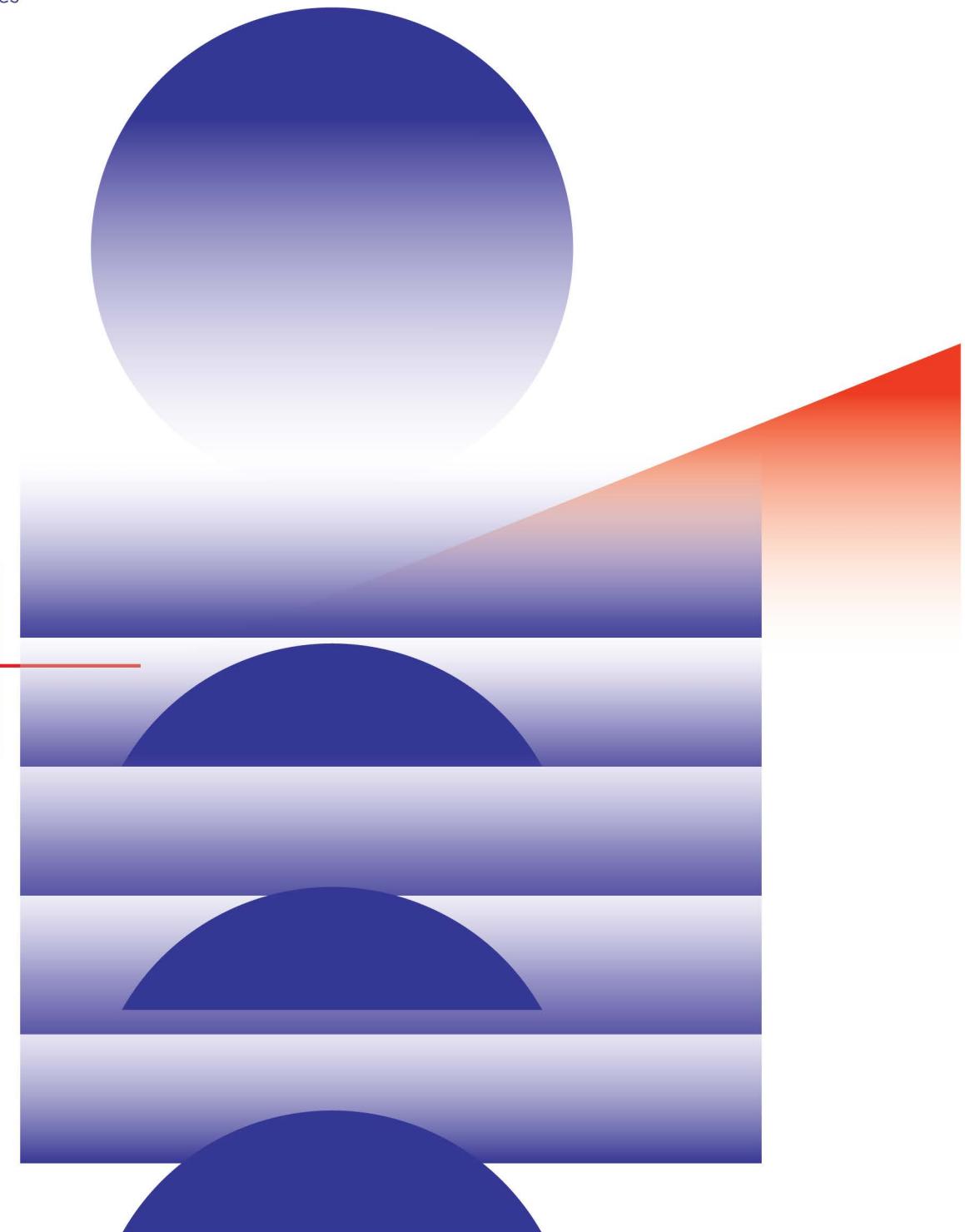


# 申請規定

Regulamento de Candidatura

Application Rules



## 原創動畫短片製作補助計劃

Programa de Subsídios à Produção de Curtas Metragens de Animação Originais

Subsidy Programme for the Production of Original Animated Short Films

## **1. Introduction**

To promote development of Macao's animation industry and nurture local talent in animation creation, production and planning, as well as enhancing their creativity in planning and storytelling techniques, the Cultural Affairs Bureau (IC) of the Macao S.A.R. Government has launched the 2016 Subsidy Programme for the Production of Original Animation Short Films (hereafter referred to as "the programme"). Applicants shall submit to the IC all documents necessary for application. A professional adjudicating panel will select eligible applicants and their winning works for the Programme through initial review and second review. Beneficiaries will receive IC support in two critical respects: 1) Subsidy: cover the costs for the production, promotion and marketing of the animation short film; 2) Professional Advice and Support: panel members will proffer beneficiaries professional advice regarding the production, promotion and marketing of the animation short film during the implementation of the project.

IC, in providing the foregoing support, hopes to provide an opportunity for local talents to produce animations and promote animation industry in Macao through exhibitions, public screening and online promotion.

## **2. General Information**

- 2.1 Name of Programme: 2016 Subsidy Programme for the Production of Original Animation Short Films
- 2.2 Organiser: Cultural Affairs Bureau of the Macao Special Administrative Region Government
- 2.3 Location for Submitting Applications: Cultural Affairs Bureau Building, Tap Siac Square, Macao
- 2.4 Application Method: Applicants shall submit all application documents specified in item 6.1 (initial review) or item 7.2 (second review) in person or through an authorised representative to the above mentioned location.
- 2.5 Application period: Initial review: 29/12/2016 to 12/04/2017  
Second review: within 45 days from the day following the list of entries to the second review is announced (exact date to be announced).
- 2.6 Office hours: Monday to Friday: 9:00–12:30, 15:00–17:00
- 2.7 Enquiries: Please contact Mr. Leong or Ms. Choi during office hours:  
Tel.: (853) 8399 6286 or (853) 8399 6293  
Fax.: (853) 2892 2965  
Email: [info.dpicc@icm.gov.mo](mailto:info.dpicc@icm.gov.mo)  
Relevant information is available at:  
Website: [www.icm.gov.mo](http://www.icm.gov.mo) / [www.macaucci.com](http://www.macaucci.com)
- 2.8 Applicants should present their Macao S.A.R. Permanent Resident Identity Cards (BIR) and original copies of all photocopied application documents for verification upon submission;
- 2.9 Application documents shall be submitted to the above location before the above mentioned date and time. Late applications will not be accepted;
