



YAYASAN INDAH BANJARMASIN UNIVERSITAS SARI MULIA

SK MENRISTEKDIKTI NOMOR : 1166/KPT//2018

Jln. Pramuka No. 02 Banjarmasin Telp. (0511) 3268105, Fax. (0511) 3270134, Website : www.unism.ac.id

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Attachment : 1 page
Subject : Invitation to Delegation of Creativity In Campus 2020

Banjarmasin , August 2020

Dear :

President of Khon Kaen University
in Thailand

With reference to the Creativity In Campus (CIC) activity which will be held by the Student Affairs of Sari Mulia University from 1 August to 29 November 2020, we hereby request support the President of Khon Kaen University willing to participate by sending the students delegation to the Creativity In Campus (CIC) 2020 UNISM.

The 2020 UNISM Creativity In Campus (CIC) event is to improve the quality of the Tri Dharma of Higher Education, strengthen relationships and improve of student soft skills. As consideration, we attach the 2020 UNISM Creativity In Campus (CIC) proposal.

This the invitation is conveyed, thank you for your participation and cooperation.

Vice Chancellor 1 UNISM Academic and Student Affairs



[Handwritten signature]
Anggrita Sari S.Si.T., M.Pd., M.Kes

NIK. 1166122004002



PHOTOGRAPHY COMPETITION

*“Increasing creativity and
productivity a mid new normal”*



REGISTRATION DATE :
1 to 28 September 2020

REGISTRATION FEE :
FREE

PHOTOS SUBMISSION DATE :
29 to 30 September 2020

THEME :
HEALTH, CULTURE, TOURISM & LOCAL WISDOM

COMPETITION RULES :

1. Participant - Indonesians/Foreign citizens of higher education
2. Address local wisdom
3. Properties and models provided by the participant
4. Content - Photos must not contain ethnic, religion, racial, and inter group relation abuse

CONTACT PERSON :



+62 821-5352-4613 (Andi)





"Increasing creativity and productivity a mid new normal"

EDUCATION VIDEOGRAPHY COMPETITION

REGISTRATION DATE :
1 to 20 September 2020

REGISTRATION FEE :
FREE

VIDEOS SUBMISSION DATE
21 to 23 September 2020

THEME :
HEALTH & TEENAGERS

COMPETITION RULES :

1. Participant - Indonesians/Foreign citizens of higher education
2. Duration - 5 minutes max.
3. Language - English with Indonesian subtitle
4. Aspect ratio - 16 : 9

CONTACT PERSON : 

+62 811-5044-417 (Alghafiqy)



PROPOSAL
Creativity In Campus 2020
“Sari Mulia University Photography and Education Video Competition”



SARI MULIA UNIVERSITY
BANJARMASIN
2020

A. BACKGROUND

University Sari Mulia is a merger of Sari Mulia Midwifery Academy and Sari Mulia Institute of Health Science established by decree of the Ministry of Research and Higher education. 1166 / KPT // I / 2018 on December 26, 2018 and was inaugurated in early 2019. as a new university, Sari Mulia University is required to be able to maintain the image of self-identity as a university that has a vision to become a leading university in 2030. The thing that needs to be done is how the entity can be recognized by universities in the country and abroad by promotion, branding and have partner relationship with many universities in Indonesia or overseas.

To establish friendship dan to strengthen relationship between universities, Sari Mulia University has the initiative to hold international competitions. The competition held is Sari Mulia University Photography Competition.

A. NAME OF ACTIVITY

Sari Mulia University Photography Competition and Video education competition

B. TEMA KEGIATAN

Creativity In Campus 2020, “Increasing creativity and productivity a mid new normal”

C. PURPOSE OF ACTIVITY

1. General

- a) To establish the positive perception and image of Sari Mulia University in the international community.
- b) To build the trust of the international community towards Sari Mulia University
- c) To foster sense of love towards Sari Mulia University

2. Specific

- a) To increase the active participation and creativity of international students in order to actualize themselves.
- b) To provide students to develop the potential of talents to instill a love of local wealth.
- c) As media branding and promotion for the University of Sari Mulia

D. PARTICIPANTS

Participants in the competition are university students from Indonesia and oversea university.

