

Hong Kong Secondary Student Animated e-Greeting Card Design Competition

Notes to Participating Schools

1. Objectives

The competition is organised by the Arts Education Section, Curriculum Development Institute, Education Bureau. By encouraging Senior Secondary students to create animated e-greeting cards, the competition aims to develop their creativity and aesthetic sensibility, promote the learning and teaching of digital education and design, nurture their inheritance of Chinese culture, and establish proper values and attitudes, including benevolence, empathy and national identity.

2. Target Participants

Senior Secondary students (Secondary 4 to Secondary 6)

3. Categories and Themes

(a) Christmas Card Category

Theme: “Reunion and Gratitude” – By depicting heartwarming scenes of sharing joy with loved ones and showing care for one another, participants can design Christmas cards that reflect the theme of this category.

(b) Lunar New Year Card Category

Theme: “Inheritance and Blessings” – By incorporating elements of traditional Chinese customs and culture to convey good wishes, participants can design Lunar New Year cards that reflect the theme of this category.

4. Important Dates

5 November 2026	Online briefing session (Course Code: CDI020261411)*
10 November 2026	Teacher workshop on “Visual Communication - Graphic Design” (Course Code: CDI020261412)*
27 November to 1 December 2026	Online submission of entries
20 December 2026	Announcement of award winners on the Arts Education Key Learning Area webpage
May 2027	Prize-giving ceremony and exhibition at the “Exhibition of Student Visual Arts Work 2026/27”; further details will be announced in due course

* Teachers interested in attending the briefing session and workshop are required to enrol through the EDB [Training Calendar System](#).

5. Participation Rules

- Participants must be full-time secondary students studying in Hong Kong schools.
- Each participant may submit only ONE entry in EACH category.
- Entries must be submitted through schools.
- Entries will not be accepted if they are submitted late, contain incomplete information, fail to meet the design or file format requirements, or cannot be opened and played properly.

6. Entry Requirements

- Entries should align with the theme of the selected category.
- Entries must be animated e-cards.
- Entries may include greetings in Chinese and/or English, or contain no text.
- There are no restrictions on the media or formats used to create the original artwork for the animated e-card. Acceptable media include Chinese ink painting, printmaking, watercolour, digital illustration, etc.
- Entries must be original works that have not been published publicly.
- Entries must be individual works created by students. Group works will not be accepted.
- Digital file specifications of the entries:

File format	MP4
Duration	5 - 10 seconds in total
File size	Not exceeding 50 MB
Frame dimensions	Choose one of the following: landscape, 1920 × 1080 pixels; portrait, 1080 × 1920 pixels; or square, 1080 × 1080 pixels
Audio	No sound should be included. The audio track must be removed when exporting the file.
Others	Files in GIF, MPEG, or MPG format are not accepted. The EDB may convert the entries into GIF or other formats for display purposes.

- Each entry must be accompanied by a “Designer’s Statement” of not more than 100 words, in Chinese or English, briefly explaining the concept of the work and the message it conveys.
- Any images created by generative artificial intelligence must not be used. Only non-generative tools for editing, colour adjustment, background removal and file compression are permitted. The organiser reserves the right to request the source files (e.g., layered PSD/AI files or preliminary sketches) to verify the authenticity of the work.

7. Adjudication

- The judging panel comprises representatives of the EDB and professional designers.
- Selection criteria include:
 - (i) correspondence to the specified theme;
 - (ii) effectiveness of communication;
 - (iii) aesthetic quality and visual appeal;
 - (iv) creativity and originality; and
 - (v) overall presentation.
- The decision made by the judging panel shall be final. Any objections or appeals to the results and awards of the competition will not be accepted.

8. Awards and Prizes

- The following awards will be offered in both categories:

Grand Design Award (about 3 awardees)	Prize and certificate	- Awardees will be invited to attend the prize-giving ceremony of the “Exhibition of Student Visual Arts Work 2026/27”. - The awarded works will be exhibited at the “Exhibition of Student Visual Arts Work 2026/27”, on the EDB e-Gallery, and on the Arts Education Key Learning Area webpage. - The awarded works may be used by the EDB for official greeting cards.
Commendable Design Award (about 5 awardees)		

9. Submission of Entries

- Schools should submit the online form, digital files of the entries and related documents via the Arts Education Key Learning Area webpage **between 27 November and 1 December 2026**. Please refer to Annex 1 for the sample of the online form.
- Requirements for digital files:
 - Each entry must be saved as a separate digital file;
 - Each digital file should be named in the format “Student’s English Name_Title of Work in English”, e.g. Chan Tai Man_Title of Work.mp4.

10. Intellectual Property Rights

All participants, their parents or guardians, as well as the schools should note and agree with the following:

- The participants must ensure that their entries do not infringe any intellectual property rights. Please visit the following intellectual property website for more details: <https://www.ipd.gov.hk/tc/copyright/index.html>;
- Any entries that infringe any intellectual property rights will NOT be accepted;
- The participants shall bear full legal and related responsibilities arising from any possible breach of intellectual property rights in respect of their entries;
- The EDB takes no liability for such infringement;
- The EDB reserves the right to edit, modify, reproduce, distribute and use the entries in any form for purposes such as exhibition, education or promotion, and shall reserve the final decision regarding the aforementioned actions.

11. Enquiries

For enquiries, please contact Ms HO Pui-fan of the Arts Education Section, Curriculum Development Institute, Education Bureau at 3698 3538.

Annex 1 – Sample of the Online Form (Please submit by school)

1. Basic Information of Participating School and Teacher-in-Charge	
School Name in Full	(Chinese) (English)
School Telephone Number	
School Email Address	(Please provide a valid email address)
Full Name of Teacher-in-Charge	(Chinese) (English)
Mobile Tel. No. of Teacher-in-Charge	
Email Address of Teacher-in-Charge	(Please provide a valid email address)
Name of Principal	(Chinese) (English)
The Principal has been informed and has agreed to allow the students to participate in this competition.	[Yes / No]
Our school confirms that the submitted entries are original and unpublished work of our students and do not infringe any intellectual property rights.	[Yes / No]
The school confirms that the entries submitted do not use images created by generative artificial intelligence.	[Yes / No]
Our school agrees to and authorises the EDB to use the entries for purposes of exhibition, education and promotion.	[Yes / No]
Number of entries	

2. Participants and Details of Entries	
Each entry must provide the following information separately:	
Name of Participants in Full	(Chinese) (English) (Format: CHAN Tai-man)
Level/Grade	
Participating Category	(a) Christmas Card Category (b) Lunar New Year Card Category
Title of Entry	(Chinese) (English)
Designer Statement	(In Chinese or English, not more than 100 words, to explain the concepts and message of the work.)
Do you need to submit another entry?	[Yes / No] (If yes, questions in Part 2 of this form will be repeated)

3. Submission of the Digital Files of the Entries
Please upload the digital files of the entries to the designated platform.
Please name each digital file of the entries in the following format: “Student Full Name in English_ English Title of Work” (e.g., CHAN Tai-man_Title of Work.mp4), save all the files in a same file with the English name of the school (e.g., ABC School).