

## **Adobe Certified Professional (ACP) Championship Malaysia 2022: Design Theme and Regulations – SEMIFINAL (1<sup>st</sup> Round Competition)**

Greetings and welcome to the Adobe Certified Professional (ACP) Championship Malaysia 2022!

### **Introduction**

Homeless and Orphan Pets Exist - H.O.P.E is a NO KILL animal shelter and also a non-profit and non-governmental organization which is currently located at Pekan Nanas, Johor.

H.O.P.E was founded by a kind-hearted woman named Auntie Jia Jia. It was established in April 2008 and was officially registered with the Registry of Societies of Malaysia in August 2009.

Auntie Jia Jia and her daughter started their rescue journey since year 2007. It was all started with only 120 furkids and increase with over 3000 homeless furkids now (highest stray intake in all animal shelters in Malaysia).

### **Campaign Tagline:**

#### **The Best Furkid Breed is Called Adopted**

### **Campaign Objective:**

For Homeless and Orphan Pets Exist - H.O.P.E to gain more awareness as well as to attract more volunteers, donations, and support.

### **Design Objective:**

The winning design will be used by Homeless and Orphan Pets Exist - H.O.P.E for their forthcoming marketing initiatives, to create awareness and encourage people to support in terms of becoming a volunteer, to donate, fundraise or other contribution possible.

The objective of this competition is to use Creative Tools, Technology & Talents to illustrate and simplify the importance of mental health awareness and emotional support to people who need someone to listen and care for them.

### **Task**

Create an A3 Size Poster 297mm x 420mm (29.7cm x 42cm) suitable for printout, portrait orientation. Design may be used in various media platform such as newspaper or magazines. The Homeless and Orphan Pets Exist - H.O.P.E logos and images can be obtained from the link provided. You may choose to use some or all the images provided, where applicable, or modify/create your own illustrations that will help in delivering the required message for the campaign.

## **Design Guidelines**

### **Our Vision**

Our four core missions – rescuing, re-homing, sterilization and increasing the public awareness of pet ownership and responsibilities. An enormous amount of love and care is given to ensure that the furkids are happy and healthy. Apart from food and water, like any pet kept in your home, the animals in H.O.P.E. Receive an adequate amount of medical care. All the furkids in H.O.P.E. Are sterilized and given regular vaccinations.

### **Our Mission**

To reduce suffering in the world and advocate humane behavior through education and provision of rescue, rehabilitation, and shelter to abandoned, neglected, and abused furkids.

- Participants may come up with additional texts.
- The design and color scheme of the corporate logo is not to be altered.

**To include the following information into the design:**

- 1. Tagline: The Best Furkid Breed is Called Adopted**
- 2. Hashtag: #HopeAnimalShelter**
- 3. Website: <http://www.hopejb.org.my/>**
- 4. Helpline: 012-716 7123**
- 5. H.O.P.E Logo**
- 6. FB (Optional) – <http://www.facebook.com/hopejb>**
- 7. IG (Optional) - [https://www.instagram.com/hope\\_ib/](https://www.instagram.com/hope_ib/)**

\*Poster designs without element as mentioned above will be disqualified and not go through the judging process by the professional judges (except for optional ones).

You are to use Adobe Photoshop, Adobe Illustrator, and/or Adobe InDesign (or a combination of the three) to complete the design challenge.

## **Submission**

Entries must also not contain pictures / artwork that are copyrighted or have been obtained illegally.

