



**MPED INTERNATIONAL
ART&DESIGN AWARDS
OFFICIAL RULEBOOK**



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Disclaimer

In entering any art or photo to this contest, I verify that this entry is my original work. I understand that entering someone else's work is against the law and that if caught, my school and parents will be notified. Using someone else's copyrighted work may lead to pursuing legal damages. I further understand that I must have my parent's permission to enter this contest. By entering this contest, I agree to the above statement.



ARTICLE 1. INTRODUCTION

MyProject and *emdash* will host MPED INT’L ART&DESIGN AWARDS (“MPED”) for grades 4 - 12 students where faculty members of prestigious art institutions from around the world will review and comment on the most esteemed artworks. MPED is an international art and design contest celebrating individual creativity and freedom of expression. MPED will select outstanding pieces to help the authors launch their merchandising campaign by embedding the artworks on various products through our affiliate partner(s). Not only will you get a chance to publish your work on our online anthology issued per each contest but also earn potential income in the open market. Moreover, selected entrants will receive a customized product featuring the submitted artwork.

Any Entrant wishing to participate in MPED shall submit an original artwork (“WORK”) of sole authorship to be judged by a panel of international adjudicators. The Entrant hereby agrees to comply with the terms and conditions delineated herein this Official Rulebook as a requirement for participation. The full document is also available for download at <https://www.emdash.one/enter-mped>. This document comprises the complete understanding and agreement between MPED with an address at 3F, 26, Dosan-daero 55 gil, Gangnam-gu, Seoul, 06014, Republic of Korea and the Entrant:

ARTICLE 2. ELIGIBILITY

2-1. TO BE ELIGIBLE, ENTRANTS PROMISE THAT:

- They are not affiliated with MPED (not an employee, contractor, or official of MPED or any related or affiliated organization);
- If the submitted artwork was authored by a group of artists, they are required to provide a list of all the contributors should they win an award;
- They are at least Grade 4 or equivalent in their respective public school system;
- Their respective parent, legal guardian, or teacher (the “GUARDIAN”) is included in the registration form and agrees to the terms and conditions of this Rulebook;
- They may be asked to sign any other release forms or provide official documents with regards to MPED participation and the subsequent exhibitions or distribution of the submitted WORK. Please refer to ARTICLE 11. COPYRIGHT, RESPONSIBILITIES, & WARRANTIES for details;
- Entrants and GUARDIANs agree to assume all responsibility and liability with respect to the WORK and the production, distribution, public display and performance and the reproduction thereof;
- MPED reserves the right, at its sole discretion, to bar any WORK or Entrants from the contest at any time; and
- Entrants agree that MPED has the sole discretion to award any prizes or designate any winners and that any decision of the judges shall be final.



ARTICLE 3. DIVISION

In accordance with the public education system in the Republic of Korea, the divisions are as follows:

- [ES] Grades 4, 5, & 6
- [MS] Grades 7, 8, & 9
- [HS] Grades 10, 11, & 12

ARTICLE 4. THEME

Entrants submitting their WORK to MPED are free to explore any and all topics unless specified otherwise.

ARTICLE 5. CATEGORIES

I. Visual Art (VA): Arts that depict graphically a concept or subject.

- VA-1. Drawing + Painting + Illustration: Art created on a two-dimensional surface
- VA-2. Sculpture + Ceramic: Art created by a three-dimensional element
- VA-3. Digital Art: Digital collages, digital painting, and fractal art
- VA-4. Photography + Digital imaging: Images captured by either an analog or digital camera, or photo manipulated image
- VA-5. Film & Animation: Documentary films, narrative films, commercials, experimental videos, as well as hand-drawn, computer-generated, or stop-motion animations, etc.

II. Visual Design (VD): Art created for commercial or applied purposes.

- VD-1. Architectural Design: building, interior, landscape, and environmental design
- VD-2. Product Design: industrial, furniture, toy, and vehicle design
- VD-3. Graphic Design: Communication, packaging, book, signage and advertisement design
- VD-4. Fashion Design: Clothing, jewelry, accessory, and shoe design



ARTICLE 6. JUDGING CRITERIA

6-1. JUDGING RUBRIC

The Entrant's WORK will be judged per each division, and the Adjudication Committee comprises a multinational panel of artists, instructors, and faculty members at prestigious art institutions. The MPED judging criteria and the respective weightings are as follows:

[20%] Originality/Creativity:

The submitted artwork must be original and does not plagiarize existing pieces.

[20%] Visual communication method:

The intent of the artist is effectively and visually communicated through the submitted artwork.

[15%] Composition and balance:

The visual elements featured in the submitted artwork act in harmony.

[15%] Technical skills:

The technical skills used to express the subject matter are sophisticated.

