universities and student life in Korea to an international audience.
- **Schedule**



2 Eligibility and Submission

- **Eligibility:** Korean and international undergraduate and graduate students enrolled in Korean universities (individual or team)
 - ※ As of the submission deadline, participants must be enrolled, on leave of absence, or have completed their studies at a Korean university. (Teams must consist of 4 or fewer members, and all team members must meet the eligibility criteria.)
 - ※ Final awardees may be required to submit proof of eligibility (e.g., enrollment/ leave/ completion certificate), and awards may be revoked if eligibility criteria are not met.

- **Submission Method:** Create a video ⇒ Upload it on social media (YouTube or Instagram) ⇒ Submit via email
 - ※ Email Submission Requirements: ① **Original video file (1080*1920)** ② **Application form** ③ **Consent form for collection and use of personal information**
 - ※ Videos not meeting the specified format or not posted on social media will be disqualified.

Submission Process

- (1) Create a short-form video (1 minute or less) showcasing the appeal of Korean universities and student life in Korea (1 entry per person/team)

Video Specifications

- ▶ **Format:** Vertical (short-form) video content within 60 seconds
 - ※ If the video exceeds 60 seconds in length, it will be disqualified from the competition.
- ▶ **Language:** Korean or English('Korean' video must include English subtitle.)
- ▶ **Resolution:** FHD (1080*1920) or higher
- ▶ **File Format:** MP4

- (2) Upload the video to your personal social media account (YouTube or Instagram) with the designated hashtags (SNS account must be set to 'Public').

Upload Guidelines

- ▶ **Platforms:** YouTube or Instagram (posting on both platforms recommended)
 - The number of views for the videos will be considered in the judging process. (The view counts from each platform will be totaled, with only one post per platform being recognized)
- ▶ **Hashtags(mandatory):** [#한국유학](#) [#한국대학](#) [#한국에서공부하기](#) [#StudyInKorea](#) [#KoreanUniversities](#) [#KoreanCampusLife](#) [#StudyAbroadKorea](#) [#LifeInKorea](#) [#너의한국대학을보여줘](#) [#한국유학홍보영상공모전](#)
- ▶ Maintain the SNS account set to "public" until the judging and award process ends.

- (3) Submit the original video file and application documents via email

- Email: supporters11@korea.kr
- Submission Items: Original video file, Application form, Consent form for collection and use of personal information
 - ※ If the email attachment exceeds the upload limit, upload to a cloud storage service and share the link.
 - ※ Refer to the form templates provided in the contest announcement for the application and consent forms.
 - ※ No modifications or additional submissions allowed after the submission deadline (incomplete submissions may be requested for supplementation by the organizer).

- (4) Inquiries: supporters11@korea.kr / 02-3668-1382~1383

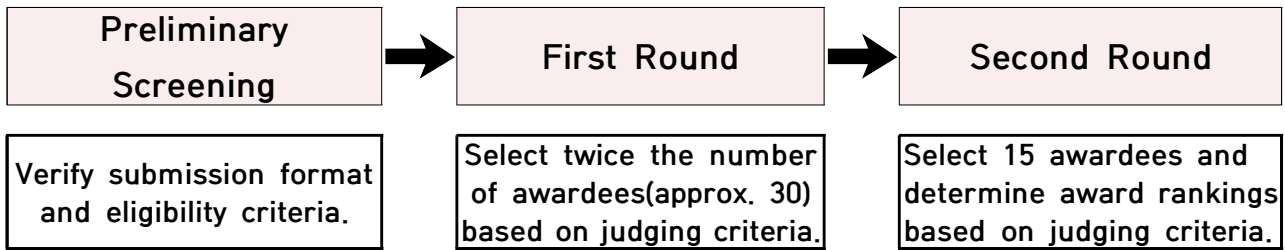
3 Contest Notes

- Entries must be submitted in the specified format on social media and via email, including all required documents by the deadline.
- For team entries, a representative (team leader) must be designated, and all correspondence with the NIIED will be conducted through the representative. Awards will be issued in joint names, and the organizer is not responsible for the distribution of prize money among team members.
- Entries must be original creations of the participants. Copyright (economic and moral rights) remains with the participants, even after winning.
- By participating, entrants agree to allow the use of their works within the scope outlined in the contest guidelines, with the prize acting as compensation for the use of economic rights.
- The organizer may reproduce, transmit, and distribute winning entries (including honorable mentions) for non-commercial, public purposes for 10 years and may create derivative works by mutual agreement.
- Entries must not infringe on third-party rights such as portrait, music, and copyright. Previously submitted or awarded works in other contests are not eligible.
- Legal responsibility for any disputes arising from copyright infringement or defamation lies with the entrant.
- Disqualification and award revocation may occur if:
 - The application contains false information or is deemed fraudulent.
 - The entry infringes on copyright, portrait rights, or causes defamation.
 - The entry has been awarded in another domestic or international contest.
 - The winner fails to submit required documentation for eligibility verification.
 - Other criteria specified in the contest guidelines are not met.
- Non-winning entries will be destroyed within 3 months of the contest's conclusion.
- The judging process is confidential, and participants cannot dispute the results.
- The organizer must ensure the protection of submitted works from unauthorized disclosure.
- Participants must ensure their entries do not infringe on third-party rights.
- The contest schedule may change due to the organizer's circumstances.

※ By submitting an application, participants agree to the above terms and conditions.

4 Contest Judging

- **Judging Method:** Based on submitted videos and social media posts.



- **Judging Criteria**

Criteria	Points	Details
Creativity	20	Originality and unique expression
Relevance	20	How well the video aligns with the contest theme and purpose
Clarity	20	Effectiveness in conveying the message to the audience
Technical Quality	20	Production quality and professionalism
Popularity	20	Audience engagement and resonance (based on YouTube/Instagram views)

5 Contest Awards

- **Award Categories:** Total of 15 awards (prize pool of KRW 3.4 million)

Award Category	Quantity	Reward	Authority
Grand Prize	1	KRW 1 million	Minister of Education's Award
Best Award	1	KRW 500,000	Minister of Education's Award
Excellence Award	3	KRW 300,000	President of the NIIED's Award
Honorable Mention	10	KRW 100,000	

※ Award content may change based on the number and quality of entries.

※ Awards may be revoked if disqualifying factors are found after the announcement of winners.

- **Announcement of Winners:** Notification via the NIIED and 'Study in Korea' websites, and individual contact with winners.

- **Award Ceremony:** In-person or Sent by Email

※ Prize money will be transferred to individual bank accounts.

6 Use of Winning Entries

- Winning entries (including honorable mentions) will be used as promotional content for the Ministry of Education and Study in Korea for 10 years.
 - Published on the Ministry of Education and NIIED(Study in Korea) websites and social media.
 - Screened at various events promoting study in Korea, such as the Study in Korea Education Fair.

May 20, 2024



국립국제교육원

National Institute for
International Education