



Contest Guideline

□ How to participate in the contest

STEP 1. Go to www.talktalkkorea.or.kr and join the membership.

STEP 2. Click the detailed pages on each round of the contest

STEP 3-1 [Drawing, video, webtoon, photography] Create content and upload on your social media (Instagram, Twitter, Facebook, Pinterest, Tumblr, etc.) or personal website

STEP 3-2 [Essay] Write an essay in free format

STEP 4. Click the “Apply” button at the bottom of the page for each round of the contest. Submit your work by uploading the file or referring to the link where the content has been uploaded.

□ Eligible contest participants

· People all around the world who love Korea

· The following are not eligible to participate:

1) People with Korean nationality 2) Persons aged 14 or below

* A person aged 14 or below can participate if he or she obtains the consent of his or her legal guardian.

□ Contest schedule

· Contest period: July 17 (Mon.) - September 17 (Sun.), 2023 KST

- 1st contest: July 17 (Mon.) - August 13 (Sun.), 2023

- 2nd contest: July 31 (Mon.) - September 3 (Sun.), 2023

- 3rd contest: August 14 (Mon.) - September 17 (Sun.), 2023

- Special contest: July 17 (Mon.) - September 17 (Sun.), 2023
- Screening period: September 18 (Mon.) - October 12 (Thu.), 2023
- * Online Voting : September 27 (Wed.) - October 9 (Mon.), 2023
- Winner announcement: October 13 (Fri.), 2023
- Visiting Korea event: Beginning of November (8 nights 9 days) * Schedule subject to change

□ Contest themes & guidelines

1. Themes of the 1st contest: K-Food, K-Music

· Express what you know about Korean food and music as well as your direct/indirect experience and feelings about it into drawing, webtoon, photography, video, or essay

☞ **K-Food** : Let's Unveil the diversity of K-Food

Category	Guideline	Example
Drawing	Works created based on "Korean Food" in free format	Illustrations that express Korean food, posters or visual arts featuring Korean cuisine images in an artistic way, etc.
Webtoon		Webtoons containing episodes about Korean food, introducing Korean recipes, or exploring the origin of Korean food, etc.
Photography	Photos taken based on "Korean Food" in free format	Photos of Korean dishes you made yourself, photos of enjoying Korean food, photos of Korean dishes with outstanding taste and visual appeal, etc.
Video	Videos filmed and edited based on "Korean Food" in free format	Mukbang(eating show) of Korean food, recipe videos of Korean food, videos that introduce Korean food, Vlogs about Korean food, etc.
Essay	Essays written based on "Korean Food" in free format	Reviews of Korean food, personal experience about Korean food, your thoughts about why K-Food is excellent, etc.

☞ **K-Music** : Let's Unveil the diversity of K-Music(K-pop, Pansori etc)

Category	Guideline	Example
Drawing	Works created based on "Korean Music" (K-Pop, popular songs, Korean traditional music) in free format	Illustrations that express Korean music, posters or visual arts featuring Korean music in an artistic way, etc.
Webtoon		Webtoons that depict your experience related to Korean music, webtoons that introduce Korean music, etc.
Photography	Photos taken based on "Korean Music" (K-Pop, popular songs, Korean traditional music) in free format	Photos of your firsthand experience related to Korean music, photos of enjoying Korean music, etc.
Video	Videos filmed and edited based on "Korean Music" (K-Pop, popular songs, Korean traditional music) in free format	Videos of enjoying Korean music, Vlogs related to Korean music, etc.
Essay	Essays written based on "Korean Music" (K-Pop, popular songs, Korean traditional music) in free format	Essays that capture your experience of Korean music, personal stories about how you fell in love with Korean music, etc.

2. Themes of the 2nd contest: K-Beauty, K-Fashion

· Express what you know about Korean beauty and fashion as well as your direct/indirect experience and feelings about it into drawing, webtoon, photography, video, or essay

☞ **K-Beauty** : Let's Unveil the diversity of K-Beauty

Category	Guideline	Example
Drawing	Works created based on "K-Beauty"(Korean traditional and modern beauty, hair & makeup) in free format	Illustrations that express the beauty of Korea, posters or visual arts featuring the beauty of Korea in an artistic way, etc.
Webtoon		Webtoons that depict your experience related to Korean beauty, webtoons that introduce Korean beauty, etc.
Photography	Photos taken based on "K-Beauty" (Korean traditional and modern beauty, hair & makeup) in free format	Photos of your firsthand experience related to Korean beauty (traditional craft activities, idol makeup activities, etc.), photos capturing the beauty of Korean nature or cityscape, etc.
Video	Videos filmed and edited based on "K-Beauty" (Korean traditional and modern beauty, hair & makeup) in free format	Videos that express Korean beauty in an artistic way, Vlog about Korean makeup experience, etc.
Essay	Essays written based on "K-Beauty" (Korean traditional and modern beauty, hair & makeup) in free format	Essays about your experience related to Korean beauty, personal stories about how you fell in love with Korean beauty, etc.

