**“All for Integrity” Multimedia Project for Primary Schools**

**News**

Enrolment is now open! Please download the enrolment form and submit **on or before 15 September 2016 (Thursday)**.

**Project Details**

**Introduction**

Community Relations Department organises “All for Integrity” Multimedia Project for Primary Schools in 2016/17 academic year to tap students’ talent in developing multimedia productions and spreading positive values in a trendy and interesting way. The Project is one of the major events of “All for Integrity” territory-wide programme.

**Objectives**

* To cultivate students' positive values and enhance their knowledge of the work of the ICAC through producing short videos and participating in on-campus multimedia activities
* To support the teaching of moral education by uploading the entries to the ICAC website or Campus TV for sharing
* To adapt suitable entries and develop moral education materials for teachers’ use

**Targets**

All primary school students in Hong Kong

**Content**

• Video Production Competition

• Campus Participation Scheme

Schools may take part in one or both of the events.

**“All for Integrity” Video Production Competition**

The Competition encourages students to engage in multimedia productions on integrity theme. Throughout the process of production, students would be able to understand the importance of integrity as well as the work of the ICAC.

Students are required to form teams and nominated by schools to join the competition. There is no restriction on the number of participating teams of each school, group size in each team and the number of entries by each team. Parents are welcome to join the competition as team members. Parent-child groups may enrol in the competition through their schools.

|  |  |  |  |
| --- | --- | --- | --- |
| **Entry** | **Length** | **Theme (choose any one)** | **Format** |
| **Video****(Advertisement / Integrity Story)** | **1 - 3 minute(s)** | * **Promoting Hong Kong as a clean city**
* **Introducing the work of the ICAC**
* **Promoting positive values such as integrity, fairness, honesty, responsibility and law-abiding**
 | * **Performance or multimedia production**
* **WMV or MP4 files with 720p or above**
* **Entries should be added with subtitles or provided with the script of subtitles**
 |

 **Training Workshop on Creative Scriptwriting and Storyboard Production**

Schools may nominate participating students to attend a training workshop on creative scriptwriting and storyboard production to be held on 22 October 2016.

**Adjudication Criteria**

* Content (40%)
* Creativity (40%)
* Filming techniques (20%)

**Awards**

There will be Gold, Silver, Bronze, Merit, Creativity and Online Popularity Awards. Winning teams will each receive a trophy and award certificates, and all participants will each receive a certificate of participation. Suitable entries may be adapted to develop ICAC moral education materials.

**Award Presentation Ceremony**

Winning schools will be invited to attend the Award Presentation Ceremony. Winning entries will be played in the ceremony for exchange and sharing.

**Terms and Conditions**

* Entries must be the original works developed by the participating teams. Entries must not infringe any copyright or intellectual property right. Entries must not have been published and submitted to any other competitions.
* The copyright of all entries shall be vested in the organiser, who will have the right to distribute the entries to all schools in Hong Kong in print, electronic or other forms and upload them to websites for public access. The organiser reserves the right to edit the entries.
* Upon submitting their entries, the participants agree to abide by all competition terms and conditions. The organiser reserves the right to disqualify the entries if participants violate any rules of the competition or break the law.
* The organiser reserves the right to amend the terms and conditions, the content or dates of the project and training workshop.
* Late submissions will not be accepted.
* In case of dispute, the organiser's interpretation and decision shall be final.

**“All for Integrity” Campus Participation Scheme**

The Scheme encourages students to carry out simple and interesting on-campus activities (Integrity Mission) to spread integrity messages. Such activities should be recorded and then shared out through Campus TV, school websites or ICAC’s channels to maximize the reach.

