



### 3D Product/Service Animated Branding Competition

*In collaborations with*



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# Contents

Introduction ..... 1

What is 3D Product/Service Animated Branding Competition? ..... 1

Targeted Age Group:..... 2

Objective & Learning Outcomes: ..... 2

Who Can Join?..... 2

Rules & Regulations ..... 2

Judging Criteria ..... 3

Requirements..... 3

Prizes ..... 6

Registration..... 6

Registration Manual..... 7



## Introduction

3D Animation has emerged since the introduction of 3D hologram and 3D presentation technologies by various companies. Companies are adopting 3D Animation to display their logo, messages and product as part of their marketing, advertising and branding activities. Examples of these can be seen online at online shopping websites as well as commercial displays.

This competition is NOT designed to aim for profit generating but educational from the following 2 aspects:

- 1) Learning and re-learning
- 2) Commercialisation and Implementation

As such, this competition is aimed to promote application of knowledge and skills in 3D animation for the objective of branding and advertisement so that participants understand how new technologies are helpful when it is commercialized.

The competition invites all high school students from age 13 and above, regardless of their majors, experience or background to participate.

We hope that through this competition, students will be able to visualise the values of STEM and discover their talents to the infinite possibilities from this amazing journey.

## What is 3D Product/Service Animated Branding Competition?

The 3D Product/Service Animated Branding Competition is a competition that invites every teen to use their imagination to animate a real-life objects or logo for business & corporate advertisement, branding, promotion, display and messages.

This competition promotes participants to combine knowledge of science, mathematics, arts, technology and business. It will give every participant a recognition to their involvement and exclusive recognition to winners, opening doors to more opportunities.

This competition begins 15 September 2020 and ends 16 November 2020. During the competition period, there will be 2 rounds of challenges to participants.

The first round of challenge provides participants the opportunity to create work based on any physical product or logo of their choice. Top 10 or top 10 percent, whichever less will be chosen as finalise.

The second round of challenge is limited to the finalise. Participants shall create work based on an announced product or logo which they will have to create a 3D product/service animation.



All submitted work will be published into social media to gather responses that leads to its efficiency and effectiveness.

All winners and announcements will be made via email and school involved.

## Targeted Age Group:

This competition is open to all individuals who are age between 13 and 18 and still pursuing studies in any secondary schools/international schools/home school or any other home schools in Malaysia.

## Objective & Learning Outcomes:

This competition is aimed to promote application of knowledge and skills in 3D animation for the objective of branding and advertisement so that participants understands how new technologies are helpful when it is commercialized.

## Who Can Join?

Regardless you being a professional animator, a basketball player, a youtuber or a 3D hobbyist, as long as you age is between 13 and 18 and still pursuing studies in any secondary schools/international schools/home school or any other home schools in Malaysia, we welcome your participation by providing you learning resources that we have compiled from various resources at our Axon Training Learning Portal. So, feel free to take this opportunity to experience and develop a futuristic skill that could empower your career journey.

## Rules & Regulations

### Categories

Due to complexity of the work and the nature of the presentation, submission types are divided into 2 types as below:

1) **Logo Animation**

Logos can be company or product logo that made of combination symbols or words. Often this type of animation are used to promote a brand name or a company's services.

2) **Product Animation**

Product are usually physical items that have been modelled into a 3D object for animation. Often type of animation are used to promote a specific product that one can visit the store to purchase.

## Judging Criteria

All submitted work will be published into at least 2 types of social media to gather responses that leads to its efficiency and effectiveness. All entries will be grouped into a set of “album” and one post will be created for each submission.

At present, social medias such as Facebook, LinkedIn and Instagram provides viewers option to “like” and “share” contents that they see. These will also be used as the judging criteria using the following formula based on the responses in the official sites, where the work are published which the organiser will announce.

Viewer Responses	Points
Like	1
Share	5

All post will be available over 5-8 days for viewing and total mark will be tabulated at the beginning from second day 9am. Work with highest accumulated points will be the winner.

