



**UTM**  
UNIVERSITI TEKNOLOGI MALAYSIA

Pusat Pemajuan  
dalam Pendidikan  
Digital dan  
Fleksibel  
(UTM CDex)

**50**  
1972-2022  
KERANA TUHAN  
UNTUK MANUSIA

DUCTION:

CUT

TAKE

# TEACHING & LEARNING MEMORIES @UTM

**CREATIVE VIDEO COMPETITION**

Lets share your colourful  
memories of Teaching and  
Learning at UTM with us!

visit <https://utmcdex.utm.my/vc50utm/>



in conjunction with the  
celebration of 50 years  
of the establishment of



## Introduction

This first ever competition is held in conjunction with the celebration of 50 years of the establishment of Universiti Teknologi Malaysia (UTM) since 1972. Through this competition, participants can recall the memories while in UTM either as students or academic staff. The creative videos produced should highlight the teaching and learning activities carried out either inside or outside the classroom and lecture hall that really have an impact on the participants as students and instructors. It is hoped that with this competition, we can attract a large number of participants so that we can all appreciate the beautiful moments for the students when seeking knowledge and the determination of the teachers to educate the nation to succeed and be able to serve the country. All video entries will be kept as archives by the UTM Library.

## Participation

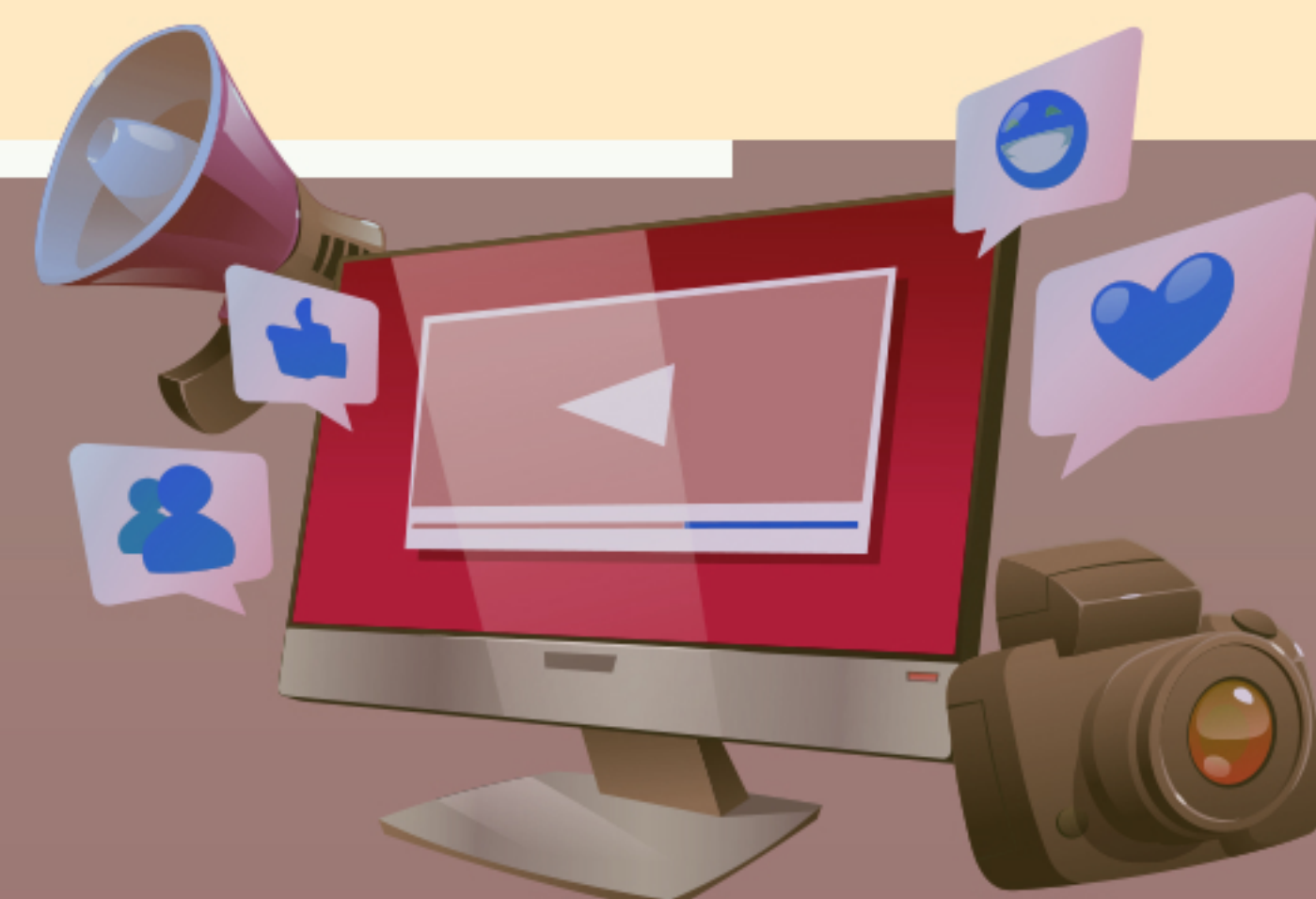
- ▶ Participation is open to all alumni, former academic staff and current/active students and academic staff at Universiti Teknologi Malaysia.
- ▶ Participation can be either individually or in groups of not more than 3 people. The competition **fee** is **RM 50** for alumni, former academic staff and current/active academic staff and **free** for current/active students, for each entry.





