

# The 1st Tech Direction Awards

## Application Guidelines

### ■About the Awards

- In recent years, the systems used in the world have become increasingly complex. As a result, the need for technical direction has increased in various projects that utilize digital technology, but it is still not recognized globally.
- The Tech Direction Awards recognize projects that excel not only in ideas and expression, but also in the technical direction required to realize them. The Awards were established in 2023 with the aim of conveying the "importance of technical direction," which is usually difficult to be recognized.

### ■Submission of Works

Please check whether your work fulfills the below before applying.

Works that were announced or updated significantly between April 1, 2023 and March 31, 2024.

\*There is no limit to the number of works that can be submitted. However, the same project cannot be submitted for multiple categories.

Applicants must own the copyright of the work.

If the submission is made by an individual other than the creator (copyright holder), please be sure to obtain consent from the copyright holder.

### ■Application Qualifications

- Irrespective of gender, age, or nationality.
- Submissions can be made as an individual, group, or corporation
- If you are a minor (under 18 years old), please obtain consent from your guardian in advance. (Applies to all members if applying as a group or corporation)
- Individuals who can communicate in Japanese (If submitting as a group or corporation, at least one individual should be able to)

### ■Schedule

- 31 January to April 15: Call for entries
- April to June: Reviews
- July: Announcement of finalists
- August: Awards ceremony
- September: Exhibition and panel session

\*The timing and location of the award ceremony and exhibition event for the winning works will be announced on the official website as soon as they are confirmed.

### ■Application Overview (for each category)

We are taking applications for the following five categories.

### **1. Digital Product Category**

In this category, projects that are believed to exhibit exceptional technical direction within hardware products utilizing digital technology are honored. Generally, works that have been exhibited or made public are eligible for review, even if they have not been commercialized.

Commercially available products will be evaluated for their excellent sustainability, durability, and mass production system. In the case of prototypes, the purpose of the prototypes and the rationality of its implementation will be evaluated. Prototypes will not be evaluated only as product ideas.

### **2. Digital Service Category**

In this category, projects that are believed to display exceptional technical direction within services widely provided to the general public using digital technology are recognized. It doesn't matter whether the project is on-screen or off-screen, as long as it interfaces with a backend system in some way. Generally, unpublished prototypes are excluded, but alpha or beta versions that are available for public use are eligible for review.

In this category, the overall structure is evaluated. It includes excellent coordination and responsiveness of front-end and back-end systems, as well as excellent design and infrastructure.

### **3. Digital Experience Category**

This category honors projects deemed to have demonstrated outstanding technical direction in exhibits, entertainment performances, media artworks, or visual productions that utilize digital technology. Any work that has been exhibited or made public for a general audience, even if it is a prototype, is eligible for review.

In this category, consideration is given to sustainability and durability in the case of permanent exhibits and other works that require durability, and in the case of prototypes and short-term exhibits, efficiency and simplification for short-term exhibitions will also be evaluated.

### **4. Website / App Category**

In this category, we honor projects believed to have demonstrated excellent technical direction in websites or smartphone apps. Unpublished prototypes are not included, but alpha and beta versions that are available for general use are considered eligible for review.

In this category, the evaluation will include the implementation of interactive experiences and dramatic implementation on the Website. Only content that is directly related to implementation will be evaluated.

### **5. R&D / Prototype Category**

This award will be given to projects that are considered to have excellent technical direction in R&D demonstration content and prototypes using digital technology.

## **■ Awards**

In each category, one project will be selected for each of the three awards (Gold, Silver, and Bronze).

In addition to the above awards, the judges will select a work or project team with outstanding technical direction as the "Special Prize."

There may be cases where there are no applicable works.

## **■ Trophy and Supplementary Prizes**

In addition to being awarded an NFT trophy, the winners will be featured in the award ceremony guidance,

website, and press release, and the winning work will be exhibited at a special venue at a later date.

(Details will be announced later on the website)

The exhibition method will be determined after discussion with the award winners.

## ■Judging Criteria/Evaluation Perspective

Judges who are active in a wide range of fields both locally and internationally will evaluate the submissions within the scope of their understanding obtained from the provided materials and publicly available information. The main points that are judged are as follows.