E. COMPETITION PROVISIONS

1. International Photography Competition

- 1) Participants in the contest are Indonesian Citizens or Foreign Citizens and registered as students in the higher education
- 2) The photos taken by participants themselves.
- 3) Photos have never been published in the mass media
- 4) Photos have never been won in any competition
- 5) Plagiarism is prohibited
- 6) Photo capturing period: 2020
- 7) Registration date: 1 – 28 September 2020
- 8) Photos submissions date : 29-30 September 2020
- 9) Photos highlighting the local wisdom of each region in the fields of **Health, Culture, Tourism and local wisdom.**
- 10) Photos must be in accordance with social norms and do not contain elements of violence, politics, pornography, insults or harassment of ethnic and religious backgrounds and personal backgrounds.
- 11) Photos are the responsibility of the participants, including the use of models and property
- 12) Photos must be in digital format. Photos are taken using a digital camera (DSLR, pocket, mirrorless) or smartphone that supports the photo format requirements.
- 13) Photo must be sent via email: **cic@unism.ac.id** with subject “**UNISM International Photography Competition 2020**”.
- 14) Photo collages and montages are not allowed. Editing is only limited to cropping
- 15) The winning photo and the best photo nomination are entitled to be used by Sari Mulia University for the benefit of Sari Mulia University in any case.

- 16) Maximum of uploads is 2 photos. The maximum photo curation period is 3x24 hours. Photos cannot be replaced or deleted after passing the 1x24 hour curation process.
- 17) Winner Announcement: December 2020
- 18) Photo competition committee has the right not to display, disqualify or delete photos that are deemed not in accordance with the provisions
- 19) Photo size is less than 7MB
- 20) Photo format: JPG (8bit)
- 21) Photo Resolution: 72-300 dpi
- 22) Length or height of the photo minimal: 2.048 pixel
- 23) Maintain metadata (EXIF)
- 24) Supports RGB color profile
- 25) Photos may not have any watermark / photo identity in any form
- 26) Judges' decisions are final and cannot be changed
- 27) Registration Fee: Free

2. Education Video Competition

- 1) Participants in the contest are Indonesian Citizens or Foreign Citizens and registered as students in higher education
- 2) Register via the link or contact person
- 3) Follow to the Sari Mulia University IG @unism_official and @cic_unism
- 4) Competed video taken by the competition participants themselves.
- 5) Video have never been published in the mass media
- 6) Competed video have never won another competition
- 7) Plagiarism is prohibited
- 8) Registration date : 1-20 September 2020
- 9) Videos submission date : 21-23 September 2020
- 10) The Theme of The Video Is Health and Teenagers
- 11) The longest video is 5 minutes for IGTV Instagram
- 12) Video Using English and subtitles must be used

- 13) Photo must be sent via email: **cic@unism.ac.id** with subject “**UNISM International Education Video Competition 2020**”.
- 14) Videos must be in accordance with social norms and do not contain elements of violence, politics, pornography, insults or harassment of ethnic and religious backgrounds and other personal backgrounds.
- 15) All of video content are the responsibility of the participants, including the use of models and property
- 16) Video is sent via email or google drive with the name and institution of higher education
- 17) After the video is received and uploaded by the competition committee, participants will get a video link via WhatsApp and email. Links can be shared anywhere to get the maximum number of likes.
- 18) Minimum members of team: 3 peoples and maximum team: 5 peoples
- 19) Video aspect ratio: 16:9 and using Indonesian subtitle.
- 20) Format video: MP4, MPMKV. or MKV.
- 21) Winner Announcement: December 2020
- 22) Photo competition committee has the right not to display, disqualify or delete photos that are deemed not in accordance with the provisions
- 23) Judges' decisions are final and cannot be changed
- 24) The sound in the video must be heard clearly
- 25) Registration Fee: Free

F. COMPETITION ASSESMENT RUBRIC

Photography Competition Assesment Rubric

	poor	moderate	good	excellent	Total score
Description/Score	0-30	31-60	61-90	91-100	
Theme Suitability					
Message					

Image Quality					
Creativity					
Aesthetics					
Total Score					

Video Competition Assessment Rubric

Description/Score	poor	Moderate	good	excellent	Total score
	0-30	31-60	61-90	91-100	
Theme Suitability					
Message					
Video Quality					
Creativity					
Aesthetics					
Audio					
Total Score					

G. CLOSING

This proposal is thus presented as a concept that can be taken into consideration in the implementation of activities.