- 2.10 If there are any discrepancies between the hard copies and soft copies of the application documents, the hard copies shall prevail;
- 2.11 All application documents and appendices submitted for the purpose of this programme will not be returned.

### **3. Eligibility to Apply**

- 3.1 Applicants must comply with the following provisions:
- 3.1.1 Applicants shall apply on an individual basis; s/he must have a valid Macao S.A.R. Permanent Resident Identity Card (BIR) and be aged 18 years old or above (by the application deadline);
  - 3.1.2 Applicants must be the person in charge of the project and must be the director or producer of the animation short film applied for this programme (hereafter referred to as “Animation Short Film”);
  - 3.1.3 If the project is to be co-produced by more than one directors or producers, letter(s) of consent from the co-directors and co-producers, stating agreement to participate in the production of the animation short film must be obtained;
  - 3.1.4 If applicant is not the original author of the proposed animation short film, the original author’s authorisation to produce his / her work must be obtained;
  - 3.1.5 If the applicant is not the character designer of the proposed animation short film, a letter of consent from the character designer, stating agreement to participate in the production of the animation short film must be obtained;
  - 3.1.6 Applicants must have previously assumed the role of director or producer of an animation film of two minutes or above, which must have been released or screened in public.
- 3.2 Each applicant is only allowed to apply once for this programme in the same calendar year and all the directors and producers including the applicant must not assume the role of director or producer in other applications of this programme;
- 3.3 Each animation short film is only allowed to apply once in the same calendar year;
- 3.4 Members of the adjudicating panel and IC staff involved in the subsidy programme are not allowed to apply.
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### **4. Number of Beneficiaries, Amount of Subsidies and Support Scope**

- 4.1 The maximum quota of the Subsidy Programme is five beneficiaries; the adjudicating panel reserves the right to veto choice of candidates according to actual situation;
- 4.2 The amount of subsidy is equal to the total amount of the “Estimated Expenditure for Items Subsidised by the Programme” specified in clause 3 of Part IV of the “Application Form for the 2016 Subsidy Programme for the Production of Original Animation Short Films”; the maximum amount granted should not exceed two hundred and forty thousand patacas (MOP240,000.00);
- 4.3 Professional advice: Adjudication panel will proffer beneficiaries professional advices regarding the production, promotion and marketing of the animation short films, enabling beneficiaries to complete their films in a professional manner.

