

## CUS Postcard Design Competition 2025 – Celebrating Our Nation’s Cultural Heritage

This creative postcard design competition aims to enhance students’ awareness and appreciation of the cultural heritage of China. Generally speaking, it covers national landmarks, history, culture, and the livelihoods of Chinese people. Besides inspiring artistic expression of the students, the competition will also foster a deeper appreciation for our Nation’s rich cultural heritage and diverse communities. We expect that the competition will generate postcards that can be used to promote education on cultural heritage.

### Submission categories:

- **National Landmarks:** Participants can depict iconic sites, historical monuments, and natural wonders that represent our Nation’s identity.
- **History:** Designs that can illustrate historical events, figures, or periods that have shaped the development of our Nation.
- **Culture:** Artwork that reflects traditional customs, festivals, art forms, and practices that highlight our cultural diversity.
- **People’s Livelihoods:** Designs showcasing different occupations, crafts, and lifestyles that define the daily lives of our citizens.

### Eligibility:

All undergraduate (including Senior-Year students) and postgraduate students of The Hong Kong Polytechnic University.

### Submission Guidelines:

- Postcard designs should be created in a format suitable for printing (e.g., 148 x 105 mm = 5.8” x 4.1” inches).
- To ensure the platform’s functional operation, submissions must have a resolution of no greater than 4032 × 4032 pixels, and each postcard must be no larger than 5 megabytes (MB). Participants whose entries are shortlisted for the final evaluation and those who receive an award may be required to provide a higher-resolution version of their entries.
- Entries must accurately reflect the theme of a category and the scenario depicted. Postcards can undergo reasonable digital adjustments such as cropping, dust removal, and modest modifications to exposure color, and contrast. Modifications beyond these standard enhancements will be disqualified.

- Entries can be initially in any format, including but not limited to digital file, digital print, color transparency, color print, or black and white print formats, but they must be electronically submitted in JPEG/.jpg/.png format. HDR images will also be accepted.
- Entries created using mobile phones, digital cameras or similar devices must be submitted with their original Exif metadata (i.e., their file properties).
- Entries must be the original work of the applicant, who gives consent to the public display of their submissions.
- Applicants who choose to include public personalities in their submissions are responsible for obtaining a model release from the persons depicted and for providing a copy of such releases upon the organizer's request.
- Watermarked submissions will not be accepted.
- The applicant has to declare that NO AI software has been used in the production of the postcard.

### **Judging criteria:**

The organizer will evaluate all entries in the following four areas, which will be weighted as stated:

- Relevance to the theme of the entered category (40%);
- Technical excellence (20%);
- Composition and artistic merit (20%);
- Originality and creativity (20%).

### **Prizes:**

A panel of judges will select the winners of one Gold, two Silver, three Bronze, and ten Merit Awards in each category. In addition, three "Audience's Choice" Awards will be awarded based on a public poll (i.e., "Likes" of postcards) hosted on the National Education website of the College of Undergraduate Studies of The Hong Kong Polytechnic University. "Likes" of postcards will be collected from 15 December 12:00 am to 28 December 11:59 pm 2025 (Hong Kong time). One "Outstanding Award" of an iPad will be presented to recognize outstanding performance and exceptional creativity.

Outstanding Award (one)	An iPad and a certificate of award
Gold Award (one)	\$3,000 gift voucher and a certificate of award
Silver Award (two)	\$2,000 gift voucher and a certificate of award
Bronze Award (three)	\$1,200 gift voucher and a certificate of award
Merit Award (ten)	\$800 gift voucher and a certificate of award
Audience's Choice Award (three)	\$1,500 gift voucher and a certificate of award

### Submission procedure:

- Please submit your postcards and complete the entry form via <https://www.polyu.edu.hk/pfs2/index.php/317773> before **11:59 pm, 30 November 2025 (HKT)**.
- Please label your postcards according to the conventions illustrated in the following example, ensuring to include your full name and student number.  
Name of entrant: **Chan Tai Man**  
Student Number: **12345678d**  
Title of postcard: **National\_Landmarks\_IFC**  
*File name: ChanTaiMan\_12345678d\_National\_Landmarks\_IFC.jpg*
- Each student can submit only ONE postcard, with a title and a brief description in English, within 50 - 100 words.
- Entries that do not comply with the aforementioned rules or submission requirements will be disqualified.
- Hard copies or late submissions will not be considered.

### Contest schedule:

Scheduled event	Month
Submission	On or before 30 November 2025
Entries to be shortlisted by the panel of judges	Early December 2025
Display of shortlisted entries and polling	Mid-December 2025
Evaluation of the entries by the panel of judges and announcement of results	End of December 2025

### A panel of judges:

Senior academics of The Hong Kong Polytechnic University.

### Other rules:

- Any submission or associated content that is found to contain illegal, intimidating, vulgar, defamatory, indecent or obscene content, to infringe on any privacy or publicity rights, or to be associated with any undesirable elements will be immediately removed by the organizer without prior notification. Entrants of such submissions will be disqualified from entry and become ineligible for any prize.
- All competition outcomes will be the final decision of the panel of judges.
- The College of Undergraduate Studies of The Hong Kong Polytechnic University has the right to display/publish all entries in its publications or other promotional channels, without providing royalty payments or compensation to entrants.

- The College of Undergraduate Studies of The Hong Kong Polytechnic University shall not be responsible for any pictures that are duplicated by an external party without the prior consent of the College of Undergraduate Studies of The Hong Kong Polytechnic University or without the prior consent of the designer during the competition period.
- During the competition period, the College of Undergraduate Studies of The Hong Kong Polytechnic University has the right to terminate or postpone the competition in the event of a force majeure that adversely affects the conduct of the competition.
- Decisions on any affairs and disputes surrounding the competition that are made by the College of Undergraduate Studies of The Hong Kong Polytechnic University are final.

**Enquiries:**

Questions about the rules and enquiries for further competition details can be directed to [cus.activity@polyu.edu.hk](mailto:cus.activity@polyu.edu.hk).