

# 國立雲林科技大學

2026 年「認識台灣」短影音創作競賽：跨校共創在地故事 活動簡章

## 壹、競賽目的

本競賽鼓勵在臺就讀的本國生與境外生以團隊形式共同創作 30~180 秒短影音，透過真實視角分享在臺灣的生活觀察與文化體驗，呈現臺灣多元友善的人文環境。

影片內容應進一步呈現臺灣文化中的核心價值與在地洞見，例如：人情互動（如鄰里關係、互助文化、待客之道）、社會包容性（多元族群共存、性別平權、宗教自由）、生活美學（市集文化、文創設計、街區風貌）、在地信仰（廟宇活動、節慶儀式、民間習俗）、飲食文化（夜市、小吃、共享用餐文化）、公共秩序（排隊習慣、交通禮讓、公民素養）、教育與學習文化、科技與日常生活的融合（如行動支付、智慧交通）、環境意識（資源回收、永續生活）、地方產業與職人精神（傳統工藝、農漁業轉型），以及日常生活中的文化實踐（如語言使用、跨文化互動經驗）。參賽作品應透過具體情境與敘事，呈現對上述文化現象的觀察、比較或反思，而非僅停留於表面紀錄，以深化對臺灣文化的理解與詮釋。

本活動以「一校看台灣，十五校織出台灣真實面貌」為核心，透過跨國籍團隊合作，促進本國生與境外生深度交流，培養跨文化溝通能力與數位敘事技能，並向國際社會介紹真實且多元的臺灣。

## 貳、辦理單位

- 主辦單位：國立雲林科技大學
- 承辦單位：國立雲林科技大學國際事務處

## 參、活動時程

- ❖ 初賽（線上影片投稿期間）：  
2026 年 4 月 20 日起至 2026 年 8 月 31 日止
- ❖ 入圍名單公布：  
2026 年 9 月 10 日
- ❖ 決賽（線上互動及評選期間）：  
2026 年 9 月 10 日起至 2026 年 9 月 21 日
- ❖ 得獎名單公告暨頒獎典禮：  
2026 年 9 月 30 日

## 肆、參加對象及資格

- 本競賽限由「NUST 國際工作圈」之15所合作學校學生組隊參加，成員須為以下15校在學學生：

- |               |             |            |
|---------------|-------------|------------|
| 1. 國立雲林科技大學   | 6. 國立聯合大學   | 11. 國立高雄大學 |
| 2. 國立中興大學     | 7. 國立暨南國際大學 | 12. 國立金門大學 |
| 3. 國立臺中教育大學   | 8. 國立彰化師範大學 | 13. 國立東華大學 |
| 4. 國立臺灣體育運動大學 | 9. 國立虎尾科技大學 | 14. 臺北市立大學 |
| 5. 國立勤益科技大學   | 10. 國立嘉義大學  | 15. 國立宜蘭大學 |

- 參賽方式：採團隊報名，每團隊至少須包含一位本國生及一位境外生，每團人數最多6人。
- 境外學生係指未具中華民國國籍，並依法來臺就讀之僑生、港澳生及外國學生。
- 同一人最多可參與2件作品投稿。
- 報名時須提供有效學生證作為參賽資格佐證。
- 鼓勵跨國籍、跨系所組隊參加。
- 參賽作品須符合中華民國著作權法，不得侵害他人著作權，且影片中至少須有一位參賽者入鏡。

## 伍、作品投稿

1. 作品呈現：可為真人拍攝、2D/3D 動畫及 AI 創作
2. 作品規格：
  - 影片長度：30~180 秒
  - 解析度：至少 1080p
  - 語言：須具國際觀點，建議以中英雙語呈現
3. 報名方式：
  - 將影片上傳至 YouTube（設為公開或非公開皆可）
  - 填寫線上報名表並附上 YouTube 連結
4. 作品簡介：須附 50~100 字作品說明。

