

□ **Promotion Video**

○ **Video: Promotion Video**

○ **Target:** Individuals or teams can participate

○ **Competition Description**

- Create a cinematic video or music video showcasing Korean culture using your talents such as singing, dancing, Taekwondo, playing musical instruments, or other performances.

○ **Video Type:** Horizontal video (only uploadable on YouTube)

○ **Participation Method**

1. Participate individually or as a team to create a video.
2. Shoot and edit a video where you perform your special talent, making it look like a cinematic advertisement or a K-pop music video.
3. Upload the finished video on YouTube with the title using [TTK2024].

○ **Submission Specifications**

1. Upload Channel: Public on YouTube.
2. Hashtags: #talktalkkorea2024 and #ttk2024.
3. Caption: Include self-introduction (including nationality) and work description.
4. Resolution: Full HD (1920x1080) or higher.

※If using original music, include that information as well.

5. Length: Between 2 and 3 minutes.

※If nominated as a finalist, you will need to submit the original file. Failure to meet the specifications can result in disqualification.

○ **How to Submit**

1. Visit talktalkkorea.or.kr.
2. Select Promotion Video category on submission page.
3. Fill application form with detailed work info and video URL, then submit.

※You must sign up and log in before applying.

※Entries without a title or description may be excluded from judging.

4. You can check the submission status in 'My Page > Submission Status'.

○ **Prizes:**

1st Prize (1 work): 2024 K-Button (Gold) + Invitation Tour to Korea (8 nights, 9 days) + 2,500 USD

2nd Prize (1 work): 2024 K-Button (Silver) + Smart phone

3rd Prize (2 works): 2024 K-Button (Bronze) + Tablet

4th Prize (2 works): Smart watch

5th Prize (10 works): Amazon gift card

○ **Notes:**

1. Participants can submit multiple works and are eligible for multiple awards if they enter different categories.

2. The invitation tour to Korea is limited to one person per team.

※If additional team members can cover their own travel and accommodation costs, they may participate in the event upon prior arrangement.

※If the winner cannot visit Korea due to personal reasons, the prize may be substituted.

3. Entries set as 'private' or 'partially private' will be excluded from judging.

4. Accounts set as 'private' will be excluded from judging.

5. Only works produced and uploaded after 2024 are eligible.

6. Entries with unresolved copyright issues (including sources, music, and celebrity images) will be excluded from judging. Participants must resolve any copyright issues themselves.

7. Winning works may be used or adapted for promoting Korean culture by the Ministry of Culture, Sports and Tourism, including through their channels or exhibitions.

8. Prizes may be substituted due to delivery issues.

9. Any taxes incurred from prize reception must be handled by the recipient.

10. If using original music, include that information as well.

11. Works found to have copyright issues after winning can still be disqualified.

12. Works found not to be purely original, including those made with external help or AI, will be disqualified.

13. Works that defame others or contain illegal information will be disqualified.

14. Works that do not fit the contest theme or submission specifications will be excluded from judging.
15. Works containing illegal or explicit content will be disqualified.
16. Participants under the age of 14 must obtain consent from a legal guardian to enter the competition. If it is later confirmed that such consent has not been obtained, the participant will be disqualified from the evaluation process and may not be eligible for any awards.

Art & Craft

○ **Activity: Art & Craft**

○ **Target:** Individual

○ **Competition Description**

- Create various works that express Korea, such as illustrations, webtoons, sculptures, crafts, hanbok making, calligraphy, etc., either as images or making videos showing the production process.

○ **Activity Type:** Create images or making videos (YouTube, Instagram, Facebook, etc.)

○ **Participation Method**

1. Only for individuals.
2. Create work showing final product or production process in a video.
3. Upload to YouTube, Instagram, or Facebook.

○ **Submission Specifications**

1. Upload Channel: Public on YouTube.
2. Hashtags: #talktalkkorea2024 and #ttk2024.
3. Caption: Include self-introduction (including nationality) and work description.
4. (Paper) Draw and scan at 250mm x 353mm (B4) size.
(Computer graphics) Create at 2953 x 4169 pixels with 300dpi resolution.
(Video) No time limit, create in Full HD (1920x1080) resolution, and use copyright-free music.

