

大鹏地赞艺术设计  
实验室计划  
Dapeng Design Lab

2024

# “鹏友杯”艺术设计大赛 IP形象与VI设计竞赛

“Pengyou Cup” IP Image and VI Design Competition

## 章程文件

Rules Document

主办单位 Sponsor:  
深圳市大鹏新区管理委员会  
Management Committee of Dapeng New District, Shenzhen

承办单位 Organizers:  
深圳市大鹏新区旅游发展和文化体育局  
Tourism Development and Cultural Sports Bureau of Dapeng New District, Shenzhen  
深圳市大鹏新区发展和财政局  
Development and Finance Bureau of Dapeng New District, Shenzhen

协办单位 Co-organizer:  
岭越策划咨询（深圳）有限公司  
Lingyue Planning Consulting (Shenzhen) Co., LTD

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## 一、竞赛背景

大鹏新区位于深圳市东部，三面环海，是深圳的“生态特区”，是粤港澳大湾区的重要生态节点，也是深圳的生态基石，海岸线长 125 公里，森林覆盖率超 77%，PM2.5 浓度低至 14.1 微克每立方米，空气质量优良率 98.6%，饮用水源、河流水质达标率 100%，近岸海域水质常年保持国家一类标准，生态质量指数（EQI）保持一类，是深圳生态环境质量及生态功能最为优良的区域，有着“深圳桃花源”的美誉。凭借得天独厚的自然景观资源、特色鲜明的城市风貌和和底蕴深厚的历史文化，每年数以千万计的市民和游客前来观光旅游，显现出大鹏文旅产业的巨大发展潜力。

近年来，大鹏新区围绕奋力打造“绿水青山就是金山银山”实践创新标杆这一目标，将旅游业作为高质量发展的重要“引擎”，聚焦“规划、政策、项目、推广”四个维度，加快实施旅游业高质量发展“16810”工程，世界级滨海生态旅游度假区和全球海洋中心城市集中承载区的美好蓝图正逐渐成为现实。绿水青山构成了大鹏半岛的生态底色，也融入了这里的日常生活，“大鹏是一种生活方式，让山海不再遥远”正逐步深入人心。

随着消费升级趋势和“Z 世代”消费主力的快速崛起，爱分享、爱设计、注重体验感、消费能力强的年轻人已经成为推动社会关注、吸引流量和引领旅游消费新风尚的关键力量。此次活动的出发点正是深入挖掘年轻人的喜好与消费习惯，将大鹏变成一座巨大的“实验室”，吸引全球高校师生、设计爱好者等新锐力量聚焦大鹏，通过艺术创作点燃大鹏文旅市场的消费活力，在满足年轻人的多元化、个性化需求的同时，为大鹏文旅产业注入源源不断的创意灵感，推动大鹏文旅产业迈向新的高度。

## 二、竞赛目的

以年轻人的视角和创意为切入点，以创新的思维，融合大鹏独特的自然生态禀赋、历史文化资源，创造具有大鹏特色的文旅新形象、新产品、新业态，进一步拓展和丰富大鹏滨海旅游内涵。

为艺术设计的新锐力量提供一个展示创意和交流的舞台，推动艺术合作交流与推广，力争打造深圳艺术设计先锋赛事品牌。

## I. Background

Dapeng New Area is located in the east of Shenzhen, surrounded by the sea on three sides, is Shenzhen's "Ecological Special zone", as an important ecological node of the Guangdong-Hong Kong-Macao Greater Bay Area, and is also the ecological cornerstone of Shenzhen. The coastline of Dapeng is 125 kilometers long, the forest coverage rate exceeds 77%, the PM2.5 concentration is as low as 14.1 micrograms per cubic meter, and the air quality rate is 98.6%. Drinking water sources and river water quality come up to the standard rate of 100%, coastal seawater quality all year round maintains the national first-class standard, and the ecological quality index (EQI) maintains the Class I, because of which, Dapeng is the most excellent area in Shenzhen in terms of ecological environment quality and ecological function, boasting the "Shenzhen Peach Garden (Arcadia)" reputation. With unique natural landscape resources, distinctive urban features and profound historical culture, tens of millions of citizens and tourists come to visit each year, showing the great development potential of the Dapeng cultural tourism industry.