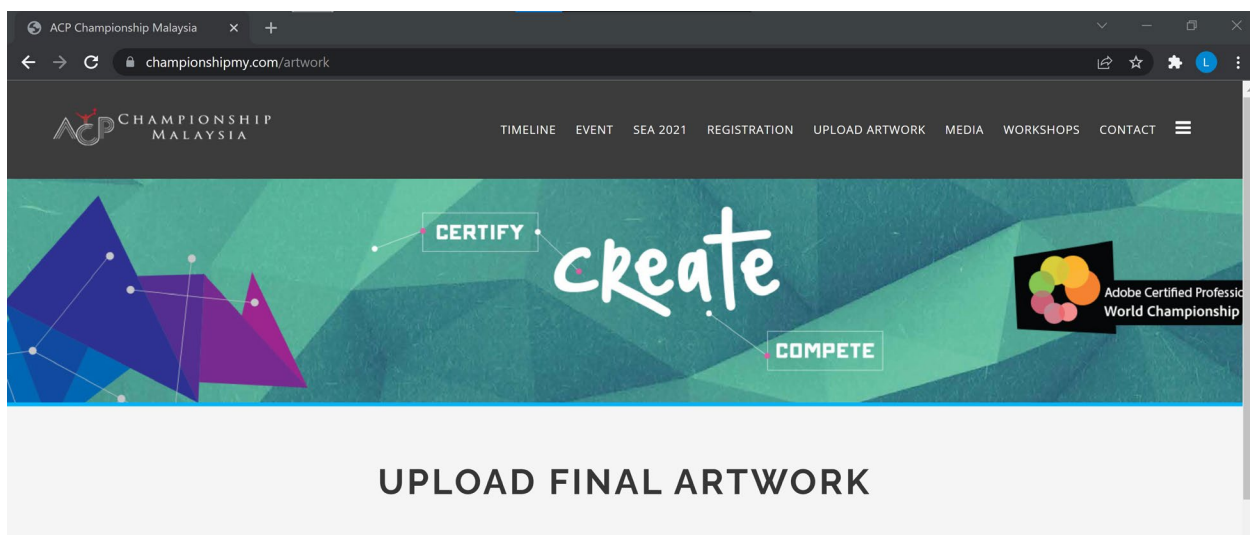
Registered participants will need to submit the artwork through the official website of ACP Championship Malaysia: <https://www.championshipmy.com/artwork>

Participants will need to submit two files of the same project before **6<sup>th</sup> April 2022, 3pm sharp.**

1. The original Photoshop, Illustrator and/or InDesign format of the file(s), with all layers shown. Or zip file if you have more than one. Maximum file size is 300MB.
2. JPEG image file of artwork, in high quality. Maximum file size is 2MB.

### **Submission steps:**

1. Upload your final artwork to <https://www.championshipmy.com/registration>
  - Must fill in your full name as per NRIC/Passport
  - NRIC/Passport No.



2. Participants will receive an acknowledgement email from us within 3 – 5 business days. Entries not complying with the competition rules and instructions are subject to disqualification without prior warning.
  - Each participant may only submit one entry.
  - The entry artwork must be presented in both its original file format and JPEG file.
  - The JPEG format should be saved as high quality after the artwork is completed.
  - Do not merge or flatten the layers in the source file.
  - It is the responsibility of each entrant to ensure that any images they submit have been taken with the permission of the subject and do not infringe the copyright of any third party or any laws.
  - The entry must be received before the deadline, **6<sup>th</sup> April 2022, 3pm sharp.**
  - The deadline for receiving entries for the competition is final. No entries received after the given date will be considered.

- Once an entry has been submitted it cannot be changed, as such do make sure that the submission is the correct and final version of your artwork.
- The organizer does not accept any responsibility for late or lost entries due to the Internet issues.

### **Judging Criteria:**

The judging criteria will be based on the following:

- Meeting of project requirements by client, such as size, text, logos, etc.
- Overall Creativity and Concept
- Creative adaptation or creation of images/graphic
- Visual impact
- Technical skills ACP

The organizer reserves the rights to publish all submitted works on ACP Championship Malaysia website, Facebook, Grand Event, and any other medias.

Results of the Top 30 winners will be notified via email, and published on social media platforms, and in the competition website, <https://www.championshipmy.com/>

The Top 30 winners will be required to attend the Live Test (Final Round competition) on 11<sup>th</sup> May 2022 at Location TBC (KL) from 9am to 6pm.

Participating schools will also be notified on the results via email.

### **Eligibility**

1. To participate, you must: (1) be between the ages of 13 and 22 as of June 15, 2022 (and if you are an eligible minor, you must have the permission from your parents or legal guardians to participate in the contest)
2. To participate, you must be a registered student (between 15th September 2021 and 1st August 2022 with an accredited academic institution with the Ministry of Education in Malaysia.
3. For those who are currently waiting for results but hold a valid student ID (between 15th September 2021 and 1st August 2022) are eligible to participate.

