

**Application Guide**  
**15<sup>th</sup> Japan Media Arts Festival**

**Japan Media Arts Festival Secretariat**

## **Outline**

Event: 15<sup>th</sup> Japan Media Arts Festival

Organizer: Japan Media Arts Festival Executive Committee

### Chair

KONDO Seiichi, Commissioner of the Agency for Cultural Affairs, Japan

### Operating Committee

HAMANO Yasuki, Professor, The University of Tokyo Graduate School

HAYASHIDA Hideki, Director, The National Art Center, Tokyo

TATEHATA Akira, President, Kyoto City University of Arts

### Jury

#### ■ Art Division

GOTO Shigeo, Professor, Kyoto University of Art and Design

HARA Kenya, Designer

KAMIYA Yukie, Chief Curator, Hiroshima City Museum of Contemporary Art

OKAZAKI Kenjiro, Professor, International Center for Human Sciences, Kinki University

SEKIGUCHI Atsuhito, President, Institute of Advanced Media Arts and Sciences (IAMAS)

#### ■ Entertainment Division

ITO Gabin, Editor/Creative Director

IWATANI Toru, Professor, Tokyo Polytechnic University

SAITO Yoot, Game Designer

TERAI Hironori, Creative Director

UCHIYAMA Koshi, Creative Director

#### ■ Animation Division

FURUKAWA Taku, Animation Artist

HIKAWA Ryusuke, Anime Critic

ITO Yuichi, Animation Director

OSHII Mamoru, Film Director

SUGII Gisaburo, Animation Director

#### ■ Manga Division

HOSOGAYA Atsushi, Associate Professor, Tokyo Polytechnic University

MINAMOTO Taro, Manga Artist

MURAKAMI Tomohiko, Professor, Kobe Shoin Women's University

SAITO Chiho, Manga Artist

TAKEMIYA Keiko, Manga Artist

#### ■ Application period:

From Friday, July 15, 2011. Applications must arrive on or before Thursday, September 22, 2011.

#### ■ Entry Divisions: Art, Entertainment, Animation, Manga

##### **Art Division**

Artwork created with computers or other electronic devices.

Interactive art, media installations, video works, digital photographs, graphic art, website works, etc.

##### **Entertainment Division**

Entertainment created with computers or other electronic devices.

Games (including web games and social network games), video works (music videos, publicity films including TV commercials, digital special effects videos), toys (including figures), character merchandise, website works (including advertisements, etc.), application software, etc.

##### **Animation Division**

Theatrical animation, TV animation, other original animation, animated short films, etc.

##### **Manga Division**

Manga published in book form, in magazines (including works still being serialized), produced independently and in small private magazines, on websites (PC/mobile), etc.

##### **Awards**

**For each division, one Grand Prize, four Excellence Awards and three New Face Awards** will be awarded on the basis of artistic quality and creativity. In addition, a Special Achievement Award will be awarded on the recommendation of the jury to a person or group having made a special contribution to media art in the four specified divisions.

**Grand Prize**

Certificate from Minister of Education, Culture, Sports, Science and Technology  
Trophy  
600,000 Japanese Yen

**Excellence Award**

Certificate from Minister of Education, Culture, Sports, Science and Technology  
Trophy  
300,000 Japanese Yen

**New Face Award**

Certificate from Minister of Education, Culture, Sports, Science and Technology  
Trophy  
200,000 Japanese Yen

**Special Achievement Award**

Certificate from Minister of Education, Culture, Sports, Science and Technology  
Trophy

**Jury Selection**

Works considered to have special merit will be exhibited or screened along with the award-winning works at international media art and film festivals in Japan and elsewhere.

**■ Public Recommendations**

We welcome recommendations of outstanding works from the public. Please visit the official website for more information. Your recommendation is greatly appreciated.

