

文藻外語大學 60 週年校慶 LOGO 徵件辦法

一、活動宗旨

為慶祝文藻外語大學創校 60 週年，期望透過校慶 LOGO 設計徵件活動，集思廣益，藉由師生及畢業校友的創意，設計出具有校園特色，並能代表文藻六十年歷程的形象標誌。希望參與者以創意和設計巧思，結合文藻的精神與未來展望，創作具有象徵意義的 LOGO，供文藻外語大學 60 週年校慶相關活動使用。

二、設計主題

須具備文藻 60 週年校慶主題意象元素為主要設計理念，主題說明如下：

(一)主標題「**綻**」。其理念為：文藻致力於全人發展與獨特性之培育，跨越 60 年既是一全新的里程碑，更是開枝散葉、作育英才之光芒綻現。以『綻』來表現此分水嶺，既有『讚』的諧音，亦象徵大破大立之決心，再創希望願景的高峰，展現文藻與時俱進、持續超越的行動力。

(二)副標題「**文藻 60 • 躍進新程**」。文藻秉持「我願服務」的態度，邁向新的發展里程，並在學術、文化、國際交流等領域創新既有成果，與時俱進面向新的挑戰。「躍進新程」兼具實務性和激勵性，鼓舞教職員工生與校友團結一致為文藻華麗轉身的光輝未來而努力。

三、徵件規範

(一) LOGO 尺寸

- 1.基本尺寸為 1,000 x 1,000 像素，須可應用於橫幅、海報及社群平台等多種場合。
- 2.必須包含向量格式或點陣圖格式的檔案，以便日後製作放大或縮小之應用。

(二) 檔案格式

- 1.向量格式檔案：AI、EPS 格式。
- 2.點陣圖格式：JPG 或 PNG，解析度至少 300 dpi（使用於印刷及網路展示）。

(三) 繳件方式

請參賽者將附件 1「報名表」(含作品電子檔)及附件 2「著作權轉讓授權切結書」掃描檔上傳至個人雲端空間，並分享連結傳送至 vp0202@mail.wzu.edu.tw (副校長室簡薇珊秘書信箱)，信件主旨請註明參加「文藻外語大學 60 週年校慶 LOGO 徵件活動+作者姓名」，並請等候收到回覆「報名成功」的確認郵件，方可視為完成報名繳件程序。

四、評選標準

- (一) **主題契合度 (30%)**：LOGO 應充分表現文藻外語大學的特色及六十年校慶意象。
- (二) **創意性 (25%)**：作品具有新穎性、獨特性及原創性，並具視覺吸引力。
- (三) **美感與設計感 (20%)**：構圖、色彩搭配及視覺效果優秀，符合視覺設計的基本美學原則。
- (四) **實用性與延展性 (15%)**：LOGO 須易於各種媒介之應用，並具備縮放的延展性。
- (五) **整體呈現 (10%)**：作品應整體協調一致，能傳達學校的精神與價值。

五、獎勵方式

- (一) **首獎 (1名)**：獎金新台幣 20,000 元及獎狀乙幀。
- (二) **優選 (2名)**：各獎金新台幣 5,000 元及獎狀乙幀。
- (三) **佳作 (3名)**：各獎金新台幣 2,000 元及獎狀乙幀。

所有入選作品將有機會於校園公告、60 週年校慶活動中展示，並授予公開展示之權利。

六、徵件日期

2024 年 11 月 29 日至 2025 年 1 月 12 日，逾期不予受理。

七、其他事項

- (一) 徵選作品不得抄襲仿冒，且不曾參加過相關設計競賽，並未以任何形式公開發表於各類媒體，如有違反著作權法、商標法或任何法規，主辦單位得取消得獎資格，並由參選者自負法律及所有責任。
- (二) 得獎作品及原稿檔案之著作權，文藻外語大學將擁有修改、要求修改、使用、出版、製作、再製、運用與一切所有權，均不另予通知及致酬。
- (三) 參選者視同認可並接受本辦法各項規定，如有任何未盡事宜，主辦單位有權隨時補充之，修正時亦同。

Wenzao Ursuline University of Languages

60th Anniversary Logo Design Contest Guidelines

I. Purpose

To celebrate the 60th anniversary of Wenzao Ursuline University of Languages, this logo design contest aims to gather creative ideas from faculty, students, and alumni. The goal is to design a logo that reflects the university's unique character and represents its 60-year history. Participants are encouraged to use creativity and design thinking, integrating Wenzao's spirit and future vision, to create a logo that holds symbolic meaning for use in the university's 60th-anniversary celebrations.

