

Xue You Yuan Cup “Passion For Learning” Cartoon Image Collection Contest

Xue Youyuan, the largest Children education media group in China, starts the cartoon image collection contest for its core journal *Passion For Learning*!

This contest is undertaken by Zhongman Web (<http://www.zhongman.com>, the most professional cartoon information website in China) and Xue You Web (<http://www.61go.com/>, the homepage of Xue You Yuan Education Media Group). It aims at looking for the cartoon spokesman for journal *Passion For Learning* and the long-term cartoon partner for Xue You Yuan Education Media Group.

The Chinese Characters Xue You Yuan (学友园) mean “learning, friends and party”, which rooted in the most influential Chinese education classical book *the Analects*: “Will you feel happy while learning and reviewing? Will you feel happy while there are friends coming afar? Enjoy the happiness alone, enjoy the happiness together, which is more happier?”

As Xue You Yuan’s core journal, *Passion For Learning* is the first grade subdivision learning journal for primary pupils in China. The journal has three branches: Chinese Language, Mathematics and Writing, which is edited from Grade One to Grade Six. So there are 18 volumes per month. It publishes about 150,000 copies per month, covers more than 320,000 primary schools and has more than 10 million pupil readers.

With its smart foresight, Xue You Yuan advocates the concept of learning-oriented cartoons for the first time. *Passion For Learning* exhibits all the knowledge points in primary schools courses with the lively cartoons, stories and game, and it also extends the knowledge points to ordinary life, to interest the children and help them to learning more about the colorful world

Passion For Learning believes: cartoon is a way of thinking. Pupil can acquire knowledge in a pleasant reading experience!

1. Organization:

Organizer: Journal *Passion For Learning*

Host: Zhongman Web (<http://www.zhongman.com>) Xue You Web (<http://www.61go.com/>)

Host website: www.zhongman.com

Supporter: Xue You Yuan Education Media Group.

2. Regulations.

- a Entries must be a complete sight “cartoon image”: human, animal, plants or other abstract image will be OK.
- b Entries can be a single carton image, or a series of cartoon images with close relationship.
- c Entries must be accompanied with description included the cartoon image’s name and symbolic meanings.
- d The image must be close to the ordinary life and psychological characteristics of pupils, no matter in meaning expression and drawing skills. It also has to respect the independent personality of children, being funny, created individually and has universal promote potential
- e Entries can be static cartoon or dynamic animation (flash).
 - (1) Static cartoon works: min. 300dpi, JPEG format.
 - (2) Dynamic animation works: 3-5 minute segments, .MPG, .AVI or .MOV format.
 - (3) Flash animation work must submit .SWF documents (authors should keep the .FLA source documents prepare for check).
 - (4) The entry form has to be finished. Your names, address, e-mail and phone number should be attached.
 - (5) Entries can be submitted both in e-mail or post letter. The title of e-mail or letter should specify “Zhongman (Passion For Learning Cup Cartoon Image Collection Contest)”

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3. Deadline.

May 5th, 2009---- Jan 8th, 2010

4. Assessment.

- a All entries will be published on Zhongman Web and Xue You Web and accept the online voting. The cut-off date of voting is: Feb 1st, 2010.
- b Organizing Committee will gather the result of voting, take the advises from education professors and cartoon experts, and then select the best work as the cartoon image of *Passion For Learning*. Another 10 finalist prize will be selected at the same time.

5. Prize and Awards.

Gold prize: one, 10,000 RMB with certificate.

Finalist Prize: ten, 1000 RMB each and certificate.

(No taxes)

6. Special Note:

The finalist prize winners (or teams) will have the opportunity to sign with Xue You Yuan to draw covers and insert drawings of *Passion For Learning* magazine series (18 books per month). The fee of the cover is 1000-2000 RMB per page (18 pages per month). The fee of insert drawings is 200-400RMB per page (500 pages per month). Fixed remuneration is over 1.5 million a year.

Signed author will also have the priority to gain the drawing works more than 40 kinds of excellent children's books published by Xue You Yuan in priority.

At the same time, the finalist prize winners (or teams) will become the VIP member of the comic co-operation studio which was founded by Xue You Web and Zhongman Web. They will have the priority to participate the comics and animation-related activities which held by the both website.

7. Legal Statements.

- a The organization has the right to use all the submitting work in such conditions: promotional materials, related publications, authorized media propaganda, official websites and users' downloads, the Award Show and the exhibitions.
- b Authors can participate other similar contests by using the same works outside the period of this cartoon image contest. However, the consequences caused by these behaviors that may be causing conflict with other contest organizers or related agencies will be undertaken by participants selves.
- c Entries have to be original works. Participants should have full intellectual property rights. Infringement of intellectual property is forbidden. Participants will be disqualified immediately and bear all legal responsibility if such infringement acts are found.
- d Entries cannot include any contents of the violation of laws and insult to other people. Participants will be disqualified immediately and bear all legal responsibility if such infringement acts are found.
- e Organizing committee has the final right of interpretation.