Official website: <http://bunka-jmaf.jp/en.html>

Recommendation Period: Friday, July 15 through Friday, August 19, 2011

**■ Judge, Announcement of Results**

October through November: Jury judge

December:

1. Notification of winners
2. Announcement of Results on the Japan Media Arts Festival website and in the mass media (TV, newspapers, magazines)

**■ Awards Ceremony**

Tuesday, February 21, 2012

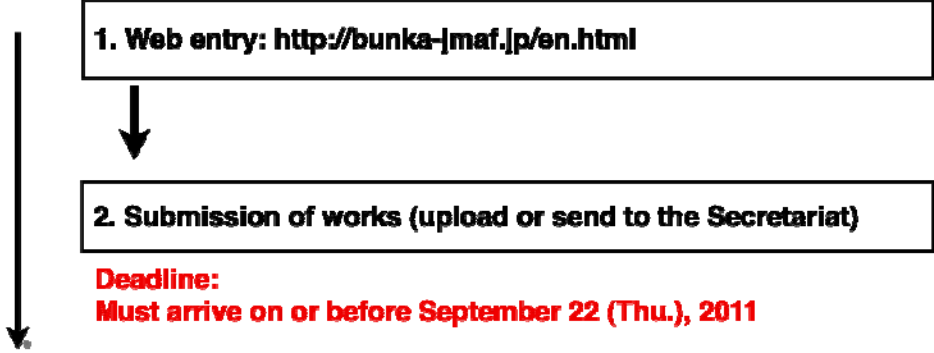
Tokyo Midtown

**■ Exhibition of Award-winning Works:**

Wednesday, February 22 through Sunday, March 4, 2012  
The National Art Center,  
Tokyo

Flow from entry to exhibition of award-winning works

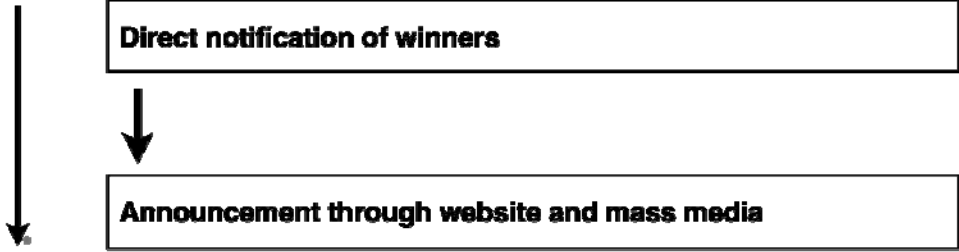
**Entries: July 15 (Fri.) – September 22 (Thu.) , 2011**



**Screening: October – November, 2011**



**Announcement of results: December, 2011**



**Awards Ceremony: February 21 (Tue.), 2012**



**Exhibition of Award-winning Works: February 22 (Wed.) – March 4 (Sun.), 2012**

## Art Division

**Art Division:** artwork created with computers or other electronic devices

- Interactive Art
- Media Installations
- Video
- Digital Photography
- Graphical Art
- Website Works
- Other

### Conditions for Entry

1. Works completed or published between September 25, 2010 and September 22, 2011.
2. There is no limit on the number of entries, but the same work cannot be entered in more than one division.
3. Entry deadline: Must arrive on or before Thursday, September 22, 2011.
4. Entrants must read and accept the entry rules and regulations. These cover copyright, treatment of art works and personal information.

### Application Process

#### 1. Web entry

- Select [Art Division] on the Japan Media Arts Festival website (<http://bunka-jmaf.jp/en.html>). (English and Japanese only)
- Follow website instructions to register each name (applicant and creator), date of birth, affiliation, address, title of the work, outline of the work (up to 200 words) and image(s) of the work (1 to 2 MB; may be printed or displayed on web by Organizers).
- After completing the registration, you will be given a registration number and will be able to print a certificate of registration.
- The certification of registration is required when sending works directly to the Secretariat. (Not required for uploading to the website.)

#### 2. Submitting the Work

Upload the work to our website or send it by post directly to the Secretariat.

- Enter the URL if the only way to access the work is via a website.
- If the entry type is Interactive Art or Media Installation, you must also send images introducing the work.

### Uploading to the website

1. Upload video, still images or photos introducing the work or picture, and any necessary details.

Video images: 1 to 5 minutes, mov, mp4, m4v or wmv format (max. 100 MB)

Still images: Any standard paper size up to A4 or 8.5" x 11,  
jpg or pdf format (max. 10 MB)

Text: Any standard paper size up to A4 or 8.5" x 11,  
doc or pdf format (max. 10 MB)

2. If your work is accessible on a website, please give the URL.
3. If the site charges a fee for viewing, please contact the Secretariat.

