

The 16th Japan Media Arts Festival Guidelines for Entry

Japan Media Arts Festival Executive Committee

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What is the Japan Media Arts Festival?

The Japan Media Arts Festival is a comprehensive festival of Media Arts that honors outstanding works in the four divisions of Art, Entertainment, Animation, and Manga, as well as providing a platform for appreciation of the works that have won awards.

For the 16th Festival in 2013, entries will be accepted from across the globe. Entries are sought in various disciplines of the Media Arts including interactive art, video, websites, games, animation, and comics, and from professional, amateur, independent and commercial sources.

Award-winning Works, selected for their artistic quality and creativity, will be presented at the Exhibition of Award-winning Works in February 2013. Award winners will also be provided with support for their creative endeavors as well as opportunities to exhibit their work in festivals both within and outside Japan, platforms that may lead to new opportunities in related fields.

Japan Media Arts Festival Schedule – from Entry to the Exhibition of Award-winning Works

Call for Entries
Thursday, July 12, 2012 - Thursday, September 20, 2012
(Late entries will not be accepted)

Entry Requirements	1. Registration - Online registration only 2. Submission of Work and/or Reference Materials - Submission online or by post
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Jury Screening	October to November 2012
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Announcement of Award-winning Works	Mid-December 2012
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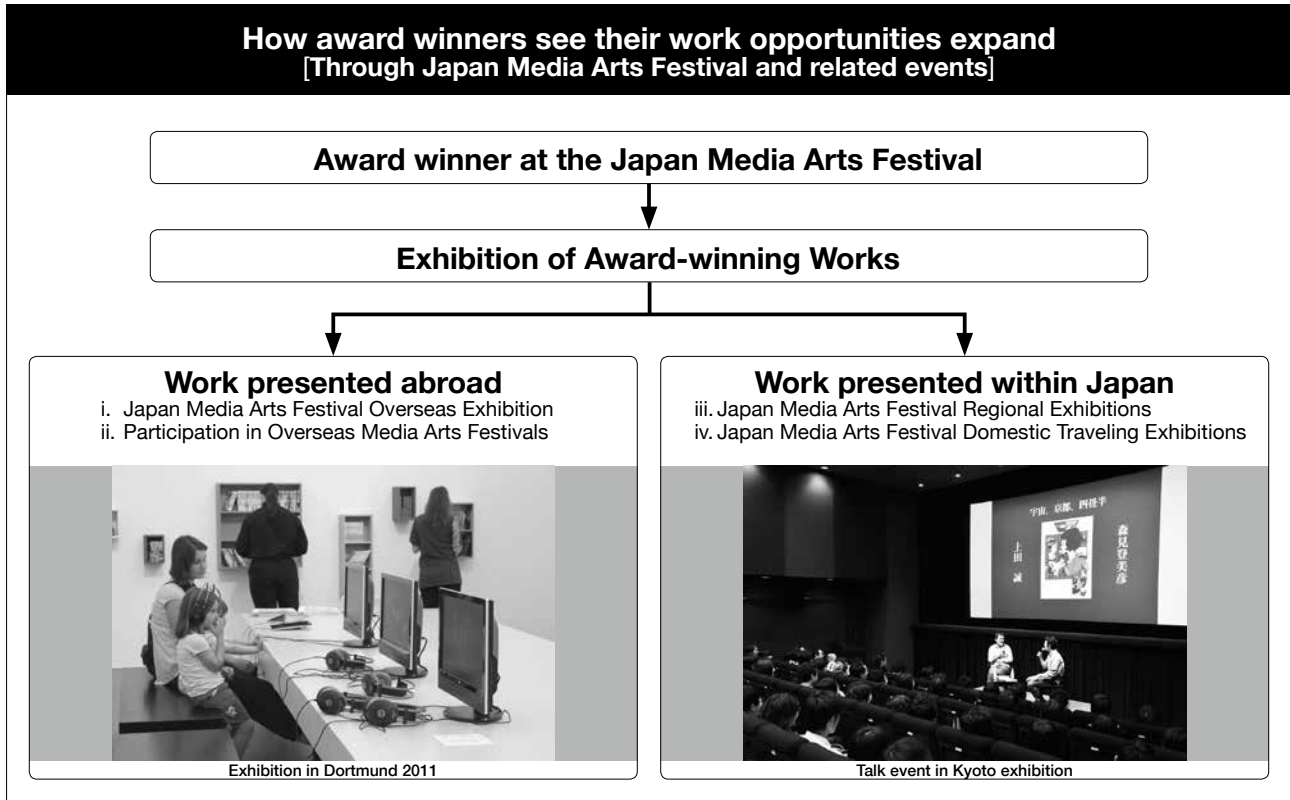
Awards Ceremony	Tuesday, February 12, 2013
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Exhibition of Award-winning Works	Wednesday, February 13 - Sunday, February 24, 2013
Venue:	The National Art Center, Tokyo (Roppongi, Tokyo) and other locations.

