

## 2025 鹤湖海报展-参赛说明

鹤湖海报展每年一届，以“设计重塑未来”为主题，竞赛单元主要围绕“主题创作”“文化推广”“社会公益”“商业广告”“动态创意”五大类别而展开，汇聚众多设计师独具特色的海报作品，共同探讨城市设计与生活、海报设计文化等话题，传递鹤湖海报展的理念。

### 征集对象

面向全球设计师、设计团体、设计机构和院校师生征集。

### 征集类别

#### A. 主题创作类（创作主题：为龙岗而设计）

龙岗区位于深圳市东北部，地处深莞惠城市圈几何中心，是发挥粤港澳大湾区深圳核心引擎作用的重要支撑点，不仅有鹤湖新居为代表的深厚滨海客家文化传承，亦有以华为为代表的科技创新创意力量；不仅是工业大区和产业强区，也是文化大区和创意强区。2025年，龙岗区将打造有意思、有商机、有得住、有品质的现代化城区。提出“有意思”城区发展目标，通过处处体现的“城区有意思”，激发城区人文活力。在All in AI战略下，利用AI赋能“有意思”城区建设，坚持“科技+文创”，打造更多“AI+有意思”文旅创新场景。

#### B. 文化推广类

以文化及艺术、戏剧、音乐、教育、体育等活动内容为主体的推广海报。

#### C. 社会公益类

以呼吁公众关注低碳环保、生物多样性、人类命运共同体、特殊群体等社会问题，向公众传达文明观念，以提高社会文明程度的公益海报。

## **D. 商业广告类**

以推广商品及营商活动、商业服务，帮助广告信息传播、吸引受众的商业广告海报。

## **E. 动态创意类**

以数字媒体技术，利用图形、动态视觉，声音等效果进行创作，对主题内容如文化、活动、产品、企业等进行诠释与推动的、具有动态创意形式的海报。

## **奖项设置**

- 全场大奖（1 件）
- 金 奖（各类别 1 件）
- 银 奖（各类别 3 件）
- 铜 奖（各类别 5 件）
- 评 审 奖（每位终评评委 1 件）
- 优 异 奖（各类别 15 件）
- 入 围 奖（所有入围作品）

## **评选方式**

本次活动设立学术评审团，邀请国内外著名设计师、艺术设计教育家、文化创意知名人士、知名企业家等组成评审团。

### **初评阶段：**

初评阶段由学术委员会遴选出的初评评审团进行评选，各位评审将在所有符合参赛规则的作品中，依据 2025 鹤湖海报展评审准则评选出入围作品。

### **初评时间：**

2025 年 11 月上旬

### **终评阶段：**

入围名单公布后，由学术委员会遴选出的终评评审团评选，各位评审将在所有符合参赛规则的入围作品中，依据 2025 鹤湖海报展评审准则评出各项大奖。

### **终评时间：**

2025 年 11 月中下旬

### **参赛费用**

免费

### **参赛规则**

#### **作品要求：**

- 1、参赛作品必须是 2025 年 1 月后创作的作品；
- 2、本大赛不接受 AI 设计软件或算法生成的作品。

#### **作品征集截稿时间：**

2025 年 10 月 31 日（24:00）。

#### **提交数量：**

每位作者参赛作品最多不超过 5 件，系列作品按单件计。

#### **作品提交格式：**

(A)-(D)类：除特殊工艺外，作品一律提交电子文档；文件要求为：JPG 图片格式，RGB 色彩模式，分辨率为 300dpi，竖版 700\*1000mm。

(E)类：参赛作品须为动态，播放时长须为 3 至 10 秒，GIF 或 MP4 格式。建议比例为 9:16，分辨率不得低于 1080Pixel，提交文件小于 100M。

## 报名渠道

### 所有参赛作品只接受网上提交

1. 登录大赛官方及专用投稿平台：[www.hipf-sz.cn](http://www.hipf-sz.cn)
2. 点击“参赛入口”或“报名提交”进入报名通道，根据要求填写参赛信息，上传参赛作品电子版，阅读并勾选“参赛承诺协议”和“作品著作权声明”，确认信息无误后点击“确认提交”按钮完成在线报名流程。
3. 网站投稿单次仅提交一幅（系列）作品，多个（系列）作品请多次提交。