☞ **K-Fashion:** Let's Unveil the diversity of K-Fashion

Category	Guideline	Example
Drawing	Works created based on "K-Fashion" (Korean traditional and modern fashion) in free format	Illustrations that express Korean fashion, posters or visual arts featuring Korean fashion in an artistic way, etc.
Webtoon		Webtoons that depict your experience related to Korean fashion, webtoons that introduce hanbok, etc.
Photography	Photos taken based on "K-Fashion" (Korean traditional and modern fashion) in free format	Photos as a review of your firsthand experience with Korean fashion (hanbok, Korean traditional accessories, etc.), photos taken while wearing Korean outfits on a street in Korea, photos that compare your country's traditional fashion with the Korean counterpart, etc.
Video	Videos filmed and edited based on "K-Fashion" (Korean traditional and modern fashion) in free format	Videos that express Korean fashion in an artistic way, Vlogs about Korean fashion, etc.
Essay	Essays written based on "K-Fashion" (Korean traditional and modern fashion) in free format	Essays about your experience related to Korean fashion, personal stories about how you fell in love with the latest Korean fashion, etc.

3. 3rd contest: K-Culture

· Express what you know about Korean culture as well as your direct/indirect experience and feelings about it into drawing, webtoon, photography, video, or essay

☞ **K-Culture** : Let's Unveil the diversity of K-Culture(Movie, Drama, Webtoon etc)

Category	Guideline	Example
Drawing	Works created based on "K-Culture" (excluding themes related to the 1st and 2nd contests) in free format	Illustrations that express the Korean culture, posters or visual arts featuring Korean culture in an artistic way, etc.
Webtoon		Webtoons that depict your experience related to Korean culture, webtoons that introduce Korean culture, etc.
Photography	Photos taken based on "K-Culture" (excluding themes related to the 1st and 2nd contests) in free format	Photos related to Korean culture that you filmed yourself, photos of enjoying hallyu (Korean wave) content, etc.
Video	Videos filmed and edited based on "K-Culture" (excluding themes related to the 1st and 2nd contests) in free format	Videos that express Korean culture in an artistic way, Vlogs about Korean culture and hallyu (Korean wave) content, etc.
Essay	Essays written based on "K-Culture" (excluding themes related to the 1st and 2nd contests) in free format	Essays about your experience related to Korean culture, personal story about how you fell in love with Korean culture, etc.

4. Theme of the special contest: Introducing Korea

· Express what you know about Korea as well as your direct/indirect experience and feelings about it into drawing or video

☞ **Introducing Korea** : Let's Introduce the diversity of Korea to your Country

Category	Guideline
Drawing	Works that intensively focus on the mission of “Promoting Korea!” using the form of illustration, poster, visual art, etc.
Video	Works that intensively focus on the mission of “Promoting Korea!” using short-form content and video within a minute.

□ **Guideline by categories**

1. Drawing: One's pure digital creation, such as illustration, poster, and visual art

Size	<ul style="list-style-type: none">· Illustration, visual art: A1 (594 X 841mm), resolution: 300dpi or higher· Poster: A2 (594 X 420mm), resolution: 300dpi or higher· There is no limit to the size for other creations but the resolution must be over 300dpi.
How to submit	After creating your work, upload it on your social media (Instagram, Twitter, Facebook, Pinterest, Tumblr, etc.) or personal website and submit the link on the application page of the contest's website. * Must-use hashtags (#TalkTalkKorea2023, #TalkTalkKorea, #TalkTalkKoreaContest) when you upload on your social media
Notice	Winners must submit the original file later. (File format: jpg, jpeg, png, ai, psd)

2. Webtoon: A complete webtoon in the form of comic strip

Size	A complete short webtoon; size of one cut: 1200*1200px; maximum of 10 cuts (resolution: 300dpi or higher)
How to submit	After creating your work, upload it on your social media (Instagram, Twitter, Facebook, Pinterest, Tumblr, etc.) or personal website and submit the link on the application page of the contest's website. * Must-use hashtags (#TalkTalkKorea2023, #TalkTalkKorea, #TalkTalkKoreaContest) when you upload on your social media
Notice	Winners must submit the original file later. (File format: jpg, jpeg, png, ai, psd, etc.)

