

GUIDELINE SUBMISSION FOR PROJECT PROPOSAL

Categories: **Animation, Digital Game & Creative Tech**

Important Notes:

1. Applicants are required to submit your Project Proposal in **PowerPoint (.ppt/.pptx)** format and provide a **PDF (.pdf)** version of the same presentation.
2. Project Proposal **must** include all the required information as outlined below.
3. Please ensure that all sections are completed, as incomplete submissions may affect the evaluation of your assessment.

CATEGORY: ANIMATION

SECTION	PROPOSAL DETAILS
Project Background	1. Synopsis / Storyline 2. Concept Description 3. Draft Script
Visual Arts	1. Characters & Asset Design 2. Environments Background Design 3. Mood Board 4. Storyboard 5. Poster (Vertical & Landscape)
Production Process Workflow	1. Animation Production Workflow - Pre-Production, Production and Post-Production) 2. Resource Planning 3. Hardware/ Software 4. Project Monitoring Process 5. Audio Production (Voice-over artist, Sound Effects & Music) 6. Project Timeline & Deliverables
Studio Capability	1. Financial Report / Cashflow 2. Company Profile 3. Past Track Records - Past & Upcoming Projects and Clients List 4. Project Team Members - Summary 5. Production Capability 6. Resource Management - In-house/ Outsource
Business Model & Commercialisation	1. Business Model Canvas (BMC) 2. Project Costing Breakdown 3. Commercialisation Strategy (including Target Market, Scalability, Revenue Generation Plan) 4. Potential Strategic Collaboration/Partnership
Marketing Strategy & Product Validation	1. Marketing Plan (12-months) 2. User Acquisition Plan 3. Audience Engagement Plan 4. Collaboration Opportunities.

DIGITAL CREATORS PROGRAMME (CREATORS INC)

CATEGORY: DIGITAL GAME

SECTION	PROPOSAL DETAILS
Game Concept	1. Storyline/Synopsis of the Game 2. Game Genre Description 3. Game Concept 4. Gamification of the Gameplay
Visual Art & Design Direction	1. Game Characters & Asset Design 2. Game Environments / Background Design 3. In-game Interface Design 4. Sample of Promotional Poster (Vertical & Landscape)
Game Application Design, Technology Implementation & Production Plan	1. Product Design and User Experience 2. Interactive Mechanics and Design Innovation 3. Technology Approach (Prototype & System Architecture, and Audio Design concept) 4. Development & Production Plan 5. Resource Allocation (hardware/software) 6. Production Timeline
Studio Capability & Team Experience	1. Financial Report/ Cashflow 2. Company Portfolio 3. Past Track Records - Past Projects, Clients List & Upcoming Projects 4. Project Team Expertise (Summary & Resume) - Production capability, Resource Allocation (in-house/outsource) 5. Overall Project Timeline and Deliverables
Business Model & Commercialisation Potential	1. Business Model Canvas (BMC) 2. Project Costing Breakdown 3. Commercialisation Strategy (including Target Market, Scalability, Revenue Generation Plan) 4. Potential Strategic Collaboration/Partnership.
Marketing Strategy & Product Validation	1. Marketing Plan (12-months) 2. User Acquisition Plan 3. Audience Engagement Plan 4. Collaboration Opportunities.

DIGITAL CREATORS PROGRAMME (CREATORS INC)

CATEGORY: CREATIVE TECH

SECTION	PROPOSAL DETAILS
Project Concept	1. Overall Concept of the Project 2. Project Description & Genre 3. Outcome of the Project
Visual Art & Design Direction	1. Asset Designs 2. Environments / Background Design 3. Project Interface Design 4. Sample of Promotional Poster (Vertical & Landscape)
Application Design, Technology Implementation & Production Plan	1. Products / Services Design and User Experience (UI/UX) 2. Interactive Mechanics and Design Innovation 3. Technology Approach (Prototype & System Architecture, and Audio Design concept) 4. Development & Production Plan, Resource Allocation (including hardware/software) 5. Production Timeline
Studio Capability & Team Experience	1. Financial Report/ Cashflow 2. Company Portfolio 3. Past Track Records (Past Projects, Clients List & Upcoming Projects) 4. Project Team Expertise - Summary & Resume 5. Production Capability 6. Resource Allocation (in-house/outsource) 7. Project Timeline and Deliverables.
Business Model & Commercialisation Potential	1. Business Model Canvas (BMC) 2. Project Costing Breakdown 3. Commercialisation Strategy (including Target Market, Scalability, Revenue Generation Plan) 4. Potential Strategic Collaboration/ Partnership.
Marketing Strategy & Product Validation	1. Marketing Plan (12-months) 2. User Acquisition Plan 3. Audience Engagement Plan 4. Collaboration Opportunities

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