Japan Media Arts Festival Official Website: <http://j-mediaarts.jp>

Award-winning Works of the Japan Media Arts Festival are exhibited both domestically and internationally.

Award-winning Works are exhibited both within Japan and abroad through initiatives launched by The Agency for Cultural Affairs to promote the creation and development of Media Arts.



i. Japan Media Arts Festival Overseas Exhibition

The Japan Media Arts Festival organizes international exhibitions and screenings of the award-winning works as a platform to increase exposure of Japanese media arts in the international arena. This year's exhibition will be held in Hong Kong.

ii. Participation in Overseas Media Arts Festivals

Award-winning works of the Japan Media Arts Festival will be exhibited and screened at international festivals related to Media Arts with the aim of showing Japan's high level of contemporary media arts.

iii. Japan Media Arts Festival Regional Exhibitions

With a focus on the award-winning works of the Japan Media Arts Festival, comics, animation, games, interactive art, websites, etc. will be collectively presented at regional exhibitions around Japan. This year's exhibitions will be held in Kobe and Yamanashi.

iv. Japan Media Arts Festival Domestic Traveling Exhibitions

With a focus on the award-winning works of the Japan Media Arts Festival, selected works will be exhibited and screened at various media arts festivals and related events/facilities in Japan.

Call for Entries to the 16th Japan Media Arts Festival

Divisions

The Four Divisions (Art, Entertainment, Animation, Manga)

Art Division

Works created with new media and digital technologies. Interactive art, media installations, video works, digital photographs, graphic art, web-based works, media performances, etc.

Entertainment Division

Entertainment works created with digital technologies. Games (video games, online games, etc.), video works (music videos, advertising films, computerized special effects videos, etc.), gadgets (including figurines), websites (including advertisements), application software, etc.

Animation Division

Animated feature films, animated short films, animated TV series, animated series or films released in home-video formats, etc.

Manga Division

Comics published in book or magazine form (including works still being serialized), comics published online (for computer or mobile), self-published comics, etc.

* Note that in all divisions professional, amateur, independent, and commercial works are eligible for submission.

Entry Period

Thursday, July 12, 2012 - Thursday, September 20, 2012
(Late entries will not be accepted)

Eligibility

Works must be completed or released between :

Friday, September 23, 2011 and Thursday, September 20, 2012.

* Please confirm the work fits the above time frame.

* Works that were renewed, changed, completed, presented or released during the above time period are eligible for submission.

* While there is no limit on the number of submissions made, the same work may not be submitted to multiple divisions.

The entrant must hold the copyright to the submitted work. If the work is submitted by a representative, permission from the copyright holder must be obtained.

* Each entrant must read, understand, and accept the Entry Rules and Regulations (p10, 11) before submitting work.

* By submitting their work, the entrant is deemed to have accepted all Entry Rules and Regulations as stated.

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 upon the recommendation of the Jury to a person or group having made a special contribution to media arts in each of the four specified divisions.

- Grand Prize**
- Trophy
 - 600,000 Japanese Yen
 - Certificate from the Minister of Education, Culture, Sports, Science and Technology
- Excellence Award**
- Trophy
 - 300,000 Japanese Yen
 - Certificate from the Minister of Education, Culture, Sports, Science and Technology
- New Face Award**
- Trophy
 - 200,000 Japanese Yen
 - Certificate from the Minister of Education, Culture, Sports, Science and Technology
- Special Achievement Award**
- Trophy
 - Certificate from the Minister of Education, Culture, Sports, Science and Technology

* Other outstanding works will be selected by the Jury as Jury Selections.

