Guidelines for Contest Entries – Tohoku University Chatbot Mascot Design

<Call for Entries>

We are looking for your ideas for a mascot, and its nickname, who will appear on screen and respond to users of the Tohoku University chatbot.

<Theme>

An original mascot that combines artificial intelligence with the human touch of friendly personal contact. It should be charming and easy to love, even if it fails to answer a user's questions in a satisfactory manner.

<Entry Requirements>

- Either color or black and white is acceptable.
- The aspect ratio of work should be 1:1.
- Any method of producing the image is acceptable, including by hand or by using a graphical software package. However, the submission should be made via electronic media as indicated in the "How to enter" section below.
- The area that will be occupied by the image on an actual screen will be limited, so complex designs will not be clearly visible.
- Only one entry per person is allowed.
- All works should be designed with Tohoku University's vision of respecting diversity and inclusion in mind, and should not suggest a specific gender or ethnicity.

<Who Can Enter>

Students, faculty, and staff members of Tohoku University

<Deadline for Entries>

5:00 p.m., Friday, June 25, 2021

<Selection>

Voting will be conducted among the faculty, staff, and students of Tohoku University. If there are a great number of entries, finalists will be selected by the Digital Transformation Project Team.

<Announcement>

■The winning entry will be announced on Tohoku University's official website in August 2021.

<Awards>

First place: The winning entry will be adopted as the chatbot mascot! The winner will also be provided with a 30,000 yen Amazon gift card.

Second place: A 10,000 yen Amazon gift card

Third place: A 5,000 yen Amazon gift card

<How to enter>

Apply through Google Forms. You must log in using your university account at

https://accounts.google.com/AccountChooser?continue=https://docs.google.com/forms/d/e/1FAIpQLScak9w7MXIE3ZP75EI6cA6dvj4SL244v5JHRiJftP8SCiJnfw/viewform?usp=sf_link

<Copyright>

- All entries must be original works that have not been published in Japan or abroad and that have been designed specifically for this contest.

- Submissions that violate public order and morals or other legal regulations, are slanderous or defamatory, or infringe on the copyrights or rights of third parties will not be considered. In addition, if it is found that any of these conditions have been violated, even after the winner has been announced, the mascot will not be adopted. In the event that Tohoku University suffers any damages as a result of the violation of these conditions, the university will claim damages from the applicant.

- All copyrights, including those which are applicable under Article 27 and Article 28 of the Copyright Act in Japan, belong to Tohoku University.

- Tohoku University assumes no responsibility for the failed delivery of entries, damage to entries before they arrive, or damage to electronic data.

- In order to improve the visibility of the chatbot screen, some of the designs, colors, sizes, etc. may be changed after consultation with the designer.

- The personal information of the entrants will be used only for the purposes of judging, announcing, and awarding.