## 陸、獎項內容

本競賽設有以下獎項（不分組別，統一評選）：

名次	獎項內容
入選發布獎 (上限 20 名)	通過基本規格審核並由 <a href="#">主辦單位官方網站</a> 發布之作品，即可獲得 獎狀乙紙 + 2,000 元禮券。
數據衝刺獎 (共 5 名)	以參賽者個人 YouTube 互動數計算，選出前 5 名： 前 2 名：獎狀乙紙 + 4,000 元禮券 後 3 名：獎狀乙紙 + 3,000 元禮券
最佳創意獎 (1 名)	由評審選出，獎狀乙紙 + 3,000 元禮券
潛力創作獎 (1 名)	由評審選出，獎狀乙紙 + 3,000 元禮券
頂尖影片獎 (1 名)	由評審選出，獎狀乙紙 + 5,000 元禮券

## 柒、評分規則

項目	說明
入選發布獎	<p>參賽作品上傳後，由主辦單位進行基本規格審核（包含影片長度、解析度、字幕、團隊組成等）。</p> <p>通過基本規格審核，且經主辦單位審核通過並於<a href="#">主辦單位官方網站</a>正式發布之作品，即可獲得「入選發布獎」。</p>
數據衝刺獎	<p>作品於參賽者個人 YouTube 正式發布後，以 YouTube 上互動數據作為主要評分依據。</p> <p>計算方式與權重為：有效留言：50%，按讚數：20%，分享/轉發：20%，觀看次數：10%</p> <p>互動數據統計期間為作品發布後至 2026 年 9 月 21 日 23:59 止。</p> <p>最終成績將依上述三項加權計算後，由高至低排序選出前 5 名。</p>
最佳創意獎	<p>由主辦單位評審團依以下面向進行專業評選：</p> <ul style="list-style-type: none"> <li>創意與主題表現（40%）：呈現台灣在地文化、人文故事或生活觀察之獨特性與巧思</li> <li>技術與完成度（30%）：影像剪輯技術、畫面品質與整體完成度</li> <li>故事性與內容（30%）：敘事結構、情感共鳴與國際傳達力</li> </ul>

潛力創作獎	<p>由主辦單位評審團從所有參賽作品中，選出最具發展潛力、創意新穎或具獨特觀點之作品。</p> <p>評選重點著重於作品的創新性、未來發展可能性，以及對「認識台灣」主題的詮釋深度。</p>
頂尖影片獎	<p>由主辦單位評審團從所有入圍作品中，綜合評選整體表現最優異之作品。</p> <p>評審將同時考量創意、技術、故事性、國際傳達力及整體感染力，選出最具代表性與最高水準的頂尖影片。</p>

## 捌、注意事項

### 一、著作權與原創性

參賽作品須為參賽隊伍自行創作且未曾參加其他公開競賽之原創作品，嚴禁抄襲、剽竊、冒名、盜用或使用不當手段。違反者經查證屬實，將取消參賽及得獎資格；如涉及著作權侵害或其他爭議，除須歸還獎金外，所有著作權法律責任，概由參賽者及其監護人自行負責。

### 二、作品使用授權

參賽者應同意主辦單位於合法範圍內，使用其作品進行宣傳、展覽、出版、招生推廣等用途。主辦單位得無償使用得獎作品之內容進行典藏與應用。如有違反，主辦單位有權取消其參賽或得獎資格，且不另行支付權利金。

### 三、決賽獲獎規定

入圍決賽之隊伍，如未依規定出席現場頒獎，視同放棄原得獎資格及獎金，並得視情況由後續名次依序遞補或從缺。

### 四、所得稅法相關規定

得獎者所獲獎項之獎金，主辦機關將依《中華民國所得稅法》及相關法令規定辦理扣繳，實際發放金額以扣繳後為準。

### 五、主辦單位權利保留

本簡章若有未盡事宜，主辦單位保有最終解釋、修正、變更及取消活動之權利。

### 六、活動聯絡人

#### 聯絡資訊 / Contact Information

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## National Yunlin University of Science and Technology

### 2026 "Discover Taiwan" Short Video Creation Competition: Co-Creating Local Stories Across Universities Activity Guidelines

#### I. Competition Objectives

This competition encourages local Taiwanese students and international students studying in Taiwan to form teams to collaboratively create short videos of 30 to 180 seconds. Through authentic perspectives, participants are invited to share their observations and cultural experiences of life in Taiwan, showcasing its diverse, friendly, and humanistic environment.