### **5. Requirements for Film Crew and Animation Short Film**

- 5.1 The director, producer, original author and character designer of the animation short film must have a valid Macao S.A.R. Permanent Resident Identity Card (BIR);
- 5.2 Macao permanent residents must comprise at least 50% of all members in the film crew (members of film crew include director, producer, original author, character designer, sets modelling artist, scriptwriter, animatic storyboard artist, art director, motion supervisor, key animator, animator, puppet modeller, prop maker/sets dressing artist, visual effects artist, editor, dubbing artist, subtitle editor, composer, sound effects editor, sound editor, mastering and deliverables.)

- 5.3 Director, producer, original author and character designer of the animation short film must not be changed;
- 5.4 Synopsis and leading character(s) of the animation short film must not be changed;
- 5.5 Without any violation of the above item, any modifications made to the animation short film or application documents at any stage requires prior notification to IC to obtain its approval;
- 5.6 The animation short film can be produced in a single film or in series and must be fictional animation complying with the following requirements:
  - 5.6.1 If it is a single film production, the film length must be within 5 to 40 minutes;
  - 5.6.2 If it is a series production, a maximum of five productions can be submitted for application. The length of each production shall not exceed 40 minutes and the total length of the series production must be more than 5 minutes.
- 5.7 The animation short film must be produced in HD digital format. Resolution a minimum 1920 x 1080 pixels, with soundtrack of whole film recorded at bit depth of 24 bit and at sampling rate of 48 kHz minimum; frame rate 24fps;
- 5.8 Dialogue must contain subtitles in bilingual versions, i.e. Chinese and English or Portuguese and English;
- 5.9 The animation short film must be a work which has never been released before the application date;
- 5.10 The animation short film applied must not be a commissioned work or school assignment;
- 5.11 The marketing and promotion works shall be completed during the period stated in item 11.1.2. The works include: the animation short film shall attend in the public screenings or animation-related exhibitions at least once held in Macao and once in the other places; an official website or, official channel or official page on the online platform for the short animation shall be set up; online marketing plan for the animation short film shall be formulated and executed;
- 5.12 The complete animation short film must be a film classified into Group A, B or C specified in *Decree Law No. 15/78/M*;
- 5.13 The complete animation short film shall execute in accordance with the contents in the application forms and submitted documents; if there are any discrepancies, the final documents agreed by the IC shall prevail.

## **6. Initial Review**

- 6.1 Application documents for initial review include:
  - 6.1.1 A hard copy of the “Initial Review Application Form” signed by applicants, including following four parts:
    - Part I: Applicant’s Information;
    - Part II: Animation Short Film Production Plan;
    - Part III: Animation Short Film Promotion and Marketing Plan;
    - Part IV: Budget.
  - 6.1.2 Documents submitted relating to the complete storyboard, character and set design of the animation short film shall comply with the following requirements:
    - 6.1.2.1 Storyboard: order of scenes, plots, character actions, picture composition, camera movements and time, transition effects, sound effects, dialogues, etc., should be illustrated by drawings and words;
    - 6.1.2.2 Character design: character model sheets and action pose sheets of all characters, including colour appearance, character rotation, character scale, props and costumes, and key pose;
    - 6.1.2.3 Scene concept: layout and colour concept of scenes and environments;
    - 6.1.2.4 Documents mentioned in above three items must be attached with illustrations in bilingual version (Chinese and English or Portuguese

