

Competition Plan

1. Project Overview

1.1 Competition Name

2024 National Creative Design Competition

1.2 Organizer

Creative Design Association

1.3 Competition Purpose

- Promote communication and collaboration in the creative design field
- Discover potential designers and drive innovation and development in the design industry
- Increase brand exposure for the organizer and attract more designers to participate in future events

1.4 Competition Date and Location

Competition Date: May 15, 2024, 09:00 AM - 6:00 PM

Competition Location: Taipei International Convention Center

2. Competition Scale

2.1 Number of Participants

Estimated number of participants: **300 contestants**

Number of participants per team or individual: **1 per contestant**

2.2 Competition Type

- **Competition Format:** Individual design competition, contestants will submit their personal works and present them on-site
- **Competition Categories:** Graphic design, product design, web design, etc.

2.3 Eligibility

- Age requirement: **18 years and older**
 - Geographic range: **Nationwide**
 - Special requirements: **Contestants must submit a portfolio and pass preliminary screening to participate**
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3. Event Schedule

3.1 Pre-Competition

1. **Registration Phase:** February 1, 2024 - April 1, 2024, contestants must register through the official website
2. **Contestant Screening:** Contestants will be selected based on their submitted portfolios, with 300 outstanding contestants qualifying for the competition

3.2 On the Day of the Competition

- **Opening Ceremony:** May 15, 2024, 09:00 AM, brief introduction of the competition background and schedule
- **Competition Phases:**
 - 09:30 AM - 12:00 PM: Preliminary round (contestants submit design works and give brief presentations)
 - 12:00 PM - 01:00 PM: Lunch break
 - 01:00 PM - 04:00 PM: Final round (presentation and judging of final works)
 - 04:30 PM - 05:30 PM: Judges' discussion and contestant presentations
- **Judging and Awards:**
 - **Judging Criteria:** Creativity, feasibility, aesthetic design, practicality, etc.
 - **Awards:**
 - 1st place: 50,000 TWD + Trophy
 - 2nd place: 30,000 TWD + Medal
 - 3rd place: 10,000 TWD + Certificate

3.3 Post-Competition

- **Award Ceremony:** May 15, 2024, 06:00 PM, awarding ceremony and winner speeches
 - **Post-Event Promotion:** After the event, highlights will be shared on the website and social media platforms, and the progress of award-winning contestants will be followed up.
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4. Budget Plan

4.1 Budget Items

Item	Amount (TWD)
Venue Rental	150,000
Prize Costs	120,000
Promotion Expenses	50,000
Other Expenses	30,000
Total Budget	350,000

4.2 Total Budget

Total Amount: 350,000 TWD

5. Promotion and Marketing

5.1 Promotion Channels

Item	Details
Online Promotion	<ul style="list-style-type: none">- Social media platforms (Facebook, Instagram, Weibo)- Official website updates- Email promotions to design schools and related institutions
Offline Promotion	<ul style="list-style-type: none">- Distribution of posters and flyers at design schools and studios- Media partnerships for event coverage
Media Partners	<ul style="list-style-type: none">- C Design Magazine (Event coverage and interviews)- D Media (Social media collaboration, live streaming of the competition)
Main Sponsors	<ul style="list-style-type: none">- A Company (Prize and promotional support)- B Brand (Providing design tools for the competition)

5.2 Partners and Sponsors

- **Main Sponsors:**
 - A Company (providing prizes and promotional support)
 - B Brand (providing design tools support for the competition)
 - **Media Partners:**
 - C Design Magazine (event coverage and interviews)
 - D Media (social media collaboration, live streaming of the competition)
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6. Risk Management

6.1 Risk Identification

- **Insufficient number of participants:** If the number of registered contestants is lower than expected, it could affect the event scale and success.
- **Venue issues:** Equipment malfunction or inadequate setup at the competition venue may affect the event.
- **Budget overrun:** If promotion or other costs exceed the budget, it could affect overall event planning.

6.2 Solutions

- **Insufficient number of participants:** Increase promotion efforts in advance to attract more contestants.
 - **Venue issues:** Prepare contingency plans, such as alternative venues or equipment fixes.
 - **Budget overrun:** Strictly control expenses and seek additional sponsors to cover funding gaps.
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7. Additional Information

7.1 Contact Information

- **Person in Charge:** John Doe
- **Phone Number:** +886 123-234-789

- **Email:** info@mail.designcontest.tw

7.2 Appendix

- Competition rules
- Registration form
- Past competition highlights