The video content should further present the core values and local insights of Taiwanese culture, such as:

- Interpersonal interactions (e.g., neighborly relationships, mutual assistance culture, and hospitality)
- Social inclusiveness (e.g., coexistence of diverse ethnic groups, gender equality, and religious freedom)
- Lifestyle aesthetics (e.g., market culture, cultural and creative design, and neighborhood scenery)
- Local beliefs (e.g., temple activities, festival rituals, and folk customs)
- Food culture (e.g., night markets, street snacks, and communal dining culture)
- Public order (e.g., queuing habits, traffic courtesy, and civic literacy)
- Education and learning culture
- The integration of technology into daily life (e.g., mobile payments and smart transportation)
- Environmental awareness (e.g., resource recycling and sustainable living)
- Local industries and the spirit of craftsmanship (e.g., traditional crafts and the transformation of agriculture and fisheries)
- Cultural practices in everyday life (e.g., language use and cross-cultural interaction experiences)

Entries should use specific scenes and narratives to demonstrate observations, comparisons, or reflections on the above cultural phenomena, rather than merely recording surface-level documentation. The goal is to deepen the understanding and interpretation of Taiwanese culture.

This event is centered on the theme **“One School, One Perspective; Fifteen Schools, One True Taiwan.”** Through cross-nationality team collaboration, it aims to promote in-depth exchanges between local and international students, cultivate cross-cultural communication skills and digital storytelling abilities, and introduce a genuine and diverse Taiwan to the international community.

#### II. Organizing Units

- **Organizer:** National Yunlin University of Science and Technology
- **Executing Unit:** Office of International Affairs

### III. Schedule

- **Submission Period (Preliminary Round):** April 20, 2026 – August 31, 2026
- **Announcement of Shortlisted Entries:** September 10, 2026
- **Final Round (Online Interaction & Judging Period):** September 10, 2026 – September 21, 2026
- **Announcement of Winners & Award Ceremony:** September 30, 2026

### IV. Eligibility

- This competition is open exclusively to students from the 15 partner universities of the “NUST International Affairs Network”. Participating students must be currently enrolled in one of the following universities: Currently enrolled Taiwanese students and international students in Taiwan.

- |   |                                      |
|---|--------------------------------------|
| 1. National Yunlin University of Science and Technology | 9. National Formosa University       |
| 2. National Chung Hsing University                      | 10. National Chiayi University       |
| 3. National Taichung University of Education            | 11. National University of Kaohsiung |
| 4. National Taiwan University of Sport                  | 12. National Quemoy University       |
| 5. National Chin-Yi University of Technology            | 13. National Dong Hwa University     |
| 6. National United University                           | 14. University of Taipei             |
| 7. National Chi Nan University                          | 15. National Ilan University         |
| 8. National Changhua University of Education            |                                      |

- **Participation Format:** Team-based only. Each team must include **at least one Taiwanese student and one international student**, maximum 6 members per team.
- International students refer to overseas Chinese students, Hong Kong and Macao students, and foreign students who do not hold ROC nationality and are studying in Taiwan in accordance with the law.
- Each individual may participate in **up to 2 entries**.
- Participants must provide a valid student ID as proof of eligibility.
- All entries must comply with the Copyright Act of the Republic of China and must not infringe upon others’ copyrights. At least one team member must appear in the video.

### V. Submission Guidelines

1. **Accepted Formats:** Submissions can be in the form of Live-action video, 2D or 3D animation, AI-created works.
2. **Video Specifications:**
  - Length: 30–180 seconds
  - Resolution: At least 1080p
  - Language: Suggested to be presented in both Chinese and English with an international perspective
3. **Submission Method:**
  - Upload the video to YouTube (can be set to public or unlisted)
  - Complete the online registration form and provide the YouTube link
4. **Video Description:** A 50–100 word description of the work must be submitted.

