

Mascot Design Competition – Hong Kong’s Participation in International Assessments

To enhance students’ understanding of the significance and values of participating in international assessments, the Education Bureau (EDB) and the PISA 2025 Project Team of the University of Hong Kong (HKU) have jointly organised a mascot design competition on the theme of Hong Kong’s participation in international assessments. We would like to cordially invite students from your school to participate in the Competition, the results of which will be announced in February 2025. Awardees will be invited to attend a ceremony in late February 2025, and will receive fabulous prizes. The winning design will also be featured in various publicity materials for the promotion of international assessments. Details of the competition are as follows –

(A) Information and Guidelines

1. Target:

Secondary school students in Hong Kong (2024/25 school year)

2. Theme: "Hong Kong’s Participation in International Assessment"

Students can design a mascot based on their understanding of international assessments including PISA, TIMSS, PIRLS, etc., incorporating elements from assessment categories such as science, mathematics and reading, etc. Apart from searching information about these international assessments online, students may also visit the website of HKU PISA 2025 Project Team (<https://pisa.hku.hk/international-assessments/>) for ideas.

3. Organiser: The Education Bureau and HKU PISA 2025 Project Team

4. Purposes:

- To encourage students to unleash the creativity by designing a mascot to encourage Hong Kong students to actively participate in large-scale international assessments.
- To enhance Hong Kong society and the education sector’s understanding the objectives and values of international assessments.

5. Application and Result Announcement

- Entry submission: From now till 10 February 2025 (11:59 p.m.)
- Result Announcement: 17 February 2025

6. Rules and Eligibility

- All entries must conform to the theme of the Competition, and all entries must be original, have neither been openly shown nor publicised in any other media platforms, nor have been submitted for other competitions.
- A participant can only submit one entry. Only the latest entry will be accepted if more than one has been received.
- An entry should not contain any material that is illegal, obscene, violent, pornographic, defamatory, indecent, disparaging or content that is controversial and inappropriate.
- Participants are to abide by the Organiser’s decision on all matters relating to the Competition, including the right to adopt the winning entries for the mascot of the Organiser without prior notice.
- Decisions of the judges are final. The participants are not allowed to object and the Competition does not have an appeal mechanism.

- All staff of the Organisers, contractors, members of the judging panel and their immediate family members are not allowed to participate in this Competition.

7. Format of Entries

- There is no limitation for presentation of the design concept, while no physical model is accepted.
- In order to encourage creativity and innovation, the design of mascot can be presented as but not limited to human character, animal, robot, and humanised object.
- The mascot must be a single character.
- The entries must include four sides (front, back, left and right) and the submitted file size should not be less than 1MB and not be larger than 5MB.
 - For hand-drawn design: Must be drawn on A4 size blank paper, and scanned using a computer scanner or photographed with a camera in JPG/JPEG/PDF format, the resolution should be at least 300dpi.
 - For digital design: The file format should be in JPG/JPEG/PDF and the resolution should be at least 300dpi.
- Use of clipart is not allowed for all formats of entries.
- Naming and measurement of the mascot is required. A summary of the content should be provided either in Chinese or English (50-100 words).

8. Entry Submission:

- Submit 1) application form; and 2) design entry to pisa@hku.hk with an email subject including school name and student's full name, e.g. "Mascot design: ABC College CHAN Tai Man)
- The file name should also include school name and student's full name (e.g. ABC College CHAN Tai Man).
- Submission by post or courier will not be accepted.

9. Prize

- Champion (1 awardee): HK\$2,000 gift voucher and certificate
- 1st Runner-up (1 awardee): HK\$1,500 gift voucher and certificate
- 2nd Runner-up (1 awardee): HK\$1,000 gift voucher and certificate
- Merit Awards (at most 1 awardee from each of the 18 districts): HK\$500 gift voucher and certificate
- Active Participating School Award (3 awardees): The three schools with the largest number of student participation will be awarded a drone course sponsored by the DNT FPV Drone Association H.K. China and a trophy

10. Judging Criteria

- Conceptual expression: ability to present the meaning for Hong Kong to participate in international assessments 40%
- Design skills: aesthetically pleasing and coherent 30%
- Creativity: innovative ideas 30%

11. Judging Panel

The professional judging panel is formed by representatives from the HKU PISA 2025 Project Team, the Education Bureau, and the education sector.

