

**YD  
TA**

**DFA Hong Kong  
Young Design  
Talent Award  
(DFA HKYDTA)  
2021**

**Requirement and  
Suggestion of  
3-min Presentation Video**



All applicants of DFA HKYDTA 2021 are required to submit a **3-min Presentation Video** with the following specifications via the online application system under “Supporting document” section.

### Remarks

- Please ensure the download link of your presentation video is valid until 31 July 2021 for judging usage.
- Please ensure the video submitted meets the submission requirements. Otherwise, the application will be regarded unsuccessful.
- Kindly note that you are NOT allowed to edit or update the presentation video upon submission.



# Video Specification Requirements

Language:	English ONLY
Duration:	Max. 3 minutes
Aspect ratio:	16:9 in landscape
Size:	Full HD (1920 x 1080 pixels)
Format:	.MP4

**Important Note:**

**Please ensure all content in your video is solely owned by you or you are authorised by the owner(s) of all rights to use, and does not infringe any third parties' copyright, design rights and all other proprietary and intellectual property rights in or pertaining to the Design.**



# Video Content Requirement

The 3-min Presentation Video should cover below content:

- 1. At least 20 seconds of Self-introduction**
  - Should allow the judging panel to see your facial expression and gesture
- 2. Your portfolio**

# Judging Criteria of First Round Judging

Judging Criteria	Ratio
<ul style="list-style-type: none"> <li>▪ Creativity, Originality, Sense of Style and Aesthetics</li> <li>▪ Design Development and Execution Skills</li> <li>▪ Cross-disciplinary Interests and Capabilities e.g. Social/ Ecological Awareness, Use of Media, Technology, etc.</li> </ul>	50%
<ul style="list-style-type: none"> <li>▪ Overseas Plan Proposal</li> <li>▪ Vision in Personal Contribution to the Design Industry of Hong Kong</li> </ul>	30%
<ul style="list-style-type: none"> <li>▪ Personality/ Potential</li> <li>▪ Communication/ Presentation Skills</li> </ul>	20%
<b>Total</b>	<b>100%</b>

# **Suggested Shooting Tips**

# Prepare the Setting

---

- Set your camera or mobile device using tripod to make sure the video is steady
- Clear voice
- Shoot at quiet area to avoid background noise
- Keep a proper distance with the camera to show your facial expression and gesture
- Mindful on lighting and shadow
- Keep the background clean
- Be aware of duration of the video (max. 3 mins)





# Prepare Your Presentation

---

- Begin with 20 seconds Self-Introduction to show your facial expression and gesture
  - Your name, design background, etc.
- Showcase below material of your design works
  - Images, videos, presentation slides, drawings, prototypes, actual pieces, close-up shots, etc.
- Show your facial expression and gesture at the end of the presentation

*\*Focus on Self-introduction and Your Portfolio. No need to mention the Overseas Plan and Contribution Plan in the presentation video.*



# Tips

---

- With smart casual or style that reflects your personality
- Keep smile



# Enquiry



[ydta@dfaawards.com](mailto:ydta@dfaawards.com)



+852 3793 8446 / +852 3793 8458