

关于开展2023“虎门杯”中国国际高等院校 色彩设计大赛作品征集的通知

Call for entries! Notification on the 2023 "Humeng Cup" Chinese -International
University Color Design Competition

国内外各高校、中国流行色协会色彩教育专业委员会各委员：

All universities and members of the Color Education Committee of the China
Fashion & Color Association:

为了在中国特色社会主义新时代，能够更好地推动国际色彩设计教育和实践交流，有效推广展现国内外最新色彩设计教育的革新观念与设计成果，搭建产学研一体化的平台，加速推进设计创意产业的发展与升级，服务虎门产业经济发展，中国流行色协会定于2023年11月-2024年1月举办2023“虎门杯”中国国际高等院校色彩设计大赛，面向国内外各大高校设计类专业学生，广泛征集优秀参赛作品。大赛具体事宜通知如下：

In the new era of Chinese socialism with distinctive characteristics, to better promote international education and exchange on color design , effectively showcase the latest concepts and achievements in domestic and international color design education, build an integrated platform of industry, academia, and research, accelerate the development and upgrading of the design and creative industries, and better serve the industrial economic development of Humeng, the China Fashion & Color Association has decided to hold the 2023 "Humeng Cup" Chinese -International University Color Design Competition from November 2023 to January 2024, calling for excellent entries from university students of design-related majors from domestic and international. Specific details of the competition are as follows:

一、 组织机构

Organizing structure

指导单位

Supported by

中国纺织工业联合会

China National Textile and Apparel Council

亚洲色彩联合会

Asia Color Association

主办单位

Hosted by

中国流行色协会

China Fashion & Color Association

承办单位

Organized by

中国流行色协会色彩教育专业委员会

Color Education Committee of the China Fashion & Color Association

虎门服装服饰产业管理工作领导小组办公室

Humeng Apparel and Accessories Industry Management Office

东莞市虎门服装创新服务中心

Dongguan Humeng Clothing Innovation Service Center

东莞市虎门服装服饰行业协会

Dongguan Humeng Garment and Apparel Industry Association

协办机构

Co-organized by

江南大学设计学院ITDS团队

ITDS Team of the School of Design, Jiangnan University

北京邮电大学交互与体验设计研究中心

Interaction and Experience Design Research Center, Beijing University of Posts and Telecommunications

媒体支持

Media Support

《色彩》杂志、穿针引线、中国网、中国纺织报、新浪、搜狐、网易、设计竞赛网、豆瓣等。

"Color" Magazine, EEFF.NET, China.com.cn, China Textile News, Sina, Sohu, NetEase, Design Competition Network, Douban, etc.

二、 大赛安排

Competition Arrangement

(一) 大赛主题：以色彩之名

Competition Theme: "In the Name of Color"

色彩，既是反映客观世界面貌和建构人类生活方式的基本要素，也是彰显地域文化和时代精神的显著符号。作为视觉的第一要素，色彩还是展现视觉美感和表达情感的重要载体，更是强化设计创意，乃至提高经济效益的有力手段。“以色彩之名”为主题的本届大赛，将引领国内外高校参赛者探索色彩的无穷魅力和无尽创新可能性，激发色彩创作热情，凸显个人设计才华，为呈现出更多观念前瞻、思想正确、功能清晰、定位准确、特色鲜明、赏心悦目、制作精良、市场可期的优秀色彩设计作品提供广阔平台。

Color, being a fundamental element reflecting the objective world and constructing human lifestyles, is also a prominent symbol of regional culture and the spirit of the times. As the primary element of vision, color is not only crucial for showcasing visual aesthetics and expressing emotions but also serves as a powerful tool for enhancing design creativity and even improving economic benefits. The theme "In the Name of Color" for this competition aims to lead participants from domestic and

international universities to explore the endless charm and innovative possibilities of color, ignite passion for color creation, highlight individual design talent, and provide a broad platform for excellent works with features of forward-looking, clear function, distinctive visual image display, well-made, and market-promising.

三、 参赛作品类别

Categories of Entries

1. 染织服装设计类：男装设计、女装设计、童装设计、家居服设计、运动装设计、配饰设计、纺织品设计等；

Dyeing and Weaving Fashion Design: Men's wear design, women's wear design, children's wear design, home wear design, sportswear design, accessories design, textile design, etc.

2. 产品设计类：家电设计、家具设计、IT产品设计、汽车设计、工艺品设计等；

Product Design: Home appliance design, furniture design, IT product design, automobile design, craft design, etc.