### **Sending to the Secretariat**

Print out the certificate of registration from the entry website and send it together with the work in the same package. Include a printout of any details of the work that are necessary (any standard paper size up to A4 or 8.5" x 11).

1. The work

Please send the work and introductory images together.

If it is not possible to send the work, send the introductory images/photos, and text description. In this case, we may ask you to send the work itself only if you pass the final judge.

2. Video works

Record only the work itself on a tape or DVD (see below).

If the work is longer than 10 minutes, also send a digest version (max. 5 min.).

Delivery formats (NTSC only)

- MiniDV/DVCAM
- DVD (region code 2 or 0)

- For formats other than the above, please consult the Secretariat.
- If the original work is recorded in a medium/format other than the above, please indicate.
- If your work wins an award, we may ask you to provide the original data or material for the exhibition.

Please send entries to

Entries

Japan Media Arts Festival Secretariat

c/o NHK International, Inc.

Dai-ni Kyodo Building 6F

7-13 Udagawa-cho, Shibuya-ku,

Tokyo 150-0042, Japan

Tel: +81-3-6415-8500

Fax: +81-3-6415-8502

e-mail: [jmaf-info@nhkint.or.jp](mailto:jmaf-info@nhkint.or.jp)

Jury results will be announced around December 10, 2011 in various media, and before this each winner will be notified directly. In addition, award-winning creators and their works will be introduced on the Festival website.

The Awards Ceremony will be held on February 21, 2012 and the exhibition of the award-winning works will be held from February 22 through March 4, 2012 at the National Art Center, Tokyo. The Exhibition will also include other works selected by the jury.



## Entertainment Division

**Entertainment Division:** entertainment created with computers or other electronic devices.

- Game (including web games, social network games, etc.)
- Video Work (music videos, publicity films inc. TV commercials , digital special effects video)
- Toy (including figures)
- Character Merchandise
- Website Works (including advertisements, etc.)
- Application Software
- Other

Independently produced works that have been submitted to video and illustration websites are also welcome.

### Conditions for Entry

1. Works completed or published between September 25, 2010 and September 22, 2011.
2. Professional and amateur, commercial and noncommercial works, presented in any location, are all acceptable for entry, and any content and/or production method is acceptable.
3. There is no limit on the number of entries, but the same work cannot be entered in more than one division.
4. Entry deadline: Must arrive on or before Thursday, September 22, 2011.
5. Entrants must read and accept the entry rules and regulations. These cover copyright, treatment of art works and personal information.

### Application Process

#### 1. Web entry

- Select [Entertainment Division] on the Japan Media Arts Festival website (<http://bunka-jmaf.jp/en.html>). (English and Japanese only)
- Follow website instructions to register each name (applicant and creator), date of birth, affiliation, address, title of the work, outline of the work (up to 200 words) and image(s) of the work (1 to 2 MB; may be printed or displayed on web by Organizers).
- After completing the registration, you will be given a registration number and will be able to print a certificate of registration.
- The certification of registration is required when sending works directly to the Secretariat. (Not required for uploading to the website.)

## 2. Submitting the Work

Upload the work to our website or send it by post directly to the Secretariat.

- Enter the URL if the only way to access the work is via a website.

### Uploading to the website

1. Upload images introducing the work or photos, and any necessary details.

Video images: 1 to 5 minutes, mov, mp4, m4v or wmv format (max. 100 MB)

Still images: Any standard paper size up to A4 or 8.5" x 11,  
jpg or pdf format (max. 10 MB)

Text: Any standard paper size up to A4 or 8.5" x 11,  
doc or pdf format (max. 10 MB)

2. If your work is accessible on a website, please give the URL.
3. If the site charges a fee for viewing, please contact the Secretariat.

### Sending to the Secretariat

Print out the certificate of registration from the entry website and send it together with the work in the same package. Include a printout of any details of the work that are necessary (any standard paper size up to A4 or 8.5" x 11).

