Mobile Animation Challenge
Fact Sheet

Mobile Animation Challenge (MAC) is proud to be part of the National Infocomm Competition (NIC) under the Secondary School circuit.

Synopsis of Competition
This national mobile animation challenge is targeted at secondary school students for the purpose of engaging them to create promotional clips on the mobile platform. Participants are required to assemble original and relevant media contents to create a promotional clip of not more than 30 seconds, based on the following theme:

"Living in an Intelligent Nation"
The new infocomm roadmap, iN2015 is also known as a living plan which gives every individual and endeavor seamless access to intelligent technology - and with it - the capability to take charge (source: IDA website). The theme is chosen to direct the secondary school students' attention towards the iN2015 plan and to give them the opportunity to reflect on the changes that infocomm technologies have already or will be impacting their lives.

Target Audience
This challenge is open to the secondary students under the Secondary Schools circuit. Each school may register up to three teams consisting of not more than 3 participants in each team.

Scoring system
All participants are required to register and attend a free familiarisation workshop at ITE campus conducted between 22 Jun to 27 Jul 07. Entries must be submitted by 7 Sep 07. Shortlisted entries will be informed to attend the judging and award ceremony on the 11 Oct 07.

Entries will be judged based on the following criteria:

Concept	40%	-	Relevance of the entry to the theme
Design	30%	-	Originality, creativity and aesthetics.
Technical Execution	30%	-	Proficiency in technical skills in deploying the media to mobile devices

Prizes
Prizes will be awarded to the six teams.

1st prize: $600 + 3 sets of Adobe CS3 Design Premium (Edu version) + Nokia Handphone
2nd prize: $400 + 3 sets of Adobe CS3 Flash (Edu version)
3rd prize: $200 + 3 sets of Adobe CS3 Flash (Edu version)
Merit Awards (Qty 3): $100 Each

NATIONAL INFOCOMM COMPETITION 2007

Rules and regulations

1. Competition is open to secondary schools students.
2. Participation can be individual or teams consisting of up to 3 students.
3. Each school can send a maximum of 3 teams.
4. All students are required to attend a familiarisation workshop at ITE campus.
5. All entries must be developed using prescribed software.
6. Participants are required to assemble original and relevant media contents to create a promotional clip of not more than 30 seconds, based on the given theme.
7. Entries are to be submitted in CD Rom and must be accompanied with:
   a. the original Flash working file (*.fla)
   b. the completed Flash movie file (*.swf).
8. All linked files for the animation (e.g. sound, music, fonts, graphic etc) must be attached with each project.
9. Shortlisted participants are required to install their working files onto FlashLite-enabled mobile devices and be present to showcase their works during the judging and prize presentation ceremony.
10. Finalists will be required to submit all relevant releases for creative assets not developed by the entrant (e.g. music, etc.)
11. No repeat entries under NIC will be considered.
12. The judges' decision is final.

For details, please refer to MAC website at http://mac.ite.edu.sg

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About the National Infocomm Competition

The National Infocomm Competition is a multi-themed inter-school challenge created to uncover top infocomm talent in Singapore. Divided into three circuits - secondary schools, junior colleges and ITE/polytechnics – the competition will encompass challenges focused on areas such as business IT, digital media, mobile technology, security & networking and more. For more information, visit talent.singaporeinfocomm.sg. The National Infocomm Competition is organised by the Infocomm Development Authority of Singapore, universities, polytechnics, ITE, Singapore Computer Society, Singapore Institute of Management and Singapore Science Centre.