# Terms and Conditions

- ▶ The theme of the video is related to the memory and moments during the teaching and learning activities carried out either inside or outside the classroom/lecture hall at Universiti Teknologi Malaysia between the period of 1972 to 2022.
- ▶ The quality of the video submitted must be in High Definition (1080 p) with MP4 format and the duration should be between 3 to 5 minutes.
- ▶ Video content can consist of video clips, photos, texts, audio, songs and others that are arranged and processed according to creativity and have an interesting and impactful storyboard.
- ▶ The work must be original and the video must be competed for the first time. Make sure the materials used when developing the video are free of any copyrights or have a common creative or open source license.
- ▶ All video development costs are fully borne by the participants.
- ▶ All videos submitted will be the sole property of the organizer and the organizer may use or edit the video for promotional purposes on behalf of UTM in the future. Participants do not have the right to claim any payment for the stated purpose. The video will also be stored as an archive in the UTM Library.
- ▶ The jury's decision is final and no appeal will be accepted by the organizers.
- ▶ The organizer reserves the right to reject entries that violate the terms and conditions of the competition.
- ▶ Any questions can be submitted to the competition secretariat as follows:  
Mrs. Noor Yusaini Yusof, **email: [yyusnaini@utm.my](mailto:yyusnaini@utm.my)**.







## Registration and Video Submission

- ▶ Registration can be made from **March 10, 2022** via this url <http://apps.utmcdex.utm.my/vc50utm>. Fill in your information such as full name, identity card number/passport number, email address, phone number, title and synopsis of the video. For group participation, only the group leader needs to register. For other group members, only the full name and identity card number/passport number are required.
- ▶ The registration fee must be paid according to the guidelines provided in the registration platform. Payment made will confirm the registration.
- ▶ Registration will close on **March 31, 2022**. Participants are given 3 months to develop the video. The closing date for video submissions is **June 30, 2022**.
- ▶ To submit a video, set up a Google Drive folder, upload the video in that folder and share the video link in the registration system. Make sure the video can be downloaded by the organizer.



## Evaluation Criteria

- ▶ The video evaluation period is from **1 July to 15 August 2022**.
- ▶ Submitted videos will be evaluated based on the following criteria:
  - Delivering interesting and effective theme messages (50%)**
  - Creative and innovative video editing techniques (40%)**
  - Number of positive comments on UTM CDex's Facebook (10%)**
- ▶ Submitted videos will be uploaded on UTM CDex's Facebook from 2 August 2022 to be displayed to visitors. Participants can promote their respective videos to their respective contacts to earn comments.



## Announcement of Winners and Presentation of Prizes

- ▶ Competition prizes are in the form of cash and certificates for first, second and third place. Certificates of participation will be provided for all entries.
  - 🏆 **First Place: RM 1,500 and certificate**
  - 🏆 **Second Place: RM 1,000 and certificate**
  - 🏆 **Third Place: RM 700 and certificate**
  - 🏆 **All entries: Certificate of participation**
- ▶ The announcement of the winners will be conducted through a special ceremony to be held on 5 September 2022 in a hybrid mode - physical and online (Facebook Live). All participants will be invited to attend the event either physically or online (subject to changes and current developments).
- ▶ The three best videos will be shared exclusively on UTM's official Facebook.



The background features a dark red gradient. On the left, there is a stylized illustration of a studio light with a circular lens and four adjustable barn doors. On the right, a film strip with rectangular frames runs diagonally from the top right towards the bottom left.

Organized by :  
UTM CENTER FOR  
ADVANCEMENT IN DIGITAL  
AND FLEXIBLE LEARNING



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