

MSC Malaysia Kre8tif! Industry Awards 2009

Submission Guidelines - ANIMATION/VFX



1. **Title.** The “MSC Malaysia Kre8tif! Industry Awards 2009” (the “Awards”).
2. **Organiser.** The Awards is organised by the Multimedia Development Corporation Sdn Bhd (the “Organiser”).
3. **Objectives.** Key objectives of the Awards are as follows:
 - To award professionals in the areas of digital arts, VFX, games and emerging media;
 - To recognize these professionals’ contribution to the creative industry; and
 - To provide exposure of the creative industry to the public.
4. **Categories.** There are four (4) categories under the Awards, as follows:
 - Category A: Animation / VFX
 - Category B: Digital Arts
 - Category C: Games
 - Category D: Student
5. **Awards under the Animation Category** are as follows:
 - Best Producer
 - Best Director
 - Best Art Director
 - Best Script Writer
 - Best Editor
 - Best Music/Score
 - Special Mention Award – Short Animation
 - Category Best VFX
 - Most Promising *Start-up Animation Studio.” *Start up means full time employee of less than 5 people*
 - Best Commissioned Work (overall)
6. **Eligibility for Nomination.** The nomination for the Awards is open to all Malaysian citizens, permanent residents and/or Malaysia companies as defined under the Companies Act 1965 with at least 51% equity owned by Malaysians subject to the following criteria:
 - only TV series, commercial, feature for Animation or VFX works will be accepted;
 - short animation works, not more than 7 minutes in length;
 - no limitation in genre;
 - all works entered must be in a form of “Digital Content”. *“Digital Content” means products and/or contents available in digital form and it typically refers to music, information and images that are available for download or distribution on electronic media. “Digital Content” can also be in the form of computer graphics/animation (2D/3D) and live-action film recorded or edited on digital equipment;*
 - work must be broadcasted and/or published between the year 2008 to 2009 over national and/or international TV, internet and/or cinema;
 - submission for the Awards can be made by an individual, team of individuals and/or company ;
 - co-produced works will only be accepted for submission subject to the written permission of each and every co producer in the works nominated for the Awards are provided to the Organiser.

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- co-owned works will only be accepted for submission subject to the written permission of each and every co owners in the works nominated for the Awards are provided to the Organiser.
- works nominated for the Awards should be copyright protected and must be in compliance of the Copyrights Act 1987, the Malaysian Censorship Board rules and regulations, Film Censorship Act 1952 and other relevant legislation and regulations in relation to Intellectual Property rights and content creation.

7. **Nomination.** Application form for nomination is downloadable at <http://mscmalaysia.my/kre8tif>

8. **Submission of Nomination.**

a. Nomination for the Awards must be submitted to and received by the Organiser by **18 November 2009** ("Deadline"). Nomination must be submitted on DVD according to the following requirements:

- Only MOV, AVI or SWF files
- Minimum of 720x576 (PAL Standard Definition)
- DVD to be clearly labeled with the title and duration of work
- Sample still image in JPG format
- Completed application form (printed)

b. Nomination to be sent to:

MSC Malaysia Animation Creative Content Centre (MAC3)
Multimedia Development Corporation Sdn. Bhd
B-1-2A, SME Technopreneur Center 2
2260 Jalan Usawah 1
63000 Cyberjaya, Selangor

Office Hours: 9.00am – 6.00pm (Monday to Friday)
Attn: Ms Shahrizan Mohd Sharif or Ms Salimah Abd Ghani
Tel: 03-8320 2331 or 03-8315 3156

Failure to comply with any of the above submission of nomination requirements may result in automatic disqualification. Submitted materials will not be returned.

9. **Withdrawal.** No withdrawal from the Awards is allowed after the respective Deadline.

10. **Originality.** All nominated works and the works relating thereto for the Awards must be original. Failure to submit original works will result in disqualification from the Awards.

11. **No Infringement.** Infringement of any third party rights is strictly prohibited and will result in automatic disqualification. In the event of any claims, the owners and/or creators of the works must take full responsibility and deal with the said third party claims at their own costs. The Organiser accepts no responsibility or liability in such matter. The owner(s) and/or creator(s) of the works shall indemnify the Organiser against any claims or indirect, special, incidental, or consequential damages from any party that may arise from the Awards nomination and/or Awards.

12. **Judging Criteria.** Judging is at the sole and absolute discretion of the judges and all decisions made are final. Judging will be conducted based on the following criteria:

- Originality of idea/concept/story
- Design and artistic quality
- Creativity

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- d. Expressiveness
- e. Quality of picture/audio
- f. Effective use of music and sound effects
- g. Development schedule & budget

The final results will be announced during the Industry Awards Night.

13. Judges.

- a. Each Award under each Category is judged by a separate Panel of Judges. The judges are from the private and public sector, industries and/or the academia, and are selected based on their knowledge and expertise in their respective field.
- b. The Panel of Judges reserves the right not to give an Award, should the nominations received not meet the standard.
- c. All materials received during the judging process shall remain confidential

14. Ownership of Awards Materials.

By entering for the Awards, the owner(s) and/or creator(s) of the works agree to provide the Organiser with the right to use the works for purpose of showcasing any and all works produced by the owner(s) and/or creator(s) of the works under the Awards for promotional purposes. The owner(s) and/or creator(s) of the works further agree that the Organiser reserves the right to use the owner(s) and/or creator(s) of the works' name in connection with such promotional showcasing, but shall have no obligation to do so.

15. **No Revision(s).** Upon submission of Awards nomination, no revision will be accepted and any request for the return of the Awards nomination will not be entertained.

16. **Limitations on Liability.** The Organiser and its employees, agents and representatives shall not be held responsible for any Awards nominations that are lost or damaged in transit. Awards nominations are automatically rejected if incomplete, unreadable, damaged, mutilated, tampered with, falsified, mechanically reproduced, irregular in any way or otherwise not in compliance with the Awards Rules & Regulations herein. The Organiser reserves the right to cancel, terminate, modify, suspend, or extend the Awards at any time.

17. **Disputes.** As a condition of participating in the Awards, the owner(s) and/or creator(s) of the works agree that any and all disputes which cannot be resolved between the parties, and causes of action arising out of or connected with the Awards, shall be resolved individually, without resort to any form of class action, exclusively, before a court located in Malaysia having competent jurisdiction, which court shall apply the laws of Malaysia.

18. **Rules & Regulations.** By submitting a Awards nomination and therefore participating in the Awards, owner(s) and/or creator(s) of the works agrees to be bound by and abide to these Rules & Regulations including decisions made by the Organiser, including any amendments, modifications and/or interpretation of these Rules & Regulations.

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