



'A' Content : 'A' Society

Promoting good virtues or moral values through creative content

Arts can change society as much as philosophy and science. The theme is aiming to encourage social engagement by creating creative content that emphasizes on good ethics and moral values. Participants may express the abilities of creative works in communicating positive message and give impact to the society through different media and art forms.



Eligibility

Open to all full-time undergraduate and postgraduate students studying in Public Universities, Private Universities, Institutes of Teacher Education (IPG), Polytechnics, Community Colleges, and Vocational Colleges in Malaysia which are recognised by Ministry of Education.

Categories & Submission Requirements

FILM & ANIMATION

The project must highlight the theme of the competition that is enriched with creativity and technical skills. The content (film, animation, PSA, documentary, etc.) should inspire and encourage the audience to practice positive values in their daily lives.

Open to individual or group of maximum 3 (three) students.

Recommended software

Adobe Premiere, Adobe After Effects, Adobe Animate, Adobe Audition

Submission Requirement

Duration of the short film must not exceed 10 minutes (including Opening & Closing Credits).

Film can be made in any language but must include English subtitles.

The film format must be in MPEG4, MP4 or WMV. Resolution: 1280x720, 854x480, 640x360 (minimum)

INTERACTIVE DESIGN

Create an interaction design project that reflects the theme. Any interactive project created for digital distribution on world wide web, mobile application, digital publishing, simulation or game is eligible. Successful user-centric design that emphasizes on the content, design and usability is essential and a unique selling point of innovative products.

Open to individual or group of maximum 3 (three) students.

Recommended software

Adobe XD, Adobe Dreamweaver, Adobe Muse

Submission Requirement

OPTION 1

Create a live demonstration video of how the application works.

The video format must be in MPEG4, MP4 or WMV. Resolution: 1280x720, 854x480, 640x360 (minimum).

The demonstration video should display clear content, design and usability of the application.

OPTION 2

Create a live demonstration video of how the application works.

Screenshots of the entire application by showing clear content, design and usability.

Include brief descriptions at the bottom of each screenshot. Compile the screenshots in a one (1) piece of A2 sized, landscaped poster. Save the file in *PDF format.

The description contains of the concept or intention, the issues or problems and the proposed creative content.

STILL

Design a still project (print based) that reflects the theme. Any artwork that is first produced in year 2019 is eligible to participate. Artwork may be in a form of photographic images, digital illustration, digital poster, typography or time-based media.

Open to individual entry only.

Recommended software

Adobe Photoshop, Adobe Illustrator, Adobe In-Design

Submission Requirement

Submit an A1 sized artwork with 300 dpi resolution.

A brief description of the design, in word document between 150-300 words. The description contains of the concept or intention, the issues or problems and the proposed creative content.

All shortlisted finalists are required to show their raw working files to the organizer during the Finalists Bootcamp.

Rules & Regulations

Registration

- Participants may register from **1st March 2019** until the deadline of the competition which is on the **30th June 2019, before 12 midnight**.
- Registration should be done through the CCMA web portal **ccma.myaidea.com.my**
- Upon registration, each individual or group will be given a Registration ID. Please use the Registration ID for any enquiries to the organizer.

Project

- Project work must be designed and developed using mostly Adobe softwares.
- Project must not contain any elements or forms of obscenity, and it must not touch on any sensitive issues of specific race, ethnicity, community, and religion.
- Participants are solely responsible on the use of copyrighted material.
- The organizer has the right to use the submitted project for promotional and publicity purposes without the need for consent from the participant / owner of the project.
- All submitted artwork will be the property of Prestariang Systems Sdn. Bhd.
- The jury's decision is final.
- The organizer cannot be held liable and responsible for any damages, claims, and loss of ideas and product before and after the competition.

Submission Method

- Log in to Behance at **behance.net** with your Adobe ID. If you don't have an Adobe ID, please create one.

<https://helpx.adobe.com/manage-account/using/create-update-adobe-id.html>

- On Behance main page, click **Create a Project**
- Using the tools provided, upload your artwork into your project according to the Submission Requirements for each respective Category.
- After inserting and organizing your contents, click on **Continue**
- Choose a cover photo and give your **project a title and include your Team ID eg: myartwork_teamID**
Click **Crop & Continue** to proceed to the next step.
- In Project Settings, specify the Creative Fields and Tools Used.
- Under **Basic Info** tab, add in [**myCCMA**] as one of the **Co-Owners**.

Add Co-owners

myCCMA



Creative Content Master Award
myCCMA

The CCMA organizers will receive a notification and will be able to view your published project.

- Under **Display** settings, you can specify the project visibility to be private or visible to specific members until you are ready to submit the project.
- You can click **Save** to go back and edit or add to your project, or you can click **Publish**. You can still edit or unpublish a project at any time.

Submission

- Submissions must comply with the requirements for each category (Refer Submission Requirements).
- All projects must be submitted through Behance.net (published and added **myCCMA** as a Co-Owner) by **30th June 2019, before 12 midnight**.

Contact Info

ccma@prestariang.com

@ccma.certified

Organised by



**KEMENTERIAN
PENDIDIKAN
MALAYSIA**



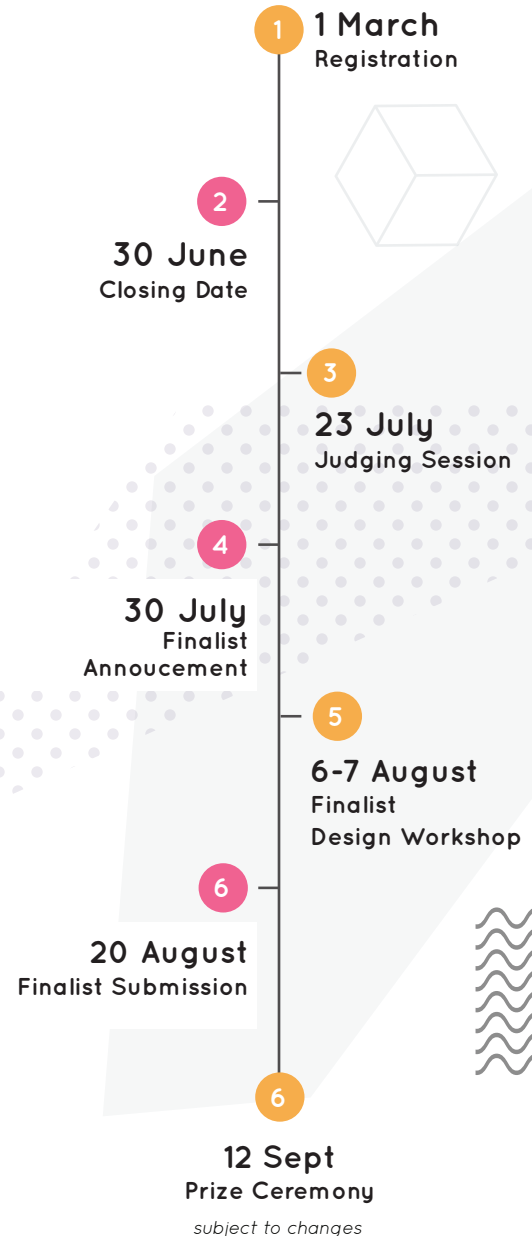
Secretariat



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MARA**



Competition Timeline



Judging Criteria



Contact Info

ccma@prestariang.com

@ccma.certified

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