[15%] Appropriate use of materials:

The use of chosen materials and its application delivers the theme effectively.

[15%] Presentation:

The presentation of the submitted artwork is complete and well-executed.

ARTICLE 7. AWARDS, BENEFITS & OPPORTUNITIES

7-1. LIST OF AWARDS

For MPED, the following Awards and Benefits ("AWARD") will be conferred per each division and the Benefits below will be provided per each artwork regardless of the number of contributors:

I. [TOP 3] ICOSA AWARD:

This award recognizes WORK that demonstrates exceptional technique; a strong, sophisticated, nuanced, and clear artistic point of view; and a depth of thinking/performance that far exceeds the level of peers. Benefits for this AWARD include:

- A. Announce Ranking;
- B. Customized Feedback for WORK;
- C. Custom-made Canvas Frame (A2 Size); &
- D. Certificate of Excellence



II. [TOP 4-12] OCTA AWARD:

This award recognizes WORK that demonstrates skillful technique; a strong sense of artistry; and a depth of thinking/performance that exceeds the level of peers. Benefits for this AWARD include:

- A. Announce Ranking;
- B. One Line Feedback;
- C. Custom-made Fabric Poster (A2 Size); &
- D. Certificate of Merit

III. [TOP 13-28] TETRA AWARD:

This award recognizes WORK that has been deemed as commendable by the panel, demonstrating strong technique with a clear artistic point of view. Ranking will not be disclosed for this AWARD and benefits include:

- A. "NICE" Button;
- B. Custom-made Mug; &
- C. Certificate of Advantage

IV. [TOP 29-40] CUBE AWARD:

This award recognizes WORK that has been acknowledged as showing promise by the panel, demonstrating adequate technique with an artistic point of view. Ranking will not be disclosed for this AWARD and benefits include:

- A. "NOTED" Button;
- B. Custom-made Mug; &
- C. Certificate of Significance

7-2. FURTHER OPPORTUNITIES

I. Exposure and Merchandising of WORK

The WORKs that received the ICOSA and OCTA AWARDS have the option of being featured in the CONTEENEW market where they can be sold as merchandise.

II. Portfolio Consulting

Entrants that received the ICOSA and OCTA AWARDS pursuing higher education in arts and design schools shall be given a complimentary consultation opportunity including feedback on existing artworks as well as tips on how to devise a bespoke portfolio strategy.

III. Application Essay Consulting

Entrants that received the ICOSA AWARD will receive a complimentary revision of one application essay or personal statement for English speaking university or high school admissions.



ARTICLE 8. CONTENT AND SUBMISSION REQUIREMENTS

8-1. ENTRY REQUIREMENTS

The Entrant understands that this Rulebook will govern both the content of the WORK as well as all aspects of the submission, including size, length, and format. The Entrant agrees to read and abide by these terms and conditions. Any WORK that does not conform to these requirements may be disqualified, at the sole discretion of MPED.

I. File Sizes, Formats and What to Submit.

A. For All Entries

- a. Name of the Entrant and GUARDIAN with Contact Information
- b. Title of the WORK
- c. **Requirement for Winners:** Any copyrighted material must be accompanied with a citation and should a WORK be awarded, all applicable Entrants are required to submit their citations (**MLA format**) as specified by a follow-up email or face disqualification. In addition, should an artwork be authored by two or more artists, a list of all contributors must be submitted.

B. For Original Visual Art

- a. Artistic medium, dimensions (No smaller than 2,400 pixels on the shortest side, 300 dpi)
- b. 1 to 5 images per each WORK (up to 20MB per image)
- c. File format pdf, jpg, gif, tiff, & png
- d. File format for 20-second video, (if needed): mp4, mov, m4a, mpeg, & avi

High Quality/Resolution Images

MPED will **NOT** allow revisions after submission. Please submit the **HIGHEST POSSIBLE quality**.

C. For Video Arts (Film, Animation, Experimental Video and Commercials etc.)

- a. Eleven (11) minutes or less (up to 800MB)
- b. File formats for video: mp4, mov, m4a, mpeg, & avi
- c. File formats for cover art, posters, etc. (if needed): pdf, jpg, gif, tiff, & png
- d. Any music must be original, licensed or otherwise available for this use.

II. Original WORK

The submitted WORK must be an original work, created solely by the Entrant and shall not be a copy of another party's work. Any content that is copyrightable by anyone else must be accompanied by a citation if the WORK is awarded. The Entrant and GUARDIAN is solely responsible for any copyright infringement and we reserve the right to request proof that the WORK is her/his original work.