- and English), produced on A3 paper sheet (42 x 29.7cm), without mounting, and placed into an A3 document envelop.
- 6.1.3 Application information disc: “Name of applicant” and “2016 Subsidy Programme for the Production of Original Animation Short Films” must be indicated on the disc, which shall contains the following documents:
    - 6.1.3.1 Soft copies of application documents in PDF format mentioned in items 6.1.1 and 6.1.2 of the Application Rules;
    - 6.1.3.2 Edited video clips (2-5 minutes) of animation in MPEG-4 format previously directed or produced by applicant, with the file named as “Previous animation works”.
  - 6.1.4 Photocopies of Macao S.A.R. Permanent Resident Identity Card (BIR) (front and back) of director, producer, original author and character designer participating in the programme;
  - 6.1.5 Letter(s) of consent from the co-directors and co-producers, stating agreement to participate in the production of the animation short film (if applicable);
  - 6.1.6 Authorisation letter from the original author of the animation short film to produce his / her work (if applicable);
  - 6.1.7 Letter of consent from the character designer, stating agreement to participate in the production of the animation short film (if applicable);
  - 6.1.8 If the animation short film is to be participated in competitions or promotional plans other than those stated in item 5.11 are to be launched, the applicant should provide related information in application form and the closure report.

## **7. Second Review**

- 7.1 Applicants shall apply for the second review within 45 days from the following day after IC announcing entrants for second round;
- 7.2 An animatic storyboard should be submitted for application of the second review, including animatic images based on the contents of the storyboard stated in item 6.1.2.1 of the Application Rules and clause 1 of Part II of the Application Form, in MPEG-4 format; added with basic sound effects and dubbing; subtitles in bilingual version (Chinese and English or Portuguese and English), if any;
- 7.3 The above content should be submitted in the form of disc, indicating “Name of applicant for second review” and “Second Review of the 2016 Subsidy Programme for the Production of Original Animation Short Films—Animatic Storyboard” on the discs;
- 7.4 Applicants entering the second review shall present to the adjudicating panel the animatic storyboard of the animation short film and being interviewed by the panel on the day of second review;
- 7.5 Applicants entering the second review will be granted a subsidy up to ten thousand patacas (MOP10,000.00) after completing the interview and submitting the Second Review Expenditure Report, which shall only be used to cover fees specified in clause 2 “Estimated expenditure for items of second review” of Part IV of the Application Form and reimbursed based on actual costs;
- 7.6 If expense involves foreign currency, it shall be denominated in patacas. The exchange rate will take the average of the exchange rates provided by Banco Nacional Ultramarino (BNU) and Bank of China (BOC) Macao Branches on the date of the announcement of the list of entrants to second review; if the result shows decimals, it shall be rounded up to one decimal place.

## **8. Provision of Supplementary Information**

- 8.1 If the application documents do not comply with the requirements, application form contains incomplete information or documents submitted are incomplete, applicants should make necessary revision and submit the supplementary documents within ten working days from the following day after IC's notification;
- 8.2 Failure to submit all documents before deadline, the supplemented documents are incomplete or submitted documents do not comply with the requirements, application for initial review will not be accepted or applicant will be disqualified for second review;
- 8.3 If the application documents do not comply with items 3.2 and 3.3 of the Application Rules, applicants should modify and submit updated information within ten working days from the following day after IC's notification. Failure to submit all revised documents before deadline, or revised documents do not comply with the requirements, IC will not accept those applications.

## **9. Adjudicating Panel and Adjudicating Criteria**

- 9.1 The adjudicating panel of this programme consists of professionals working in the local and foreign animation industry;
- 9.2 The six adjudicating criteria are:
  - 9.2.1 Creativity of the story and expression techniques;
  - 9.2.2 Character design and potentiality;
  - 9.2.3 Feasibility of production plan;
  - 9.2.4 Feasibility of promotion and marketing plan;
  - 9.2.5 Budget rationality;
  - 9.2.6 Execution capacity of applicant and the crew.
- 9.3 According to the criteria set forth in item 9.2, the adjudicating panel will review and analyse the application documents submitted for initial review and select a maximum of 12 applicants for second review;
- 9.4 In the stage of the second review, the adjudicating panel will review and analyse the animatic storyboard of the animation short film submitted by the entrants to the second review according to the criteria set forth in item 9.2; the adjudicating panel will also attend the presentation and introduction conducted by the entrants and interview with entrants, to select a list of beneficiaries.

## **10. Signing of Agreement**

Upon announcement of list of applicants eligible for subsidy, an “Agreement on 2016 Subsidy Programme for the Production of Original Animation Short Films” (hereafter referred to as “the agreement”) will be signed between the IC and eligible applicants. Upon signing of the agreement, IC will grant them with the first payment, equal to 40% of the subsidy for animation short film specified in item 4.2 of the Application Rules.

