

2008 ASIAGRAPH in Shanghai

June 27 ~ July 1, 2008

Shanghai Exhibition Center, Shanghai, China

Conduct

Ministry of Culture of the People's Republic of China

Ministry of Economy, Trade and Industry of Japan

Ministry of Culture & Tourism Republic of Korea

Sponsor

ASIAGRAPH Committee

China National Center for Developing Animation, Cartoon & Game Industry

Co-organizer

Culture Market management bureau of ministry Culture of PRC

Digital Content Association of Japan

Korean Culture & Content Agency

ASIAGRAPH Committee

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2008 ASIAGRAPH In Shanghai

- 001 Theme** ----- Intelligent Space/Ubiquitous Culture Space
- 002 Scope** ----- ASIAGRAPH is an organization that involves cooperation between people, government, corporations and universities in Asia, as well as an exhibition event for the purpose of reaching a more prosperous human life by elements from Asian culture together with IT technology.
The "ASIAGRAPH.org" was established to stress the importance of public contents in knowledge-information age and to make contribution to various media (publication, moving images, animation, games and media arts)-related industries through scientific research, education and academic-industrial cooperation. ASIAGRAPH thinks much of academic-industrial development program, which is different from all existing associations, and plans to study policy and value, hold conferences both domestic and abroad, publish journals, give advice to contents-related venture companies, and to build contents hub. Also, ASIAGRAPH hopes to accomplish a knowledge-oriented society and to prepare for the scientific foundation by promoting friendship among academia and industry.

CONFERENCE AREA

ASIAGRAPH is a multimedia exhibition for industrial, governmental and academic projects in information technology, digital design and Asian culture.
ASIAGRAPH 2008 presents a unique focus on the intelligent home, a living space emphasizing the harmony of culture, art, science and technology.

- 003 Symposiums** ----- ASIAGRAPH is an academic forum exploring the convergence of digital technology, industrial and cultural trends. The academic council of Asia graph includes a regional congress of distinguished scholars, the core committee of an expanding international think tank.
- Symposium 1: Symposium of Government (Korea, China, Japan)
- Minister of the Korea Ministry of Culture and Tourism
- Minister of the China Ministry of Culture
- Minister of the Japan Ministry of economy and industry
Symposium 2: Symposium of industry manager (Korea, China, Japan)
- Korea: KOTRA /China: NCACG/ Japan: JETRO
Symposium 3: International Committee Symposium
- ACM SIGGRAPH / EUROGRAPH/ ASIAGRAPH
- 004 Key Note Speech** ----- Speeches of the winners, who achieved a prize for distinguished service of the ASIAGRAPH award.
- 005 Papers** ----- ASIAGRAPH is an event of contents center for development of culture contents and digital contents industry.
- ASIAGRAPH is an academic presentation event that announces results which are studied in college and corporation related digital contents and culture contents. At this point in time, nine members who belong to a learned society already decided to participate in ASIAGRAPH and will be magnified gradually.
- 1. Topics**
Papers should be addressed one or more of the listed topics, although authors should not feel limited by them. Unlisted but related topics are also allowed.
- Computer Graphics- Animation- Game- VR- Robotics- Information Design-

Architecture- Cartoon- Illustration- Mobile Contents- Digital Movie- Electronic Music- Media Art- Performing Art- Digital Contents- Culture Contents

2. Schedule

Full paper: April 30, 2008

Announcement: May 10, 2008(<http://www.asiagraph.org>)

Camera Ready: May 20, 2008

3. Submission

Authors should submit an extend abstract of up to 1 page on A4 in their own language or English.

Authors should submit a Full paper in English of up to 6 pages on A4.

Who wants to use their own language should submit a paper up to 6 pages on A4 and must add abstracted paper in English up to 2 pages on A4.

The submission format is available in our web site (<http://www.asiagraph.org>).

4. Conference fee: 2,600 CNY (360 USD)

006 Educators Program -----

ASIAGRAPH sponsors innovative student researches and projects, focusing on the intersection of technology, design and culture.