III. Multiple Entries

The Entrant may enter numerous WORKS as she/he wishes in each category. Each WORK is considered a separate entry and the Entrant agrees that each shall be governed by the terms and conditions of this Rulebook. MPED reserves the right, at its sole discretion, to change the number of entries per each category at a future date. There are no restrictions on the number of categories to which an Entrant can submit or the number of Awards that can be won.

8-2. CONTENT REQUIREMENTS

I. Public Relations

If the Entrant wins (an) Award(s), it agrees to cooperate with MPED's public relations efforts, advertising and promotion relating to the contest. The Entrant grants MPED the right to use the Entrant's name, biographical information, image and likeness in connection with the activities set forth above.

II. Compliance with Korean Law

The Entrant agrees to follow any applicable laws, rules and regulations of the Republic of Korea. Any WORK that violates Korean law shall not be considered. Should you have any questions or concerns about acceptable material for submission, please contact the MPED Organizing Committee.

ARTICLE 9. SUBMISSION DEADLINE

For the 2022 MPED AWARDS, WORK(S) may be submitted from **11:59 pm KST on APRIL 22, 2022 until 11:59pm KST on JUNE 22, 2022.**

ARTICLE 10. REGISTRATION AND ENTRANCE FEE

10-1. STEPS FOR REGISTRATION

The Entrant must fill out the registration form with a GUARDIAN in order to enter MPED and must input the following fields:

I. Biographical Information:

- Full Name & Email
- Date of Birth
- GUARDIAN Full Name & Email
- GUARDIAN Phone Number
- Address (optional)
- School Name (If Applicable)
- Grade & Graduation Year
- Division



II. Upload WORK:

The Entrant must also select the submission category and upload WORK. Please refer to Article 8-1 above for submission requirements.

III. Complete Payment:

For each WORK, a separate registration form needs to be filled out. The form is complete upon payment via the following methods:

- Paypal for debit and credit cards: **50 USD (Only for Entrants overseas)**
- Bank wire transfer: **50,000 KRW**

* Please specify **the Entrant's name as the depositor.**

Bank Name: Woori Bank / 우리은행
Account Holder: EMDASH / (주) 엠대시

Account Number: 1005-404-327510
Swift Code: HVBKCRSEXXX

IV. Refund Policy:

MPED registration fee(s) are non-refundable.

V. Award Announcement:

Results will be posted through email and on MPED's official website around end of March.

You can access the registration form [HERE](#).

ARTICLE 11. COPYRIGHT, RESPONSIBILITIES & WARRANTIES

11-1. COPYRIGHT

The Entrant retains all rights, title and interest in and copyright to the WORK without exception, but grants MPED the non-exclusive Licensed Rights as set forth in this Rulebook.

11-2. WARRANTIES & REPRESENTATIONS

The Entrant warrants and represents that the following are true and correct and will remain so throughout the contest:

- A. The Entrant has the full right, authority and capacity to enter into this Rulebook and to grant all of the rights set forth in this Rulebook to MPED (the "Licensed Rights").
- B. The Entrant is the owner of all rights, title and interest in and to the WORK and has not assigned, licensed or hypothecated such rights to any other individual or entity.
- C. The Entrant's WORK is an original work of authorship and in no part based upon or derivative of any other work including but not limited to any other literary or visual or



audio material, dramatic work, motion picture, television production, or other creative work. If copyrighted content / material has been used, MPED reserves the right to request a list of citation(s).

- D. The WORK and the exercise of any Licensed Right will not during the Term: (1) defame or hold in a false light, or infringe any right of privacy, right of publicity or other personal right of any person; or (2) infringe any copyright, patent, trademark, service mark, trade dress, trade secret, or any other intellectual property right of any person or entity or any agreement with third parties.
- E. Any and all required permissions, releases and clearances relating to the WORK have been obtained by the Entrant in favor of MPED.
- F. The material and subject matter have been solely produced by the Entrant and are free and clear of all liens, encumbrances and hypothecations.
- G. The Entrant gives MPED non-exclusive rights to enable MPED to exercise all of the Licensed Rights set forth in this Rulebook.

11-3. RELATIONSHIP TO THE PARTIES

- A. Entrants are not considered a legal part of the MPED organization because they have entered the contest or if we promote their WORK.
- B. The Entrant does not become an agent, employee, or representative of MPED in any fashion or manner through her/his participation in the contest, or by use of the WORK by MPED or grant of the Licensed Rights.
- C. The Entrant may not advertise or use the MPED logo or name in marketing without the prior written permission of MPED, which permission MPED may grant at its sole discretion.
- D. MPED is the organizer of the contest. MPED is granted certain Licensed Rights herein for use of the WORK at its sole discretion, but MPED is in no way obligated to exercise the Licensed Rights or use, distribute, or otherwise promote the WORK.