II. Design Theme

The logo design must incorporate elements that highlight the theme of Wenzao's 60th anniversary. The theme details are as follows:

A. Main Title: "Blossom" (綻)

This concept reflects Wenzao's commitment to holistic development and the cultivation of uniqueness. Reaching 60 years marks both a significant milestone and a time of flourishing, as the university continues to nurture talent and grow. The word "Blossom" symbolizes this turning point. While it is phonetically similar to the word "Praise" (讚), it also embodies determination and the resolve to break new ground, reaching new heights of hope and aspiration. It demonstrates Wenzao's commitment to continuous evolution, progress and excellence.

B. Subtitle: "Wenzao 60: A Leap into a New Journey" (文藻 60 • 躍進新程)

Wenzao is dedicated to the philosophy of "Service with an Open Heart" as it moves toward new development milestones. The subtitle represents innovation in academic, cultural, and international exchange fields while meeting new challenges. "A Leap into a New Journey" is both practical and motivational, encouraging faculty, staff, students, and alumni to unite in their efforts for Wenzao's brilliant future transformation.

III. Submission Specifications

A. Logo Dimensions

1. The basic size must be **1,000 x 1,000 pixels**, suitable for use on banners, posters, and social media platforms.
2. The logo must be provided in both vector format (AI, EPS) and raster format (JPG, PNG) for resizing flexibility.

B. File Format

1. **Vector files:** AI or EPS format.

2. **Raster files:** JPG or PNG, with a resolution of at least 300 dpi (suitable for both print and web display).

C. Submission Process

1. Participants should upload the following documents (scanned copy) to a personal cloud storage account and share the link:
 - Attachment 1: **Registration Form** (including the electronic version of the artwork).
 - Attachment 2: **Copyright Transfer and Authorization Agreement**.
2. Share the link to the following email: vp0202@mail.wzu.edu.tw (Ms. Wei-Shan Chien, Secretary of the Vice President's Office).
3. Indicate "Wenzao 60th Anniversary Logo Design Contest + Author's Name" in the email subject line.
4. A confirmation email with the subject 'Registration Successful' will confirm the completion of the submission.

IV. Evaluation Criteria

A. Theme Relevance (30%)

The logo should fully embody the unique features of Wenzao Ursuline University of Languages and the theme of its 60th anniversary.

B. Creativity (25%)

The design should be innovative, unique, original, and visually appealing.

C. Aesthetics and Design Quality (20%)

The composition, color matching, and visual effects should be outstanding and align with basic design principles of aesthetics.

D. Practicality and Scalability (15%)

The logo should be easily applicable across various media and adaptable for scaling.

E. Overall Presentation (10%)

The design should be cohesive and effectively convey the spirit and values of Wenzao.

V. Awards

- A. First Prize (1 winner): NT\$ 20,000 and a certificate of award.
- B. Excellence Award (2 winners): NT\$ 5,000 each and a certificate of award.
- C. Honorable Mention (3 winners): NT\$ 2,000 each and a certificate of award.

All selected works may be displayed in campus announcements and at the 60th anniversary events, with rights for public display granted.

VI. Submission Period

November 29, 2024 - January 12, 2025

Late submissions will not be accepted.

VII. Additional Information

A. Copyright and Originality

The submitted designs must be original, not plagiarized, nor previously entered in any other design contests. They must not have been publicly released in any form on any media. If a submission violates copyright, trademark laws, or any other legal regulations, the organizer reserves the right to disqualify the participant, and the participant will be fully responsible for any legal consequences.

B. Copyright Ownership

The copyright of the winning designs and original files will belong to Wenzao Ursuline University of Languages. The university has the right to modify, request modifications, use, publish, produce, reproduce, adapt, and exercise full ownership of the designs without further notification or compensation.

C. Agreement to Terms

By submitting an entry, participants acknowledge and accept all the terms and conditions of this contest. The organizer reserves the right to make adjustments or supplements to the rules as necessary.