## Requirements

1. To submit, all participants should be registered before 15 September 2020.
2. Each participant may submit only 1 animation work per entry. However, there is no limit to number of entries by each participant.
3. The competition schedule shall be as below:

Activities	Due Date & Time	Method	Output
Competition Registration	15/9/2020 11:59pm <i>(Extended to 15 October 2020)</i>	Interested student may make payment via bank transfer/ATM then fill in the online application form and submit the bank-in slip at the same time.	Successful registrant will be given access to Axon Consultancy’s Learning Portal where compilation of training materials on using 3D animation software will be identified for beginners.
Preliminary Work Submission	15/10/2020: 11:59pm	Registered participants shall design 1 animation work and submit the work together with the working file to Axon Consultancy via Axon Consultancy’s portal.	Successful submitted work will be checked against the working file for originality. All vet animation will be uploaded into organiser’s social media pages for public voting on 17/10/2020

Activities	Due Date & Time	Method	Output
Vote for Top 10	17/10/2020 – 24/10/2020	Public may vote/share for their favorite 3D animation work at Axon Consultancy's google form where they can see the animation at facebook page.	Axon will open to public for voting from 17/10/2020 to 24/10/2020  Work with highest vote will be chosen into Final stage of competition
Top 10 Competition Title Release	28/10/2020	Axon will announce top 10 voted work and notify the participants of the product/logo that the top 10 need to create design on.	Only top 10 participants will be able to continue to use Axon Portal to upload their work.
Top 10 Competition Submission	8/11/2020	Registered participants shall design 1 animation work base on the product/service that was assigned and submit the work together with the working file to Axon Consultancy via Axon Consultancy's portal.	Successful submitted work will be checked against the working file for originality. All vet animation will be uploaded into Axon Consultancy's 3D Hologram Fan and be video recorded for public voting between 10/10/2020 to 15/11/2020 in conjunction with Activity Series #4
Vote for Champion	10/11/2020 – 15/11/2020	Public may vote for their favorite 3D animation work at Axon Consultancy's google form where they can see the animation at facebook page or at Da Men Mall.	Axon will upload all top 10 submission into the organiser's social media pages and open to public for voting from 10/10/2020 to 15/11/2020  A 3D Hologram Fan loaded with all top 10 submission will be made available at the STEM 4 ALL MARKETPLACE, Da Men mall as show case for voting.  Champion, 1st Runner and 2nd Runner will be chosen based on



Activities	Due Date & Time	Method	Output
			highest, second highest and third highest point.
Award Ceremony	16 November 2020 in conjunction with Minggu Sains Negara activity at Da Men Mall	An award ceremony will be arranged by announcing the Champion, 1st Runner up and 2nd Runner up of the competition. The actual prizes and certificates will be sent to the schools if the participant is not present.	Announcement of Champion, 1 <sup>st</sup> Runner up and 2 <sup>nd</sup> Runner ups.  Release certificates and awards.

4. Participants must only use Blender in the creation of the animation. However, there is no restriction to use any other software such as Meshroom, Adobe Illustrator and CAD to create models or logos BEFORE using Blender to create the animation.
  - 4.1. Blender is an opensource freeware that participants can download from <http://blender.org/> website.
5. Winners of every stages will be announced via email, letter to school and at our facebook and website pages.
6. Submission work must be an animation. The work shall:
  - 6.1. Be submitted in mp4 format
    - 6.1.1. The Animation video should only promote 1 logo or 1 product and it should be aimed for use with a 3D hologram fan. (See <https://youtu.be/oakwe39a-Yk> , <https://youtu.be/gEa7R7BRUj4> and <https://youtu.be/HBmRZfIQ7No> to learn more)
    - 6.1.2. Animation video length no more than 2 minutes
    - 6.1.3. File size no more than 15 mb
    - 6.1.4. Sound/Music/Voice can enhance the animation but not necessary.
    - 6.1.5. Animation video background should be Black colour for best effect
    - 6.1.6. Animation video dimension should be square of at least 445 x 445pixel, in some cases 600 x 600 pixel or larger are also acceptable. The largest dimension should not exceed 1020 x 1020 pixel.
  - 6.2. Be submitted together with it's blender file. Only mp4 file with it's corresponding blender file shall be submitted to be qualified into the competition.
7. Axon Consultancy reserves the right to disqualify without notification on submission done in poor taste including content that is offensive, defamatory, indecent or objectionable.



