

GIF Anime Contest
“TheGIFs2019 Award of GIF creators” Application Guidelines

The Contest Secretariat refers to Adobe Systems Co.,Ltd. and GIFMAGAZINE Inc. (which operates GIFMAGAZINE), who will be jointly hosting this contest.

1. Contest Name

theGIFs2019 Award of GIF creator

2. Awards

- Grand Prize
 - 1 work: 1st prize money of 300 thousand yen, supplementary prize trophy
 - Upon careful consideration, the judging panel will decide the most excellent work in terms of expressiveness that is unique to GIF anime; artistry; originality; having a strong message and suchlike factors which contribute to the development of GIF culture or have the potential to do so in the future.

- Art Category Award
 - 1 work: supplementary prize trophy
 - We will decide which work has the most artistry, in terms of theme, technique, expression and so on.

- Interactive Category Award
 - 1 work: supplementary prize trophy
 - We will decide which work which has the most unique mechanisms in terms of bringing a sense of collaboration with the audience, while making use of the characteristics of GIF anime (for example, GIF games, interesting GIF stamps, etc.)

- Cinemagraph Category Award
 - 1 work: supplementary prize trophy
 - Among the pool of works which have used cinemagraph techniques, we will decide which work is most full of surprise, excitement, and eye-catchingness, using original subject matter and motifs.

- Pixel Art Category Award
 - 1 work: supplementary prize trophy
 - We will decide which work is the most charming and best utilises the characteristics of pixel art, among the pool of pixel art works.

- Funny Category Award
 - 1 work: supplementary prize trophy
 - Whether it's happening videos, GIF manga and suchlike illustrations, or live action: we'll decide which work surprises the audience and makes them laugh.

- U-22 Category Award
 - 1 work: supplementary prize trophy
 - We will decide which work is the most excellent in terms of a feeling of the future, among the works submitted by artists under the age of 22.

- FRAMED* Award
 - 1 work: supplementary prize trophy
 - One work will be selected by FRAMED* (a digital art device/art platform which will be released worldwide).
FRAMED*: <https://frm.fm/>

- Jury Award
 - 5 works: supplementary prize trophies
 - Each judge will decide upon respective works according to their own unique criteria.
 - GIFMAGAZINE Award
 - Adobe Systems Award
 - Mizue Mirai Award
 - Yuji Hayashi Award
 - THNKR Award

Award details will be modified from time to time.

Results will be announced at the award ceremony and on the contest website, as well as in a special page of GIFMAGAZINE.

3. Requirements for GIF submissions

- Must be an animated GIF.
- Must not infringe upon the copyrights of others.
- File size must be within 20MB.
- Must be original to the entrant.

【How to submit a GIF anime】

1) Please access the “theGIFs application form” from the entry link.
<https://gifmagazine.net/thegifs/2019/application>

2) Please provide your details, and select either “submit a new work” or “apply using a GIF artwork which has been previously submitted”.

- 3) If you select “submit a new work”, you will be redirected to an upload screen.
- 4) If you select “apply using a GIF artwork which has been previously submitted”, you can apply using the GIF artworks you have previously uploaded to GIFMAGAZINE.
- 5) By uploading your work, you consent to these application guidelines.
- 6) You may upload as many works as you wish.

4. Application period

2nd September 2019 (Mon) ~ 31st October 2019 (Thu) 23:59

5. Responsibility for entries

The contest secretariat will not be held responsible for entries submitted by applicants. In the event that a dispute with a third party arises, this will be handled by the applicant as the responsible party.

In the context only of this contest and its related matters, applicants agree that submitted works can be used by GIFMAGAZINE and third parties for promotional purposes of this award, and can do so free of charge for posting on various media, exhibiting/publishing at various events, posting on the web, copying, enabling transmission, public transmission and so on. In addition, we may introduce the works on our sponsors’ accounts such as Facebook and Twitter.

6. Handling of works

After the application period finishes, revisions cannot be made to works. The award-winning and nominated works will be published on the website. Applicant names and their affiliated organisation’s names may also be published. Please recognise this beforehand. Additionally, in the event that the work is made public, the content secretariat may ask applicants to provide all files and materials used in the work. When posting award-winning works, we may request that you partially modify the work. Please note that we cannot answer any enquiries in regard to confirmation of submission, evaluation criteria or methodology, evaluation results, status of evaluation and so on. Please recognise this beforehand.

7. Important Notes

We will not be able to evaluate any of the following works, or image materials from sponsor companies. Please recognise this before submitting your work(s). By submitting your work(s), you consent to the terms and conditions of this application.

- Infringements upon the rights of third parties, such as IP rights (including copyright), and rights relating to honor, trust and privacy, etc.
- Works which are against public order and morals.
- Works which are obscene, cruel or discriminatory.

- Works which cause discomfort to third parties.
- Works which we deem inappropriate to publish.
- Other misconduct in terms of promoting a favourable selection.

Regards,
theGIFs2019 Award of GIF creator Secretariat
Established and implemented on September 2, 2019