11-4. GRANT OF RIGHTS AND LICENSES

The Entrant grants MPED and its licensees and assigns a non-exclusive, royalty free, paid up, perpetual license and right to reproduce, distribute, create derivative work based upon, publicly perform and display the WORK in all formats and in all media whether now known or later developed for any purpose, including on MPED's website, in the MPED app, in publications, and to provide any images of the WORK in digital or other forms to MPED hosts to distribute, publicly display and perform the WORK to the public, to groups and organizations, as well as at festivals and events. Reproductions of the WORK may be included in materials that are given away, and may be combined with other art, with design, and with text. MPED will use its best efforts to credit or attribute the WORK to you. If MPED wishes to use the WORK in a money-making venture, MPED will negotiate for those rights separately.

MPED will exercise the above rights to (1) promote, gain exposure for, further advance and to generally support the continuation of the contest; and (2) to promote the visual and performing arts; and (3) to consistently expose a mass audience to visual and performing arts. This grant of rights shall in no way obligate MPED to exercise the rights it is granted herein.



The Entrant waives all moral rights whether now existent or created in the future.

Without limiting the foregoing grant, and as part of the Licensed Rights:

- A. The Entrant grants MPED the non-exclusive right to reproduce, recreate, donate, give away, distribute and/or use in all media now known or later developed Copies of the WORK, either packaged individually or as part of an entry compilation offering.
- B. "Copies" in this Rulebook means reproduction in all media now known or later developed, both physical media (DVD, Blu-Ray, etc.) and Internet downloads and streaming.
- C. The Entrant grants MPED the right to create derivative works from the WORK, to reproduce, distribute, publicly perform and display the WORK or any portions thereof in derivative works, in all media now known or later developed.
- D. The Entrant grants to MPED the use of any and all media submitted, including but not limited to audio, video, and images, the Entrant's behind the scenes footage (shot by the Entrant), film, publicity, and still photos, to promote all MPED programming and for promotion of the contest and MPED's goals.
- E. The Entrant grants to MPED the right to use or sublicense the WORK and the Entrant's name, biographical information, image and likeness for news broadcast and promotional purposes including streaming on the Internet without restriction as to the number of minutes used, the form of media, or the format in which it is presented. Further, the Entrant grants to MPED the right to give away montages or compilations of the Entrant's submissions of the WORK as part of MPED's Programs without restriction.
- F. The Entrant grants to MPED the non-exclusive right to stream any part of the WORK and all promotional media anywhere on the Internet without compensation, to promote the Entrant and the contest and MPED's Programs.
- G. MPED may license, sublicense, or assign any or all of the Licensed Rights to any third party at its sole discretion.

11-5. ASSIGNMENT OF RIGHTS

Any assignment by the Entrant of her/his rights, duties and obligations, whether voluntary or involuntary, or by operation of law, shall be subject to the rights granted to MPED in this Rulebook and shall not operate to relieve or discharge the Entrant of any of her/his duties or obligations or deprive MPED of any of its Licensed Rights.

11-6. TERM

Lifetime of the Entrant, plus seventy (70) years



11-7. DISQUALIFICATION

Should the Entrant violate any of the warranties expressed herein, upon discovery she/he shall be automatically disqualified from the contest and subject to forfeiture of any and all benefits received therein, if applicable.

11-8. PRIVACY POLICY

MPED believes in privacy and in protecting the privacy rights of the Entrants and GUARDIANS. MPED shall not share any information about the Entrants and GUARDIANS with any other company, individual, or agency without the express permission of the Entrants and GUARDIANS involved. Addresses will not be given or shared with any other company, individual, or agency for any purpose. Address information will only be used by MPED to contact the winners of the contest about the results and any ensuing publication. Please contact MPED if you have further questions on this privacy policy.

11-9. ARBITRATION AND GOVERNING LAW

Any disputes or controversies arising under this Rulebook shall be submitted to binding arbitration in Seoul, Republic of Korea. The arbitration shall be administered in accordance with the jurisdiction and rules of the Korean Association of Mediation & Arbitration (한국중재협회), for submission to a single arbitrator. The Arbitration shall be held in Korean.

11-10. NOTICES

Whenever notices are required to be given under this Rulebook, they shall be addressed to the Entrant at the address provided on the MPED registration form where the Entrant agreed to this Rulebook.

11-11. FINAL AGREEMENT

The parties agree that this Rulebook represents the final and complete understanding and agreement between the Entrant and MPED and that any oral or written statement or representation regarding the same is superseded by this Rulebook. The Entrant warrants that it is entering into this agreement voluntarily and that MPED has made no inducement and/or representation not set forth herein. This Rulebook and the subject matter thereof may not be modified or waived without the express written consent of the parties.