In recent years, Dapeng New District has focused on the goal of building a benchmark of practice and innovation centering on the philosophy "clear water and green mountains are as good as mountains of gold and silver", taking tourism as an important "engine" of high-quality development, focusing on the four dimensions of "planning, policy, project and promotion", and accelerating the implementation of the "1+6+8+10" project of high-quality tourism development. The beautiful blueprint of a world-class coastal eco-tourism resort and the major recipient of a global oceanic hub city is gradually becoming a reality. Clear water and green mountains constitute the ecological background of Dapeng Peninsula, and also integrate into the daily life here. "Dapeng presents a way of life, so that the mountains and seas are no longer far away" is gradually gaining popularity.

Following the trend of consumption upgrading and the rapid rise of Gen Z consumers, young people who love to share and design, prioritize experience and have strong consumption abilities, have risen as a key force in promoting social attention, attracting traffic and leading the new trend of tourism consumption. This event aims to fully tap into the preferences and habits of young consumers, turning Dapeng into a giant laboratory. As it draws the attention of emerging players such as university students, faculty members, and design enthusiasts across the globe, the competition will bring new dynamics to the district's culture and tourism market. While meeting the demand for diverse, personalized expressions of young consumers, we will pour creative inspiration into Dapeng's culture and tourism sectors, helping the industries reach new heights.

## II. Objectives

Dapeng Design Lab aims to harness the creativity and perspectives of young minds, merging innovative thinking with Dapeng's unique landscapes and cultural heritage. We plan to create a new tourism image, along with new products and new business models that reflect Dapeng's unique characteristics, thereby enriching coastal tourism appeal.

The competition provides a platform for emerging talents in art and design to showcase their creativity and foster artistic collaboration and exchange. We aim to establish the event as a leading competitions of art and design in Shenzhen.

### 三、组织单位

- 主办单位：**深圳市大鹏新区管理委员会
- 承办单位：**深圳市大鹏新区旅游发展和文化体育局、深圳市大鹏新区发展和财政局
- 协办单位：**岭越策划咨询（深圳）有限公司
- 支持院校：**哈尔滨工业大学（深圳）建筑学院、LCI 巴塞罗那设计学院、南方科技大学创新创业学院、挪威科技大学建筑与规划系、西安建筑科技大学、香港大学中国建筑与城市研究中心、香港中文大学
- 支持单位：**深圳市城市规划学会城市设计专委会、深圳市平面设计协会、深圳小立教育科技有限公司
- 大赛视觉设计顾问：**SURE Design
- ( 名单持续更新中，排名不分先后 )

### 四、参赛对象

国内外高校师生、设计机构、个人（设计）工作室和设计爱好者、大鹏本地民宿 / 餐厅等商业服务业经营者等皆可报名。

高校学生若以个人组合参赛，每组学生总人数不超过 5 人，指导教师数量不超过 2 人。其他以个人组合形式的参赛者，每组总人数不得超过 5 人。

### III. Organization

- Sponsor:** Management Committee of Dapeng New District, Shenzhen
- Organizers:** Tourism Development and Cultural Sports Bureau of Dapeng New District, Shenzhen. Development and Finance Bureau of Dapeng New District, Shenzhen
- Co-organizer:** Lingyue Planning & Consulting (Shenzhen) Co., LTD
- Supporting Schools:** School of Architecture of Harbin Institute of Technology (Shenzhen), LCI Barcelona School of Design and Visual Arts, School of Innovation and Entrepreneurship of Southern University of Science and Technology, Department of Architecture and Technology of Norwegian University of Science and Technology, Xi'an University of Architecture and Technology, Center for Chinese Architecture and Urbanism of the University of Hong Kong , Chinese University of Hong Kong
- Supporting Institutions:** Urban Design Committee of Urban Planning Society of Shenzhen, Shenzhen Graphic Design Association, Shenzhen Xiaoli Education Technology Co., LTD
- Consultant of Visual Design:** SURE Design
- (List constantly updating, rankings not in any particular order)

### IV. Participants

University teachers and students worldwide, design agencies, design studios and enthusiasts, and local business operators in Dapeng (B&Bs and restaurant owners, etc.), are welcome to join the competition as individuals or as teams.

For university students registering as teams, the total number of students in a team should not exceed five, with up to two advisors. For other teams, the total number of participants should not exceed five.