4. Foreign students who are enrolled in accredited academic institutions (with valid student IDs between 15th September 2021 and 1st August 2022) in Malaysia are eligible to participate.
5. Please take note that the ACP World Championship prohibits candidates from competing if they are residents (in the legal sense) of any of the following countries: Crimea • Cuba • Iran • North Korea • Sudan • Syria • Iraq • Lebanon • Liberia • Libya • Somalia
6. The rules also prohibit the participation of any person or entity under U.S. export controls or sanctions.
7. Previous Top 3 ACA Championship Malaysia winners and ACA World Championship winners are not eligible to compete in the 2022 competition.
8. Each participant must be qualified to proceed to participate in the competition.
9. In the event that any of the National winners unable to fulfil the role, the next in-line (first runner-up) will take over the role as the National representative.
10. Certification exam re-take policy applies. Failure to comply with the re-take policy would be subject to disqualification.
11. The organizer reserves the rights to substitute any prize. All prizes cannot be exchanged for cash.
12. The Grand Prize in the form of a trip to Disneyland Hotel, Anaheim, California may be cancelled under any circumstances with the sole discretion by Creative Cloud Community (CCC) and it is not replaceable or refundable in any form of cash and in-kind prizes.
13. By participating in Competition, the school and participants consented to have the personal information collected and photograph/video taken for the purpose of marketing/ promotion /publicity and to be published on media platforms, public or otherwise.

14. The Rules and Regulations of the Competition must be in compliance with the Rules and Regulations set forth by Certiport, Inc.
15. Creative Cloud Community (CCC), Acestar, Adobe, Certiport and Certiport Malaysia reserved the rights to alter, amend, change and modify the Rules and Regulations without prior notice.
16. Creative Cloud Community (CCC), Acestar, Adobe, Certiport and Certiport Malaysia shall not be held responsible for any loss or damage whatsoever suffered (including but not limited to direct or consequential loss) or personal injury suffered in connection with any prizes offered.
17. Participants who are shortlisted in the Top 30 must proceed to becoming an Adobe Certified Professional.
18. The organizer will not be held liable for any changes or amendments to the rules and regulations which are enforced by Adobe and Certiport.
19. The Top 3 winners of ACP Championship Malaysia 2022 are required to attend 2023 launching, Kick Off and Grand Event.
20. Each Submission must not contain any unauthorized copyrighted works. Use of unauthorized or other copyrighted work may result in disqualification of the Submission, at the organizer's sole discretion.
21. Top 30 finalists are compulsory to attend Live Test and Grand Finale.
22. **WINNER DETERMINATION:** At the conclusion of the Contest Period, the one (1) project that receives the highest overall score will be deemed a potential First Prize winner. The one (1) project that receives the next highest overall score will be deemed a potential Second Prize winner. The one (1) project that receives the next highest overall score will be deemed a potential Third Prize winner. In the event a potential winner is disqualified for any reason, the project that received the next highest total score will be chosen as the potential winner.

23. **WINNER NOTIFICATION:** The winners will be announced during the Grand Finale Event. If the winner does not attend the Grand Finale, then the winner may be disqualified and an alternate potential winner may be selected from among all eligible submissions received based on the next highest total score.
24. **INTELLECTUAL PROPERTY RIGHTS:** As between Sponsor and the participant, the participant retains ownership of all intellectual and industrial property rights (including moral rights) in and to their design project. As a condition of project, participant grants Sponsor, its subsidiaries, agents and partner companies, a perpetual, irrevocable, worldwide, royalty-free, and non-exclusive license to use, reproduce, adapt, modify, publish, distribute, publicly perform, create a derivative work from, and publicly display their participation in the Contest in connection with advertising and Contest via communication to the public or other groups.
25. **ELIMINATION:** Any false information provided within the context of the Contest by any participant concerning identity, mailing address, telephone number, email address, ownership of right or non-compliance with these Rules or the like may result in the immediate elimination of the participant from the Contest.
26. Creative Cloud Community (CCC) owns the right on any media engagement to the Champion Student.
27. The judges' decision is final, and no correspondence will be entertained.

If you have any questions about the design challenge, you mail us at [event@creativecc.pro](mailto:event@creativecc.pro) or contact 018-3508622.

All the best to you!

Thank you.

Regards,

ACP Championship Malaysia

Committee