3. 视觉设计类：品牌设计、包装设计、书籍设计、可视化信息设计、文创设计、交互体验设计、服务设计等；

Visual Design: Brand design, packaging design, book design, information visualization design, cultural and creative design, interaction experience design, service design, etc.

4. 空间展示设计类：建筑设计、环境规划设计、室内设计设计、公共艺术空间设计、主题展示设计等；

Space Display Design: Architectural design, environmental planning design, interior design, public art space design, theme display design, etc.

5. 影视动画媒体类：动画设计、动漫设计、视频包装设计、影视广告设计、实验影像设计、人物形象设计、摄影等。

Film, Television, and Animation Media: Animation design, cartoon design, video packaging design, TV commercial design, experimental image design, character image design, photography, etc.

四、 参赛要求

Entry Requirements

1. **主题性：** 参赛设计作品应符合“以色彩之名”的设计主题，即以造型艺术中的色彩为核心创新元素，充分体现色彩观念与设计方法，彰显视觉魅力和精神意象等。

Thematic Relevance: Entries should align with the theme "In the Name of Color," centering on color as a core innovative element in artistic design, fully reflecting color concepts and design methods, showcasing visual charm and spiritual imagery.

2. **创新性：** 参赛设计作品能够体现与众不同的色彩创新性和独特性，以及参赛者的色彩想象力及搭配能力等。

Innovation: Entries should exhibit unique color innovation and distinctiveness, as well as the participants' color imagination and matching abilities.

3. **实用性：** 结合考虑生产工艺、应用功效等实际因素，具有较高的市场营销前景。同时，鼓励参赛设计作品，尤为服装设计类是以实物性作品为主。

Practicality: Considering production technology and application effectiveness, entries should have high market prospects. Especially for clothing design, entries are encouraged to be physical works.

4. **环保性：** 参赛设计作品的材料及其生产过程应该具有较好的环保理念，反映可持续性的生态价值。

Environmental Friendliness: The materials and production process of the entries should embody a strong environmental ethos, reflecting sustainable ecological values.

5. **艺术性：** 参赛设计作品应展现设计者美好的情感表达和独特见解，体现强烈的艺术感染力以及拥有较高的视觉审美感。

Artistic Quality: Entries should display the designer's emotional expression and unique insights, embodying strong artistic appeal and high visual aesthetics.

6. **社会性：** 参赛设计作品应该把握时代精神、社会思潮和价值导向，以先进的理念阐释人们当下的生活方式，特别是能够通过对中国历史、传统色彩予以创造性发展和创新性转化，为实现中华“色彩文化自信”做出积极探索。

Social Relevance: Entries should capture the spirit of the times, social trends, and value orientations, interpreting contemporary lifestyles with advanced concepts. Special emphasis is on creatively developing and innovatively transforming Chinese history and traditional colors to actively explore the "color cultural confidence" of China.

7. **完整性：** 参赛设计作品的实物制作及作品拍摄应该体现设计构思及内容，同时具有完整的视觉呈现效果。

Completeness: Physical creation and photography of the entries should reflect the design concept and content, ensuring a complete visual presentation.

（二）评分方式

Scoring Method

依据以上评审标准，按照百分制，评委会在评分表中给出分项值，然后通过计算总分方式排列出获奖名次。

Based on the above evaluation criteria, the jury will score entries using a percentage system. Scores will be given for each criterion, and the total score will be calculated to determine the ranking of the winners.

（三）评审流程

Evaluation Process

1. **初评：** 大赛评委会根据参赛者提交的作品进行初评，根据投票结果，优选400件（单件或系列）作品进入复评。

Preliminary Evaluation: The competition jury will conduct a preliminary evaluation of the submitted entries. Based on the voting results, the top 400 entries (individual or series) will be selected for further evaluation.

2. **复评:** 由评委会针对初评入选的400件（单件或系列）作品进行复评，根据投票结果，确定金、银、铜及各单项奖等奖项。

Second Evaluation: The jury will re-evaluate the 400 selected entries (individual or series) from the preliminary round. Based on the voting results, the winners of the gold, silver, bronze, and individual awards will be determined.