Japan Media Arts Festival Executive Committee

Chair KONDO Seiichi, *Commissioner for Cultural Affairs*

Operating Committee AOKI Tamotsu, *Director, The National Art Centre, Tokyo*
 HAMANO Yasuki, *Professor, Tokyo University of Technology*
 TATEHATA Akira, *President, Kyoto City University of Arts*

Jury Members

Art Division HARA Kenya, *Graphic Designer*
 KAMIYA Yukie, *Chief Curator, Hiroshima City Museum of Contemporary Art*
 MIWA Masahiro, *Composer and Professor, Institute of Advanced Media Arts and Science (IAMAS)*
 OKABE Aomi, *Art Critic*
 TAKATANI Shiro, *Artist*

Entertainment Division ITO Gabin, *Editor and Creative Director*
 IWATANI Toru, *Game Creator and Professor, Tokyo Polytechnic University*
 KUBOTA Akihiro, *Artist, Professor, Tama Art University*
 NAKAMURA Yugo, *Interface Designer, tha Ltd.*
 TERAJ Hironori, *Creative Director*

Animation Division FURUKAWA Taku, *Animation Artist*
 HIKAWA Ryusuke, *Anime Critic*
 OSHII Mamoru, *Film Director*
 SUGII Gisaburo, *Animation Director*
 WADA Toshikatsu, *Animation Artist and Special Professor, Tokyo Zokei University*

Manga Division ITO Go, *Manga Critic and Associate Professor, Tokyo Polytechnic University*
 MINAMOTO Taro, *Manga Artist and Manga Researcher*
 SAITO Nobuhiko, *Editor, Manga Researcher*
 TAKEMIYA Keiko, *Manga Artist and Professor, Kyoto Seika University*
 YAMADA Tomoko, *Manga Researcher*

How to Enter

Entry requires “Registration” and “Submission of Work and/or Reference Materials”.

Step 1: Registration

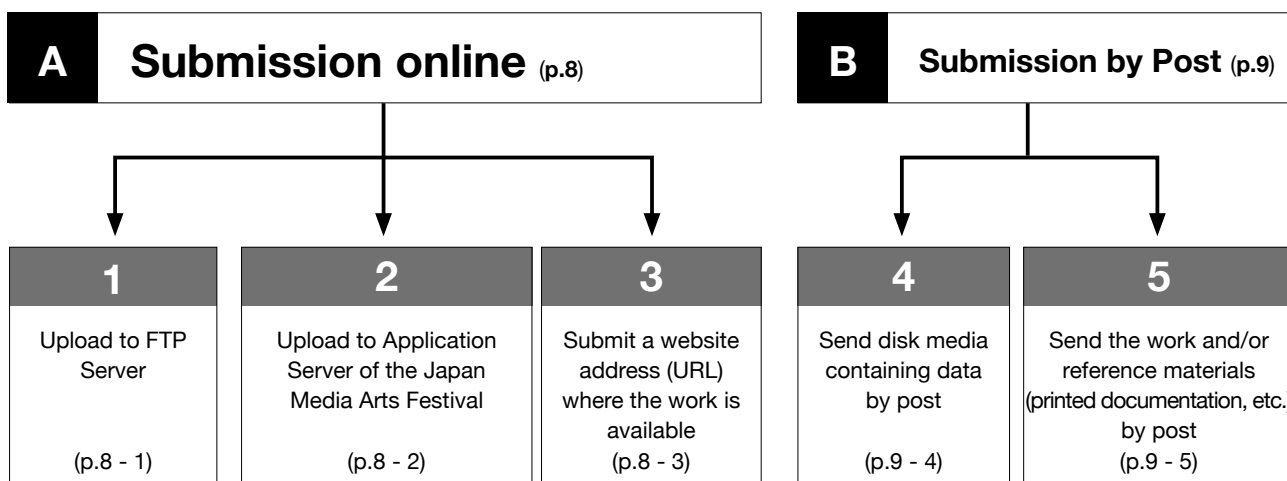
Register online

1. Visit the Japan Media Arts Festival Official Website (<http://j-mediaarts.jp>)
 2. Enter your e-mail address and password.
 3. Complete the Account Registration Form. Please provide all information requested.
- * On successful registration, a confirmation e-mail will be sent to the e-mail address provided on the form.