1. Topics

- Computer Graphics- Animation- Game- VR- Robotics- Information Design- Architecture- Cartoon- Illustration- Mobile Contents- Digital Movie- Electronic Music- Media Art- Performing Art- Digital Contents- Culture Contents

2. Schedule

Full paper of Program: April 30, 2008

Announcement: May 20, 2008(<http://www.asiagraph.org>)

3. Submission

Authors should submit a Summary of Program in English of up to 1 A4 Pages.

The submission format of Summary is available in our web site

(<http://www.asiagraph.org>).

Authors should submit a Full paper of Program in English of up to 6 A4 pages

The submission format of Summary is available in our web site

(<http://www.asiagraph.org>).

4. Conference fee: 2,600 CNY (360 USD)

007 Sketch & Poster -----

ASIAGRAPH is a Conference to realize creative conception and imagination to improve ability of students` research as well as engineering thesis.

1. Topics

- Computer Graphics- Animation- Game- VR- Robotics- Information Design- Architecture- Cartoon- Illustration- Mobile Contents- Digital Movie- Electronic Music- Media Art- Performing Art- Digital Contents- Culture Contents

2. Schedule

Final Work Data Submission: April 30, 2008

Announcement: May 20, 2008(<http://www.asiagraph.org>)

3. Submission

Participator should submit a Summary of work in English of up to 1page on A4.

The submission format of Summary is available in our web site

(<http://www.asiagraph.org>).

Selected Participator should submit full Data of the work via our web site

(<http://www.asiagraph.org>).

The submission format (B1 size) is available in our web site

(<http://www.asiagraph.org>).

4. Conference fee: 700 CNY (100 USD).

EXHIBITION AREA

008 Entertainment Science --

Entertainment Science is a showcase of interactive technology at the intersection of entertainment and education presented by universities, corporations and research institutes from all over the world.

1. Topics

- VR- Hap tic interface- Ubiquitous Contents- Robotics- HDTV

2. Schedule

Submission of Specific Exhibition Plan: May 10, 2008

3. Submission

Participator should submit a Summary of exhibition in English of up to 1 page on A4.

The submission format of Summary is available in our web site (<http://www.asiagraph.org>).

Selected participator should submit specific plan of exhibition via our web site (<http://www.asiagraph.org>).

* Please let us know the area you would be occupied in.

009 Digital Gallery -----

Digital Gallery is an exhibition of works of selected world media artists who is participating in ASIAGPAPH

1. Topics

- 2D Image- 3D Image- Digital Design- Digital Contents- Electronic Sound- Hybrid Art- Culture Contents- Installation- Interactive Arts

2. Schedule

Full Data Submission: April 30, 2008

Announcement: May 20, 2008(<http://www.asiagraph.org>)

3. Submission

Participator should submit a Summary of exhibition in English of up to 1 page on A4.

The submission format of Summary is available in our web site (<http://www.asiagraph.org>).

Selected participator should submit specific plan of exhibition via our web site (<http://www.asiagraph.org>)

010 Digital Theatre -----

The Digital Theatre is a platform for film, simulations, and performance presented by world universities, corporations, research centers, film studios, theater companies and performance collectives.

1. Topics

- CG Animation- Game Animation- Digital Movie- Electronic Music- TV CF- Performing Art- Culture Contents

2. Schedule

Full Data Submission: April 30, 2008

Announcement: May 20, 2008(<http://www.asiagraph.org>)

3. Submission

Participator should submit a Summary of exhibition in English of up to 1 page on A4.

The submission format of Summary is available in our web site (<http://www.asiagraph.org>).

Selected participator should submit specific plan of exhibition via our web site (<http://www.asiagraph.org>)

011 Children's Kiosk -----

Children's Kiosk is a forum for products and research methods in the field of children's entertainment.