3. **展示:** 获奖作品将收录于《2023“虎门杯”中国国际高校色彩设计大赛作品集》，并通过相关渠道进行展示与推广。

Exhibition: Winning entries will be included in the "2023 "Humeng Cup" Chinese -International University Color Design Competition" and will be displayed and promoted through various channels

(四) 奖项设置

Awards

1. 金奖：1 名，税前奖金¥30,000元/名+颁发证书
Gold Award: 1 winner, pre-tax prize of ¥30,000 per winner + certificate
2. 银奖：4 名，税前奖金¥10,000元/名+颁发证书
Silver Award: 4 winners, pre-tax prize of ¥10,000 per winner + certificate
3. 铜奖：8 名，税前奖金¥5,000元/名+颁发证书
Bronze Award: 8 winners, pre-tax prize of ¥5,000 per winner + certificate
4. 单项奖：10名，税前奖金¥1,000元/名+颁发证书
Individual Awards: 10 winners, pre-tax prize of ¥1,000 per winner + certificate
5. 优秀奖：87名，颁发证书
Excellence Award: 87 winners, certificate
6. 入围奖：290名，颁发证书
Shortlist Award: 290 winners, certificate
7. 院校组织奖：若干，颁发证书
Institutional Organization Award: Several, certificate
8. 优秀指导奖：若干，颁发证书
Excellent Guidance Award: Several, certificate

(五) 参赛对象

Participants

国内外高校纺织、服装、建筑、景观、包装、视觉传达、影像、多媒体、化妆、摄影等各类与色彩相关的艺术设计类专业的大专生、本科生、研究生。

The competition is open to junior college, undergraduate, and postgraduate students from domestic and international higher education institutions, specializing in art and design fields related to color, including textiles, clothing, architecture, landscape, packaging, visual communication, imaging, multimedia, makeup, photography, etc.

(六) 时间安排

Timeline

1. 征集：2023年11月30日—2024年1月31日，由院校推荐或独立参赛者提交参赛资料及作品；
Submission Period: November 30, 2023, to January 31, 2024. Entries and materials can be submitted by institutions or independent participants.
2. 初评：2024年2月20日；
Preliminary Evaluation: February 20, 2024.
3. 复评：2024年2月25日；
Second Evaluation: February 25, 2024.
4. 颁奖：2024年3月下旬（具体待定）；
Award Ceremony: Late March 2024 (specific date to be determined).
5. 展览：2024虎门时装周期间展示获奖作品（具体待定）。
6. Exhibition: Display of winning entries during the 2024 Humeng Fashion Week (specific dates to be determined).

五、 作品递交

Submission of Works

- (一) 参评设计作品应该符合“以色彩之名”的设计主题。

Submitted designs must adhere to the theme "In the Name of Color."

- (二) 参赛者在大赛官方网站下载作品提交模板和参考范例。

Participants should download the submission template and reference examples from the official competition website.

- (三) 每位参赛者或团队提交1件或1组（系列）原创设计作品。参赛作品电子文档要求：每件或每组要上传多张A3幅面的高精度彩图或照片，文件格式为“jpg”，分辨率为300dpi，RGB模式，每张上传图片不低于2M，不高于5M。如有动态设计作品或动态演示视频以统一格式（格式为mp4，大小不超过200M）上传。作品须为原创作品，设计者享有独立的知识产权（版权）。

Each participant or team must submit one individual or one series of original design works. Submission requirements for electronic documents: Upload multiple high-resolution color images or photos for each item or series, in A3 size, in 'jpg' format, with a resolution of 300dpi, RGB mode, and each image size

not less than 2MB and not more than 5MB. For dynamic design works or dynamic presentation videos, upload in a unified format (mp4 format, not exceeding 200MB). The work must be original, and the designer holds independent intellectual property rights (copyright).

(四) 组委会有权对选手的参赛作品及其照片影像资料等进行印刷、宣传、出版等。

The organizing committee reserves the right to print, promote, and publish the contestants' entries and their photographic and image materials.

六、 报名办法

Registration Methods

(一) 国内参赛者可登录<http://secai.eeff.net>报名及投递作品，或扫描下面二维码报名参赛及投递作品。具体报名步骤：注册账号后，进入大赛版块，根据相关提示逐一完成报名与提交作品。

Domestic participants can register and submit their works by logging onto <http://secai.eeff.net>, or by scanning the QR code below for registration and submission. Specific steps for registration: After creating an account, enter the competition section and follow the prompts to complete the registration and submission of works.



(二) 国外参赛者作品征集指定邮箱：secaishejidasai@fashioncolor.org.cn

International participants are to submit their works to the designated email:
secaishejidasai@fashioncolor.org.cn

(三) 作品投递截止日期：2024年1月31日

Submission deadline: January 31, 2024

(五) 咨询电话: 010-85229357、85229562大赛组委会

Contact numbers: 010-85229357, 85229562 - Organizing Committee

七、 特别说明

Special Notes

(一) 大赛要坚持以“色彩”为核心的创作理念。

The competition should adhere to the concept of "color" as the core.

