



PROMOTIONAL VIDEO CONTEST {VPRO2015}

"A Tradition of Giving, A Culture of Bonding"

Terms and Conditions

1. Participation are open to all UPM residents (Student, Staff and Alumni).
2. The theme is "**A Tradition of Giving, A Culture of Bonding**" and the length of the video is from 3 to 4 minutes.
3. The video need to promotes and visualize the life in UPM, either in Serdang or Bintulu campus.
4. The video should have UPM's motto **With Knowledge We Serve** and also the tagline **Agriculture·Innovation·Life** in any parts of the video.
5. The songs used in the video should be using the Royalty Free Music / Creative Commons Music to avoid any problems that might encounter when being uploaded in official Youtube account of UPM. One of the examples of the website that provides Royalty Free Music / Creative Commons Music is <http://www.bensound.com/>
6. The quality of the video should be in FULL HD (1920x1080) with the format of MP4 H.264.
7. The soft copy of the video should be sent to the secretariat on the suggested date with a synopsis of the video and a transcript of the English subtitle if the video is in Malay language.
8. The winner will be picked based on:
 - i. Marks given by Professional Jury (60%) and
 - ii. Total number of LIKE of the video in the official Facebook account of UPM (40%)
9. Each video that has been sent will be filtered by the organizers and only the selected video that meets the exact quality will be published in the official Youtube and Facebook account of UPM in the given time.
10. Each entry should be sent to the secretariat in advance. Any video that are uploaded to social media by participants will be disqualified.
11. Voting process will be held in official Facebook of UPM for 2 weeks.
12. The winner will be announced through the official social media of UPM and also the official website of UPM.
13. The organizer have the right to withdraw this competition.
14. The final decision is in the hand of the jury.
15. All of the videos will be the property of Universiti Putra Malaysia.

Closing date for entries is on 15th March 2015

Organised by Corporate Strategy and Communications Office dan Alumni Centre Universiti Putra Malaysia