

## Animal Photopoetry Creative Challenge

### Aims / Objectives

This is to invite secondary schools to participate in the Animal Photopoetry Creative Challenge (the Competition) under the Campaign on “Promoting Positive Values and Attitudes through English Sayings of Wisdom 2024/25”. The Competition is co-organised by the English Language Education (ELE) Section and the Arts Education (AE) Section of the Curriculum Development Institute (CDI), the Education Bureau (EDB) in collaboration with Ocean Park Hong Kong (Ocean Park).

### Details

2. The Animal Photopoetry Creative Challenge is a cross-curricular activity that aims to:
- enhance students’ appreciation of and interest in English poetry;
  - encourage students’ creative and artistic expression through photography and poetry writing;
  - promote Language across the Curriculum;
  - enrich students’ language learning experiences; and
  - nurture proper values and attitudes in students.

3. For details of the Competition, please refer to Appendix 4a and visit the webpage (<https://www.edb.gov.hk/AnimalPhotopoetry>) or scan the QR code on the right. Interested schools should submit the application online **from 24 January to 28 February 2025**.



4. In support of the Competition, the following events will be organised:

Date	Event	Target participants
20 January 2025 (Monday)	Online Briefing Session	English Language, Literature in English and Visual Arts teachers in secondary schools
23 January 2025 (Thursday)	Animal Photography and Photopoetry Writing Workshop	

### Contact Person

5. For enquiries, please contact Dr Eddy LI of the English Language Education Section on 2892 5454, or Ms Jessie HO of the Arts Education Section, Curriculum Development Institute, Education Bureau on 3698 3538.

## **Animal Photopoetry Creative Challenge**

### **Notes to Schools**

#### **1. Content**

Each participant should compose a poem that presents the proper value(s) and attitude(s) (e.g. national identity, perseverance, filial piety, unity) assigned on the day of the Animal Photopoetry Creative Challenge (the Competition), together with an animal photograph taken in Ocean Park Hong Kong (Ocean Park) during the Competition.

#### **2. Rules and Regulations**

- **Each school should enrol 10 students for the Competition and assign a teacher-in-charge to supervise the participating students and facilitate the submission of entries on the day of the Competition.** All participating students and teachers-in-charge will be provided with admission tickets for entry to Ocean Park for the Competition.
- Each participant should submit **only ONE entry (i.e. ONE photo and ONE poem)** for the Competition. Entry submission which is incomplete or does not comply with the entry requirements or the rules and regulations may be disqualified.
- Entry Requirements
  - (a) Participants should be **full-time students of secondary schools in Hong Kong.**
  - (b) Students should **enrol in the Competition through their school.**
  - (c) Entries should be submitted on **an individual basis.**
  - (d) **The poems should have a title and be limited to a maximum of 200 words.**
  - (e) The photos should be of a minimum of **8 megapixels** in resolution and in **JPG/ JPEG/ PNG/HEIC formats**, with file sizes of between **1MB to 5MB.**
  - (f) The entry should NOT contain any personally identifiable information or details of schools/teachers/students (e.g. school emblems, school uniforms, faces of teachers/students).
  - (g) Only minor modifications, such as photo cropping, red-eye removal and adjustments to brightness, contrast or colour saturation are allowed. Post-editing by computers or mobile phones and/or AI-assisted modifications including but not limited to change in colours, addition of lines, watermarks or patterns, and removal of any scene, figure or object from the image is not accepted. If the judging panel is of the view that the photo in an entry has been excessively processed, the participant will be disqualified and no objection shall be raised.
  - (h) Participants should retain the original digital file to prove that they are the original authors of their submissions. The Education Bureau (EDB) may require participants to provide the original file (containing EXIF data) and reserves the right to disqualify participants who fail to provide the proof.

- Plagiarism is strictly prohibited.
- Each entry should be the original work written and taken by the participant on the day of the Competition and has not been published or submitted to other competitions.
- Entries shall NOT include any information or content that is obscene, abusive, violent and defamatory, or violates the laws of the HKSAR.
- All submitted entries will NOT be returned.
- The EDB reserves the right to modify the rules and regulations of the Competition.

### 3. Awards and Prizes

Award	Prizes
Outstanding Award [About 20 entries]	Each awardee will be rewarded with: <ul style="list-style-type: none"> <li>● an Ocean Park Annual Pass;</li> <li>● a certificate;</li> <li>● an experiential learning programme organised by Ocean Park; and</li> <li>● the entry to be published in a digital flipbook and displayed on the event webpage and in relevant exhibitions.</li> </ul>
Commendable Award [About 30 entries]	Each awardee will be rewarded with: <ul style="list-style-type: none"> <li>● a certificate;</li> <li>● an experiential learning programme organised by Ocean Park; and</li> <li>● the entry to be published in a digital flipbook and displayed on the event webpage and in relevant exhibitions.</li> </ul>

### 4. Adjudication

- A judging panel comprising language and art professionals/practitioners, and representatives from the EDB will select entries for the Outstanding and Commendable Awards.
- Entries will be assessed based on the following criteria:
  - (a) content and message of the poem and photo (e.g. relevance to the theme, clarity of message);
  - (b) connection between the poem and the photo;
  - (c) creativity and originality;
  - (d) language use in the poem; and
  - (e) artistic quality and photography skills.

