



[Aniwow!2025]

White Poplar Awards Call for Entries

**20th China (Beijing) International Student Animation Festival,
2025**

Open until: 31st July 2025

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White Poplar Awards Call for Entries

The 20th China (Beijing) International Student Animation Festival, 2025

Entry Categories

[Aniwow!2025] “White Poplar Awards” is divided into four main categories. Entrants must indicate the category they wish to compete in when submitting their work.

A. Animation

Animation Category refers to dynamic visual works created through frame-by-frame techniques to generate movement or character performance. It includes both narrative and non-narrative forms. Animated shorts may be produced using hand-drawn animation, computer animation, stop-motion, or other frame-by-frame methods. However, puppet performances recorded via motion capture or real-time manipulation are not included.

The duration of submitted films must be under 30 minutes, with at least 75% of the film produced using frame-by-frame techniques. In narrative animated shorts, the performances of the main characters should be primarily realised through frame-by-frame animation. If a submitted work bears a strong visual resemblance to live-action film in its final presentation, entrants must provide supplementary written, visual and/or video materials to clarify how the work meets the criteria of this category. Trailers, commercials, and excerpts from animated features or animated series are not eligible.

B. Comic & Illustrated Book

Comic & Illustrated Book Category refers to non-single-image works that convey a complete story or concept primarily through visual means. Text may be used as a supplement, and the work is typically presented in a sequence of panels or images. Excerpts from previously published works, as well as commissioned pieces of an advertising or promotional nature, are not eligible.

C. Digital Art

Digital Art Category refers to digital art works in which the audience participates in the experience in some form, including interactive works (VR/XR/interactive design) as well as short films featuring AI-enhanced imagery. Excerpts from existing works, along with commissioned pieces of an advertising or promotional nature, are not eligible.

D. Video Game

Video Game Category refers to video game works designed to run on electronic media platforms, enabling user interaction through visual display devices. Excerpts from existing works, as well as commissioned pieces of an advertising or promotional nature, are not eligible.

Awards

A. Animation

- ✧ 1 “White Poplar Award” for Best Chinese Animation
- ✧ 1 “White Poplar Award” for Best International Animation
- ✧ 1 Best Director Award
- ✧ 1 Best Story Award
- ✧ 1 Best Visual Design Award
- ✧ 1 Best Character Performance Award
- ✧ 1 Best Music & Sound Award
- ✧ 1 “iQiyi Golden Petal Award” for Best Animated Short
- ✧ 1 “iQiyi Golden Petal Award” for Best Image Design
- ✧ 1 “iQiyi Golden Petal Award” for Best Market Value

B. Comic & Illustrated Book

- ✧ 1 Best Comic Art Award, sponsored by "CreativeAI"
- ✧ 1 Best Illustrated Book Award, sponsored by "CreativeAI"

C. Digital Art

- ✧ 1 Best Interactive Art Award
- ✧ 1 Best AI-Enhanced Film Award

D. Video Game

- ✧ 1 Best Video Game Award
- ✧ 1 Best Art Direction Award
- ✧ 1 Best Game Direction Award

