October 7, 2014

**ICC & School of Creative Media, City U**

**Urban Media Visual Campus -**

**Selection Criteria and Guidelines for display of students’ works on**

**ICC’s facades**

**I/ Selection Criteria for Display of Students’ Works**

* The International Commerce Centre (ICC) is a privately owned building and therefore, has its own policies of lighting works selection.
* Selection of students’ lighting works will be based on the following factors (including but not limited to)

- Standards of excellence and innovation

- The integrity of the work

- Aesthetic appeal

- Overall community interest

* ICC does not accept lighting works designed for personal and commercial events.
* The lighting works will not portray themes that may be interpreted as derogatory as to race, religion, sexual orientation, natural origin, or physical or mental disability.
* ICC does not accept lighting works containing any political elements.
* The selection of students’ works to be displayed is at the sole discretion of the ownership and management of ICC.
* Owner of ICC reserves the right of final decision in any dispute.

**II/ Ownership of Intellectual Property**

* Intellectual property rights of the selected lighting works remain vested in the students.
* Once the lighting works are selected, students automatically enter into an agreement with owner of ICC for display of artworks for an agreed period of time.
* Owner of ICC reserves the right of replaying the selected student’s lighting works on ICC’s facades after initial agreed display period.
* ICC does not accept any plagiarized works. Once the selected lighting works are found plagiarized, the display of works should be suspended immediately.
* Owners (students) of the selected lighting works should enable ICC to publish images of the works for promotional purpose.

**III/ Technical Guideline**

* There are 4 facades on ICC. North side façade facing residential buildings should be blackened at all times.
* The show is pre-programmed, real time playing is not possible. Looping is possible.
* Program file for playing on ICC’s façades should be in swf format.
* 2 times of lighting tests will be offered to the selected works before the launch. If technical problems occur during the test, ICC has the right to request the students of the selected works to make amendments.