## 五、竞赛内容和提交作品规范

从大鹏的自然生态禀赋、历史文化资源、未来发展愿景等内容出发，提炼和创作具有独特标识性的 IP 形象和视觉符号，助力大鹏标识形象的提升和推广。

本次竞赛分为“IP 形象设计”（以下简称“IP 组”）和“VI 视觉设计”（以下简称“VI 组”）两个组别，参赛者可选择任选其中一个组别或者同时报名参加两个组别。

赛制分为初赛和复赛两个阶段，初赛阶段的要求如下：

### 5.1 初赛阶段

#### 5.1.1 IP 组 - 初赛作品要求

参赛者需为大鹏设计 IP 基础形象，可以是个体或群体形象，要求主题明确、简洁大方、构思新颖，体现大鹏的山海风光、人文特色及未来愿景。

设计至少包含一个 IP 形象主视觉图，提供一组平面三视图设计稿（正面、侧面、背面）或 3D 建模六视图设计稿（二选一或都选均可）。

#### 5.1.2 VI 组 - 初赛作品要求

参赛者需为大鹏设计标识符号，提供一组以 LOGO + 宣传标语（标语需参赛者自拟并包含“大鹏”二字）的字体为组合的设计稿。

#### 5.1.3 初赛作品提交要求

- 需为作品附上名称以及不超过 300 字（以中文字符数为记，需提供英文对照翻译）的设计说明，阐述设计理念、寓意、背景以及色彩搭配、字体风格等元素的必要说明。
- 初赛提交作品需将上述内容需排列为一张 A3 规格页面（297mm x 420mm，竖版），图片、文字内容需清晰可见，分辨率不低于 300dpi，文件大小不应超过 10MB，以 pdf 格式提交。
- 参赛作品背景不得添加装饰图案、参赛人相片等元素标记，不得标注院校及专业名称、单位名称、参赛人员姓名或相关的文字、图片、标记等，违反规定者，作品将取消参赛资格。
- 参赛作品需符合社会主义核心价值观，符合公序良俗，符合大众审美取向。不能有低级趣味、哗众取宠等问题，并不得违反中华人民共和国法律法规，不得包含政治、宗教或商业信息。
- 参赛作品评选入围后，须能提供可用于媒体传播及线下展印刷生产的源文件。

## V. Competition content and submission guidelines

Participants should draw inspiration from Dapeng’s natural environment, historical and cultural heritages, and future development vision to create distinctive IP images and visual symbols that enhance and promote Dapeng’s identity.

The competition, as a category mentioned above, is divided further into two subcategories: IP Image Design ( “IP Group” ) and VI Visual Design ( “VI Group” ). Participants can choose to enter one or both subcategories.

The competition consists of two stages: the preliminary round and the final round. The requirements for the preliminary round are as follows:

### 5.1 Preliminary round

#### 5.1.1 IP subcategory: Requirements for the preliminary round

Participants are required to submit a IP basic image for Dapeng, which can be an individual or a group image. The submission should feature a clear theme and a concise, elegant, and innovative design that demonstrates Dapeng’s landscapes, cultural features, and future vision.

The design must include at least one primary visual IP image and provide either a set of three-view drawings (front, side, and back) or a six-view 3D modeling (one or both options are acceptable).

#### 5.1.2 VI subcategory: Requirements for the preliminary round

Participants are required to submit a visual symbol for Dapeng and provide a set of drawings featuring a logo and a slogan, which should be created by participants and include characters of “大鹏.”

#### 5.1.3 Submission requirements for the preliminary round

- The title and a design description of no more than 300 words (counting in Chinese character and an English translation version is required) should be attached to the work, explaining the design concept, meaning, background, color matching, font style and other elements.
- The works (including the description above) submitted in the preliminary stage should be arranged as an A3 page (297mm x 420mm, vertical version), the pictures and text content should be clearly visible, the resolution should not be less than 300dpi, the file size should not exceed 10M, and the submission should be in pdf format.
- Submissions must not include decorative patterns, markers such as participant photos, school or department names, organization names, participant names, or any related texts, images, or marks. Violation of this rule will result in disqualification.
- Submissions should conform to socialist core values, the principle of public order and good custom, and the aesthetic preferences of the general public. No submission should contain vulgar and sensational content or violate the laws and regulations of the People’s Republic of China. Political, religious, or commercial information also should not be included in the submissions.
- Finalists are required to provide source files suitable for media distribution and printing (for exhibition purposes).

