**附件4 Attachment 4**

南头古城形象标识体系评选办法

Measures for the Evaluation of

Nantou City Logo Design Contest

一、评选方式

I. Evaluation Method

为规范深圳市南头古城标识形象体系评选工作，确保本次征集评选的权威性、公正性，秉承按照“公平、公正、公开”原则，成立评审委员会，审定评审标准与评奖办法，组织评审工作，确定获奖名单。

To standardize the evaluation practices of Nantou City logo design contest and ensure the authority and fairness of the contest, we have, adhering to the principle of fairness, justice and openness, formed an evaluation committee. The evaluation committee will be responsible for reviewing evaluation criteria and methods of awarding, conducting the evaluation and determining winners.

二、评选标准

II. Evaluation Criteria

1、在地属性：作品坚持正确的政治方向和价值导向，融合南头古城发展方向、产业、人文等区域特色，提升南头古城形象和影响力。

1. Localization: Submissions must follow the correct political values and social norms, and must showcase Nantou City’s features on urban development, industries and cultures to promote its image and influence.

2、创新属性：作品需具有新意与想象力，立意新颖，色彩搭配得当，视觉效果突出，辨识度高。

2. Innovation: Submissions must be creative, distinctive, inspiring and aesthetically pleasing.

3、应用属性：作品逻辑清晰，视觉规范内容完善；延展性强，适合在网络媒体、平面媒体、印刷品、视频展播、宣传资料、建筑物外观、衍生纪念品等载体中深化设计、推广运用。

3. Adaptability: Submissions must have clear and comprehensive visual effect, and must be adaptable and versatile for common promotion platforms and mediums such as digital media, print media, videos, brochures, pamphlets, posters, building surfaces, souvenirs, etc.

4、传播属性：作品易于传播，具有较高的创意辨识度、亲和力、感染力和吸引力，同时具有国际视野，便于海内外广泛传播。

4. Internationalization: Submissions must be appealing and contagious, and must have global appeal and be suitable for international dissemination.

5、完整属性：作品表达清晰、作品提交格式规范，表达流畅，内容完整。

5. Completeness: Submissions must be submitted in a standardized format with clear and complete content.

如有Logo设计或标语文稿雷同，以邮件送达时间先后为标准，优先选用首份投稿作品参评。同个参赛者的投稿资料以第一次收到的邮件为准，如投稿作品提交超过1个，默认第一个作品为投稿作品。

In case of identical or substantially similar logo designs or slogans from different participants, the first submission received via email will be prioritized for consideration. For submissions from the same participant, the first email received will be considered the valid entry. If more than one work is submitted by a single participant, the first one shall prevail.

三、评选程序

III. Evaluation Process

评选程序共分为4个阶段，初评、公众投票、终审、公示。

The evaluation process is divided into 4 stages, preliminary

evaluation, public voting, final evaluation and final results announcement.

1、初评。评审委员会依据评审标准，对参赛方进行初步审核后并提出入围建议名单。

1. Preliminary evaluation. The judges of the evaluation committee will conduct preliminary evaluation and propose a shortlist.

2、公众投票。对未入围的参赛作品开通公众投票，评选设计创意奖。

2. Public voting. Public voting will be opened for the non-shortlisted entries to award the Design Creativity Award.

3、终审。评审委员会对获得入围的参赛方进行评审，经商议后形成获奖名单。

3. Final evaluation. The evaluation committee will conduct reviews of the shortlisted contestants and submit the recommended list of winners after discussion.

4、公示。评审委员会公示获奖名单。

4. Final results announcement. All Award winners will be announced by the evaluation committee.

四、评选流程

IV. Evaluation Stages

（一）评审委员会初评

(I) Preliminary Evaluation

邀请设计类、文化类、传播类等领域具有代表性的专家

学者组成评审委员会，对参加征集的古城形象标识进行评审，

根据在地性、创新性、应用性、传播性、完整性等几个维度进行评分，得分最高的前 25 名入围。

We will invite representative experts and scholars from fields such as design, culture, and communication to form an evaluation committee. They will evaluate the submitted Nantou City image logos based on several dimensions including localization, innovation, adaptability, internationalization and completeness. Based on the scores, the top 25 submissions will be shortlisted for the final evaluation stage.

（二）公众投票

(II) Public Voting

线上公布入围的25名参赛作品，对未入围的参赛作品

开通公众投票，线上得票数最高的作品被评选为设计创意奖。

（数量按照未入围作品数的10%计算，四舍五入，总数不超过15名）

The 25 shortlisted entries will be announced online. Public voting will be opened for the non-shortlisted entries. The Design Creativity Award(s) will be granted to the non-shortlisted entry (or entries) receiving the highest number of online votes. (The number of Design Creativity Awards granted will be up to 10% of the non-shortlisted entries, round to the nearest, with a maximum of 15 awards.)

（三）评审委员会终评

(III) Final Evaluation

根据在地性、创新性、应用性、传播性、完整性等几个维度进行评分，从入围的25名参赛作品中评选出1名设计金奖，4名设计银奖，8名设计铜奖，12名设计优胜奖。

The shortlisted entries will be scored based on localization, innovation, adaptability, internationalization and completeness. From the 25 shortlisted entries, one (1) Gold Design Award, four (4) Silver Design Awards, eight (8) Bronze Design Awards, and twelve (12) Merit Design Awards will be selected.

（四）公示获奖名单

(IV) Results announcement

评审委员会在官方平台上公示所有获奖名单。

The evaluation committee will announce and publish the full list of winners on the official website.

（五）设计团队优化

(V) Design Team Optimization

成立专家工作坊，联合创作者对设计金奖进行优化提升，

最终形成南头古城形象标识。

An expert workshop will be established to collaborate with the creator(s) of the Gold Design Award-winning entry to optimize and enhance it, ultimately finalizing the official image logo of Nantou City.