## 结果公布

**作品公布：**入围作品将于 2025 年 11 月底在海报展官方平台公布，同时组委会将通过邮件和电话方式进行通知。

## 关键时间

- 作品征集截止：2025 年 10 月 31 日（24:00）
- 初评时间：2025 年 11 月上旬
- 终评时间：2025 年 11 月中下旬
- 展览时间：2025 年 12 月 1 日至 2025 年 12 月 31 日

## 答疑咨询

### 鹤湖海报展组委会秘书处

电话：0755-82030550

邮箱：[hehu@HIPF-SZ.cn](mailto:hehu@HIPF-SZ.cn)

详情敬请关注“鹤湖海报展”官网、官方公众号、官方微博，“深圳龙岗发布”官方公众号查看

## 参赛须知

### 免责声明

投稿者应对其作品拥有独立、完整、明确、无争议的著作权；必须为投稿者原创，不得抄袭、盗用他人作品。保证其投送的作品不侵犯第三人的包括不限于知识产权、肖像权、名誉权、隐私权等在内的任何权利。凡违反上述保证而导致的相关纠纷，2025 鹤湖海报展组委会有权取消参赛获奖资格，并由参赛者承担相应后果。所有因参赛者参赛作品引发的版权和知识产权纠纷一概与 2025 鹤湖海报展组委会无关。

主办方拥有对投稿作品采取复制、印刷或出版（含电子出版）及收藏的权利，作者享有作品署名权。

所有投稿者提交作品即视为认可并履行主办方征稿启事相关规定。

### 最终解释权

本次活动最终解释权归鹤湖海报展组委会所有。

与本次活动有关的任何未尽事宜，均由组委会进一步规定并做出解释。

\* 本项目由深圳市宣传文化事业发展专项基金资助

\* 本项目由深圳市龙岗区宣传文化发展专项资金资助

# Hehu International Poster Exhibition 2025 – Participation Notice

Hehu International Poster Exhibition is held annually with the theme of “Design Reshapes the Future”. The competition unit mainly focuses on the five categories of “Theme Creation”, “Cultural Promotion”, “Social Welfare”, ‘Commercial Advertisement’ and ‘Dynamic Creativity’, the competition unit mainly focuses on the five categories of ‘Theme Creation’, ‘Cultural Promotion’, ‘Social Promotion’, ‘Commercial Advertisement’ and ‘Dynamic Creativity’, and brings together the unique poster works of many designers to discuss the topics of urban design and life, poster design culture, and to convey the concept of Hehu International Poster Exhibition.

## Object of Collection

For global designers, design groups, design institutions, teachers and students from universities

## Category of Collection

### **A. Theme Creation: Designed for Longgang**

Longgang District, situated in the northeastern part of Shenzhen, lies at the geometric center of the Shenzhen–Dongguan–Huizhou metropolitan circle. It serves as a crucial supporting point for Shenzhen’s role as a core engine of the Guangdong–Hong Kong–Macao Greater Bay Area. The district boasts a profound coastal Hakka cultural heritage, exemplified by sites like Hehu Xinju, as well as a dynamic force for technological innovation and creativity represented by companies

such as Huawei. It is not only a major and strong industrial and manufacturing base but also a leading hub for culture and creativity. By 2025, Longgang aims to build a modern urban area that is vibrant, business-friendly, livable, and high-quality. The district has put forward the vision of a "vibrant" urban area, aiming to stimulate cultural vitality by embedding elements of interest throughout the city. Under the All in AI strategy, Longgang will leverage AI to empower the development of a "vibrant" urban area, adhering to the principle of "technology + cultural creativity" to create more innovative "AI + vibrancy" cultural and tourism scenarios.

### **B. Cultural Promotion**

It refers to the promotional posters that focus on culture and art, drama, music, education, sports, and other activities.

### **C. Social Welfare**

It refers to the public service posters that appeal to the public attention to social issues such as low-carbon environmental protection, biodiversity, a global community of shared future, and special groups, in order to convey the concept of civilization to the public and improve the level of social civilization.

### **D. Commercial Advertising**

It refers to commercial advertising posters that promote products and business activities, commercial services, and help spread advertising information and attract audiences.

### **E. Dynamic Creativity**

It refers to the dynamic creativity posters created with digital media technology, using graphics, dynamic visuals, sound and other effects to interpret and promote the theme content such as culture, activities, products, enterprises, etc.

