



“新的历史因你的参加而开始.”

“あなたの参加で新しい歴史が始まります.”

“당신의 참여로 새로운 역사가 시작됩니다.”

2008 ASIAGRAPH Conference Chair
河口洋一郎

ASIAGRAPH President
金 鍾 琪



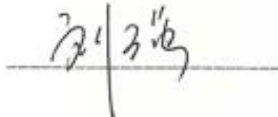
회의비망록

평등호혜의 원칙에 따라 정부측면과 산학연측면에 있어서의 아시아 디지털콘텐츠산업커뮤니티의 건전한 발전을 촉진하기 위해 한중일 3 국의 정부실무자가 2008 년 3 월 6 일 상해에서 개최 된 과장급 회의에 참가하여 아래와 같은 사항에 대하여 폭넓고 심도 깊은 검토를 했다.

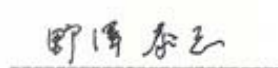
1. 3 국은 아시아디지털콘텐츠산업 커뮤니티 구축에 대해 정부차원에서의 지원의 가능성에 대해 토론했다.
2. 3 국은 산학연 차원에 있어서의 아시아디지털콘텐츠산업 커뮤니티의 연계를 깊게 할 것에 합의했다.
3. 3 국은 아시아디지털콘텐츠산업커뮤니티의 발전을 추진하기 위하여 ASIAGRAPH 를 정기적인 년례행사로 개최할 것에 합의했다.

2008 월 3 월 6 일

중국
중국문화부
문화시장사
동만계임처처장

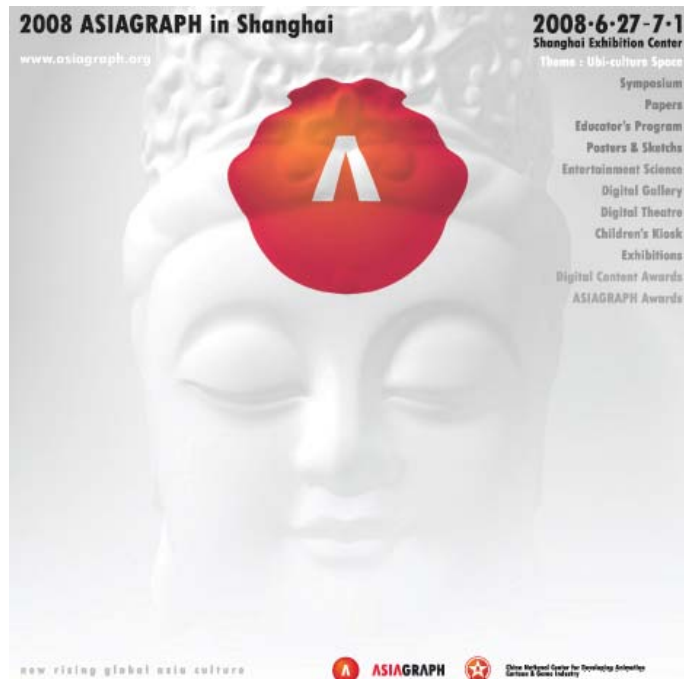


일본
일본경제산업성
상무정보정책국
문화정보관련산업과과장보좌



한국
한국문화체육관광부
문화산업본부문화산업진흥단
문화기술팀팀장





2008 ASIAGRAPH in Shanghai

June 27 ~ July 1, 2008

Shanghai Exhibition Center, Shanghai, China

행사 조직·기구

중화인민공화국문화부

한국문화관광부

일본경제산업성

상해시 인민 정부

주최

ASIAGRAPH2008 조직위원회

중국국가동만유희산업진흥기지, 상해시문화광보영상관리국

협력

일본디지털컨텐츠협회

한국문화컨텐츠진흥원

ASIAGRAPH Committee

Homepage: <http://www.asiagraph.org>

E-mail : asiagraph@asiagraph.org

Address : 1001 Zhaofeng plaza, 1027 changning Rd. Changning district, Shanghai, China

2008 ASIAGRAPH In Shanghai



001 Theme ----- Intelligent Space/Ubiquitous Culture Space
새로운 문화 예술과 과학기술 공간

002 Scope ----- 본 박람회는 IT 산업과 문화 콘텐츠산업의 활성화를 위해서, 한중일의 민관산학의 제휴를 통해서 문화 예술과 과학기술의 융합을 기본으로 한 교류의 장으로, 교육, 연구, 산업, 오락이 일치 한 전시 행사입니다.

차세대의 디지털 기술과 IT 기술이 문화와 결합해, 인간의 풍부한 생활 환경을 실현하기 위해서, 기업에 대해 신상품 개발을 장려하고, 대학과 연구소에 대해서는 신기술개발을 장려하고, 일반의 분들에 대해서 기술의 아름다움과 편리한 사용을 소개하는 일과 그러한 신 기술이 인류의 생활을 풍부하게 하고, 조화를 취할 수 있는 사회가 실현되는 일을 확인하는 목적이 있습니다.

주제전 및 기업 상품이나 공모에 의한 작품의 전시, 아동 체험관, 국제 심포지엄, 학술 발표 대회 등의 다채로운 행사로, 문화 콘텐츠의 다양한 분야를 소개합니다.

ASIAGRAPH 는 미국의 SIGGRAPH 와는 또 다른 문화 콘텐츠를 중심으로 한 행사로, 매년 한중일의 3국의 순서로 개최하면서, 아시아 각국 및 중국 지역을 순회 전시합니다.

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 ----- 국제논단
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: 한중일의 정부논단

- 한국 문화관광부, 중국문화부, 일본경제산업성

Symposium 2: 한중일의 산업논단

- 한국 KOTRA, 중국 NCACG, 일본 JETRO

Symposium 3: 국제논단

- 미국 SIGGRAPH 회장, 유럽 EUROGRAPH 회장, ASIAGRAPH 회장

004 Key Note Speech ----- 주제강연
Speeches of the winners, who achieved a prize for distinguished service of the ASIAGRAPH award.