5.1.4 初赛作品提交方式

- 1. 初赛作品投稿截止日期：2024 年 7 月 3 日 15:00 时（北京时间），逾时视为无效投稿。
- 2. 竞赛作品采用电子投稿，作者提交作品时，须将完整的参赛文件压缩包（.ZIP）提交至 [dpdz-ip@lingyuezx.com](mailto:dpdz-ip@lingyuezx.com)，文件内容需包含初赛作品、《参赛报名表》、《知识产权承诺书》、参赛者身份资料，邮件主题名称须注明：参赛组别（IP 组 /VI 组）+ 个人作者名称 / 个人组合名称 / 机构名称 + 联系方式，并在邮件正文处写明联系人、联系电话。
- 3. 若参赛者提交作品后超过 3 个工作日未收到回复邮件，请重新发送。作品截稿时间将以首次发送成功日期为准。

5.2 复赛阶段

5.2.1 IP 组 - 复赛作品要求

- 1. 参赛者应对初赛作品的 IP 基础形象进行完善，补充 IP 形象的故事和内涵，细化 IP 形象的细节设计，形成一套完整的形象视觉方案（基础姿态、多种造型），并结合实景图片提供结合 3—5 个与商业街区、旅游景区等典型场景的 IP 形象应用效果示意。组委会提供的 3 个场景素材为必选场景，其余可由参赛者自由发挥。
- 2. 参赛者需结合 IP 形象，以大鹏的山海、美食、人文等主题为创作方向，创作大鹏独有的文创产品体系和礼物体系，所提交的文创衍生品效果图的设计类型必须包括以下五种：表情包、马克杯、帆布袋、饮用水、纪念章五类，其他类型参赛者可自行选择设计。

5.2.2 VI 组 - 复赛作品要求

- 1. 参赛者应对初赛作品的 VI 基础设计进行完善，细化 VI 标识系统设计，并结合实景图片提供 3—5 个在城市门户空间的具体应用效果示意。组委会提供的 3 个场景素材为必选场景，其余可由参赛者自由发挥。
- 2. 参赛者需结合 VI 设计元素，以大鹏的山海、美食、人文等主题为创作方向，创作大鹏独有的文创产品体系和礼物体系，但所提交的文创衍生品效果图的设计类型需不少于以下五种：包括但不限于文件夹、帆布袋、饮用水、纪念章、文化衫，其他类型参赛者可自行选择设计。

5.1.4 Submission channel for the preliminary round

- 1. The deadline for preliminary submissions is 3:00 PM (GMT+8), July 3, 2024. Late submissions will be considered invalid.
- 2. All entries shall be submitted electronically. When submitting their works, authors shall submit the complete package (.zip) of entry documents to [dpdz-ip@lingyuezx.com](mailto:dpdz-ip@lingyuezx.com), which shall include preliminary entries, *Registration Form*, *Intellectual Property Commitment Letter*, and the identity information of participants. The email subject shall be marked as follows: Entry subcategory (IP group /VI group) + individual author name/ individual team name/organization name + contact information, and specify the contact person and contact phone number in the body of the email.
- 3. If you do not receive an email reply within three working days of submission, please resubmit your work. The initial successful submission date will be considered the official submission date.

5.2 Final round

5.2.1 IP subcategory: Requirements for finalists

- 1. Participants are expected to improve the IP basic image from the preliminary round, adding a story and details to create a comprehensive visual scheme (including basic poses and various designs). Three to five specific use cases of the IP image in typical real scenarios such as commercial blocks and tourist attractions should be provided. In addition to the three mandatory scenarios provided by the organizing committee, participants can provide more use cases at their discretion.
- 2. Participants are required to combine IP images and create a unique cultural and creative product system and gift system with the theme of mountain and sea, food and humanity of Dapeng. The design types of cultural and creative derivative renderings submitted must include the following five categories: emojis, mugs, canvas bags, drinking water and commemorative medals. Other types can be selected by participants.

5.2.2 VI subcategory: Requirements for finalists

- 1. Participants should improve the VI basic design from the preliminary round, refine the VI logo system, and provide three to five specific use cases in urban gateway spaces. In addition to the three mandatory scenarios provided by the organizing committee, participants can provide more use cases at their discretion.
- 2. Participants are required to combine VI design elements and create a unique cultural and creative product system and gift system based on the themes of mountain and sea, food, and humanity of Dapeng. The design types of the cultural and creative derivative renderings submitted should be no less than the following five types: folders, canvas bags, drinking water, commemorative medals, and T-shirts. Other types can be selected by participants.