## VI. Awards

The following awards will be given (judged across all categories):

1. **Selection & Publication Award** (up to 20 winners)  
Entries that pass basic specification review and are published on [the organizer website](#) will each receive a **Certificate + NT\$2,000 gift voucher**.
2. **Popularity Award** (5 winners)  
Based on interaction count on the participant's YouTube channel.
  - Top 2: Certificate + NT\$4,000 gift voucher
  - Next 3: Certificate + NT\$3,000 gift voucher
3. **Best Creativity Award** (1 winner)  
Certificate + NT\$3,000 gift voucher
4. **Potential Creation Award** (1 winner)  
Certificate + NT\$3,000 gift voucher
5. **Top Video Award** (1 winner)  
Certificate + NT\$5,000 gift voucher

## VII. Judging Criteria

Award	Description
Selection & Publication Award	<p>After submission, all entries will undergo a basic specification review by the organizer (including video length, resolution, subtitles, team composition, etc.).</p> <p>Entries that pass the basic review and are officially published on <a href="#">the organizer website</a> will receive the "Selection &amp; Publication Award".</p>
Popularity Award	<p>After the video is officially published on the participant's YouTube channel, the award will be determined based on online interaction data.</p> <p>Scoring Criteria and Weighting: Effective Comments: 50%, Likes: 20%, Shares: 20%, Views: 10%.</p> <p>Interaction statistics will be collected from the video's publication date until September 21, 2026, 23:59. The final ranking will be calculated using the weighted scores above, with the top 5 videos selected from highest to lowest score.</p>
Best Creativity Award	<p>Selected by the organizer's judging panel based on the following criteria:</p> <ul style="list-style-type: none"><li>• Creativity and Theme Expression (40%): Uniqueness and ingenuity in presenting Taiwan's local culture, humanistic stories, or life observations.</li><li>• Technical Quality and Completion (30%): Video editing techniques, visual quality, and overall production level.</li><li>• Storytelling and Content (30%): Narrative structure, emotional resonance, and international communication effectiveness.</li></ul>
Potential Creation Award	<p>The judging panel will select the work with the greatest development potential, innovative ideas, or unique perspective from all submitted entries.</p> <p>Emphasis will be placed on the work's originality, future development potential, and depth of interpretation of the "Discover Taiwan" theme.</p>
Top Video Award	<p>The judging panel will comprehensively evaluate all shortlisted entries and select the overall best-performing work.</p>

	Consideration will be given to creativity, technical execution, storytelling, international appeal, and overall impact to choose the most representative and highest-quality video.
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## VIII. Important Notes

1. **Copyright and Originality** All entries must be original works created by the participating team and must not have been entered into any other public competition. Plagiarism, unauthorized use, or infringement of others' copyrights is strictly prohibited. Violators will be disqualified, and all legal responsibilities shall be borne by the participants.
2. **Authorization for Use** Participants agree to grant the organizer the right to use their entries for promotion, exhibition, publication, recruitment, and archiving purposes without compensation within legal limits.
3. **Award Ceremony Attendance** Winners must attend the award ceremony as required. Failure to do so will result in forfeiture of the award and prize money, which may be reassigned to subsequent entries or left vacant.
4. **Tax Regulations** Prize money will be subject to withholding tax in accordance with the Income Tax Act of the Republic of China. The actual amount received will be after tax deduction.
5. **Organizer's Rights** The organizer reserves the right to interpret, amend, modify, or cancel this event if necessary. Any matters not covered in these guidelines shall be subject to the organizer's final decision.
6. **Contact Information Office of International Affairs, National Yunlin University of Science and Technology**
  - Ms. Li Tel: +886-5-534-2601 #2384 Email: [peihua@yuntech.edu.tw](mailto:peihua@yuntech.edu.tw)
  - Mr. Chang Tel: +886-5-534-2601 #2393 Email: [T11401798@yuntech.edu.tw](mailto:T11401798@yuntech.edu.tw)