Submission Requirements

1. Submitted works must be completed between **1 January 2024 and 31 July 2025**, and should be created during the course of study by students in relevant disciplines at higher education institutions (including vocational, undergraduate, and postgraduate levels). Works co-produced by universities and industry are also eligible (university-led works will be prioritised). Graduating students from the class of 2025 are allowed to submit works-in-progress at the time of application; however, if selected, a completed version must be submitted. Failure to do so will result in disqualification.
2. Works that have previously been submitted to past editions of the Aniwow! China (Beijing) International Student Animation Festival are not eligible.
3. Entries may be submitted individually, as a team, or as a collective submission by an institution. There is no limit to the number of works submitted by institutions. Previously published works may be submitted, but must be clearly indicated as such at the time of registration.
4. All entries must be **original works**. Entrants must be the legal rights holders of the submitted work and possess full copyright ownership, bearing all associated legal responsibilities. Collective works must have the consent of all primary creators and appropriate authorisation from the copyright holder.
5. **Any work involving the use of Artificial Intelligence technologies must be submitted under the Digital Art category (Category C).** The method and extent of AI involvement must be clearly stated in the submission materials.
6. Submissions must not violate the laws and regulations of the People's Republic of China. **Plagiarism, imitation, or unauthorised copying is strictly prohibited.** If a submitted work contains third-party material, valid authorisation must be obtained and written proof provided. Failure to comply will result in disqualification. If a work causes serious harm to the festival's reputation, legal action may be pursued.
7. By submitting to the festival—whether as an individual, team, or institutional group—all entrants are deemed to have granted permission for their works to be **publicly screened and exhibited at events organised by [Aniwow! 2025] The 20th China (Beijing) International Student Animation Festival** during the period from **31 July 2025 to 31 December 2025**.

Judging

The selection process for the “White Poplar Awards” at [Aniwow! 2025] The 20th China (Beijing) International Student Animation Festival consists of two stages: **selection** and **awarding**. During the selection stage, programmers will select works from all submissions, which will then be publicly screened at the festival. In the awarding stage, a jury panel will select the nominated and winning entries from the officially selected works.

The programmers and jury members will comprise renowned professionals, scholars, and senior representatives of institutions from the fields of animation, comic and illustrated book, digital art and video game. The evaluation will adhere to the principles of fairness and impartiality, with emphasis on **ideational depth, originality, and artistic quality**.

Format Requirements

1. All short films submitted under the **Animation** and **Digital Art** categories must initially be submitted in **MOV or MP4 format** using **H.264 encoding** for selection purposes. Once a work has been selected into competition, the entrant must submit a version of the film encoded in **ProRes 422**, in either **MOV or MP4** format. The file must have a **video bitrate of no less than 6 Mbps**, a **resolution of at least 1920×1080p**, and an **audio bitrate of no less than 128 Kbps**. High-quality compressed or uncompressed files are preferred.
2. **Comic and illustrated book** submissions must include digital files in **TIFF or JPEG** format, as well as a **fully typeset PDF** version of the work. Each page should be no smaller than A4 size, with a minimum resolution of **300 dpi**. Once selected into competition, entrants must also provide a **bilingual (Chinese–English) transcript** of all textual content contained within the submitted work.
3. **Interactive works submitted to the Digital Art and Video Game categories** must be accompanied by a demonstration video of at least **3 minutes** in length, showing real-time gameplay or footage of actual user interaction. Basic editing and subtitles may be used to clarify the concept, but conceptual trailers or promotional CG animations will not be accepted. The video should be submitted in **MP4 format** using **H.264 encoding**, and must be accompanied by a **PDF document** explaining the work. If the work is selected into competition, the entrant must also submit a **fully functional executable version** of the work. Accepted formats include web-based interactive HTML5 pages, desktop applications (.exe or .app), or mobile packages (APK or iOS). A **PDF user manual** must also be submitted, including project files and a description of the required operating environment.

4. All submitted works must be accompanied by a **brief synopsis of 50 to 80 words**.
5. All submitted works must include **English subtitles**.
6. Selected works must submit one **poster** and **three or more still images** from the work in **TIFF or JPEG format**. The poster should have an aspect ratio of **50 × 70 cm** and a resolution of **no less than 300 dpi**.

Registration and Receipts

To ensure the safe delivery, proper handling, accurate classification, rigorous selection, and final awarding of all works, the festival will adopt a strict submission process. All participants are required to read the submission guidelines carefully and submit their works correctly to avoid errors or delays in evaluation.

1. There is **no entry fee** for participating in the **[Aniwow! 2025] The 20th China (Beijing) International Student Animation Festival**.
2. To facilitate the review process, entrants are **strongly encouraged** to submit their works via the **FilmFreeway** platform:
<https://filmfreeway.com/Aniwow2025DiErShiJieZhongGuoBeiJingGuoJiDaXueShengDongHuaJie>

Alternatively, works may be submitted via encrypted links hosted on platforms such as **Baidu Netdisk**, **Dropbox**, or **Vimeo**. Please ensure that download links remain valid until **31 December 2025**, and send the link along with the completed entry form to aniwowcuc@163.com.

