

香港中文大學崇基學院
電子宣傳屏幕使用守則及申請表
【中大部門/單位適用】（2023年8月最後更新）

在大學支持下，崇基學院於 2022 年在大學站對出嶺南場大門設置電子宣傳屏幕，方便各部門向大學員生宣傳大學或部門之活動。申請詳情如下：

1. 申請資格：校內部門／單位。
2. 申請性質：供部門／單位作非牟利之推廣宣傳。
3. 電子宣傳屏幕位置：面向大學站之嶺南運動場大門。
4. 運作詳情（會視乎最新發展及供求情況而修訂）
 - a. 每天上午 8 時至晚上 8 時開啟
 - b. 每個宣傳項目最多播放 3 個星期（包括假期），同一活動另一設計之宣傳可視為另一宣傳項目。如申請項目過多，每項活動之首個宣傳項目會獲優先處理。
5. 申請流程及指引
 - a. 宣傳項目的發佈及下架日期為星期一（如遇公眾假期或惡劣天氣則會順延至下一個工作天）。
 - b. 申請部門最早可於擬發佈日期前一個月經網上提交申請表格，截止申請日期為擬發佈日期的上星期三。
 - c. 學院會於項目的擬發佈日期發佈項目，如申請有問題，學院會向申請者另作通知。
 - d. 所有申請以先到先得之形式處理。如情況許可，可續申請。

6. 提交稿件形式

	<u>海報</u> (播放時間為每次 20 秒)	<u>影片</u>
格式	JPG/ PNG	MP4
長寬比例	16:9 (不符合比例之項目會被拉長或拉闊)	
建議解像度	1920 x 1080 px, 72 dpi	
容量上限	2 Mb	30 Mb
內容	建議使用雙語撰寫	<ul style="list-style-type: none">● 無音效● 時間上限為 1 分鐘● 建議使用雙語字幕

7. 使用條款及規則

- a. 申請單位須為宣傳活動之籌辦單位
 - b. 不得用作政治宣傳或商業推廣
 - c. 不可有淫穢不雅或粗言穢語之文字或影像
 - d. 不可涉及人身攻擊、暴力或潛在侵權訊息
 - e. 應尊重不同背景之人士
 - f. 應避免破壞大學及書院形象
 - g. 提交之宣傳稿件須包含籌辦單位
8. 崇基學院保留批核之最終決定權。
9. 如有查詢，請致電3943 0894。

申請連結：<https://cloud.itsc.cuhk.edu.hk/webform/view.php?id=13660301>

Application Guidelines and Form for LED Billboard Promotion of Chung Chi College, The Chinese University of Hong Kong

[Applicable to CUHK Departments/Units] (Last Update: 08/2023)

With the support of the University, Chung Chi College has built an LED Billboard next to the Lingnan Stadium entrance opposite University Station as a replacement for the old-fashioned banners to promote University activities and events. Application details are as follows:

1. Eligibility: Departments/Units within CUHK
2. Nature of Application: for non-commercial promotions by departments/units
3. Location: Main entrance of Lingnan Stadium opposite University Station
4. Operational Details (may be revised according to latest developments and demand)
 - a. The billboard is turned on from 8 am to 8 pm every day.
 - b. Each promotional item is displayed for no more than three weeks (including holidays), and different designs for the same event/activity would be accepted as different entries. The first promotional item of each event/activity shall be given priority when entries exceed a certain quota.
5. Application Procedures and Guidelines
 - a. The release and removal date of promotional items is on **Monday** (If Monday falls on a rest day, the working day thereafter is designated as the release date or removal date in substitution.)
 - b. Applicants may submit their entries as early as one month before the expected release date. The application deadline is the **previous Wednesday** of the expected release date.
 - c. The College will publish the item(s) on the indicated expected release date. If there is any problem with the application, the applicant will be further notified.
 - d. Applications are processed on a first-come-first-served basis. If the situation allows, applications may be extended.
6. Submission Formats and Requirements:

	Poster <i>(Playing time: 20 seconds each)</i>	Video
Format	JPG/ PNG	MP4
Ratio	16:9 (Items not complying with the suggested ratio would be lengthened or widened)	
Suggested Resolution	1920 x 1080 px, 72 dpi	
Maximum File Size	2 Mb	30 Mb
Content	Bilingual write-up suggested	<ul style="list-style-type: none">● No soundtrack● Time Limit: 1 minute● Bilingual subtitle suggested

7. Terms and Conditions of Use:
 - a. An application must be made by the organizer of the event/activity
 - b. No propaganda or commercial promotions
 - c. No obscene and indecent language/images and abusive language
 - d. No personal attacks, violent messages, and potential copyright infringement
 - e. Respect for parties of different backgrounds is expected
 - f. Any potential damage to the reputation and image of the University or Colleges should be avoided
 - g. The name of the organizer must be included in the poster or video
8. Chung Chi College reserves the right of final decision on approval.
9. For enquiries, please call 3943 0894.

Application Link: <https://cloud.itsc.cuhk.edu.hk/webform/view.php?id=13660301>