※If using original music, please include that information as well.

※If nominated as a finalist, submission of the original file is required.
If the original file does not meet the specifications, the entry may be disqualified.

○ How to Submit

1. Visit talktalkkorea.or.kr.
2. Choose Art & Craft category on submission page.
3. Complete application form with detailed work description and URL, then submit.

※You must sign up and log in before applying.

※Entries without a title or description may be excluded from judging.

4. You can check the submission status on 'My Page > Submission Status'.

○ Prizes

1st Prize (1 work): 2024 K-Button (Gold) + Invitation Tour to Korea (8 nights, 9 days)

2nd Prize (1 work): 2024 K-Button (Silver) + Smart phone

3rd Prize (2 works): 2024 K-Button (Bronze) + Tablet

4th Prize (2 works): Smart watch

5th Prize (10 works): Amazon gift card

○ Notes:

1. Participants can submit multiple works and are eligible for multiple awards if they enter different categories.

2. The invitation tour to Korea is limited to one person per team.

※If additional team members can cover their own travel and accommodation costs, they may participate in the event upon prior arrangement.

※If the winner cannot visit Korea due to personal reasons, the prize may be substituted.

3. Entries set as 'private' or 'partially private' will be excluded from judging.

4. Accounts set as 'private' will be excluded from judging.

5. Only works produced and uploaded after 2024 are eligible.

6. Entries with unresolved copyright issues (including sources, music, and celebrity images) will be excluded from judging. Participants must

resolve any copyright issues themselves.

7. Winning works may be used or adapted for promoting Korean culture by the Ministry of Culture, Sports and Tourism, including through their channels or exhibitions.
8. Prizes may be substituted due to delivery issues.
9. Any taxes incurred from prize reception must be handled by the recipient.
10. If using original music, include that information as well.
11. Works found to have copyright issues after winning can still be disqualified.
12. Works found not to be purely original, including those made with external help or AI, will be disqualified.
13. Works that defame others or contain illegal information will be disqualified.
14. Works that do not fit the contest theme or submission specifications will be excluded from judging.
15. Works containing illegal or explicit content will be disqualified.
16. Participants under the age of 14 must obtain consent from a legal guardian to enter the competition. If it is later confirmed that such consent has not been obtained, the participant will be disqualified from the evaluation process and may not be eligible for any awards.

Motion Graphic

◦ **Activity: Motion Graphic**

◦ **Target:** Individual

◦ **Competition Description**

- Please create a visual storytelling video showcasing Korean culture using graphic work such as 3D, animation, and media art without using live-action footage.

◦ **Activity Type:** Long-form and short-form videos (YouTube, Instagram, Facebook)

◦ **Participation Method**

1. Only for individuals.
2. Create a video using graphic work to showcase Korean culture.
※Only use graphic work, not live-action footage.
3. Upload to YouTube, Instagram, or Facebook.

◦ **Submission Specifications**

1. Upload Channel: Public on YouTube.
 2. Hashtags: #talktalkkorea2024 and #tk2024.
 3. Caption: Include self-introduction (including nationality) and work description.
 4. Video Resolution: Full HD (1920x1080) or higher, both horizontal and vertical videos accepted.
※ Both horizontal and vertical videos (shorts, reels) are acceptable.
※ If using original music, please mention it.
 5. Length: Between 30 seconds and 2 minutes.
- ※If nominated as a finalist, submission of the original file is required. If the original file does not meet the specifications, it may be disqualified from the finalists.

◦ **How to Submit**

1. Visit talktalkkorea.or.kr.

2. Select Motion Graphic category on submission page.
3. Fill out application form with detailed work description and URL, then submit.

※You must sign up and log in before applying.

※Entries without a title or description may be excluded from judging.

