

## Mahidol University Line Sticker Design Contest 2019

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### 1. Rational Criterion

On the occasion of the 50<sup>th</sup> Anniversary of the Royal Bestowal of Mahidol University's name and the 131<sup>st</sup> Anniversary of Mahidol University, the university is arranging a Line sticker design contest to celebrate the great honor of when the university was renamed from the University of Medical Science to Mahidol University by his majesty the King Bhumibol Adulyadej after his Royal Father, His Royal Highness Prince Mahidol of Songkla. The Line stickers should be inspired by Mahidol's identity and promote to the public the university's determination to be the "Wisdom of the Land" and the philosophy of "True success is not in the learning, but in its application to the benefit of mankind" and to serve as a public relations tool on social media. The contest is open to Mahidol students, lecturers, staff members and the public.

### 2. Objectives

- 2.1 To have a symbol that represents the uniqueness of Mahidol University
- 2.2 To make the university's name more recognizable
- 2.3 To have a new communication tool on social media for the target groups of Mahidol students, lecturers, staff members and the public

### 3. Rules and Regulations

#### 3.1 Eligibility

The contest is open to Mahidol University's students, lecturers, staff members and the public with no limitations on contestants' age and the number of works that can be submitted to the contest. (Each contestant may submit more than one work and each work must consist of a 24-character Line sticker set. The language of the sticker set may be in Thai or English).

#### 3.2 Submission Requirements

##### 1. Submit original file of the work:

- 1.1 All images must be submitted in PNG format with a resolution of at least 72 dpi using RGB color mode. The width must be 370 pixels and the height must be 270 pixels. Image backgrounds must be transparent, and include approximately 10 pixels of space from the edge to the image.
- 1.2 The size of the file must be 2 MB or less. Write the file to 1 CD. (The file must be an adjustable file) (1 CD per 1 contestant)

## 2. Regulations of the work

- 2.1 The work explicitly describes and signifies Mahidol University's identity.
- 2.2 The work must be designed as a computer graphic only.
- 2.3 At least 4 of the Line sticker characters must consist of the Motto, core values of Mahidol University and the statement of His Royal Highness Prince Mahidol.
- 2.4 The work has never been submitted to creator.line.me before.
- 2.5 The work must not infringe on the copyright of others and must not violate any intellectual property rights.

## 4. Application and Submission Guidelines

- 4.1 Completely fill in the application form and submit it with the work.
- 4.2 Propose the name of the work in Thai and English (each name consists of not more than 40-alphabet letters) and explain the idea of the design. (within 160 words) in the space provided on the application form.
- 4.3 Submit a color printed draft of the Line sticker set on any type of plain white A4 paper (1 work per 1 paper) and certify the work by signing it.
- 4.4 Only the winning work will be selected and become Mahidol University's property. The judging committee reserves the right to alter, modify or revise the work for the practical use of the work.

## 5. Prize

- 5.1 The winner will receive 20,000 baht. (The work will be publicized in 2019.)
- 5.2 Two Honorable mention awards will receive 10,000 baht each. (The work will be publicized in the next year.)

## 6. Contest Period

- 6.1 **Submission deadline: November 15, 2019**

### 6.2 Submission Channels:

- Submit in person at Corporate Communication Unit, General Administration Division, Office of the President, Mahidol University, Salaya Campus
- Submit via E-mail to [mahidol.contest@gmail.com](mailto:mahidol.contest@gmail.com)
- Submit by mail to the address  
Corporate Communication Unit, General Administration Division,  
Office of the President, Mahidol University  
999 Phuttamonthon 4 Road, Salaya, Nakhon Pathom 73170

(Please be informed that works with postal stamps dated after the deadline, will not be able join the contest.)

- For more information, please contact 0-2849-6374, 0-2849-6000 #0

- The announcement of winner will be on **December 2, 2019** on  
www.mahidol.ac.th and www.facebook.com/mahidol

## **7. Selection Criteria**

- 7.1 The work explicitly describes and signifies Mahidol University's identity.
- 7.2 The design of the work contains creativity, uniqueness and is aesthetically pleasing.
- 7.3 The work must be practical for everyday social media usage.

**8. The Corporate Communication Unit, General Administration Division, Office of the President, Mahidol University is in charge of this project**