- Creation of innovative experiences and expressions through technical direction
- Creation of high-quality service through technical direction
- Examples demonstrating methods of using the latest or new technologies

## ■Judges (In Japanese alphabetical order)

- Takuto Onishi (Senior Technical Director, Content Technology & Alliance Group Corporate Technology Strategy Division, Sony Group Corporation)
- Atsuko Okada (Producer, Fabrica. inc.)
- Yasuhiro Ogino (Technical Director, Konel Inc. / Tech Hunter, Chizaizukan Inc.)
- Naomi Kuga (Technical Director, Hakuten Corporation)
- Yuichi Kon (CTO, note inc.)
- Daiki Nishihama (Technical Director, HAKUHODO Inc.)
- Kampei Baba (Creative Director, Bascule Inc.)
- Toyoshi Morioka (Technical Director, BASSDRUM inc. / Founder, Tech Director's Association)

## ■Judging Process

[Preliminary judging]

Approximately 10 works in each category will be selected by a selection committee chosen from among the judges

↓

[Main judging]

The award-winning work in each category will be determined through discussions among all judges.

\*Judges with a vested interest in the work will not participate in the judging of the particular work.

\*Further guidance on the award ceremony will only be given to submissions that have passed.

↓

[Result announcement]

Announcements will be made at the award ceremony event and on the website.

## ■How to Apply

A Google account is required during application. While logged in, please submit the following information using the entry form on this website. Please read the entire application guideline carefully and agree to them before applying.

① Overview of the work

- Application category
- Project name (Name of the work)
- Project owner name (client company name or project holder name)
- Project overview
- Official website URL
- Production credits

② Details of the work (This information will only be used for judging. It is not planned for public viewing)

- Points regarding technical direction
- Related URL (of videos, etc.) ※A simple demo video is also acceptable
- Related URL (press releases, articles, notes, etc.)
- Please let us know if there is a place or website where we can experience the work
- Related materials (pdf/images, maximum 10MB)

\*Please take note when submitting photographs

- Accepted upload formats: jpg/png/gif/pdf
- Upload capacity: 10MB

\*Operation cannot be guaranteed on all PCs, smartphones, and OS versions. Please note that you may not be able to apply depending on your device or system requirements.

\*Submission details can be edited during the application acceptance period as long as applicants are logged in to their Google account. Please edit from the email that will be sent automatically when you submit your application.

## ■Notes

- Applicants must own the copyright of their work. If the application is made by an individual other than the creator (copyright holder), please be sure to obtain consent from the copyright holder.
- Please be sure to obtain permission from the copyright holder for any art, movies, photographs, videos, programs, music, etc. used in the work before applying. If a third party claims infringement of rights or compensation for damages, the applicant shall be held liable and the organizers shall not be held responsible.
- The application category may be changed depending on the form of the work at the judges' discretion.
- Entry is free, but all other costs associated with the application shall be borne by the applicant
- As a general rule, submitted works and materials will not be returned.
- In the unlikely event the work is damaged or lost during the courier or judging process, the organizer will not provide any compensation.
- Depending on the judging situation, meetings or submission of additional materials may be required.
- The office cannot accept inquiries regarding the judging process and results of the submitted works.
- We may make copies of the submitted works and materials only within the scope of the judging process
- The copyright of the work will not be transferred to the organizer through the submission. However, the winning works may be reproduced, screened, publicly transmitted (broadcasting or publishing on websites), exhibited, or translated for the organizer's winner announcement, exhibition event for the winning works, advertisement, and other related projects at no cost.
- If you are a minor (under 18 years old), please obtain consent from your guardian in advance. Please also review the application guidelines with your guardian.
- This award may be subject to change or cancellation due to unavoidable circumstances. In such an event, it will be notified on the official website.

- In the event that a dispute arises between the organizer and the applicant regarding this award (including court mediation procedures), the Tokyo District Court shall be the exclusive court of jurisdiction in the first instance.
- Works in which the following applies cannot be submitted
  - Works that cause trouble, disadvantage, damage, or discomfort to third parties
  - Works that slander a third party or damage their honor or credibility
  - Works that infringe on any rights, including copyright or other intellectual property rights, of a third party
  - Works that infringe on the property, privacy, or image rights of a third party
  - Works that promote obscenity, child pornography, or sexual exploitation of children
  - Works that violate public order and morals

## ■ Prohibited Acts

Please do not engage in the following prohibited acts when applying for this award. If such prohibited acts are discovered, appropriate actions, such as contacting the copyright holder or invalidating the application, judging, and award will be taken.