(二) 选手不重复获奖。

Contestants are not eligible for repeated awards.

(三) 金、银、铜获奖及部分[单项奖选手](#)有机会参加现场颁奖典礼，获奖选手的往返交通费、食宿费用由组委会负责（届时将另行通知）。

Winners of gold, silver, bronze, and some single awardees have the opportunity to attend the on-site award ceremony. Round-trip travel and accommodation expenses for these winners will be covered by the organizing committee ([to be notified later](#)).

(四) 铜奖以上获奖参赛者，要在颁奖之前，按照组委会要求提供展览所需的实物展品，组委会将负责邮寄费用和妥善保管，未提供者可能取消获奖资格。所提供的实物作品如有损坏或丢失，组委会将与参赛者等协商后，予以经济补偿。

Winners above the bronze level must provide physical exhibits for the exhibition as required by the organizing committee before the award ceremony. [Failure to provide](#) may result in disqualification. The committee will be responsible for postage and safekeeping. In case of damage or loss of the physical works, the organizing committee will negotiate with the contestants for financial compensation.

(五) 参赛者及其指导人员须严格遵守大赛纪律，服从赛程管理安排。

Participants and their advisors must strictly adhere to the competition's discipline and comply with the arrangements of the schedule.

(六) 如有第三方就参赛作品提出有关知识产权等相关问题，将全部由参赛作者负责，大赛组委会对此不承担任何责任。

If third parties raise issues related to intellectual property rights or similar matters regarding the competition works, the responsibility lies entirely with the participating authors, and the organizing committee assumes no responsibility for these issues.

(七) 本大赛事宜最终解释权归大赛组委会所有。

The organizing committee reserves the right to the final interpretation of all matters related to the competition.

中国流行色协会

China Fashion & Color Association

2023年11月29

November 29, 2023

附件1:

Appendix 1:

2023 “虎门杯” 中国国际高等院校色彩设计大赛报名表

**2023 "Humeng Cup" China International Higher Education Institution
Color Design Competition Registration Form**

姓名 Name		院校 Institution		手机号 Mobile Number	
电子邮箱 E-mail		地址 Address			
作品名称 Title of Work		指导老师姓名 Name of Advisor		指导老师电话 Advisor's Phone Number	
作品类别 Category of Work	服装设计类: <input type="checkbox"/> 男装设计、 <input type="checkbox"/> 女装设计、 <input type="checkbox"/> 童装设计、 <input type="checkbox"/> 家居服设计、 <input type="checkbox"/> 运动装设计、 <input type="checkbox"/> 配饰设计、 <input type="checkbox"/> 纺织品设计、 <input type="checkbox"/> 其他 Clothing Design: <input type="checkbox"/> Men's wear design, <input type="checkbox"/> Women's wear design, <input type="checkbox"/> Children's wear design, <input type="checkbox"/> Home wear design, <input type="checkbox"/> Sportswear design, <input type="checkbox"/> Accessories design, <input type="checkbox"/> Textile design, <input type="checkbox"/> Other 产品设计类: <input type="checkbox"/> 家电设计、 <input type="checkbox"/> 家具设计、 <input type="checkbox"/> IT产品设计、 <input type="checkbox"/> 汽车设计、 <input type="checkbox"/> 手工艺品设计、 <input type="checkbox"/> 其他				

Product Design: Home appliance design, Furniture design,
 IT product design, Automotive design, Handicraft
design, Other

交流设计类: 品牌设计、包装设计、书籍设计、可视化信息设计、文创设计、交互体验设计、服务设计、其他

Communication Design: Brand design, Packaging design,
Book design, Visual information design, Cultural and creative
design, Interactive experience design, Service design,
Other

空间设计类: 建筑、环境规划、室内设计、公共艺术空间、
主题展示设计、其他

Space Design: Architecture, Environmental planning,
Interior design, Public art space, Theme display design,
Other

影视媒体类: 动画、动漫、视频包装、影视广告设计、实验影像、人物形象设计（化妆、美发等）、摄影、其他

Film and Media: Animation, Comics, Video packaging,
Film and television advertisement design, Experimental imaging,
 Character image design (makeup, hairdressing, etc.),
Photography, Other

<p>作品创意说明（200字以内）</p> <p>Description of Creative Idea of the Work (within 200 words)</p>	<p>设计理念： Design Concept:</p> <p>设计依据： Design Basis:</p> <p>色彩特点： Color Characteristics:</p> <p>其他： Other:</p>
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