005 Papers ----- 논문발표
ASIAGRAPH 는 문화콘텐츠와 디지털 콘텐츠 및 산업 발전을 핵심으로 한 조직입니다. 현재, 중국, 일본, 한국의 3 개국과 그 외 9개 학회의 회원들에 의한 디지털 콘텐츠에 관한 기업에서의 연구 성과, 및 대학에서의 연구 성과를 미디어 대회에서 발표 하고 있어 이것은 디지털 콘텐츠를 연구하는 학자의 규모가 날마다 확대하고 있는 것을 시사하고 있습니다.

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 ----- 教育工房

디지털 콘텐츠 교육자의 교육 Program 연구 발표입니다.

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 ----- 感性工房

ASIAGRAPH의 감성적인 일은 단지 대학원생들의 논문 발표의 능력을 높이는 것만이 아니라 각국 대학의 연구원생들의 연구의 성과를 실현하기 위해와 그들에게 더욱 아이디어의 구상력과 창조성을 발휘 하는 연구 발표 대회입니다.

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 -- 게임科学館

게임 과학관은 ASIAGRAPH와 세계 각국의 대학, 기업 및 연구 센터가 연구 개발 하고 있는 기술과 예술을 결합한 작품을 전시합니다. 교육, 오락에 대해서 흥미가 있는 분과 함께 기술개발을 장려하기 위한 전시입니다.

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 -----
디지털画廊

ASIAGRAPH 는 세계 각지의 미디어아티스트를 초대해 참가자들의 작품을 디지털 화랑에서 발표할 예정입니다.

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 -----
디지털映画館

ASIAGRAPH 에 참가하는 세계 각국의 대학, 기업, 연구소, 퍼포먼스 그룹의 자기 개발, 편집한 영상, 애니메이션, 영화특수효과 등을 모아 상영할 예정입니다.

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 -----
아동体験館

아동의 지력을 육성하는 상품을 개발한 기업 혹은 그 연구소에 전시장소를 제공해 아동들이 그러한 과학기술과 오락을 체험할 수 있는 공간입니다.

아시아 각국의 기업과 연구소는 참가 신청서를 제출해, 전시 기업은 최종 심사로 선정합니다.

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 ----
企業商品展

세계의 소프트웨어, 하드웨어 회사, 디지털 콘텐츠 개발 회사, 디지털 영상 회사, 모바일 콘텐츠 개발 회사, 디지털 콘텐츠 관련 대학 및 연구 센터 등에 의한 개발 상품을 전시한다.

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 receive 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

기업의 상품공모전 - 기업이 개발한 우수 작품에 A마크를 수여합니다.

전문가와 작가의 공모작품, 학생의 공모작품.

013 "A Mark" -----
Certification
Competition
"A Mark" 企業公募展

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 Products 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 are as following

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

5. Entry fee: 200 USD

014 General & Student -----
competition
國際公募展

PART 2: General & Student competition

1. Participate requirement

student & public whose interest in digital contents field

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.

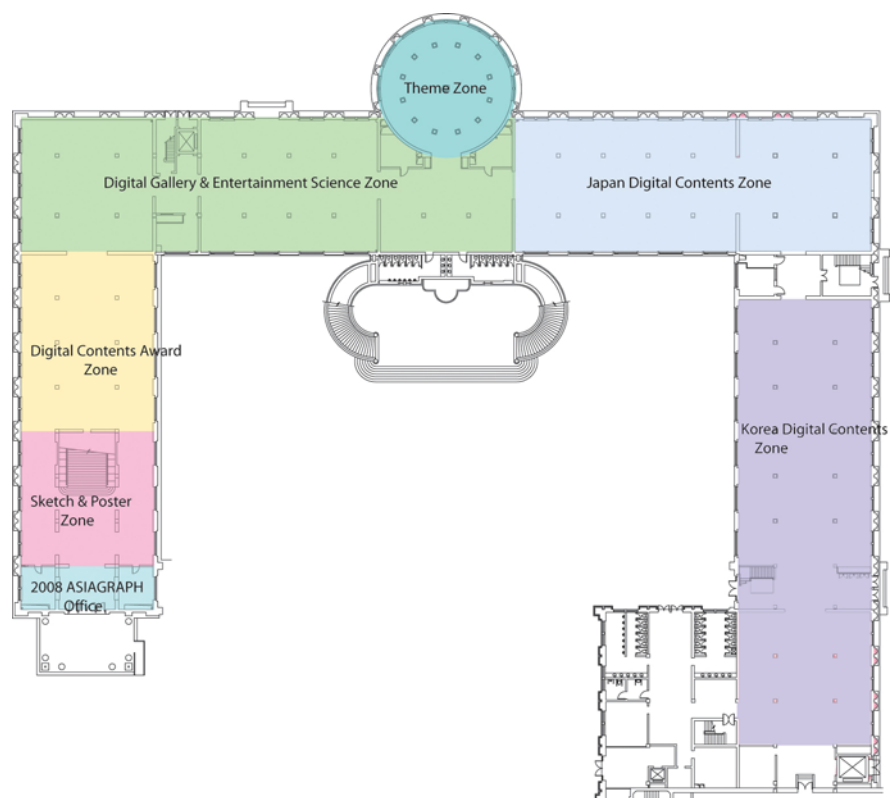
The standards of screening are as following

- 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

Homepage: <http://www.asiagraph.org>

E-mail: asiagraph@asiagraph.org

Address: 1001 Zhao Feng plaza, Changning Rd. Changning district, Shanghai, China