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# International students currently enrolled at a Taiwanese college or university

Students from Hong Kong and Macao, overseas Chinese students, international students, and short- or long-term Mandarin learners are all welcome

Enter individually or as a team

Up to 3 people per team.
Every team member must meet the eligibility requirements

Entrants under 18 must obtain consent from a parent, legal guardian, or authorized representative

# Schedule

Táiwān

**Aug 31, 2026**

Submissions and video uploads open

**Jan 3, 2027**

Submission deadline

**Jan 23, 2027**

Shortlist announced online

**Feb 13, 2027**

Exhibition and premiere: selected-film screening, winner announcement, and celebration

(The premiere will take place both online and in person)

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# Submission Guidelines Themes



## Required Themes

Please refer to the website map & SDGs

- Outdoor Learning
- Site Visits
- Attractions Visited During Your Travels
- Cultural Visit & Tourist Attraction Module

## Optional Themes

- The Joy of Living in Taiwan
- The Fun of Learning Mandarin
- Advantages of Studying in Taiwan

## Required Phrases(at video ending)

- In English: " Unboxing My Mandarin Journey in Taiwan"
- In Mandarin「學華語來臺灣，送臺灣去世界。」
- In your native language: " Learn Mandarin, embrace Taiwanese culture, and connect Taiwan with the world."

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# Submission Guidelines Formate

## Video Specifications

### Length
Reel: 30–60s
Short Video: 60–120s

### Resolution
1080p
or higher

### File type
MPEG4
/ MP4

### Aspect Ratio
9:16 (vertical) or
16:9 (horizontal)

## Music & Sound Effects

- Primary Language: Mandarin (at least 40%)
- Secondary Language: English or native language allowed (up to 60%)
- Must be royalty-free

## Requirements

- Subtitles must be in English (except for required lines).
- You must appear in the video.
- Original work only; any third-party material must be royalty-free or properly licensed.
- the locations and people featured in outdoor footage must be captured on camera.
- A detailed breakdown of the AI tools used must be provided at the time of entry

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# Submission Guidelines Process



## Create Your Video

Create a Reel (30–60s) or Short Video (60–120s)
featuring required and optional themes,
and include the required closing phrases (see above).

## Upload Video

Please upload your video to your personal cloud storage
(such as Google Drive, OneDrive, Dropbox, etc.).
Please make sure that the viewing or downloading permissions
are set to open/public.

## Complete the form

Complete the online submission form and provide your video link.
The form includes fields for: your video link, the original video download link,
and the file upload for the signed agreement.

## Subscribe & Follow

Subscribe to our YouTube Channel
and follow us on Instagram

YouTube
Channel

Instagram
@learningmandarinintaiwan

# Selection Criteria
# Preliminary Round

## Richness of content: 30%

Relevance to Mandarin learning, Taiwanese culture, and the experience of living in Taiwan.

## Storytelling: 25%

Presence of a complete narrative context and personal insights

## Creativity and Distinctiveness: 20%

Original subject matter and memorable elements

## Promotional Impact: 20%

Whether it inspires people to visit Taiwan or learn Mandarin

## Video and Audio Quality: 5%

Visuals, audio quality, and editing fluidity

# Selection Criteria
# Final Round

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**Evaluation by LMIT team and judging panel: 55%**

**Instagram engagement: 25%**

Comments & Shares: 15% | Likes: 5% | Views: 5%

**YouTube engagement: 20%**

Comments & Shares: 10% | Likes: 5% | Views: 5%

# Steps for Nominees

**Nominee Announcement: 20 finalists will be selected. Their videos will be uploaded to:**

YouTube：Learning Mandarin in Taiwan @LearningMandarininTaiwan

Instagram：@learningmandarinintaiwan

**Step 1 ：** Ensure you' re following us on both platforms.

**Step 2 ：** Make sure your Instagram account is set to public and accept our collaboration request.

**Step 3 ：** Invite your international student friends to watch, like, comment, and share your video.

**Instagram Comment Format:**

@tag an international student friend + Learning Mandarin in Taiwan!

**YouTube Comment Format:**

Learning Mandarin in Taiwan!

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# 8 Awards




- **1st** Prize (1 winner): **NT$20,000** cash prize (tax included)
- **2nd** Prize (1 winner): **NT$15,000** cash prize (tax included)
- **3rd** Prize (1 winner): **NT$10,000** cash prize (tax included)
- Best Story Award: **NT$3,000** cash prize (tax included)
- Best Cultural Exploration Award: **NT$3,000** cash prize (tax included)
- Best Mandarin Expression Award: **NT$3,000** cash prize (tax included)
- Best Creativity Award: **NT$3,000** cash prize (tax included)
- Best Cinematography Award: **NT$3,000** cash prize (tax included)
- Online Popularity Award: **NT$3,000 cash** prize (tax included)
- Taiwan Charm Award: **NT$3,000** cash prize (tax included)