Step 2: Submission of Work and/or Reference Materials

1. Follow the link in the confirmation e-mail to the work information form.
2. Enter details and image(s) of the work(s)* as shown below. Image may be used in print and web media.
Details of work: Artist’s name, nationality, date of birth, name of copyright holder, title of work, description of work.
Image: One (1) photographic image, **JPG/PNG** format, 1000 pixels minimum on the longer side, maximum file size 5MB.
3. Submit the work and/or reference materials as detailed on p.8 and 9. Follow one of the five(5) submission methods below.
 - * When submitting videos, please choose submission method depending on file size, etc.
 - * Please ensure video quality accurately represents the work, noting that lower file sizes may result in reduced video quality

* You may submit entries for multiple works via the same account.



Work and/or Reference Materials– Submission Information and Examples

Materials and information to be submitted vary depending on the division and the category of the work.

Please submit the appropriate material for your work. The submitted work will be reviewed based on both the registration information and submitted materials.

Art Division	
Interactive art Media installations Media performances	<ul style="list-style-type: none"> • Please submit a video that introduces the work (including any footage of exhibitions, etc.). • If the video is more than 10 minutes long, please create a 5 minute digest version and submit both videos.
Video works	<ul style="list-style-type: none"> • If the original video is more than 10 minutes long, please create a 5 minute digest version and submit both videos.
Digital photographs Graphic art	<ul style="list-style-type: none"> • Submission in data format is strongly recommended. While printed or framed work will also be accepted, as a rule they will not be returned. References such as installation views or exhibition views will be accepted.
Web-based works	<ul style="list-style-type: none"> • Please register the URL. If an account or password is necessary to browse the website, please include this information on the Work Information form.

Entertainment Division	
Games (Video Games, etc.)	<ul style="list-style-type: none"> • Please submit the game (ROM) itself. Additionally, an introduction video of the game is welcomed.
Games (Online Games, etc.)	<ul style="list-style-type: none"> • Please register the URL. If an account or password is necessary to play the game, please include this information on the Work Information form. Additionally, an introduction video of the game is welcomed.
Video works (music videos, advertising films, computerized special effects videos, etc.)	<ul style="list-style-type: none"> • If the original video work is more than 10 minutes long, please create a 5 minute digest version and submit both videos.
Gadgets (including figurines)	<ul style="list-style-type: none"> • It is recommended to submit an introduction video that shows details of the work and how to operate it. Original gadgets sent by post will be accepted, but as a rule will not be returned.
Websites (including advertisements)	<ul style="list-style-type: none"> • Please register the URL. If an account or password is necessary to browse the website, please include this information on the Work Information form.
Application Software	<ul style="list-style-type: none"> • Please register the URL on the Work Submission form. If an account or password is necessary to view or use the application software, please include this information on the Work information form. Additionally, an introduction video is welcomed.

Animation Division	
Animated feature films, Animated short films, Animated TV series, Animated series or films released in home-video formats	<ul style="list-style-type: none"> • If the original video is more than 10 minutes long, please create a 5 minute digest version and submit both videos.

Manga Division	
Comics published in book form, Comics published in a magazine (including works still being serialized), Self-published comics	<ul style="list-style-type: none"> • Please submit publications and print materials.
Comics published online (for computer or mobile)	<ul style="list-style-type: none"> • Please register the URL. If an account or password is necessary to browse the website, please include this information on the Work Information form.

* Be sure to include first publication information (publisher, website, name of Doujinshi, etc.) and if the work is unpublished, please also mention this on the Work Information form.

A Submission online

1. Upload to FTP Server

On an available FTP server, please upload the work and/or reference materials and register the URL on the Work information form.