1. The work

Please send both the work (game ROM, device, etc.) and introductory images together.

If the work is too large, you may send photos or video instead.

If the nature of the work makes this difficult, please contact the Secretariat for advice.

2. Video works

Record only the work itself on a tape or DVD (see below).

If the work is longer than 10 minutes, also send a digest version (max. 5 min.).

Delivery formats (NTSC only)

- MiniDV/DVCAM
- DVD (region code 2 or 0)

- For formats other than the above, please consult the Secretariat.
- If the original work is recorded in a medium/format other than the above, please indicate.
- If your work wins an award, we may ask you to provide the original data or material for the exhibition.

Please send entries to

Entries

Japan Media Arts Festival Secretariat

c/o NHK International, Inc.

Dai-ni Kyodo Building 6F

7-13 Udagawa-cho, Shibuya-ku,

Tokyo 150-0042, Japan

Tel: +81-3-6415-8500

Fax: +81-3-6415-8502

e-mail: [jmaf-info@nhkint.or.jp](mailto:jmaf-info@nhkint.or.jp)

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**Animation Division**

- Theatrical Animation
- TV Animation
- Other Original Animation
- Animated Short Film
- Other

**Conditions for Entry**

1. Works completed or published between September 25, 2010 and September 22, 2011
2. There is no limit on the number of entries, but the same work cannot be entered in more than one division.
3. Entry deadline: Must arrive on or before Thursday, September 22, 2011.
4. Entrants must read and accept the entry rules and regulations. These cover copyright, treatment of art works and personal information.

**Application Process**

**1. Web entry:**

- Select [Animation Division] on the Japan Media Arts Festival website (<http://bunka-jmaf.jp/en.html>). (English and Japanese only)
- Follow website instructions to register each name (applicant and creator), date of birth, affiliation, address, title of the work, outline of the work (up to 200 words) and image(s) of the work (1 to 2 MB; may be printed or displayed on web by Organizers).
- After completing the registration, you will be given a registration number and will be able to print a certificate of registration.
- The certification of registration is required when sending works directly to the Secretariat. (Not required for uploading to the website.)

**2. Submitting the Work**

- Upload the work to our website or send it by post directly to the Secretariat.
- Enter the URL if the only way to access the work is via a website.

**Uploading to the website**

- Upload introductory material (digest) or entire work if less than 100 MB
- Video: 1 to 5 minutes, in mov, mp4, wmv format (up to 100 MB)

## **Sending to the Secretariat**

Print out the certificate of registration from the entry website and send it together with the work in the same package. Include a printout of any details of the work that are necessary (any standard paper size up to A4 or 8.5" x 11)

### 1. The work

If the work is part of a series, please submit the whole series together with a digest version (up to 5 min.)

Delivery formats (NTSC only)

- MiniDV/DVCAM
- DVD (region code 2 or 0)

- For formats other than the above, please consult the Secretariat.
- If your work wins an award, we may ask you to provide the original data or material for the exhibition.
- If there are any difficulties with regard to sending the work, please consult the Secretariat.

Please send entries to

Entries  
Japan Media Arts Festival Secretariat  
c/o NHK International, Inc.  
Dai-ni Kyodo Building 6F  
7-13 Udagawa-cho, Shibuya-ku,  
Tokyo 150-0042, Japan  
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Fax: +81-3-6415-8502  
e-mail: [jmaf-info@nhkint.or.jp](mailto:jmaf-info@nhkint.or.jp)

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## Manga Division

### Manga Division

- Manga published in book form
- Manga published in magazine (including work still being serialized)
- Manga produced independently and/or in small private magazine
- Manga published on website (including PC, mobile, etc.)
- Other

### Conditions for Entry

1. Works completed or published between September 25, 2010 and September 22, 2011 including works revised or reworked during that period.
2. There is no limit on the number of entries, but the same work cannot be entered in more than one division.
3. Entry deadline: Must arrive on or before Thursday, September 22, 2011.
4. Entrants must read and accept the entry rules and regulations. These cover copyright, treatment of art works and personal information.