## Award Settings

- Grand Award (1)
- Gold Award (1 for each category)
- Silver Award (3 for each category)
- Bronze Award (5 for each category)
- Judge Award (1 for each final judge)
- Excellence Award (15 for each category)
- Finalist Award (All finalized works)

## Evaluation Method

The event set up an academic jury, inviting famous designers, art and design educators, cultural and creative celebrities, and renowned entrepreneurs from all over the world to form the jury.

### **Initial Evaluation Stage:**

In the preliminary evaluation stage, a preliminary evaluation panel selected by the academic committee will conduct the selection. All judges will select the shortlisted works that meet the competition rules based on the evaluation criteria of this poster exhibition.

### **Initial Evaluation Time:**

Early November 2025

### **Final Evaluation Stage:**

After the shortlist is announced, the final evaluation panel selected by the academic committee will select the winners. All judges will award the shortlisted works that meet the competition rules based on the evaluation criteria of this poster exhibition.

### **Final Evaluation Time:**

Mid to late November, 2025

## Competition Fee

Free

## Competition Rules

### Work Requirements:

1. The works must be created after January 2025;
2. This competition does not accept works generated by AI design software or algorithms.

### Deadline for Submission:

October 31, 2025 (24:00)

### Quantity:

Each participant shall not exceed 5 pieces, and the series of works shall be counted as a single piece.

### Submission format for entries:

Category (A) - (D): All entries must be submitted in electronic format; the file requirements are: JPG format, RGB color mode, resolution of 200-300dpi, vertical version of 700\*1000mm, file size not exceeding 5MB/piece.

Category (E):

The entries must be dynamic; GIF format, with a file size of no more than 10MB/piece and a resolution of no less than 72dpi; MP4 format, with a duration of no more than 5 minutes/piece, a file size of no more than 20M/piece, and a resolution of no less than 720p.

## Registration Channels

### All entries are accepted online only

1. Official and dedicated submission platform for the competition:  
[www.hipf-sz.cn](http://www.hipf-sz.cn)
2. Click on the "Entry Portal" or "Registration Submission" to enter the registration channel, fill in the participation information according to the requirements, upload the electronic version of your works, read and check the "Letter of Undertaking for Participation" and "Works Copyright Statement", confirm that the information is correct, and click the "Confirm Submission" button to complete the online registration process.
3. Only one (series) works can be submitted on the website, and multiple (series) works should be submitted several times.

## Announcement of Results

**Announcement of Works:** The shortlisted works will be announced on the official platform of the poster Exhibition at the end of November 2025, and the Organizing Committee will notify them via email and telephone.

## Key Time

- Deadline for Submission: October 31, 2025 (24:00)
- Preliminary Evaluation Time: Early November, 2025
- Final Evaluation Time: Mid to late November, 2025

- Exhibition Time: December 1, 2025 to December 31, 2025

## Q&A Consulting

### The Secretariat of Organizing Committee of Hehu International Poster

#### Exhibition 2025

Tel: 0755-82030550

Email: hehu@HIPF-SZ.cn

\* For more details, please visit the Official Website / WeChat Official Account / Weibo Official Account of “Hehu International Poster Exhibition” , and the WeChat Official Account of “Shenzhen Longgang Release” .

## Participation Notice

### Disclaimer

All participants should have an independent, complete, clear and undisputed copyright in their works. The works must be original to the participant and must not be plagiarized or misappropriated. Ensure that the submitted works do not infringe upon any rights of third parties, including but not limited to intellectual property, portrait rights, reputation rights, privacy rights, etc. The Organizing Committee of the Hehu International Poster Exhibition 2025 has the right to cancel the eligibility for participation and award in any disputes arising from the violation of the above guarantees, and the participants shall bear the corresponding consequences. All copyright and intellectual property disputes arising from the entries of the participants are not related to the Organizing Committee of the Hehu International Poster Exhibition 2025.

The sponsors have the right to copy, print or publish (including electronic publishing) and collect the submitted works, and the author has the right of authorship.

All participants who submit their works shall be deemed to have recognized and fulfilled the relevant provisions of the sponsor's solicitation notice.

### **Final Interpretation Rights**

The final interpretation rights of this activity belong to the Organizing Committee of the Hehu International Poster Exhibition 2025.

Any outstanding matters related to this activity will be further stipulated and explained by the organizing committee.

\*This project is funded by the Shenzhen Publicity and Culture Development Special Fund

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