

“China Through My Eyes”

Short Video Contest for International Students in China

I. Name of Activity

"China Through My Eyes": Short Video Contest for International Students in China

II. Purpose

To enhance international students' knowledge of Chinese culture and society;
To present China's culture and standing to the world from an objective and authentic perspective; and
To build bridges between international and Chinese students to increase their communication exchanges and mutual understanding.

III. Organizations

(1) Host

Shanghai Jiao Tong University

(2) Organizer

School of Media and Communication, Shanghai Jiao Tong University

(3) Media Support

CCTV, People.cn, Shanghai United Media Group,
Shanghai Media & Entertainment Group, Baidu, Eastday.com

(4) Contest Organizing Committee

The Organizing Committee of the contest will be jointly set up by the host and the organizer to handle key decision-making and work out detailed procedures and rules of the contest.

IV. Participants

Students with foreign nationality currently enrolled in universities in Mainland China are eligible to participate in this video contest.

V. Contest Details

(1) Language Requirements

Videos are required to be produced in the contestant's native language or in English with Chinese or English subtitles.

(2) Video Requirements

Contestants will produce a short video, within 5 minutes, in their native language or in English with Chinese or English subtitles based on the "China Through My Eyes" theme and their personal experiences in China. The video can include speeches, interviews, stories, talent shows, or any other content the contestant wishes to present.

Contestants can apply to this video competition as individuals or in teams.

(3) How to Participate

Contestants will submit their videos to the website designated by the Organizing Committee.

Winners will be selected by an expert-based Review Committee.

VI. Video submitted and reviewed

This video contest is subject to three timelines:

(1) Video Submission: Now until May 30, 2019

Contestants will submit their videos to the website designated by the Organizing Committee.

Videos should be 1-5 minutes long in the contestant's native language or in English with Chinese or English subtitles, focusing on the "China Through My Eyes" theme. Originality, creativity, aesthetics, and artistic value will be key judgment criteria.

Videos should be submitted to the website: <https://upload.smd.sjtu.edu.cn>

(Username format: Name-Nationality, e.g.: Sam Smith-France)

Video specifications: H.264, 8Mbps, MP4 version, HD 1080p

(2) Expert Reviewing: Early June - Mid June, 2019

A Review Committee will evaluate all the submitted videos and recommend winning videos to the Organizing Committee.

(3) Winner Notifications and Awards Ceremony: Late June, 2019

Results will be announced by the Organizing Committee on the contest website as well as on websites of the host and the organizer. Winning teams and individuals will receive their prizes at a concluding ceremony.

VII. Awards

Grand Prize: 1 winner, 30,000 CNY

First Prize: 2 winners, 15,000 CNY each

Second Prize: 3 winners, 10,000 CNY each

Third Prize: 15 winners, 4,000 CNY each

VIII. Review Committee

The Organizing Committee will invite renowned experts in areas of video production, overseas studies, cultural exchanges, and international communication to form a Review Committee for the contest.

IX. Contact Information

Please contact Organizing Committee Secretariat if you have any question.

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