

## HE ELCa 2024

### Click, Create & Educate: The PSA Challenge

#### Rules and Regulations

##### 1.0 Introduction

Click, Create, & Educate is a competition where students are given the platform to creatively convey messages to the general public to raise awareness about the impact of education in empowering individual and community growth. Students will have the opportunity to harness their creativity and technological skills by experimenting with storytelling and video making to craft impactful Public Service Announcements (PSAs) all while contributing to a worthy cause. Students who participate are required to create a short Tik Tok video based on the theme given.

##### 2.0 General Rules

###### 2.1. Eligibility

To participate in the competition, you must be:

- An undergraduate or diploma student AND
- Have a MUET Band score of 3.5 or lower OR
- Fall within the CEFR proficiency level of B1 or below.

###### 2.2. Time

The video length should be 1:00 to 2:00 minutes long. Marks will be deducted for not following the advised time frame.

###### 2.3. Participation

- This is an individual submission.
- Each university may submit multiple submissions.

###### 2.4. How to Participate

- Create a TikTok video based on the following theme:

Theme: **“Knowledge as the Key: Unlocking Minds Through Education”**.

*Explore how education serves as the key to unlock the potential within everyone.  
Discuss how knowledge equips people with critical thinking abilities, skills, and facts,  
enabling them to navigate life challenges and actively contribute to society.*

- PSA videos may be produced but not limited to the following ideas: announcement, narrative video, sketch, or song.
- The content of the video is advised to be original and authentic.
- The content must not touch on sensitive issues, such as race, religion, royalty, politics, etc.
- The TikTok link must be submitted through the submission link together with the final script used for the video

## **2.5. Attire**

All participants must wear appropriate and decent attire in the video.

## **2.6. Creativity and Copyrights**

- The video may have inclusion of music, drama, costume, props, or artificial sound effects. Any music or sound effects must be properly acknowledged in the video, and it is encouraged to use resources that are royalty-free to avoid problems when uploading to TikTok.
- By submitting the entry to HE ELCa 2024, you are considered as giving permission and consent to the organiser to publish your work and videos for promotional and educational purposes.
- The video must not be published or shared on any platform prior to submission.

## **3.0 Submission**

- The video must be uploaded on TikTok and set to public. Please use these compulsory hashtags #ClickCreateEducateHEELCa24 #HEELCa2024
- The link must be submitted through the submission link together with the final script used for the video.
- Submission link: <https://forms.gle/UXpGFpnXaL4vsMZy8>
- Deadline: **Tuesday, 22 October 2024. 11.59pm**
- The judging criteria are theme & SDG connection; storytelling & conciseness; engagement & creativity; technical execution; and captions & trends.
- Any late submission will not be accepted.

Competition Committee

Higher Education English Language Carnival 2024

Universiti Malaysia Pahang Al-Sultan Abdullah, Malaysia