- Acts that violate the application guidelines, laws, etc.
- Acts that interfere with the operation of this award
- Acts that cause trouble, disadvantage, damage, or discomfort to third parties
- Acts that slander a third party or damage their honor or credibility
- Acts that infringe on any rights, including copyright or other intellectual property rights, of a third party
- Acts that infringe on the property, privacy, or image rights of a third party
- Acts of submitting data that promotes obscenity, child pornography, or sexual exploitation of children
- Acts of providing information, advertising, or soliciting for commercial purposes
- Election campaigns and similar acts, as well as other political or religious acts.
- Acts that violate public order and morals, criminal acts, or acts that have the risk of doing so
- Acts of inputting or transmitting false or misleading information
- Acts of impersonating a third party (Acts such as copying someone else's work without their permission, making it appear as if the work was created by oneself, and submitting it.)
- Making any form of demands or unreasonable demands against the organizer or other applicants using violence, intimidation, force, or fraudulent means.
- Other acts that the organizer deems inappropriate

## ■ Handling of Personal Information

Your name, email address, and other contact information (hereinafter referred to as "personal information") will be asked during the application.

The personal information provided at that time will be handled appropriately based on the privacy policy ( <https://tech-director.org/privacy> ) that will be posted separately on our official website.

## ■ FAQ

Q : Can the same work be entered in multiple categories?

A : No, you cannot; only one entry per category per work. However, the application category may be changed depending on the form of the work at the judges' discretion.

Q : Will the entry forms, videos, and materials be made public?

A : Entries for the final review and entry forms of the finalists may be used at events hosted by the Association and on our website, but the contact person will be notified in advance.

Q : I do not have a Google account and I cannot create one. Can I still apply?

A : We will consider it individually. Please contact us using the inquiry form.

Q : I do not have an explanatory video. I have no production costs. What should I do?

A : You may use the movie function of your smartphone to shoot a video, as long as it provides an overview of the subject matter you are applying for. You may also use PowerPoint or other presentation software to create an explanation and output it in movie format.

Q : The file size of the materials I want to send via the entry form exceeds 10MB.

A : If it exceeds 10MB, please use a video upload service such as YouTube or Vimeo, or upload it to an external storage such as Google Drive or Dropbox, and enter the URL in the notes section.

Q : I want to submit a web page as a reference, but the link may be disconnected before the review process is completed.

A : Please only submit web pages that can be viewed until the end of July 2024. Please note that the submission will be reviewed as is even if the link is broken.

Q : Should the production credits be written in the company name or individual name?

A : The "Project owner name" and "Production credits" on the entry form are in the form of open answers. It is up to the applicant to decide whether to use a company name or an individual name.

Q : Can I apply if my entry involves a sponsor or jury company?

A : You may apply, as the judging will be conducted in a fair and impartial manner. The jury members do not have the right to speak or vote on the judging of works in which their companies are involved in the production.

## ■Inquiries Regarding the Application

- We do not accept inquiries by phone calls.
- If you have any questions regarding the application, please contact the Technical Direction Award office using the inquiry form below. We will not be able to answer any questions regarding the selection process and results.

Contact Form:

<https://forms.gle/24A6Gq8mmUHTpCGc9>

## ■Organizer

Technical Director's Association

<https://tech-director.org/>

# Application Form

<https://forms.gle/or1InfoEpyDpKMina6>

Application period: January 31, 2024 - **April 30, 2024 11:59 p.m. (JST)**

**\*You must log in with a Google account to enter.**

## ■Revision log

Version	Date	Revised content
1.0	2024/1/31	First edition issued
1.1	2024/2/5	The input item "Production credits" on the entry form was changed from "②Details" to "①Overview" Added an answer to the FAQ about the notation of production credits
1.2	2024/3/18	Added
1.3	2024/3/29	Application deadline has been extended