8. At Axon Consultancy's request, winners maybe asked to provide additional contact information for purposes of price delivery.
9. Axon Consultancy reserve the right to cancel this competition at any stage if deemed necessary in it's opinion and if circumstances arise outside of its control, or if the number of participants do not exceed the minimum number decided.
10. Axon Consultancy will only calculate the points from it's official social media postings, any other "likes" or "shares" from other postings derived from sharing or liking the official postings shall not be inclusive. All decisions and tabulation by Axon Consultancy are final and no appeal shall be entertained.
11. By submitting an entry, participants automatically grant Axon Consultancy Sdn Bhd to use their creative work in any of it's future marketing events or promotions.
12. All work submitted shall be retained and copyright to Axon Consultancy Sdn Bhd.
13. By submitting an entry, participant atomically agree and certify that they have read and agreed to all the rules and requirements governing this contest.
14. Axon Consultancy would like to make clear that organising this competition is not aimed for any profit. This competition is organised out of good faith and with the purpose of community development, which are in-line with other programmes such as Voice Production For Children, Voice Production For Adults and etc programmes that we have.

## Prizes

All participants will be given a e-certificate by the Ministry of Science, Technology and Innovation and a certificate of participation jointly issued by all Axon Consultancy Sdn Bhd, ACC Universe Sdn Bhd and all other sponsoring companies to recognise your participation.

All participants who achieved TOP 10 position will be given a e-certificate by the Ministry of Science, Technology and Innovation and a certificate of achievement jointly issued by all Axon Consultancy Sdn Bhd, ACC Universe Sdn Bhd and all other sponsoring companies to recognise your achievement.

Winners will receive an additional e-certificate by the Ministry of Science, Technology and Innovation to recognise your achievement. Additionally, a certificate of achievement jointly issued by all Axon Consultancy Sdn Bhd, ACC Universe Sdn Bhd and all other sponsoring companies to recognise your achievement. Trophy and prizes will be arranged for all champion, first and second runner up.

## Registration

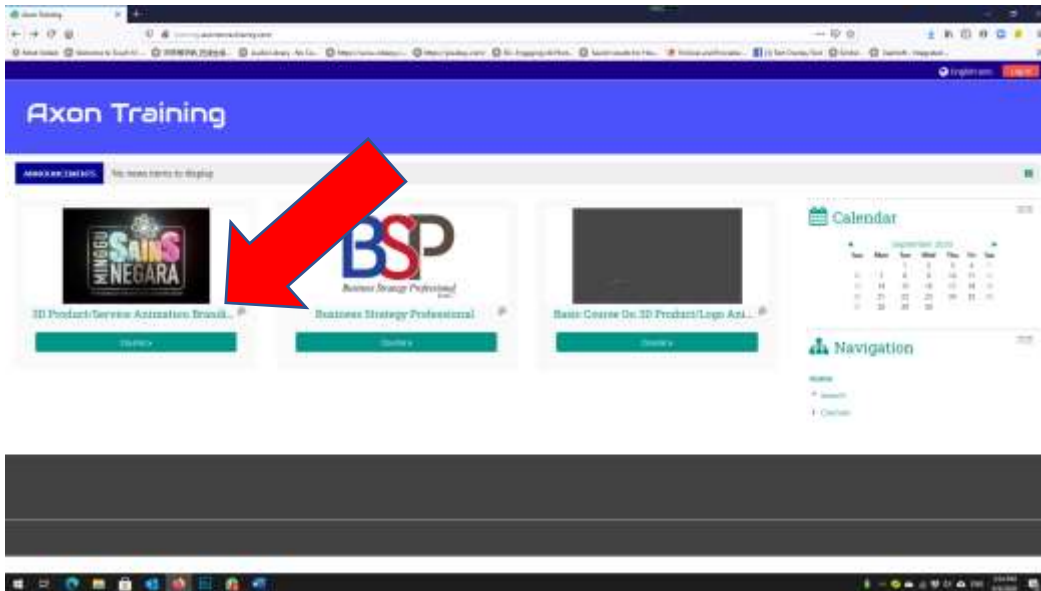
To register for this competition, [click this link to visit http://training.axonconsultancy.com/](http://training.axonconsultancy.com/) .