3. Collective submissions from universities are welcome. A **separate entry form with full contact details** must be submitted for each work.
4. The **submission deadline** is **31 July 2025**. All entries must be received before this date.
5. The Organising Committee will notify nominated and winning participants based on the information provided in the entry form. **Certificates, trophies, and prizes** will be sent accordingly. Please ensure all submission information is accurate.
6. For further details on registration and submission, please refer to the **official website**: <http://aniwow.cuc.edu.cn/>

Copyright Declaration

Unless otherwise specified, the following terms are defined as follows:

1. **The Organising Committee** refers to the committee of *[Aniwow! 2025] The 20th China (Beijing) International Student Animation Festival*.
Office address: School of Animation and Digital Arts, Communication University of China
Postal address: Organising Committee of the China (Beijing) International Student Animation Festival,
School of Animation and Digital Arts, Communication University of China,
No. 1 Dingfuzhuang East Street, Chaoyang District, Beijing, China
Postcode: 100024
Tel: +86 010-65783476
Email: aniwowcuc@163.com
2. **Author** refers to the participant who has completed registration according to the procedures stipulated by the Organising Committee. Authors must provide accurate personal information at the time of registration. Although the Organising Committee does not conduct a substantive review of identity, any false or invalid information will disqualify the participant from opportunities such as media promotion of their work.
3. **Work** refers to a submission created by the author in the prescribed form and within the competition's scope. Regardless of whether it wins an award, the author retains copyright in accordance with the *Copyright Law of the People's Republic of China*.
4. **Publication** means making the work publicly accessible within the scope authorised by the Organising Committee. Unless otherwise specified, once published, a work cannot be withdrawn or deleted.
5. The Organising Committee does **not accept works that are prohibited by law or contain any of the following**:
 - a. Content opposing the basic principles of the Constitution;
 - b. Content inciting ethnic hatred or discrimination, or undermining ethnic unity;
 - c. Content that insults or defames others or infringes upon legal rights;
 - d. Any other content prohibited by laws or administrative regulations.
6. To respect copyright and better protect authors' legal rights, authors must agree to the following declaration upon submission:

"I hereby declare that I am the copyright holder of the submitted work. The work was created by me personally. I shall be solely responsible for any disputes arising from image, story, music or other copyright-related issues. I agree that the Organising Committee may broadcast, screen, exhibit, or publish the work for promotional purposes without payment. I confirm that the entry form has been filled out truthfully, and I take full responsibility for the accuracy of the information provided."

7. In principle, submitted works will **not be returned**. Participants are advised to retain original copies of their work.
8. Regarding **plagiarism**:
- a. Plagiarism refers to presenting another's work, either wholly or with modifications, as one's own without permission.
 - b. The Organising Committee does not have the capacity to comprehensively monitor plagiarism but reserves the right to **disqualify** any plagiarised work once identified. The Committee bears no legal responsibility for such infringements; all liability rests with the plagiarist.
 - c. Upon request by judicial authorities or copyright holders, the Committee is obliged to assist in providing background information of the alleged infringer.
 - d. Submission to the festival shall be deemed as agreement to the above provisions. Should the Committee disqualify a plagiarised work under these circumstances, it shall not be liable for any breach of contract or related legal claims, including damages due to false allegations of infringement.
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The final interpretation of the above provisions rests with the Organising Committee. In the event of conflict with the laws and regulations of the People's Republic of China, the latter shall prevail.

[Aniwow! 2025]

Organising Committee for 20th China (Beijing) International Student Animation
Festival

School of Animation and Digital Arts

Communication University of China

June. 2025

Official Website: <http://aniwow.cuc.edu.cn/>