## **11. Beneficiary Obligations**

- 11.1 Beneficiaries shall be bound by the following:

- 11.1.1 Submit the “review document” specified in item 12.1 of the Application Rules to the IC within 240 days from the day following the signing of the agreement;
- 11.1.2 Complete the promotion and marketing works of the animation short film subsidised within 480 days from the day following the signing of the agreement and submit in written form to the IC within ten working days upon completion of relevant works;

- 11.1.3 Submit the “closure documents” specified in item 13.2 to the IC within 540 days from day following the signing of the agreement.
- 11.2 The beneficiaries should complete the production, promotion and marketing works of the animation short film subsidised according to application documents;
- 11.3 The complete animation short film can be screened in public after the approval of final review by IC. If the film is to be screened in public before the final review’s approval, the applicant should inform IC in written form ten days before the proposed screening date to obtain IC’s approval prior to execution, together with complete animation short film and documents mentioned in item 12.1.1;
- 11.4 The beneficiary should ensure that all the contents and creations executed under this programme do not infringe the copyright or rights of others and violate the legal provisions of Macao;
- 11.5 Any dispute or lawsuit be brought against the IC or the beneficiary, the beneficiary must bear full responsibility and compensate the IC for all the losses.

## **12. Final Review**

- 12.1 Beneficiaries shall submit the following documents (hereafter referred to as “review documents”) to the IC within 240 days from the day following the signing of the agreement for final review, which must comply with the details mentioned in items 3 and 5 of the Application Rules:
  - 12.1.1 A hard copy of the “2016 Subsidy Programme for the Production of Original Animation Short Films—Review Information Form” signed by applicants, including following contents:  
Part I: Information about the Animation Short Film;  
Part II: List of Film Crew Member and Particulars.
  - 12.1.2 Review information disc: contains an animation short film written in AVI format, with “Name of Beneficiary” and “2016 Subsidy Programme for the Production of Original Animation Short Films—Review Information Disc” indicated on the disc.
- 12.2 If the review documents are incomplete, beneficiaries shall supplement relevant information within ten working days from the day following notification by the IC;
- 12.3 If the review documents fail to comply with the requirements, or if the quality of the short film does not pass the review, the beneficiary shall modify the work and resubmit within 15 working days from the day following notification by the IC without extension of submission period;
- 12.4 If the beneficiary fails to submit complete review documents before the deadline stated in item 12.2 or fails to submit the modified review documents before the deadline stated in item 12.3, or if the resubmitted review documents fail to comply with requirements, or if the quality of the resubmitted animation short film still does not meet the requirements, IC will disapprove the “Final Review”;
- 12.5 Upon approval of review documents, IC will grant the beneficiary the second payment, equal to 40% of the subsidy specified in item 4.2 of the Application Rules.

## **13. Case Closure**

- 13.1 The final animation short film shall remain consistent with the contents of the approved review documents;
- 13.2 Beneficiaries shall submit the following documents (hereafter referred to as “closure documents”) to the IC within 540 days from the day following the signing of the agreement for case closure:

- 13.2.1 A hard copy of the “2016 Subsidy Programme for the Production of Original Animation Short Films—Closure Report” (hereafter referred to as “closure report”) signed by applicants, including following seven parts:
- Part I: Information of the Animation Short Film;
  - Part II: Animation Short Film Production Plan Execution and Performance Report;
  - Part III: Animation Short Film Promotion and Marketing Plan Execution and Performance Report;
  - Part IV: Information of the Animation Short Film Promotion and Marketing Plan;
  - Part V: Statement of Revenue and Expenditure for Items Subsidised by the Programme;
  - Part VI: Statement of Revenue and Expenditure for Items not Subsidised by the Programme;
  - Part VII: Other Information.
- 13.2.2 Closure information disc: “Name of applicant” and “Closure Information for 2016 Subsidy Programme for the Production of Original Animation Short Films” shall be indicated on the disc, with the following documents written on the disc:
- 13.2.2.1 Photos of promotion and marketing activities and exhibitions concerning the animation short film;
  - 13.2.2.2 Screenshots and related links of the official website or official channel or official page on the online platform concerning the animation short film;
  - 13.2.2.3 Soft copies of all promotion materials concerning the animation short film.
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- 13.3 If the closure document is not complete, the beneficiary should modify the documents or submit the supplemented documents within ten working days from the day following the notification by IC;
  - 13.4 If the closure documents do not comply with requirements, the beneficiary should modify the documents and resubmit within 15 working days from the day following the notification by IC without extension of submission period;
  - 13.5 If the beneficiary fails to submit complete closure documents before the deadline stated in item 13.3, or the beneficiary fails to resubmit the modified closure documents before the deadline stated in item 13.4, or if the resubmitted document fails to comply with requirements, IC will disapprove the “Case Closure”;
  - 13.6 The IC only accepts expenses incurred on or after the day this subsidy programme is announced;
  - 13.7 Beneficiaries should keep original copies of all the expenditure invoices for five years in case of an audit;
  - 13.8 Upon approval of case closure, the IC will grant the beneficiary the third payment, equal to 20% of the subsidy specified in item 4.2 of the Application Rules;
  - 13.9 If the approved total amount of “Expenditure for Items Subsidised by the Programme” is less than the total amount of “Grants and Subsidies from Local Public Institutions”, the difference will be deducted from the third payment of the subsidy; If the third payment of the subsidy is insufficient to deduct the difference mentioned above, beneficiary shall refund the insufficient amount to the IC;
  - 13.10 If the circumstance mentioned in the second part of item 13.9 occurs, beneficiary shall refund relevant amount by cash or cheque within 15 days from the following day upon receiving IC’s notification;

- 13.11 Other documents submitted for closure purpose shall be subject to the contents of the agreement signed and the closure report;
- 13.12 If the incomes and expenditure of the “closure report” involves foreign currency, it shall be denominated in patacas. The exchange rate will take the average of the exchange rates provided by Banco Nacional Ultramarino (BNU) and Bank of China (BOC) Macao Branches on the date of signing the agreement; if the result shows decimals, it shall be rounded up to one decimal place.

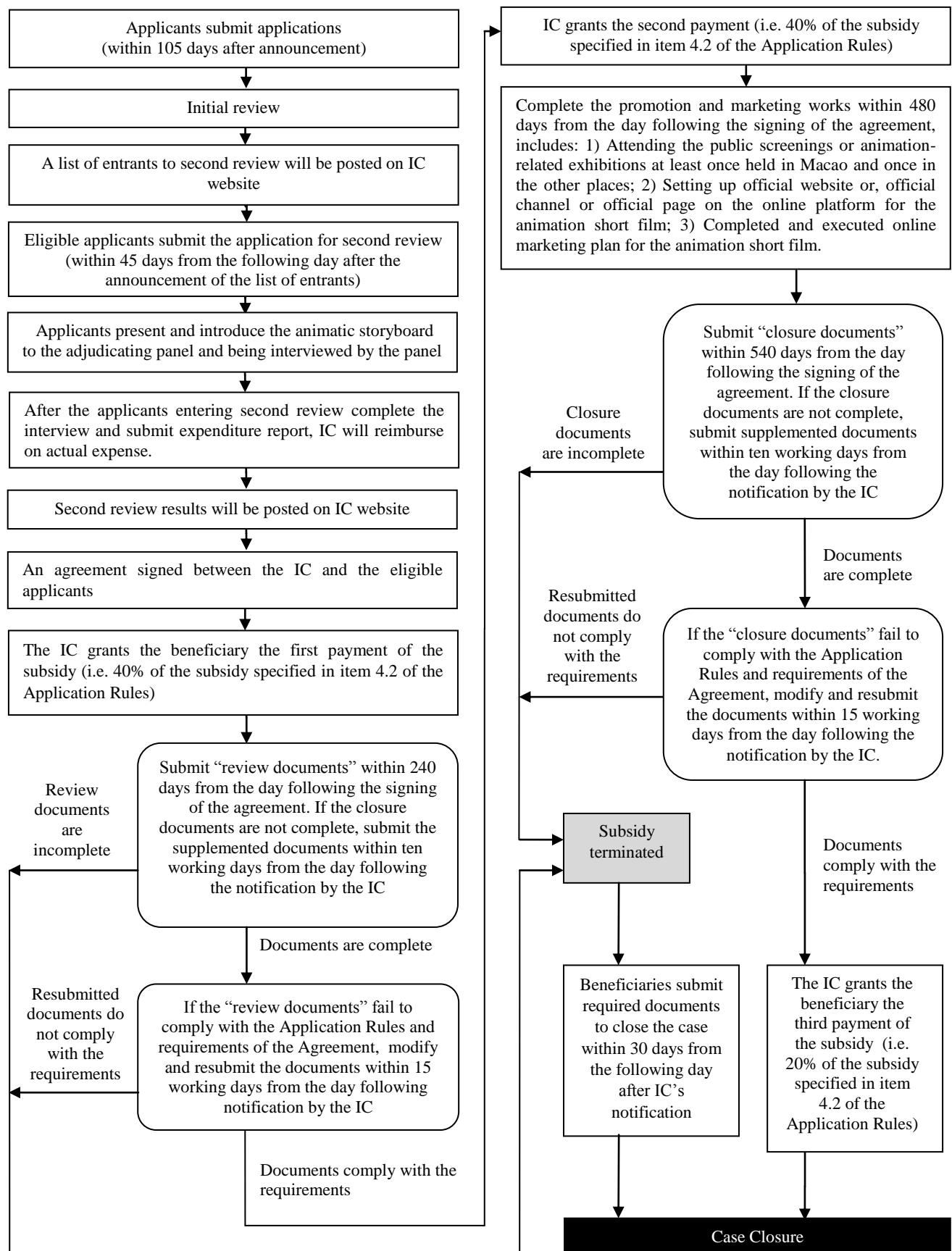
## **14. Termination of Subsidy and Follow-up Procedures**