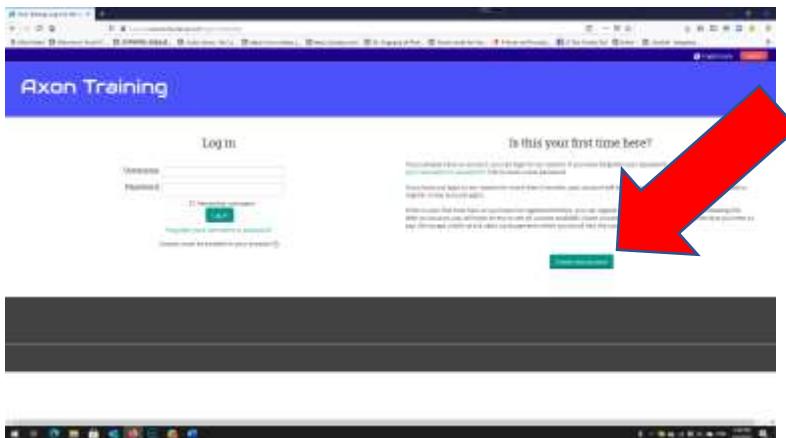



## Registration Manual

- 1) [click this link to visit http://training.axonconsultancy.com/](http://training.axonconsultancy.com/)
- 2) At Axon Consultancy Training Portal, click the 3D Product/Service Branding Competition link

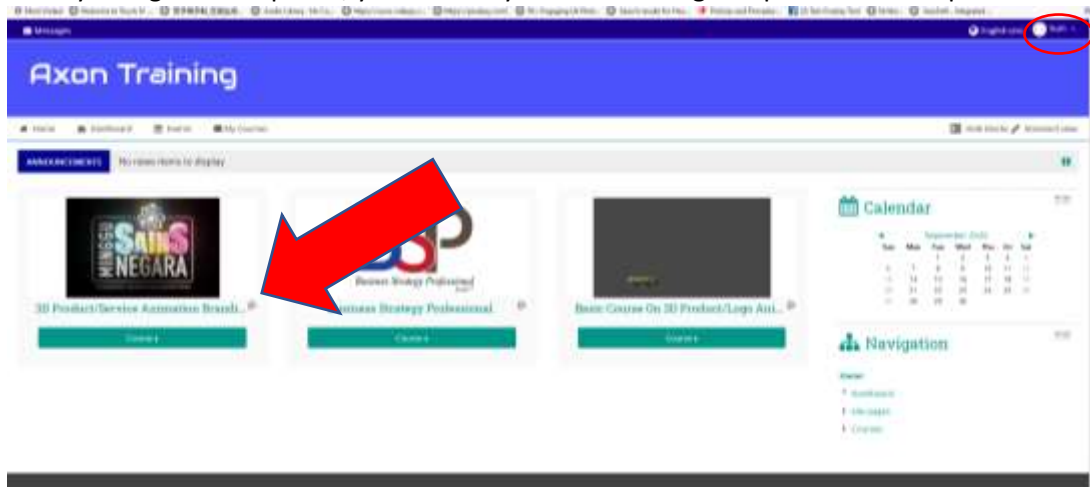


- 3) System bring you to login screen. If this is your first time to our portal, you must register an account by clicking on the **Create new account** button, otherwise, you can just login with your username and password.