Data Types

Video: mov / mp4 / m4v / wmv / avi

Photographic images: jpg / pdf (Within A4 size)

Documents: doc / pdf (Within A4 size)

- * As a rule, file types other than those listed above will not be accepted.
- * For files larger than 2 GB, in addition to the server information, please include any information needed to download the file, such as the account name and password, on the Work information form.
- * If the original video is more than 10 minutes long, please create a 5 minute digest version and submit both videos.
- * For the screening process, please make sure that files are available for download until mid-December.

2. Upload to Application Server of the Japan Media Arts Festival

If option (1) is unavailable, please upload the work and/or reference materials to the Application Server of the Japan Media Arts Festival. Please note that there are size restrictions.

Data Types

Video: mov / mp4 / m4v / wmv / avi (maximum size 100MB)

Photographic images: jpg / pdf (Within A4 size, maximum size 10MB)

Documents: doc / pdf (Within A4 size, maximum size 10MB)

- * The Application Server can be accessed from the Work Information page, upon creating your account.
- * As a rule, file types other than those listed above will not be accepted.
- * If the original video is more than 10 minutes long, please create a 5 minute digest version and submit both videos.

3. Submit a website address (URL) where the work is available

Please register the URL of the website where the work and/or reference materials are available - a video sharing site, a picture sharing site, your own website, etc.

Examples

YouTube / Vimeo / Flickr / pixiv / your own website / etc.

When uploading the work and/or reference materials, please note the following restrictions:

- * When using video or picture sharing sites, applicants need to adhere to the site's terms, Guidelines and restrictions when uploading the work.
- * If the original video is more than 10 minutes long, please create a 5 minute digest version and submit both videos.
- * For the screening process, please make sure that files are available for download until mid-December.

B Submission by Post

If you submit by post, please send disk media, or work and/or reference materials to the following address:

Japan Media Arts Festival Submission Receptionist

c/o Nikko Graphic Arts Co. Ltd

Kamata K-1 Building 5F,
5-8-7 Kamata, Ota-ku,
Tokyo, Japan,
144-0052

Telephone: +81-3-3535-3501

4. Send disk media containing the data by post

On the Work Information page, once the work information is entered, an entry confirmation will be created. Print out this confirmation and send it together with the disk media that contains the work and/or reference materials data.

Acceptable Media

DVD / BD

Data Types

Video: mov / mp4 / m4v / wmv / avi

Photographic images: jpg / pdf (Within A4 size)

Document: doc / pdf (Within A4 size)

- * As a rule, file types other than those listed above will not be accepted
- * If the original video is more than 10 minutes long, please create a 5 minute digest version and submit both videos.

<< Important >>

For the Animation Division, when submitting Animated Feature Films, animated TV series, and animated series or films released in home-video formats, the restriction of the above video formats does not apply.

Please ensure the following:

- For DVD: Region Code 2 or All
- For BD: Region Code 2 or Free

5. Send the Work and/or Reference Materials by post

Once the work information is entered on the Work Information page, an entry confirmation will be created. Print out this confirmation and send it together with the work and/or reference materials (printed documentation, etc.).

Entry Rules and Regulations

Copyright and Treatment of Entered Works

- The entrant must hold the copyright to the submitted work. If the work is entered by a representative, permission from the copyright holder is required.
- Permission must be obtained from the copyright holder for the use of any art, film, photographs, video images, programs and/or music used in the submitted work. The entrant takes sole responsibility for resolving any third party claims of infringement of rights and/or claim for damages. The organizer shall not be held accountable in the event of any dispute.
- Depending on the form or type of the work, it may be necessary to change the division in which the work has been entered.
- All expenses related to submissions are borne by the entrant.
- Submitted works and reference materials will be returned only in exceptional circumstances.
- In the case of any accidental damages to or loss of submitted work, the organizer shall not be held responsible.
- The Secretariat shall provide no information about the status and results of screening before or after the official announcement.
- The copyright to award-winning works shall remain with the entrant.
- The organizer may screen, broadcast, duplicate, print, exhibit and/or publicize on its website domestically and internationally, without compensation, any works for the purposes of announcing the results of the award-winning works, exhibiting the award-winning works and publicizing the Japan Media Arts Festival.
- Depending on the screening process, additional materials may be required.