- 14.1 The subsidies will be suspended in the event that the “Final Review” and “Case Closure” are not approved;
- 14.2 If the conditions in item 14.1 occurs, the beneficiary shall submit all signed documents necessary to close the case within 30 days from the following day after receiving IC’s notification;
- 14.3 If the subsidies are suspended, IC will decide whether the beneficiary must return the subsidies received in full or in part, or cannot receive the remaining subsidies by reference to the reason for disapproval as well as the rationality of expenditure submitted;
- 14.4 Whether in full or in part, if the subsidies are to be returned in accordance with above item, the beneficiary must return the relevant sum in cash or cheque within 15 days from the following day after receiving IC’s notification about the refund matters.

## **15. Applicant Withdrawal, Withdrawal after being Selected and Violation of Regulations**

- 15.1 For withdrawal during the initial review and second review, applicants should notify the IC as soon as possible;
- 15.2 If the eligible applicants do not apply for the application for second review according to the provisions of the Application Rules or cannot attend the interview, it will be deemed as giving up the application;
- 15.3 If the eligible applicant decides not to sign the Agreement, s/he should notify the IC as soon as possible;
- 15.4 For violation of the Application Rules or the regulations of the Agreement, IC reserves the right to require beneficiaries to return the granted subsidy partially or in full in cash or by cheque according to the provisions of the Agreement within 15 days from the following day after receiving IC’s notification about the refund matters;
- 15.5 Before receiving refund of the related amount, IC reserves the right not to accept the application for the Subsidy Programme for the Production of Original Animation Short Films by the applicant in future.

## 16. Application, Selection, Subsidy Granting Procedures and Case Closure



## **17. Final Provisions**

- 17.1 All information submitted by applicants and beneficiaries of this programme must be true and accurate;
  - 17.2 Applicant guarantees that all parties providing their personal information for the Subsidy Programme acknowledge the purpose of the data collection;
  - 17.3 All information provided by applicants are treated as confidential and the IC shall not use it for purposes other than as set forth in this programme;
  - 17.4 By participating in the subsidy programme, applicants are deemed to have thoroughly read all the terms and conditions and contents of the rules and to have agreed to abide by the rules, having no objections;
  - 17.5 In case of any discrepancies between the provisions of the Application Rules and the provisions of the Agreement signed between the beneficiary and the IC, the latter shall prevail;
  - 17.6 IC reserves the right of final interpretation of the terms and conditions of the Programme and its decision shall be deemed final.
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