3. Photography: Digital photo that you took yourself or its scanned copy

Size	- Film photo: High-resolution scanned copy (over 300dpi) - Digital photo: Over 3,200x2,200px; metadata included
How to submit	After creating your work, upload it on your social media (Instagram, Twitter, Facebook, Pinterest, Tumblr, etc.) or personal website and submit the link on the application page of the contest's website. * Must-use hashtags (#TalkTalkKorea2023, #TalkTalkKorea, #TalkTalkKoreaContest) when you upload on your social media
Notice	Winners must submit the original file later. (File format: jpg, jpeg, png, etc.)

4. Video: Edited video you created or filmed yourself

Size	YouTube: Horizontal video not more than 3 minutes long (1080P, FHD or higher) TikTok, Instagram, etc.: Vertical video not more than 1 minute long (1080P, FHD or higher)
How to submit	After creating your work, upload it on a video platform such as YouTube, Instagram, TikTok, etc. and submit the link on the application page of the contest's website. * Must-use hashtags (#TalkTalkKorea2023, #TalkTalkKorea, #TalkTalkKoreaContest) when you upload
Notice	Winners must submit the original file later. (File format: avi, mp4, MOV, etc.) If the video features persons other than yourself, you must secure their agreement to use their image in your video.

5. Essay: free-format essay

Size	<p>A4 2 pages or more; font: 12pt (the essay must be at least 2 pages long including the title and your name)</p> <p>You can include photos or pictures to ensure better understanding of your essay.</p> <p>English is preferred but you can also use your native language other than English.</p>
How to submit	<p>After writing the essay, submit the file (pdf, doc, docx; 20MB or less) on the application page of the contest's website.</p>

□ Contest prize

Category	Winning sector	No. of winners	Prize
Participant		All participants	2023 Event Celebration NFT
Winner 80	1st prize	8 people	Invitation to visit Korea for 8 nights and 9 days
	2nd prize	8 people	Samsung Galaxy Book
	3rd prize	12 people	Samsung Galaxy Tab
	4th prize	12 people	Samsung Galaxy smartphone
	5th prize	40 people	Amazon giftcard (\$50)
	All winners		

※ **Winners will be notified individually of instructions to receive the prize.**

□ **Notice for participants**

No.	Notice
1	Participants under the age of 14 must obtain the consent of their legal guardian when participating in the competition. If it is later discovered that consent was not obtained, the participant will be disqualified from the evaluation process and will not be eligible for any awards.
2	You can submit multiple entries for the contest, but duplicate awards are not allowed. ※ Each participant is limited to one award.
3	The submitted work should be the individual's pure creation without the assistance of others or AI. It should not imitate or plagiarize the work of others. If any legal issues arise such as copyright infringement due to the participant's mistake, the participant will be restricted from joining the competition, and he or she will be solely responsible for resolving any legal disputes related to the matter.
4	<p>When participating in the competition, the following cases may result in exclusion from the evaluation or disqualification from receiving an award:</p> <ol style="list-style-type: none"> 1) Cases wherein there is risk of infringing upon the rights of a third party. 2) Cases wherein the reputation of others is damaged or the work contains illegal information. 3) Cases wherein the work deviates from the competition theme or does not meet the submission specifications. 4) Cases wherein the work contains illegal or lascivious content. 5) Cases wherein the work is confirmed not to be the individual's pure creation but based on assistance from others or machines (AI). <p>※ Please be aware that matters other than those set forth in this notice will be governed by the relevant laws and guidelines from the respective authorities.</p>
5	The participant can be disqualified even after being selected as a candidate or confirmed as an award recipient if a copyright issue arises.
6	The submitted works of the participants can be further reused as content by the Korean Culture and Information Service.
7	The submitted works of the participants can be used as an exhibit at an exhibition held

	by the Korean Culture and Information Service.
8	Prizes may be subject to change depending on the shipping circumstances.
9	The recipient is responsible for verifying and paying any taxes incurred when redeeming the prize.
10	The invitation to visit Korea for the first-prize winner is limited to one person.
11	If the winner is unable to visit Korea due to personal issues, the prize is subject to change.