4. You can check the submission status on 'My Page > Submission Status'.

○ Prizes

1st Prize (1 work): 2024 K-Button (Gold) + Invitation Tour to Korea (8 nights, 9 days)

2nd Prize (1 work): 2024 K-Button (Silver) + Smart phone

3rd Prize (2 works): 2024 K-Button (Bronze) + Tablet

4th Prize (2 works): Smart watch

5th Prize (10 works): Amazon gift card

○ Notes:

1. Participants can submit multiple works and are eligible for multiple awards if they enter different categories.
 2. The invitation tour to Korea is limited to one person per team.
- ※If additional team members can cover their own travel and accommodation costs, they may participate in the event upon prior arrangement.
- ※If the winner cannot visit Korea due to personal reasons, the prize may be substituted.
3. Entries set as 'private' or 'partially private' will be excluded from judging.
 4. Accounts set as 'private' will be excluded from judging.
 5. Only works produced and uploaded after 2024 are eligible.
 6. Entries with unresolved copyright issues (including sources, music, and celebrity images) will be excluded from judging. Participants must resolve any copyright issues themselves.
 7. Winning works may be used or adapted for promoting Korean culture by the Ministry of Culture, Sports and Tourism, including through their channels or exhibitions.
 8. Prizes may be substituted due to delivery issues.
 9. Any taxes incurred from prize reception must be handled by the recipient.

10. If using original music, include that information as well.
11. Works found to have copyright issues after winning can still be disqualified.
12. Works found not to be purely original, including those made with external help or AI, will be disqualified.
13. Works that defame others or contain illegal information will be disqualified.
14. Works that do not fit the contest theme or submission specifications will be excluded from judging.
15. Works containing illegal or explicit content will be disqualified.
16. Participants under the age of 14 must obtain consent from a legal guardian to enter the competition. If it is later confirmed that such consent has not been obtained, the participant will be disqualified from the evaluation process and may not be eligible for any awards.

Photo Book

◦ **Activity: Photo Book**

◦ **Target :** Individual

◦ **Competition Description**

- Create storytelling content with 3 to 10 photos on the theme of Korea.

◦ **Activity Type:** Picture

◦ **Participation Method**

1. Only for individuals.

2. Create and upload content using 3 to 10 photos.

※Only photos taken by yourself are allowed for use.

3. Upload to Instagram and Facebook.

◦ **Submission Specifications**

1. Upload Channel: Public on Instagram

2. Hashtags: #talktalkkorea2024 and #ttk2024.

3. Caption: Include self-introduction (including nationality) and work description.

4. (For photos) Minimum resolution of 2953 x 4169 pixels at 300dpi.

※If nominated as a finalist, original files will be required.

Failure to meet artwork specifications may result in disqualification from finalist consideration.

◦ **How to Submit**

1. Visit talktalkkorea.or.kr.

2. Choose Photo Book category on submission page.

3. Fill out application form with detailed work description and URL, then submit.

※You must sign up and log in before applying.

※Artworks without titles or descriptions may be excluded from judging.

4. You can confirm your submission under 'My Page > Submission Status'.

○ Prizes

1st Prize (1 work): 2024 K-Button (Gold) + Invitation Tour to Korea (8 nights, 9 days)

2nd Prize (1 work): 2024 K-Button (Silver) + Smart phone

3rd Prize (2 works): 2024 K-Button (Bronze) + Tablet

4th Prize (2 works): Smart watch

5th Prize (10 works): Amazon gift card

○ Notes:

1. Participants can submit multiple works and are eligible for multiple awards if they enter different categories.
2. The invitation tour to Korea is limited to one person per team.
※If additional team members can cover their own travel and accommodation costs, they may participate in the event upon prior arrangement.
※If the winner cannot visit Korea due to personal reasons, the prize may be substituted.
3. Entries set as 'private' or 'partially private' will be excluded from judging.
4. Accounts set as 'private' will be excluded from judging.
5. Only works produced and uploaded after 2024 are eligible.
6. Entries with unresolved copyright issues (including sources, music, and celebrity images) will be excluded from judging. Participants must resolve any copyright issues themselves.
7. Winning works may be used or adapted for promoting Korean culture by the Ministry of Culture, Sports and Tourism, including through their channels or exhibitions.
8. Prizes may be substituted due to delivery issues.
9. Any taxes incurred from prize reception must be handled by the recipient.
10. If using original music, include that information as well.
11. Works found to have copyright issues after winning can still be disqualified.
12. Works found not to be purely original, including those made with external help or AI, will be disqualified.
13. Works that defame others or contain illegal information will be disqualified.
14. Works that do not fit the contest theme or submission specifications will be excluded from judging.