5.2.3 复赛作品提交要求

- 1. 需为作品附上名称及不超过 300 字的设计说明（以中文的字符数计数，需提供英文对照翻译），阐述设计理念、寓意、背景等。复赛作品文件需提供设计 JPG 展示图片、设计说明 DOC 文档，并将参赛者认为的重要内容排列为一张 A1 规格页面（594mm\*841mm，竖版），图片、文字内容需清晰可见，分辨率不低于 300dpi，文件大小不应超过 20MB，以 pdf 格式提交。
- 2. 参赛作品进入复赛后需提供设计作品源文件（PSD、AI 等格式），以及不小于 300dpi 的 JPG 展示图片、源文档。
- 3. 参赛作品应符合社会主义核心价值观，符合公序良俗，符合大众审美取向。不能有低级趣味、哗众取宠等问题，并不得违反中华人民共和国法律法规，不得包含政治、宗教或商业信息。
- 4. 复赛阶段作品需一并提供可用于媒体传播及线下展印刷生产的源文件，创作使用软件不限。
- 5. 配合后续设计深化工作。

5.2.4 复赛作品提交方式

- 1. 复赛作品投稿截止日期：2024 年 8 月 2 日 15:00 时（北京时间），逾时视为无效投稿。
- 2. 竞赛作品采用电子投稿，作者提交作品时，须将完整的复赛作品文件（.ZIP）和作品可编辑文件的网盘下载链接提交至邮箱 [dpdz-ip@lingyuezx.com](mailto:dpdz-ip@lingyuezx.com)，邮件主题名称须注明：参赛组别（IP 组 /VI 组）+ 个人作者名称 / 个人组合名称 / 机构名称 + 联系方式，并在邮件正文处写明联系人、联系电话。
- 3. 若参赛者提交作品后超过 3 个工作日未收到回复邮件，请重新发送。作品截稿时间将以首次发送成功日期为准。

5.2.3 Submission requirements for finalists

- 1. The title and a design description of not more than 300 words (counting in Chinese characters, and English translation is required) should be attached to the work, explaining the design concept, meaning, background, etc. The final entries shall provide JPG pictures and DOC documents of design description, and arrange the important content, considered by the participants, into an A1 specification page (594 mm\*841 mm, vertical version). The picture and text content shall be clearly visible, the resolution shall not be less than 300dpi, the file size shall not exceed 20MB, and the submission shall be in PDF format.
- 2. Finalists should provide the source files (PSD, AI, etc.) and JPG images at a resolution of at least 300 dpi, along with the original documents.
- 3. Entries should conform to socialist core values, the principle of public order and good customs, and public aesthetic orientation. There must be no vulgar taste, sensationalism and other issues, must not violate the laws and regulations of the People's Republic of China, and must not contain political, religious or commercial information.
- 4. Source documents for media communication and offline exhibition of printing production should be provided for the works in the final stage. There is no limitation on the software used for creation.
- 5. The subsequent cooperation on further detailed design is necessary and needed from the finalists.

5.2.4 Submission channel for the final round

- 1. The deadline for final submissions is 3:00 PM (GMT+8), Aug 2, 2024. Late submissions will be considered invalid.
- 2. Entries must be submitted electronically. Authors must attach complete final works (.ZIP files) and links to downloadable and editable files of their works to the email address [dpdz-ip@lingyuezx.com](mailto:dpdz-ip@lingyuezx.com) when submitting their works. The subject title of the email must include the following information: contest subcategory (IP Group/ VI Group), author's name (individual or team), and contact information. Please also include the contact person and phone number in the email body.
- 3. If you do not receive an email reply within three working days of submission, please resubmit your work. The initial successful submission date will be considered the official submission date.



## 六、竞赛日程安排

本次竞赛包括“报名及初赛”、“复赛及成果评审”和“成果展出”三个阶段：

阶段	时间	事项
报名及初赛阶段	2024 年 6 月 5 日	开始接受报名
	2024 年 7 月 3 日	初赛作品文件提交截止
	2024 年 7 月 8-12 日	初赛评审及结果公示
复赛及成果评审阶段	2024 年 8 月 2 日	复赛作品文件提交截止
	2024 年 8 月 5-9 日	复赛评审及结果公示
	2024 年 8 月 10 日	颁奖活动
成果展出阶段	2024 年 9 月 -11 月	优秀作品展出

注：所有时间均以北京时间为准，主、承办方保留调整日程安排的权利。

## 七、参赛要求

- 参赛者需选择以个人、个人组合或机构身份参加，一人不得加入多个组合，参赛者不得提交多份作品。
- 参赛作品提交后，不可更改作品内容。
- 参赛作品必须是作者原创、未经任何途径发表过与参加过竞赛的作品。不涉及任何知识产权争议和法律纠纷。符合国家法律法规和社会公序良俗要求，无不良引申含义或容易引起歧义的部分，因作品本身造成的争议与法律纠纷由参赛者负责。
- 参赛作品中所使用的字体须是免费可商用字体或新设计字体，避免出现字体侵权。
- 获奖作品主创人员须配合提供后续所需的作品源文件及作品相关数据，包含彩色标准图、制作比例图、字体等，以便后续制作和开发使用。

## VI. Schedule

The competition will proceed in three stages: Registration and Preliminary Round, Final Round and Review, and Exhibition.