### Application Process

#### 1. Web entry

- Select [Manga Division] on the Japan Media Arts Festival website (<http://bunka-jmaf.jp/en.html>). (English and Japanese only)
- Follow website instructions to register each name (applicant and creator), date of birth, affiliation, address, title of the work, outline of the work (up to 200 words) and image(s) of the work (1 to 2 MB; may be printed or displayed on web by Organizers).
- After completing the registration, you will be given a registration number and will be able to print a certificate of registration.
- The certification of registration is required when sending works directly to the Secretariat. (Not required for uploading to the website.)

#### 2. Submitting the Work

Upload the work to our website or send it by post directly to the Secretariat.

- Enter the URL if the only way to access the work is via a website.

### **Uploading to the website**

1. Upload either the work as images or as a PDF file if total size is up to 20 MB.  
Still images: Any standard paper size up to A4 or 8.5" x 11,  
jpg/pdf format (max. 10 MB)
2. If the site charges a fee for viewing, please contact the Secretariat.

### **Sending to the Secretariat**

Print out the certificate of registration from the entry website and send it together with the work in the same package.

1. Printed work  
If the work is part of a series, please submit the whole series.
2. Delivery formats for digitized works
  - CD-R or DVD-R
3. If you have any difficulties with regard to sending the work, please consult the Secretariat

Please send entries to

Entries  
Japan Media Arts Festival Secretariat  
c/o NHK International, Inc.  
Dai-ni Kyodo Building 6F  
7-13 Udagawa-cho, Shibuya-ku,  
Tokyo 150-0042, Japan  
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## Entry Rules and Regulations

### ■ Copyright and Treatment of Entered Works:

1. An Entrant must own the copyright to the entered work. If an entry is submitted by a representative, permission from the copyright owner is required.
2. Permission must be obtained from the copyright owner for the use of any art, film, photograph, video image, program and/or music used in the entered work. The entrant party takes sole responsibility for resolving any third party claims of infringement of rights and/or claim for damages. The Organizers shall not be held accountable in the event of any dispute.
3. After receiving and reviewing the work, the Secretariat may decide to change the division in which it is entered.
4. All expenses related to entry are borne by the entrant.
5. Entered works will be returned only in exceptional circumstances.
6. In the case of any accidental damages to or loss of entered work, the organizer shall not be held responsible.
7. The Secretariat shall provide no information about the status and results of judging before or after the official announcement.

### ■ Regarding Award-winning Works

1. The copyright to an award-winning work shall remain with the original copyright holder or holders.
2. The organizer may screen, broadcast, duplicate, print and/or exhibit worldwide, and publicize on its website, without compensation, any award-winning works for the purposes of announcing results, exhibiting the award-winning work and publicizing the Japan Media Arts Festival.



## ■ Regarding Personal Information

The Executive Committee of the Japan Media Arts Festival shall make every reasonable effort to prevent disclosure, appropriation, and/or distortion of personal information by adhering to the following guidelines.

### 1. Use of Personal Information

Personal information submitted by an entrant shall be used only for

- (1) Announcement of screening results
- (2) Contact for enquiry about an entered works
- (3) Statistical analysis for improvement of the Japan Media Arts Festival
- (4) Providing information about Japan Media Arts Festival exhibitions and when seeking entries to the Japan Media Arts Festival. (If such disclosure is unacceptable to the entrant, it will be stopped on request.)
- (5) Public announcement of winner information to the media and on the website (the title of the work, creator's name and affiliation, etc. We will directly contact each winner to confirm this before making any public announcement.)

If any situation information will be used only after agreement has been obtained from the person or persons concerned.

### 2. Disclosure to a Third Party

Appropriate efforts shall be made to administer and protect an entrant's personal information. This personal information shall not be disclosed to any third party without prior consent. In addition, such information shall only be disclosed to a third party when absolutely necessary for operation and management by the Secretariat of the Japan Media Arts Festival. However, information may be disclosed when consent from the person concerned cannot be obtained, if such disclosure is necessary to protect human life or property, or is required by law.

### 3. Entrant Obligation

Each entrant must read, understand, and accept these Entry Rules and Regulations before submitting an entry via the Festival website. A website entry shall be deemed to constitute an agreement equivalent to a signed agreement.