Regarding Personal Information

The Japan Media Arts Festival Executive Committee 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 submitted works
- (3) Statistical analysis for improvement of the Japan Media Arts Festival
- (4) Providing information about the Japan Media Arts Festival and related events, and when seeking entries to the Japan Media Arts Festival. (If such disclosure is unacceptable to the applicant, it will be withheld upon request.)
- (5) Public announcement of award winners to the media and on the website (the title of the work, winner's name and affiliation, etc.). We will directly contact each winner to confirm this before making any public announcement.)

When the personal information is required for use beyond the above reasons, the secretariat will contact the entrant for permission prior to use.

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 Japan Media Arts Festival Secretariat. 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. Entrants' Obligation

All entrants must read, understand, and accept the "Entry Rules and Regulations" (p10, 11) before submitting work. By submitting their work, the entrant is deemed to have accepted all Entry Rules and Regulations as stated.

FAQ**I am not sure which division to enter. How should I decide?**

Please base your own decision on the categories in each division (p.4) and the Jury (p.5). While there are no restrictions on the number of works that can be entered, the same work cannot be submitted to more than one division. If eligibility conditions are not met, the entered work may not be eligible for screening. Please confirm the appropriate types of work for each division prior to submission.

Under Eligibility, it mentions, “Works must be completed or released between Friday, September 23, 2011 and Thursday, September 20, 2012”. Is it not possible to enter a work that has been completed prior to this time frame?

The Japan Media Arts Festival screens works completed or released within the time frame stated. It is possible to submit a work that has been completed in the past but renewed or updated and completed or released during this time frame (September 23, 2011 to September 20, 2012).

Is it possible to enter a currently serialized comic or ongoing project?

Yes. A work that is currently serialized or ongoing will be screened based on the work and/or reference materials at the point the submission is received. If the work is continuously serialized or ongoing after the application deadline (after September 20, 2012), it is possible to submit the work for next year's Japan Media Arts Festival as well.

I would like to submit high quality video work. How should I submit it?

A work will be screened based on the work itself, the work information, the image of the work and/or reference materials submitted. Because of this, when submitting video works as data, please be aware of the resolution and choose the appropriate method to submit. Additionally, please take note of the size restrictions of uploaded works to the Application Server of the Japan Media Arts Festival.

Is it possible to submit 3D video works?

Yes. Please send the video on media such as BD, HD, etc. by post. In this case, additional reference materials may be necessary for the screening process. Please note that any work or reference materials sent are not returned as a rule.

Contact information about entries

Japan Media Arts Festival Secretariat (c/o CG-ARTS)

E-mail: jmaf@cgarts.or.jp

Reference: Entry Results for the 15th Japan Media Arts Festival

Number of Entries Received : Total 2,714 works

Art Division: 1,399

Interactive art: 165

- Interactive art: 165
- Media installations: 192
- Video works: 421
- Digital photographs: 248
- Graphic art: 216
- Web-based works: 44
- Others: 113

Animation Division: 405

- Animated feature films: 19
- Animated TV series: 45
- Independent animation: 37
- Animated short films: 267
- Others: 37

Entertainment Division: 534

- Games: 85
- Video Works: 256
- Toys: 16
- Character merchandise: 16
- Website works: 67
- Application software: 58
- Others: 36

Manga Division: 376

- Published in book form: 212
- Published in magazines: 37
- Published independently: 53
- Published on website/mobile: 59
- Others: 15

*Includes 956 works from 57 countries and regions (Listed in alphabetical order) :

Argentina, Australia, Austria, Belgium, Bosnia and Herzegovina, Brazil, Canada, Chile, China, Columbia, Croatia, Cyprus, Czech Republic, Denmark, Ecuador, Egypt, Estonia, Finland, France, Germany, Greece, Hong Kong, Hungary, India, Indonesia, Iran, Ireland, Israel, Italy, Latvia, Lithuania, Macau, Malaysia, Mexico, Netherlands, New Zealand, Norway, Pakistan, Philippines, Poland, Portugal, Republic of Korea, Russia, Serbia, Singapore, Slovenia, Spain, Sweden, Switzerland, Taiwan, Thailand, Turkey, Ukraine, United Kingdom, United States of America, Venezuela, Vietnam