Stages	Date	Matters
Registration and Preliminary Round	June 5th, 2024	Registration starts
	July 3rd, 2024	Submission deadline for preliminary entries
	July 8th-12th 2024	Preliminary appraisal and result announcement
Final Round and Review	August 2nd, 2024	Submission deadline for semifinal entries
	August 5-9th 2024	Rematch review and result announcement
	August 10th, 2024	Awards event
Exhibition	September -November, 2024	Outstanding works exhibition

Note: All dates here are in Beijing Time (GMT+8). The sponsor and organizers reserve the right to change the schedule as appropriate.

## VII.Entry Requirements

- Participants shall choose to participate in only one form: individually, as a team, or as an institution. One person shall not join multiple teams or institutions, and participants shall not submit more than one work.
- Once submitted, the participants may not change the content of the work.
- The submitted work must be the author's original work, unpublished and unparticipated in any competition. It must not involve any intellectual property disputes or legal disputes. It must comply with national laws and regulations and the principle of public order and good customs, without any bad implications or ambiguous parts. The disputes and legal disputes caused by a work itself shall be the responsibility of the corresponding participant.
- The fonts used in the submitted work must be free commercial fonts or newly designed fonts to avoid font copyright infringement.
- The main creators of the winning work shall cooperate in providing the subsequent required source files and work-related data, including color standard diagrams, production scale diagrams, fonts, etc., for subsequent production and development use.



6. 为核实选手真实身份，确保公平公正，提交初赛作品的同时，提交参赛个人或组合全部成员的身份证复印件（图片）；高校师生需还提供有效在校证明文件、教师工作证明文件；设计机构需提供加盖公章的营业执照复印件。

7. 参赛者提交作品即表示已仔细阅读上述要求，充分理解并表示同意。

## 八、评审标准

**创意性：**设计作品应富有创意与独特性，能够体现大鹏的文化与特色。

**艺术性：**具有艺术表现力和感染力，符合大众审美标准，美观大方。

**实用性：**设计应便于日后延伸使用，考虑在网络及平面媒体、印刷品、视频展播、重要空间节点的宣传推广以及相关衍生品的深化设计、推广运用。

**国际化：**作品应具有国际视野，能够符合国内外潮流，吸引国内外游客的关注。

## 九、奖项设置

本次竞赛 IP 组和 VI 组各设 13 个获奖名额。竞赛奖励包括人民币奖金和鹏友礼包（含大鹏旅游食宿等），人民币奖励金额为含税金额，参赛人员自行依法办理涉税手续和缴纳税款，奖项安排如下：

**金奖：**1 名，奖金人民币 50000 元，并颁发奖杯及证书；

**银奖：**1 名，奖金人民币 10000 元，并颁发奖杯及证书；

**铜奖：**1 名，奖金人民币 5000 元，并颁发奖杯及证书；

**新锐设计奖：**5 名，各获等值人民币 2000 元鹏友礼包，并颁发证书。

**优秀学生作品奖：**5 名，各获等值人民币 1000 元鹏友礼包，并颁发证书。

（为保证获奖作品质量，经所有评审一致同意后，主办方可对部分奖项拥有空缺或减少的权力；以上奖项同组不可兼得；优秀学生作品奖仅从高校学生参赛者中进行评选。）

6. To verify the participants’ real identity and ensure fairness and justice, every participant shall submit a copy of the ID card (picture) of all participant members when submitting the initial work; college and university teachers and students shall also provide valid on-campus certification documents and teacher identity certification documents; design institutions shall provide a copy of the business license with the seal affixed.

7. By submitting the work, the participants indicate that they have carefully read the above requirements, fully understand them, and agree.

## VIII. Review criteria

**Creativity:** The designs should be innovative and unique, reflecting the culture and local characteristics of Dapeng.

**Artistic:** with artistic expression and appeal, in line with the public aesthetic standards, beautiful and elegant.

**Practicality:** The design should be easy to extend in the future, giving consideration to the network communication, print media, print, video exhibition, publicity and promotion for important scenario, as well as the detailed design and promotion of related derivatives.

**International appeal:** The designs should embrace a global perspective, align with trends in China and beyond, and attract the attention of both domestic and international tourists.