12. Announcement of Results

The results of the Competition will be announced on the HKU PISA 2025 Project Website (pisa.hku.hk) on 17 February 2025. Awardees will be notified individually and invited to attend the prize presentation ceremony in late February 2025 to introduce their winning design and share their design experience.

13. Copyright

- Participants are required to comply with the relevant copyright laws. If the participants infringe the copyright or other related crimes, including but not limited to the submission, reprinting, copying and counterfeiting of the competition, their qualifications will be cancelled. Participants should be responsible for their own legal responsibility, and any legal disputes are irrelevant to the organiser.
- The organiser may copy, use, modify, display, publish and distribute the submitted entries, or distribute them for any media, for publicity or education, without any remuneration or other notice.
- The organiser has the intellectual property rights of the submitted entries, which can be put into production and distributed, displayed or published in any venue as (but not limited to) the promotional activities of the PISA 2025 Project in Hong Kong and other international assessments.
- After submitting the application, the participants will agree to all the terms and conditions on behalf of the participants, and will not remove any loss of the organiser from any of the principals who have filed their work for the legal liability and agree to the compensation.

14. Personal Information Collection Statement

Personal information is provided by the participants and the relevant materials will only be used for participation in the activities of PISA 2025 Project in Hong Kong and other international assessments. The information will only be provided by the person handling the application as a review, contact and related use.

15. Enquiries

For enquiries, please feel free to contact Miss Anna Chan of the HKU PISA 2025 Project Team (Tel: 3917 4248/ Email: pisa@hku.hk).

(B) Publicity Poster for the Competition

香港參與國際評估計劃

Faculty of Education
The University of Hong Kong
香港大學教育學院

吉祥物設計比賽

MASCOT DESIGN COMPETITION

for Hong Kong's Participation in International Assessments



冠軍：2,000港元禮券及證書
Champion : HK\$2,000 gift voucher and certificate

亞軍：1,500港元禮券及證書
1st Runner-up : HK\$1,500 gift voucher and certificate

季軍：1,000港元禮券及證書
2nd Runner-up : HK\$1,000 gift voucher and certificate

優異獎：500港元禮券及證書
Merit Awards : HK\$500 gift voucher and certificate

積極參與學校大獎：
無人機課程及獎座
Active Participating School Awards :
Drone course and trophy

作品遞交截止日期
Deadline for Submission
2025年2月10日



詳情請瀏覽
More details at
<https://pisa.hku.hk/event/mascot-design>

(C) Entry Instructions and Application Form

1. The entries must include four sides (front, back, left and right) and the submitted file size should not be less than 1MB and not be larger than 5MB
 - For hand-drawn design: Must be drawn on A4 size blank paper, scanned using a computer scanner or photographed with a camera in JPG/JPEG/PDF format, and the resolution should be at least 300dpi
 - For digital design: The file format should be in JPG/JPEG/PDF and the resolution should be at least 300dpi
2. Use of clipart is not allowed.
3. The file name of the entry should include school name and student's full name (e.g. ABC College **CHAN Tai Man**).
4. Please email the application form and the entry to HKU PISA 2025 Project Team (email: pisa@hku.hk) **by 11:59 p.m. of 10 February 2025 (Monday)**.
5. The organiser reserves the right to reject late submissions, incomplete, or erroneous forms.
6. The copyright of award-winning entries belongs to the organiser, which has the rights to exhibit, publish, reproduce, and promote the works.
7. The organiser reserves the right to revise the competition rules as needed without prior notice.
8. The organiser reserves the final interpretation rights of all rules and arrangements for the competition.
9. Participants are advised to regularly visit the HKU PISA 2025 website (pisa.hku.hk) for the latest updates or changes regarding the competition.

Acknowledgement (Please tick)

- I have carefully read and understood the detailed rules of this competition, and I agree to abide by the organiser's final decision.

Signature: _____

Name of participant: _____

School: _____

Date: _____

**Mascot Design Competition – Hong Kong’s Participation in International Assessments
Application Form**

Name (English):	Name (Chinese):
Tel:	Email:
School Name:	
Year / Grade:	
Introduction of your design (50-100 words):	
Name of your Mascot:	

Please email your application form and your design entry to HKU PISA 2025 Project Team at pisa@hku.hk by 10 February 2025 (11:59 p.m.).

Thank you for your participation!