



PEMERINTAH PROVINSI SUMATERA BARAT
DINAS PENDIDIKAN

Jl. Jenderal Sudirman No. 52, ☎ (0751) 20151-31531. Fax (0751) 20152 Padang

Nomor : 420.02 / / PSMK -2024
Lampiran : 1 exp
Perihal : Lomba Dalam Rangka Expo SMK 2024

Padang 14 Juni 2024

Kepada Yth.

Bapak / Ibu :
Kepala SMK
Se- Sumatera Barat
Di
Tempat

Dengan Hormat,

Dalam rangka kegiatan Expo SMK Sumatera Barat Tahun 2024 yang akan dilaksanakan pada tanggal 7 sampai dengan 11 Agustus 2024 di Pelataran Medan Nan Bapaneh Ngalau Indah Kota Payakumbuh Provinsi Sumatera Barat , Indonesia, akan dilaksanakan International Competition dengan tema,

”Kreativitas dan Inovasi dalam Membangun Bangsa ”

Pedoman penyelenggaraan lomba terdapat dalam juknis lomba (Terlampir)

Untuk itu dihimbau agar Kepala SMK Se- Sumatera Barat mempersiapkan siswa SMK untuk mengikuti dan berpartisipasi aktif dalam 9 jenis bidang lomba tersebut .

Demikian disampaikan untuk ditindaklanjuti, atas perhatian saudara diucapkan terimakasih .



Kepala,

Drs. Barlius, MM
Pembina Utama Muda
NIP. 196606301991031006

Technical Guidelines for the Competition in the Context of SMK Expo 2024 *(International Competition)*

Background

In the rapidly advancing digital era, creativity and innovation are the main keys in various aspects of life, including in conveying messages and information to the public. Media such as poster design, short videos, infographics, public service advertisements, cultural advertisements, tourism promotions, and digital innovations play a significant role in educating, inspiring, and motivating the public to act positively. This competition aims to explore the creativity and innovation of participants in creating works to build the nation.

Competition Theme

The theme of the competition is "Creativity and Innovation in Building the Nation."

Competition Categories

- Poster Design
- Short Video
- Infographic
- Public Service Advertisement
- Craft Model Design
- Digital Innovation
- Animation
- Fashion Design
- Scientific Paper

Participants

The competition is open to the public with two categories of participants:

1. SMK Students
2. Vocational School Students (Non Indonesian)

General Requirements

- The work must be original and has not been published or entered in other competitions.
- Each participant can only submit one work per category.
- Works containing elements of SARA (ethnicity, religion, race, and inter-group relations), pornography, and violence are not allowed.
- Participants must include complete personal data: name, address, phone number, and email.

Specific Requirements

1. Poster Design

- File format: JPEG/PNG
- Size: A3 (297 x 420 mm)
- Resolution: 300 dpi
- Theme: Education Can Change the Nation
- Originality: The work must be original and has not been published or entered in other competitions.

Evaluation Criteria:

- Creativity and innovation
- Color harmony and composition
- Readability and message clarity
- Relevance to the theme

Submission Method:

- Upload the work through the platform specified by the committee.
- Include a brief description of the work (maximum 200 words).

2. Short Video

- Duration: Maximum 5 minutes
- File format: MP4/MOV
- Resolution: Minimum 720p
- Theme: Good Education Produces a Good Generation
- Originality: The video must be original and has not been published or entered in other competitions.

Evaluation Criteria:

- Creativity and innovation
- Directing and editing
- Storyline and message
- Technical quality (audio-visual effects)

Submission Method:

- Upload the video to a video-sharing platform (YouTube, Vimeo, etc.).
- Send the video link through the online form to the committee.

3. Infographic

- File format: JPEG/PNG
- Size: A3 (297 x 420 mm)
- Resolution: 300 dpi
- Theme: Education Information
- Originality: The work must be original and has not been published or entered in other competitions.