## IX. Awards

The competition will present 13 awards to participants in the IP subcategory and the VI subcategory, respectively. Prizes include cash rewards and Dapeng tourism packages (Including Dapeng travel board and lodging). The cash prizes are pre-tax, and winners should undergo taxation procedures and pay taxes on their own. The awards are as follows:

**Gold prize:** 1 participant, bonus of RMB 50,000, awarded a trophy and certificate;

**Silver prize:** 1 participant, bonus of RMB 10,000, awarded a trophy and certificate;

**Bronze prize:** 1 participant, bonus of RMB 5,000, awarded a trophy and certificate;

**Emerging Designer:** The award will be presented to 5 participants, each receiving a Dapeng tourism package equivalent to RMB 2,000, and a certificate.

**Outstanding Student Work:** The award will be presented to 5 participants, each receiving a Dapeng tourism package equivalent to RMB 1,000, and a certificate.

(Note: To ensure the quality of the winning entries, the sponsor and organizers reserve the right to leave some awards vacant or reduce the number of awards presented, pending unanimous agreement from all judges. A participant cannot win both awards; the Outstanding Student Work award is only available to university participants.)

## 十、支付方式

竞赛的奖金部分均以人民币支付，为含税金额，参赛者自行依法办理涉税手续和缴纳税款。

以个人组合形式参赛的，奖金由个人组合所推举的代表人或权益人代为接收。

## 十一、相关法律事项

- 1、参赛者从主、承办方获得的与本次竞赛有关或因本次竞赛产生的所有文件，无论以何种形式或载于何种载体，无论在披露时是否以口头、图像或书面方式表明，皆具有保密性，参赛者对此承担无限期的保密义务。
- 2、未公布评审结果之前，参赛者未征得主、承办方的许可，不得以任何方式披露、公开或展示方案成果或将方案成果允许任何第三方以任何形式使用，否则将依法追究其相应法律责任，并取消其参与本次竞赛的资格。
- 3、投稿作品除符合本届比赛的主题外，应符合社会主义核心价值观，符合国家法律法规和社会公序良俗要求，无不良引申含义或容易引起歧义的部分，因作品本身造成的争议与法律纠纷由参赛者负责。
- 4、参赛者应保证投稿作品中所有内容均为参赛者原创，不得侵犯第三者知识产权。如发生侵权行为，将由涉及侵权的参赛者自行承担一切法律后果，主办方及承办方有权追究侵权人的相应法律责任，取消其参与本次竞赛的资格，要求退回或不予支付涉嫌侵权的参赛者的相关费用并采取合理方式消除因此产生的负面影响。
- 5、参赛者应保证投稿作品未在报刊、杂志、网站及其他媒体公开发表，未参加过其他比赛。如作品发生知识产权纠纷的，主办方将取消其参赛资格，一切法律后果由参赛者自行承担。
- 6、本次竞赛作品产生的所有设计成果、作品、创意、智力成果等，主办方及承办方有权在全球任何宣传场景及平台上宣传使用，包括但不限于使用本次竞赛收到的所有设计成果进行出版和展览，并通过传媒、专业杂志、专业书刊或其他形式介绍、展示及评价成果文件。本次竞赛的主、承办方拒绝专利索赔或补偿，无论参赛者是否获奖，参赛者均不得以专利权、商标权或工业设计权等知识产权为由向主办方及承办方提出任何索赔或补偿的要求。

## X. Payment

The prize money of the competition shall be paid in RMB and shall be tax inclusive. Participants shall go through the tax formalities and pay the tax according to law.

For team participants, the cash prize will paid to the representative or designated recipient chosen by the team.

## XI. Legal matters

1. All documents related to or generated from this competition that participants receive from the sponsor and organizers, regardless of the format or medium and whether disclosed orally, visually, or in writing, are confidential. Participants are obligated to keep such documents confidential indefinitely.
2. Before the announcement of the review results, participants must not disclose, publish, or display their submissions by any means, or permit any third party to use the said submissions in any form without permission from the sponsor and organizers, the failure of which will result in legal liability and disqualification from the competition.
3. All submissions must conform to the theme of the competition, the socialist core values, national laws and regulations, and the principle of public order and good customs. No submission should contain content with negative connotations or ambiguities that provoke unwanted misunderstanding. Participants shall be responsible for any controversies or legal disputes arising from their submissions.
4. Participants must ensure that their submissions are original and do not infringe on third-party intellectual property rights (IPS). Participants involved in related IPS infringement shall bear all legal consequences arising therefrom. The sponsor and organizers may pursue legal action against infringing participants, disqualify them, and require the return or withholding of any related fees. The sponsor and organizers may also take measures to mitigate any negative impact arising therefrom.
5. Participants shall ensure their submissions have not been previously published in any media, including but not limited to press, magazines, or websites, or entered in other competitions. Where a submission is involved in intellectual property disputes, the sponsor will disqualify the participant involved, who shall bear all legal consequences.
6. The sponsor and organizers may use all designs, works, ideas, and intellectual outputs from the competition in any promotional scenarios and for promotional purposes on any platform around the world. This includes publishing and exhibiting the submissions and introducing, showcasing, and evaluating the designs through media, professional magazines, professional publications, or other formats. The sponsor and organizers refuse any patent claims or compensation. Participants may not make any claims or compensation requests to the sponsor or organizers based on patent rights, trademark rights, industrial design rights, or other intellectual property rights, regardless of whether they have won any award during the competition.