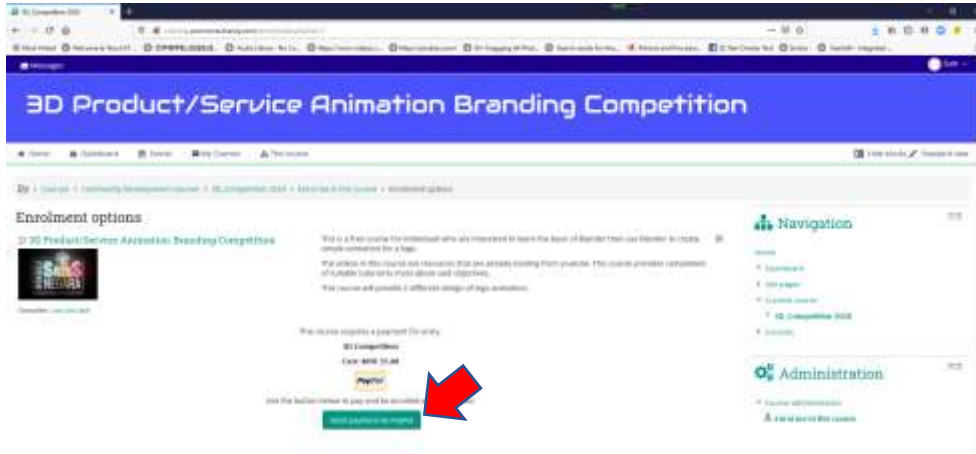
- 4) After you click on the Create New Account button, a new account page open. Fill in all information, click to confirm you are not a robot (something we have to protect our students) and click  button.

- 5) System will send you an email. You need to click on the email link to confirm you account.  
 6) After confirming your account, you will log into our portal.  
 7) Once you log into our portal, you can see your name on right top corner of the portal.