Award Count: Total 169 works, including 1 Special Achievement Award

Grand Prize: 4

Excellence Award: 16

New Face Award: 12

Jury Selections: 137

- Art Division

Grand Prize: 1 Excellence Award: 4 New Face Award: 3 Jury Selections: 40

- Entertainment Division

Grand Prize: 1 Excellence Award: 4 New Face Award: 3 Jury Selections: 40

- Animation Division

Grand Prize: 1 Excellence Award: 4 New Face Award: 3 Jury Selections: 27

- Manga Division

Grand Prize: 1 Excellence Award: 4 New Face Award: 3 Jury Selections: 30

Japan Media Arts Festival Guideline

Decision of the Commissioner for Agency for Cultural Affairs :

June 17, 1997

Partially Revised July 16, 1999

Partially Revised January 6, 2001

Partially Revised December 13, 2001

Partially Revised June 26, 2003

1. Purpose

The purpose of Japan Media Arts Festival is to contribute to the improvement of Japanese culture by recognizing works of excellence in Media Arts and by providing an opportunity to view these works, thereby fostering the creation and development of Media Arts.

2. Location

The festival shall be held in Tokyo Metropolis. It may, however, be held in another prefecture if the Agency for Cultural Affairs recognizes a particular need to do so.

3. Length of Festival

The festival shall in principle be held for a period of ten (10) days.

4. Executive Organization

- (1) Each year, the Agency for Cultural Affairs will organize a Japan Media Arts Festival Executive Committee: "Executive Committee" hereinafter, to carry out the Japan Media Arts Festival.
- (2) The Executive Committee shall be composed of Chairman, operating members and Jury members.
- (3) The Commissioner for Cultural Affairs shall serve as Chairman and shall represent the Executive Committee members in this capacity.
- (4) Operating members and Jury members shall be delegated by the Commissioner for Cultural Affairs from among recognized authorities in relevant fields.
- (5) The Chief of the operating members shall be nominated by the Chairman from among the operating members and shall oversee the secretariat.
- (6) An operating member designated by the Chief in advance shall substitute the Chief, should the Chief be incapacitated or otherwise absent.
- (7) Operating members shall work together on planning and coordination of the Japan Media Arts Festival.
- (8) Jury members shall organize Jury Committees for the divisions listed in Paragraph 5, item 3 and carry out screening.
- (9) The members of each divisional Jury Committee shall elect a Head of the Jury from among themselves. The Head of the Jury shall be responsible for organizing the screening for the division.
- (10) A member of each divisional Jury Committee designated by the Head of the Jury in advance shall substitute the Head of the Jury and operate the Committee, should the Head of the Jury be incapacitated or otherwise absent.

5. Implementation

- (1) Japan Media Arts Festival shall be divided into Organized Program and Cooperative Program.
- (2) Organized Program includes awarding of Japan Media Arts Festival prizes, the Exhibition of Award-Winning Works, and holding of symposia, as planned by the Executive Committee. The Agency for Cultural Affairs shall bear all or part of the cost for Organized Program.
- (3) Japan Media Arts Festival shall have the following divisions:
 - 1) Art
 - 2) Entertainment
 - 3) Animation
 - 4) Manga
- (4) The Jury Committees shall screen works submitted to the Japan Media Arts Festival and shall inform the Executive Committee of the results. In the adjudication process, the Jury committees shall take into consideration the following:
 - 1) That the work in question is highly creative, and that it demonstrates superior concept, content and technique.
 - 2) That it has a profound and healthy emotional impact on the viewer.
 - 3) That it does not proselytize with a strong political or religious message. The Executive Committee shall specify the entry process separately.
- (5) Cooperative Programs refers to a program conducted by a cultural organization which support the intentions and purposes of the Japan Media Arts Festival, when such a program is approved by the Chief operating member.
- (6) The Arts and Culture Division, Cultural Affairs Department, Agency for Cultural Affairs shall serve as the secretariat for Japan Media Arts Festival.

6. Awards

The Minister of Education, Culture, Sports, Science and Technology shall, in consultation with the Executive Committee, award Japan Media Arts Festival prizes for excellent works submitted to Japan Media Arts Festival. The award recipients shall be limited to artists who contribute to society through their artistic activities, and who will provide positive models to the Japanese public.