- 7、主、承办方对在本次竞赛获奖的作品的设计成果、作品、创意、智力成果等在全球范围享有著作权及其他相关知识产权权益，获奖作品的参赛者对其提交参赛的作品享有设计成果的署名权。主、承办方有权根据项目实际情况对本次竞赛获奖作品的设计成果、作品等进行后续改进和应用，由此产生的具有创造性的知识产权作品及其权利归属由主办方和承办方共同享有，参赛者无权以作品完整性等要求对主办方或承办方以任何形式提出任何请求。其他单位使用知识产权归属主办方的设计成果，必须经主、承办方同意后方可使用。
- 8、获奖作品的参赛者不得将设计成果复制或再现方式提供给任何第三方使用。对设计成果的外在形象的宣传推广应事先征得主办方及承办方同意（同意的事项或内容、范围以书面确认的为准）， 所涉文字、图片、音像等内容，不得违反竞赛章程关于保密的约定。
- 9、本次竞赛未获奖作品不会被主办方用于宣传之外的用途， 作品版权属于原作者。

## 十二、其他声明

- 1、本次竞赛活动不向参赛者收取任何费用。
- 2、获奖作品确定后，主、承办方不对未获奖作品就评审过程以及未能获奖原因做出任何解释。
- 3、参加本次竞赛的参赛者均视为承认并接受本次竞赛公告及章程文件的所有内容要求。
- 4、主办方对本次竞赛章程拥有最终解释权。中、英文文本表述不一致的，以中文文本为准。

7. The sponsor and organizers hold the copyright and related intellectual property rights for the design, work, ideas, intellectual output, and other elements of all winning submissions globally. Participants retain the right of paternity for their designs. The sponsor and organizers may modify and apply the designs and works of the winning submissions based on the actual circumstances of the project, and any new intellectual property and the associated rights arising from these modifications belong jointly to the sponsor and organizers. Participants cannot make any demands to the sponsor and organizers regarding the integrity of their work. Other organizations wishing to use the works belonging to the sponsor must obtain consent from the sponsor and organizers.
8. Authors of winning submissions may not copy or reproduce their designs for any third party. Promotional activities for such designs must acquire prior consent from the sponsor and co-organizers (the agreed items/ content and scope shall be subject to written confirmation). Participants shall comply with the confidentiality agreements in the Competition Rules concerning all materials, including texts, images, and audio and video, involved in winning submissions.
9. Non-winning submissions will not be used by the sponsor for any purpose other than promotion. The copyright for these works remains with the original authors.

## XII. Other statements

1. No fees will be charged to participants for entering this competition.
2. After the winners are announced, the sponsor and organizers will not provide any explanations regarding the review process or reasons for failure to win of other entries.
3. Participation in this competition implies acknowledgment and acceptance of all the terms and requirements outlined in the Competition Announcement and Competition Rules.
4. The sponsor reserves the right to the final interpretation of the Competition Rules. In the event of any inconsistency between the Chinese and English texts, the Chinese text shall prevail.

# 大鹏地赞艺术设计 实验室计划

Dapeng Design Lab

# 2024

## 主办单位 Sponsor:

深圳市大鹏新区管理委员会

Management Committee of Dapeng New District, Shenzhen

## 承办单位 Organizers:

深圳市大鹏新区旅游发展和文化体育局

Tourism Development and Cultural Sports Bureau of Dapeng New District, Shenzhen

深圳市大鹏新区发展和财政局

Development and Finance Bureau of Dapeng New District, Shenzhen

## 协办单位 Co-organizer:

岭越策划咨询（深圳）有限公司

Lingyue Planning Consulting (Shenzhen) Co., LTD