1. Topics

- Game- Cartoon- Toys- Education Tools- e-Book- Software

2. Schedule

Full Data Submission: April 30, 2008

Announcement: May 20, 2008(<http://www.asiagraph.org>)

3. Submission

Participator should submit a Summary of exhibition in English of up to 1 page on A4.

The submission format of Summary is available in our web site (<http://www.asiagraph.org>).

Selected participator should submit specific plan of exhibition via our web site (<http://www.asiagraph.org>)

012 Enterprise Exhibition ----

ASIAGRAPH is a chance to meet world's famous enterprise related with digital contents. We can experience the present of digital contents.

1. Participation requirement

Enterprise related with digital contents, such as game, animation, digital movie, etc

2. Standard Booth (3 m² × 3 m²)

• Rental Fee : 16,000RMB (including standard facilities)

• Standard facilities :

Fascia Board : 340 (H) × 3000(W)

Partition Wall : 950 (W) × 2480(H)

-Square table for interviews×1/ Pipe chairs ×2/ 10Amp-220V (Max:500W) ×1

Spot lights (100W) ×2/ Business table×1/ Trash box ×1

3. Free size Booth (more than 27 m²)

Rental Fee (without facilities) : 1,600RMB/m² (27 m² Minimum)

4. Schedule

Submit application form: April 30, 2008

Announcement: May 20, 2008(<http://www.asiagraph.org>)

5. Submission

Participator should submit an application form via our web site

(<http://www.asiagraph.org>).

The application form is available in our web site (<http://www.asiagraph.org>)

Selected participator should be receiving specific application information of the exhibition.

Participator should be offered 10% discount if attended past events of ASIAGRAPH or NCACG.

1st ASIAGRAPH International Digital Contents Awards

"Digital contents awards" is a competition for corporations and students, celebrating innovative content development.

013 "A Mark" ----- Certification Competition

PART 1: Corporation developed goods field – "A Mark" Certification Competition

- It raises the world wide competitive power of the Asia culture contents.
- It gives "A Mark" to best digital contents which is developed by enterprise
- Only commercialized product which is completed is available.

1. Call for participation

Digital Contents Area(Animation, game, VR, mobile contents, digital movie, Cartoon, On-line Contents, Robotics & All Product related with Digital Contents)

2. Schedule

Deadline: April 30, 2008/ Judgment: May 11 – 25, 2008/ Result of Judging: May 26, 2008/ Exhibition and AWARD: June 27 – July 1, 2008

3. Submission

- Entries should submit promote movie file less than 5 minutes via our web site. (<http://www.asiagraph.org>)

4. Judging Criteria

The judging committee is composed with experts from China, Korea, and Japan in culture contents area

The standards of screening is as following

- Creativity (20%)/ Marketability (20%)/ Aesthetics (20%)/ Cultural Value (20%)/ Originality of Theme (20%)

5. Entry fee: 200 USD

014 General & Student ----- competition

PART 2: General & Student competition

1. Participate requirement

Interest to digital contents field the student & public

2. Categories

AREA 1: Computer Graphics / 2D Graphics, 3D Graphics, Digital Illustration, Conceptual Image

AREA 2: Digital Animation / Animation, 2D Animation, 3D Animation, Visual Effects

AREA 3: Game / Game Planning, Game Scenario

AREA 4: Design / Identity, Publications, Illustrations, Packaging, Illustration

AREA 5: Cartoon / 1cut, 4 cut cartoon, On-line cartoon

AREA 6: Virtual Reality / Web VR, Immersive VR, Argument Reality

AREA 7: Mobile Contents / Mobile Game, Mobile Music, Mobile TV & Video, Mobile Commerce

AREA 8: Digital Movie / Digital Film, Special Effect,

AREA 9: Electronic Music / Music Performance, Interactive Music
Mixed type Performance