Participating teams should complete at least one of the following Integrity Missions:

|  |  |  |
| --- | --- | --- |
| **Integrity Mission** | **Details** | **Materials Supplied by ICAC** |
| School Reporter’s Interview | A sharing on Good People Good Deeds / Story with Positive Messages | * Interview question cards
* Tongue twister card
* Colour picture cards
* Integrity photo frame
* Game card
* Question cards
 |
| School Reporter’s Challenge | * Tongue twister challenge within 10 seconds
* Right or wrong within 10 seconds
* Spot the rot within 10 seconds
* Quiz of the ICAC
 |
| **Creative Mission** | **An activity on integrity theme using your own ideas** |

**Awards**

Winning teams will each receive a trophy or an award certificate. Team members of winning schools will each receive an award of recognition.

|  |  |
| --- | --- |
| **Awards** | **Requirements** |
| Integrity MissionsBest Participation Award | The highest number of students who have completed the Integrity Missions (i.e. students being interviewed / taking part in all kinds of challenges) among all schools taking part in the Project |
| Integrity MissionsActive Participation Award | The highest number of student participation ratio |
| Integrity Elite Award | Over 100 students who have completed the Integrity Missions |
| Integrity Pioneer Award | Over 50 students who have completed the Integrity Missions |
| Integrity Mission VideoOnline Audience Award | The highest accumulative number of online view counts (for schools having upload their Integrity Mission videos to the school websites or other online movie channels for sharing. More than one video can be uploaded by each school.) |
| Integrity Mission VideoCampus TV Audience Award | The highest accumulative number of campus audience (for schools having played their Integrity Mission videos on their own Campus TV or other in-house channels. More than one video can be played by each school.) |

**Schedule**

**15 September 2016 Enrolment deadline**

**22 October 2016 Training workshop**

**17 March 2017 Deadline for submission of entries / number of entrants**

**2 May 2017 Announcement of winners**

**Late May 2017 Award Presentation Ceremony**

**Video Production Competition Online Voting**

**Coming soon**

**Campus Participation Scheme Video Sharing**

**Coming soon**

**Contact Us**

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**Address: 8/F, 303 Java Road, North Point, Hong Kong**

**To: Youth and Moral Education Office, ICAC**

**Enrolment deadline: 15 September 2016 22016**

 **(Fax No.: 2530 1573)**

**“All for Integrity” Multimedia Project for Primary Schools**

**(2016/17 Academic Year)**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Name of School** | **:** |  | **(Chinese)** |  | **(English)** |
| **School Address** | **:** |  |  |  |  |
| **Name of Teacher-in-charge** | **:** |  |  **Contact Tel.** | **:** |  |
| **Email Address** | **:** |  |  **Fax No.** | **:** |  |

**Enrolment Form**

**Our school would like to enrol in:** (Please tick the appropriate box(es))

**Video Production Competition**

**Information on student participants:** (Information can be provided later)

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  | **Student Name** | **Class** | **Nominated to attend workshop** |  | **Student Name** | **Class** | **Nominated to attend workshop** |
| 1 |  |  |  | 6 |  |  |  |
| 2 |  |  |  | 7 |  |  |  |
| 3 |  |  |  | 8 |  |  |  |
| 4 |  |  |  | 9 |  |  |  |
| 5 |  |  |  | 10 |  |  |  |

*\*Each school may nominate* ***2 - 4*** *students to attend the training workshop on creative scriptwriting and storyboard production to be held on 22 October 2016.*

*\*\* If the space provided above is insufficient, please write on supplementary sheet(s).*



 **Campus Participation Scheme**

(The ICAC will provide schools with mission materials in November 2016)

**Signature of Teacher-in-charge: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ School Stamp:**

**Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Remarks:**

* Schools may form teams to take part in one or both of the events. There is no restriction on the number of entries for each event, the number of teams of each school and the number of participants in each team.
* Participants of the Video Production Competition may consist of parents. Parent-child groups may enrol in the competition through their schools.
* Entries must be the participating teams’ original works which will not infringe any copyright or intellectual property right, have not been published before the competition and have not been entered in any competitions.
* All submitted entries, winning or not, will not be returned. The copyright of all entries shall be vested in the organiser, who will have the right to distribute the entries to all schools in Hong Kong in print, electronic or other forms and upload them to websites for public access.
* The organiser reserves the right to edit the entries.

*The information given in this form will be used to handle matters relating to the ‘Integrity Agent i” events, for record and for contact purposes in other ICAC activities. According to the Personal Data (Privacy) Ordinance, you have the right to request access to and correction of information provided on this form. We will not disclose the information to any third party for other unrelated purposes without your consent. For further enquiries, please contact Assistant Youth and Education Officer at 2826 3374 or write to the Youth and Moral Education Office, Community Relations Department, ICAC at 8/F, 303 Java Road, North Point, Hong Kong.*