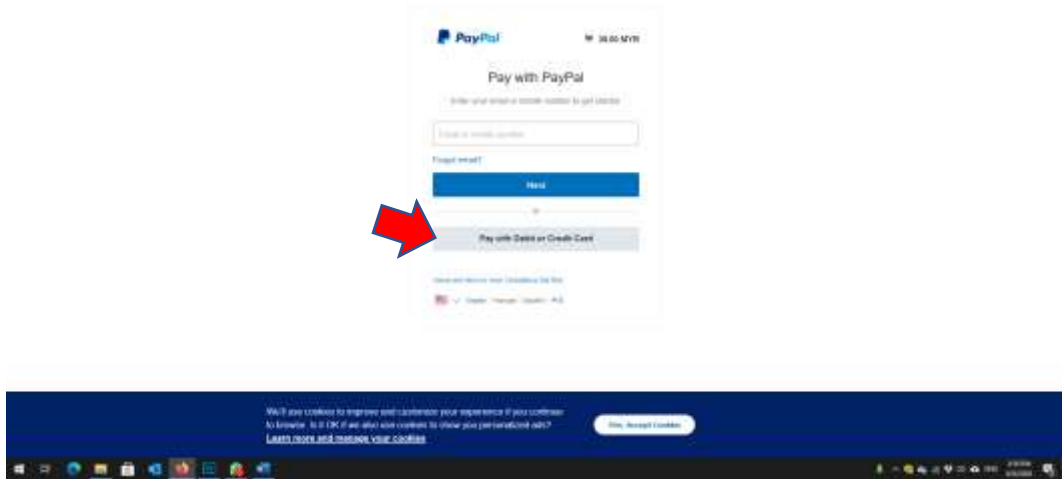




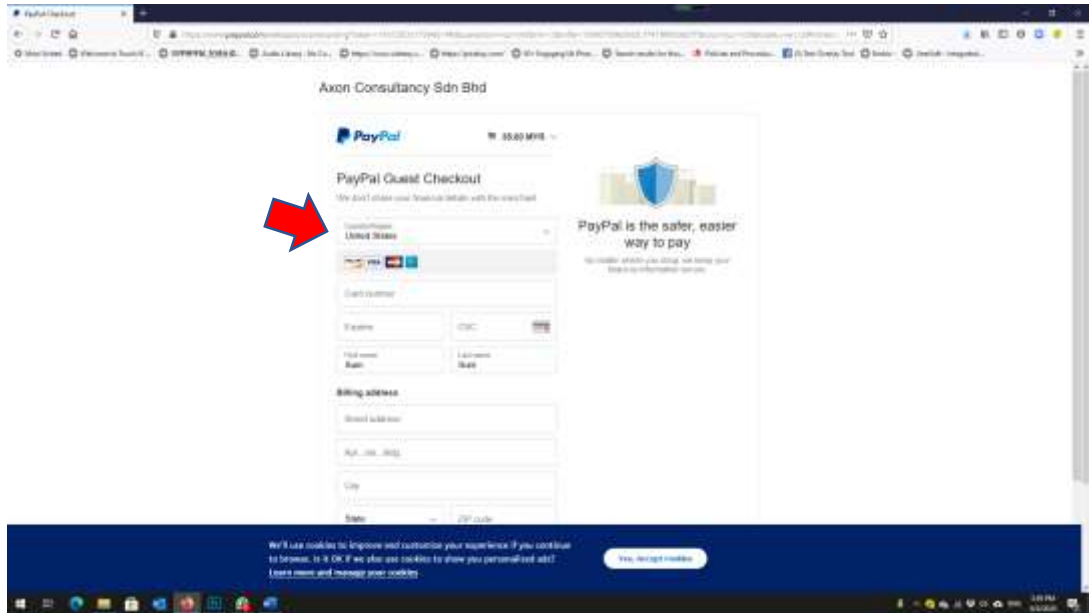
8) Click on the **Create** button for the competition module. System brings you to enrol for the competition.



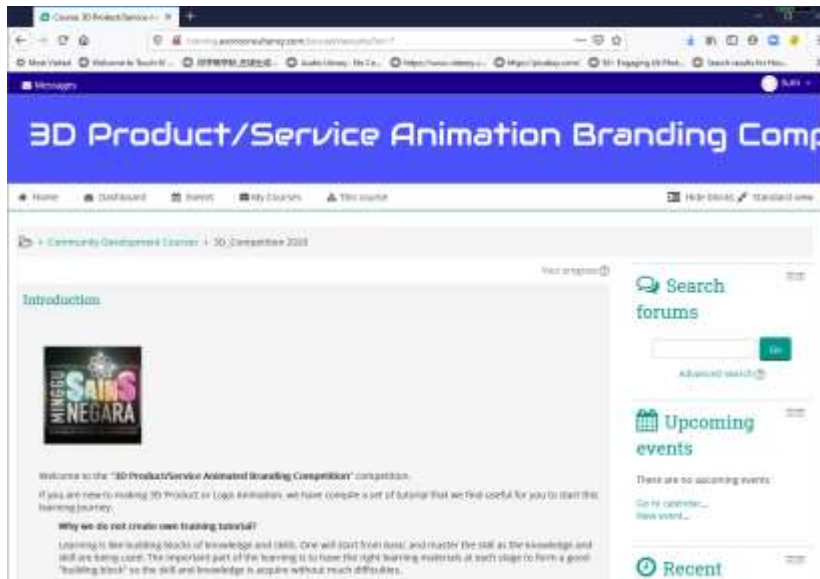
9) At the enrolment screen, click **Send payment via PayPal** button, system will bring you to payment screen.



10) Click **Pay with Debit or Credit Card** at the payment screen and request your parents to fill in his information to make the payment in this screen. Please make sure you change the country to "Malaysia" so that the payment verification code can reach your parent's mobile phone.



11) After payment is made, system will automatically enrol you into the competition. You will see below screen.



12) You will need to first choose which category of competition you want to join. The "Introduction" section of the module will have further instructions.

During the Enrolment process, if you have any difficulties, please do not hesitate to contact Jack (email jack@axonconsultancy / whatsapp or call 012-6159229).