AREA 10: Media Art / Interactive Art, Installation

AREA 11: Performing Art / Performance, Mixed Performance

AREA 12: Culture Contents / All type which is focused on Culture

3. Schedule

Deadline: April 30, 2008

Judgment: May 11 – 25, 2008

Result of screening: May 26, 2008

Exhibition and AWARD: June 27 – July 1, 2008

4. File Format for Entries

Categories	Submission Form	Reference
Animation	Movie files (mov, avi)	Less than 5 minutes
Game	Demonstrated Movie files (mov, avi)	Less than 5 minutes
Design & Illustration, Cartoon Edited	A1, Jpeg file	
Virtual Reality	Demonstrated Movie files (mov, avi)	Less than 5 minutes
Mobile Contents	Demonstrated Movie file flash (swf)	Less than 5 minutes
Digital Movie	Movie files (mov, avi)	Less than 5 minutes
Electronic Music	Sound files (.wav, .aif)	Less than 5 minutes
Media Art/Performing Art	Demonstrated Movie files (mov, avi)	Less than 5 minutes
Culture Contents	Demonstrated Movie file (mov, avi)	Less than 5 minutes

- Participator should submit the file via our web site (<http://www.asiagraph.org>)
- Recommended file format is .avi & .mov
- Participator should submit the codec file if using Special Codec which is not available in windows operating system.

5. Judging Criteria

The judging committee is composed with experts from China, Korea, and Japan in culture contents area

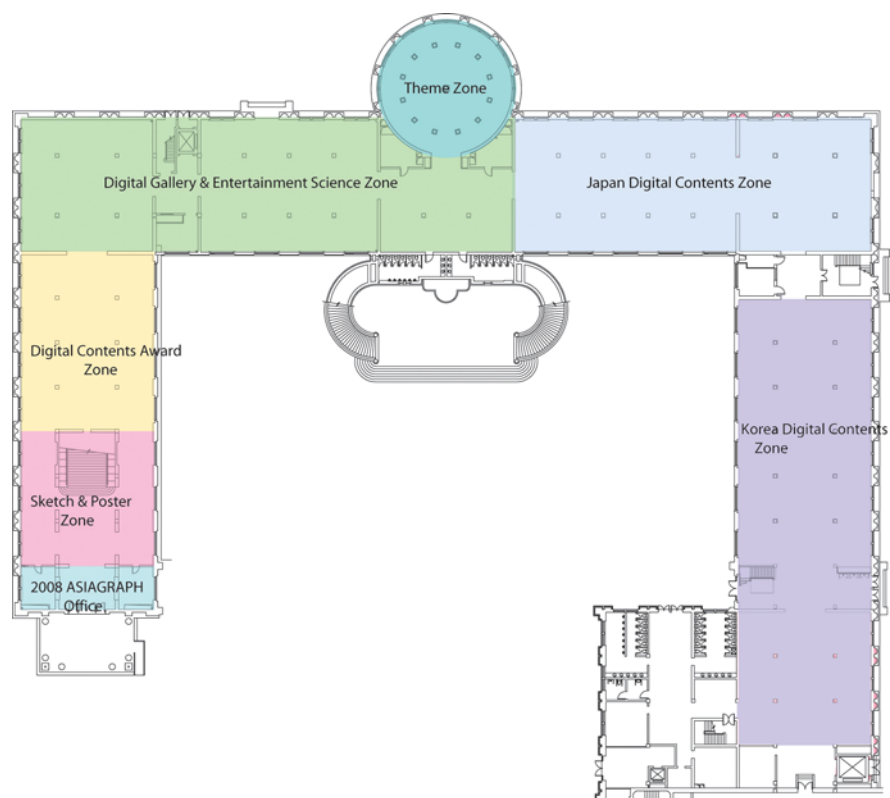
The standards of screening is as following

- Creativity (20%)/ Marketability (20%)/ Aesthetics (20%)/Cultural Value (20%)/Originality of Theme (20%)

6. Awards & Prizes

Total	Grand prize	1
Same each section (12 section)	Gold Prize	1
	Silver Prize	2
	Bronze Prize	3

Exhibition Area



Contact Us

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