### 5. Important Dates

Date	Event
20 January 2025 (Monday)	Online Briefing Session on the Competition
23 January 2025 (Thursday)	Professional Development Programme for Secondary Teachers: Animal Photography and Photopoetry Writing Workshop

24 January (Friday) to 28 February 2025 (Friday)	Online application for the Competition [through the Competition webpage: <a href="https://www.edb.gov.hk/AnimalPhotopoetry">https://www.edb.gov.hk/AnimalPhotopoetry</a> ] (Limited quota on a first-come-first-served basis)
28 March 2025 (Friday)	Online Pre-competition Briefing Session for Participating Schools
11 April 2025 (Friday)	The Competition Day
May 2025	Announcement of results through: <ul style="list-style-type: none"> <li>● the Competition webpage</li> <li>● emails to the teachers-in-charge</li> </ul>

## 6. Online Briefing Sessions and Professional Development Programme for Secondary Teachers

### (I) Online Briefing Session on the Competition (Course code: CDI020241400)

- Secondary teachers are welcome to join the online briefing session in which further details of the Competition will be provided. Details are as follows:

<b>Date:</b>	20 January 2025 (Monday)
<b>Time:</b>	3:30 – 4:30 p.m.
<b>Mode:</b>	Online
<b>Language medium:</b>	Cantonese (supplemented with English)

- Teachers interested in joining the Competition should enrol in the briefing session on Training Calendar System (TCS) by **15 January 2025 (Wednesday)**.

### (II) Animal Photography and Photopoetry Writing Workshop (Course code: CDI020241403)

<b>Date:</b>	23 January 2025 (Thursday)
<b>Time:</b>	2:30 – 5:30 p.m.
<b>Venue:</b>	Ocean Park Hong Kong
<b>Target participants:</b>	English Language, Literature in English and Visual Arts teachers in secondary schools
<b>Objectives:</b>	To develop participants' knowledge and skills in animal photography and photopoetry writing under the guidance of a professional animal photographer and facilitators from the EDB
<b>Language medium:</b>	Cantonese and English
<b>Maximum no. of participants:</b>	200

- Teachers interested in joining the professional development programme should enrol in the event on Training Calendar System (TCS) by **16 January 2025 (Thursday)**.

### (III) Online Pre-competition Briefing Session for Participating Schools

<b>Date:</b>	28 March 2025 (Friday)
<b>Time:</b>	3:30 – 4:30 p.m.
<b>Mode:</b>	Online
<b>Language medium:</b>	Cantonese (supplemented with English)

- Details of the pre-competition briefing session will be provided in due course to the successfully enrolled schools.

## 7. Application

Schools should submit the application online through the Competition webpage (<https://www.edb.gov.hk/AnimalPhotopoetry>) from 24 January 2025 to 28 February 2025. **Enrolment is subject to a limited quota on a first-come-first-served basis.**



## 8. Intellectual Property

- All participating students, students' parents or guardians, and schools should note and agree with the following terms:
  - (a) All entries should be original and have not been publicised on any occasions.
  - (b) Participants need to ensure that the content of the entries does not infringe any copyright and publication rights. Please visit the following website for details related to intellectual property:  
<https://www.ipd.gov.hk/en/ip-overview/index.html>
- Any entries that have infringed any intellectual property right would NOT be accepted.
- The EDB takes no liability whatsoever for such infringement.
- The EDB retains the right to edit, modify, publish and use any entries in any forms for display and educational purposes, and has the final decision of the above actions.

## 9. Inclement Weather Arrangements

The Competition will be postponed if:

- (a) Tropical Cyclone Warning Signal No. 3 or above, or Red/Black Rainstorm Warning Signal is issued and still in force 3 hours before the activity is scheduled to begin; or
- (b) the EDB has announced class suspension for secondary schools due to inclement weather.



中華人民共和國香港特別行政區政府  
教育局  
Education Bureau  
The Government of the Hong Kong Special Administrative Region  
of the People's Republic of China



# Animal *PHOTO Poetry!* Creative Challenge

動物攝影「詩」創意大挑戰



See you in Ocean Park!  
海洋公園見!

11.04.2025



查詢 For enquiries:  
2892 5454 / 3698 3538

網址 Website:  
[www.edb.gov.hk/AnimalPhotopoetry](http://www.edb.gov.hk/AnimalPhotopoetry)