Evaluation Criteria:

- Creativity and innovation
- Clarity and readability of information
- Layout and graphic design
- Relevance to the theme

4. Public Service Advertisement

- Duration: Maximum 1 minute
- File format: MP4/MOV
- Resolution: Minimum 720p
- Theme: Realizing a Golden Generation with Educational Culture
- Originality: The video must be original and has not been published or entered in other competitions.

Evaluation Criteria:

- Creativity and innovation
- Clarity of message and delivery
- Directing and editing
- Technical quality (audio-visual effects)

Submission Method:

- Upload the video to a video-sharing platform (YouTube, Vimeo, etc.).
- Send the video link through the online registration form.

5. Craft Model Design

- File format: JPEG/PNG for design images
- Size: A3 (297 x 420 mm)
- Resolution: 300 dpi
- Theme: Innovation in Craft
- Originality: The work must be original and has not been published or entered in other competitions.
- Include a description and design concept (maximum 300 words).

Evaluation Criteria:

- Creativity and innovation
- Clarity and detail of the design
- Aesthetics and practicality
- Relevance to the theme

Submission Method:

- Upload the work through the platform specified by the committee.
- Include a brief description of the work (maximum 300 words).

6. Digital Innovation

- Format: Application, website, or other digital products
- Documentation: Description of function, purpose, and benefits of the work (maximum 500 words), screenshots, and access link if available
- Originality: The work must be original and has not been published or entered in other competitions.
- Demo Video: Demonstration video of how to use the work (maximum 5 minutes).

Evaluation Criteria:

- Creativity and innovation
- Clarity and functionality
- Benefits and impact
- Relevance to the theme

Submission Method:

- Send access link and demo video through the online registration form.
- Upload documentation in PDF format.

7. Animation

- Duration: Maximum 2 minutes
- File format: MP4/MOV
- Resolution: Minimum 720p
- Theme: Towards a Golden Generation
- Originality: The animation must be original and has not been published or entered in other competitions.

Evaluation Criteria:

- Creativity and innovation
- Smoothness of animation and visualization
- Storyline and message
- Technical quality (audio-visual effects)

Submission Method:

- Upload the animation video to a video-sharing platform (YouTube, Vimeo, etc.).
- Send the video link through the online registration form.

8. Fashion Design

- File format: JPEG/PNG for design images
- Size: A3 (297 x 420 mm)
- Resolution: 300 dpi
- Include a description of the concept and materials used (maximum 300 words).
- Originality: The work must be original and has not been published or entered in other competitions.

Evaluation Criteria:

- Creativity and innovation
- Clarity and detail of the design
- Aesthetics and functionality
- Relevance to the theme

9. Scientific Paper

- File format: PDF
- Length: Maximum 20 pages including appendices and references
- Theme: Realizing a Good Generation Through Education
- Originality: The paper must be original and has not been published or entered in other competitions.
- Structure: Title, abstract, introduction, literature review, methodology, results and discussion, conclusion, and references.

Evaluation Criteria:

- Relevance to the theme
- Originality of ideas and scientific contribution
- Accuracy of methodology
- Quality of analysis and discussion
- Writing structure and language

Registration Mechanism

- Participants register online through [registration link].
- Works are sent via email to [committee email] with the subject "Competition [Category] - [Participant Name]".

Evaluation

- Relevance to the theme
- Creativity and innovation
- Beauty and aesthetics
- Technical quality

Prizes

- First Prize: Certificate + Cash IDR 12,500,000
- Second Prize: Certificate + Cash IDR 10,000,000
- Third Prize: Certificate + Cash IDR 7,500,000

Schedule

- Registration: June 15 - July 1
- Submission of Works: July 1 - July 25
- Judging: July 25 - July 28
- Announcement of Winners: July 29



Kepala,

Drs. Barlius, MM
Pembina Utama Muda
NIP. 196606301991031006