

# **Creative Cloud Community (CCC)'s Adobe Certified Professional Malaysia National Championship 2024: Design Theme and Regulations – SEMIFINAL (1<sup>st</sup> Round Competition)**

Greetings and welcome to the Creative Cloud Community (CCC)'s Adobe Certified Professional Malaysia National Championship 2024!

## **Introduction**

EcoKnights® is a non-governmental environmental organization established in 2005.

The organization focuses on working with key stakeholders to drive and empower sustainable actions for a better planet. They do this by developing and implementing programs and activities across four pillars Outreach & Education, Community, Youth & Volunteerism, Rehabilitation, Restoration & Conservation, and Sustainability Communications. Sustainable community development is the core of all EcoKnights®' efforts and this is delivered through policy advocacy, on-ground and hands-on community efforts, corporate partnerships, youth volunteerism and strategic engagements and fundraising.

## **Campaign Tagline:**

**Inspiring Sustainable Lifestyle**

## **Campaign Objective:**

To promote sustainable lifestyle by understanding how our lifestyle choices impact the environment and finding ways to identify and encourage practical, environmental-friendly alternatives that individuals can incorporate into their daily lives.

## **Design Objective:**

The winning and other exceptional designs will be used by EcoKnights for promotional materials, creating value to the organisation, educating and helping individuals practice sustainable living.

The objective of this competition is to use Creative Tools, Technology & Talents to illustrate and simplify the importance of inspire, educate and take action of practicing sustainable living to individuals to improve our quality of life, reduce our environmental impact, promote social equity, and ensure economic stability.

## **Task**

Create an A3 Size Poster 297mm x 420mm (29.7cm x 42cm) suitable for printout and portrait orientation. Design may be used in various media platforms such as newspapers or magazines. The EcoKnights 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**

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

- 1. Tagline : Inspiring Sustainable Lifestyle**
- 2. Hashtag: #ourwayofR**
- 3. website: [ecoknights.org.my](http://ecoknights.org.my)**
- 4. Instagram: [ecoknights](https://www.instagram.com/ecoknights)**
- 5. EcoKnights Logo**

\*Poster designs without elements 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**

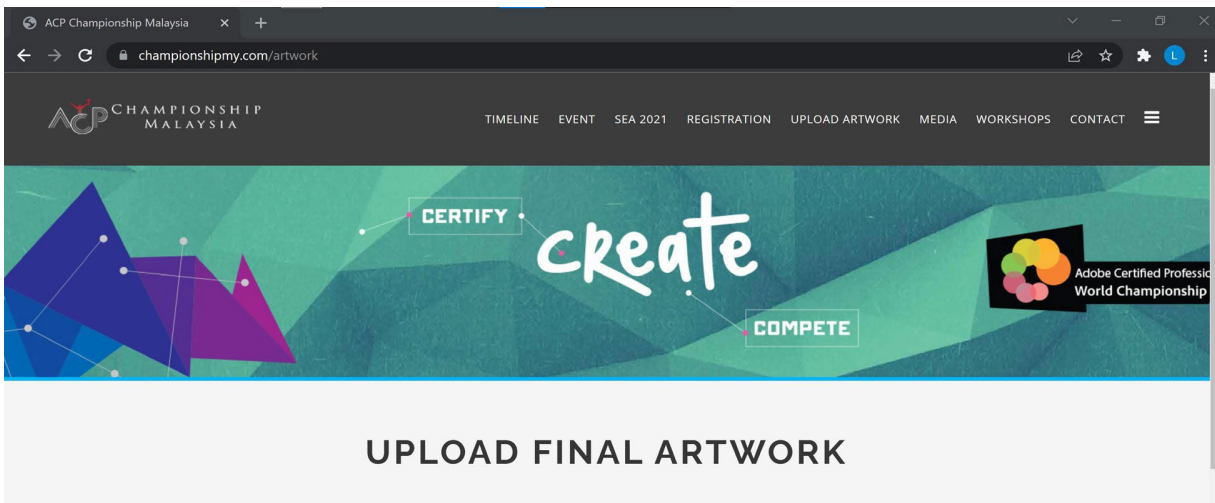
Entries must also not contain pictures/artwork that are copyrighted or have been obtained illegally. Registered participants will need to submit the artwork through the official website of ACP Championship Malaysia: <https://www.championshipmy.com/artwork>

Participants will need to submit two files of the same project before 11<sup>th</sup> Mar 2024, 3 pm 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/artwork>
  - Must fill in your full name as per NRIC/Passport
  - NRIC/Passport No.



2. Participants will receive an acknowledgement email from us, the organizer, 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, 11<sup>th</sup> Mar 2024, 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.
- All submissions must be created using Adobe Certified Professional/ digital design techniques only. This explicitly prohibits the use of any form or brand of Generative AI (GANs, VAEs, Diffusion Models, etc.) or related tools for content creation.
- Any Submission found to be created using Generative AI or related tools will be disqualified.
- The organizers reserve the right to disqualify any entry that does not meet the eligibility or submission requirements or is deemed to be inappropriate or offensive.

**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

The organizer reserves the rights to publish all submitted works on CCC's Adobe Certified Professional Malaysia National 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 23<sup>rd</sup> May 2024 at Location TBC (KL).

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 December 31, 2024 (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 2023 and 31st December 2024 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 2023 and 31st December 2024) are eligible to participate.
4. Foreign students who are enrolled in accredited academic institutions (with valid student IDs between 15th September 2022 and 31st December 2024) in Malaysia are eligible to participate.
5. Please take note that the Creative Cloud Community's (CCC) Adobe Certified Professional Malaysia National 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 • Russia • Belarus • 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 CCC's Adobe Certified Professional Malaysia National Championship winners and Certiport's Adobe Certified Professional World Championship winners are not eligible to compete in the 2024 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 Anaheim, California, USA 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), Acastar, Adobe and Certiport Inc reserved the rights to alter, amend, change and modify the Rules and Regulations without prior notice.

16. Creative Cloud Community (CCC), Acestor, Adobe, and Certiport 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 CCC's Adobe Certified Professional Malaysia National Championship 2024 are required to attend 2024 Official Launch, 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, you may mail us at [icare@creativecc.pro](mailto:icare@creativecc.pro) or contact 019-9923302.

All the best to you! Thank you.

Regards,

CCC's Adobe Certified Professional Malaysia National Championship Programme Team