15. Works containing illegal or explicit content will be disqualified.
16. Participants under the age of 14 must obtain consent from a legal guardian to enter the competition. If it is later confirmed that such consent has not been obtained, the participant will be disqualified from the evaluation process and may not be eligible for any awards.

Meme & Trend

◦ **Activity: Meme & Trend**

◦ **Target:** Individuals or teams can participate

◦ **Competition Description**

- Please create a short-form video creatively expressing Korean culture using trending online memes and challenges.

◦ **Activity Type:** Creating short-form (vertical) videos for YouTube Shorts and Instagram Reels.

◦ **Participation Method**

1. Participate individually or as a team to create a video.
2. Create a video that incorporates trending memes and challenges, showcasing Korean culture.
3. Upload the produced video to YouTube Shorts and Instagram Reels.

◦ **Submission Specifications**

1. Upload Channel: Public on Instagram
2. Hashtags: #talktalkkorea2024 and #tkk2024.
3. Caption: Include self-introduction (including nationality) and work description.
4. Video Resolution: Full HD (1080x1920) or higher, vertical format only.
 - ※Only vertical format videos (shorts, reels) are eligible for submission.
 - ※ If using original music, please include the relevant details.
5. Length: Between 15 seconds and 1 minutes.

※If nominated as a finalist, submission of the original file is required.

Disqualification from award candidacy may occur if the original file does not meet the artwork specifications.

◦ **How to Submit**

1. Visit the talktalkkorea.or.kr website.
2. Go to the contest submission page and select the Meme & Trend category.
3. Enter the required information on the application form, including a detailed

description and the URL of the work, then click the submit button.

※You must sign up and log in before applying.

※Entries without a title or description may be excluded from judging.

4. You can confirm your submission under 'My Page > Submission Status'.

○ **Prizes**

1st Prize (1 work): 2024 K-Button (Gold) + Invitation Tour to Korea (8 nights, 9 days) + 1,500 USD

2nd Prize (1 work): 2024 K-Button (Silver) + Smart phone

3rd Prize (2 works): 2024 K-Button (Bronze) + Tablet

4th Prize (2 works): Smart watch

5th Prize (10 works): Amazon gift card

○ **Notes:**

1. Participants can submit multiple works and are eligible for multiple awards if they enter different categories.

2. The invitation tour to Korea is limited to one person per team.

※If additional team members can cover their own travel and accommodation costs, they may participate in the event upon prior arrangement.

※If the winner cannot visit Korea due to personal reasons, the prize may be substituted.

3. Entries set as 'private' or 'partially private' will be excluded from judging.

4. Accounts set as 'private' will be excluded from judging.

5. Only works produced and uploaded after 2024 are eligible.

6. Entries with unresolved copyright issues (including sources, music, and celebrity images) will be excluded from judging. Participants must resolve any copyright issues themselves.

7. Winning works may be used or adapted for promoting Korean culture by the Ministry of Culture, Sports and Tourism, including through their channels or exhibitions.

8. Prizes may be substituted due to delivery issues.

9. Any taxes incurred from prize reception must be handled by the recipient.

10. If using original music, include that information as well.

11. Works found to have copyright issues after winning can still be disqualified.

12. Works found not to be purely original, including those made with external help or AI, will be disqualified.
13. Works that defame others or contain illegal information will be disqualified.
14. Works that do not fit the contest theme or submission specifications will be excluded from judging.
15. Works containing illegal or explicit content will be disqualified.
16. Participants under the age of 14 must obtain consent from a legal guardian to enter the competition. If it is later confirmed that such consent has not been obtained, the participant will be disqualified from the evaluation process and may not be eligible for any awards.