

# 世新大學活動簡章

## 「AI Plus 創作業影像企劃-你的創意世界觀」

### 一、活動宗旨

隨著生成式 AI (Generative AI) 技術的普及, AI 不僅是工具, 更成為傳播與創作的媒材。本次比賽旨在結合世新大學「數位傳播」之教育特色, 鼓勵畢業生運用 AI 技術重新定義畢業照。透過 AI 打破時間、氣候與地理限制, 將校園地標(如: 文藝走廊、山洞口)與個人創意結合, 讓畢業不再只是紀錄, 而是創造。

### 二、組織單位

- 指導單位: 教育部、世新大學
- 主辦單位: 學務處課外活動組

### 三、參賽資格

- 世新大學全校在學學生(含大學部、研究所、碩專班)。
- 歡迎個人報名或組隊參賽(每組至多 3 人)。

### 四、競賽組別

請選擇以下任一組別進行投稿(一人/組可投多件, 但同一作品限投一組):

- 1 **創意升級組**: 發揮無限想像, 以 AI 技術提升畢業照的創意與視覺呈現, 追求極致精緻的人像藝術。
- 2 **混合創作組**: 手繪+AI/攝影+AI/插畫+AI, 呈現畢業生最美、最帥氣的一面。
- 3 **世新風格組**: 結合文藝走廊、山洞口等校園地標與畢業主題, 展現獨特的世新情懷。

### 五、投稿規範

1. **工具不限**: 可自由使用 Midjourney, DALL-E, Stable Diffusion, ChatGPT (DALL-E 3) 等工具。
2. **規格要求**: 圖片格式 JPG/PNG, 長邊至少 3000 像素, 解析度 300dpi 以上。
3. **Prompt 必附**: 投稿時須附上完整 Prompt 提示詞(作為評選加分與技術依據)。
4. **原創聲明**: 作品須為本人創作, 且不得侵害他人智慧財產權與肖像權。

## 六、 評選機制

(一) 專業評審 (佔總分 100%)：由教師評審團，依以下標準評選各組冠、亞、季軍：

- 創意與構想 (30%)：主題發想獨特性與故事呈現。
- 視覺完成度 (25%)：構圖、色彩、光影與整體美感。
- AI 技術應用 (25%)：Prompt 技巧與生成精緻度。
- 主題契合度 (20%)：作品與「世新大學」、「畢業」，以及報名組別主題之關聯性。

(二) 最佳人氣獎 (額外獎項)：

- 投票機制：採用 Google 表單進行票選，參賽作品將於表單中公開。
- 驗證機制：投票表單將設定「僅限世新大學校內帳號 (@mail.shu.edu.tw)」填寫，且設定為「每位使用者限填一次」，確保投票結果之公正性與真實性。
- 評選方式：投票數最高者獲獎 (統計至 115 年 05 月 28 日 00:00)
- 備註：若因帳號隱私設定導致主辦單位無法查閱，視同放棄資格。嚴禁使用外掛等不法形式拉票，經查證屬實將取消資格。

## 七、 活動獎勵

- 各組冠軍：獎金 5,000 元及獎狀乙幀。
- 各組亞軍：獎金 3,000 元及獎狀乙幀。
- 各組季軍：獎金 2,000 元及獎狀乙幀。
- 最佳社群人氣獎 (共 3 名)，可與前三名重疊：新台幣 1,000 元 + 獎狀。

## 八、 活動時程

- 徵件期間：即日起 至 05 月 25 日
- 投票/評審期：05 月 26 日至 05 月 28 日
- 得獎公告：05 月 29 日

## 九、 報名連結

<https://forms.gle/3WJvFKvy7edqjJh19>

## 十、 注意事項

1. 參賽作品之著作財產權無償授權予主辦單位，供校園宣傳使用。
2. 主辦單位保有最終修改、解釋及終止活動之權利，如有異動將公告於官方帳號。

## 十一、 Prompt 提示詞範例



(本 Prompt 提示詞僅供參賽者參考。建議參賽者依據個人特色與組別主題進行調整。)

Creating a photorealistic photo:

#The goal is to produce graduation photos that are :

##"completely indistinguishable from those generated by AI".

##"There should be no fake elements, such as floating objects, and no neon effects".

#Main prompt:

Create a highly imaginative, visually striking, and competition-level AI-generated graduation portrait based on the uploaded photo of me. Preserve my real facial features, hairstyle, expression, skin tone, and overall personal identity so that I remain clearly recognizable as the same person in the reference image. I should be wearing a formal graduation gown and mortarboard, standing confidently as a new-generation graduate who is ready to move from Shih Hsin University into the future world of digital communication, media production, and creative technology.

The scene should be a futuristic and artistic reinterpretation of Shih Hsin University. Do not make the campus look like a random science-fiction city; instead, keep a recognizable university atmosphere while enhancing it with creative AI visual elements. The background may include symbolic campus architecture, a corridor, an entrance, a walkway, or an open campus space inspired by Shih Hsin University. Around the subject, incorporate digital communication and media-related elements such as holographic screens, floating social media interface fragments, camera lenses, news microphones, audio waveforms, broadcast lighting, video-editing timelines, virtual production panels, glowing data streams, and subtle AI-generated light particles.

The image should express the idea that graduation is not only a record of the past, but also a creative launch into the future. The portrait should combine personal achievement, campus memory, digital media creativity,

and a sense of technological imagination. The subject should look confident, intelligent, youthful, and professional, with a natural facial expression that conveys pride, hope, and readiness for the next stage of life.

Use a cinematic, high-end concept-art portrait style with realistic facial detail, elegant lighting, controlled dramatic contrast, and a strong sense of depth. The composition should place me as the main emotional and visual focus, either in the center or slightly off-center using professional portrait framing. The digital effects should support the graduation story and enhance the atmosphere, but they should not cover my face or make the image look chaotic. The final result should feel like a premium graduation campaign poster, a creative media-school visual identity image, and a memorable AI artwork suitable for a university-level graduation photo competition.

Make the final image sharp, detailed, polished, and visually powerful. Use refined color grading, balanced highlights and shadows, realistic fabric texture on the graduation gown, natural skin texture, clear eyes, and a sophisticated background. The overall mood should be visionary, inspiring, youthful, creative, and proudly connected to Shih Hsin University's digital communication spirit.

#Negative Prompt :

Avoid distorted facial features, identity inconsistency, incorrect facial proportions, unnatural skin texture, plastic-looking skin, excessive beauty retouching, blurry eyes, asymmetrical eyes, strange eye direction, awkward smile, deformed hands, extra fingers, missing fingers, extra arms, extra legs, merged limbs, unnatural body posture, incorrect anatomy, distorted graduation gown, messy clothing folds, random text, misspelled words, wrong school name, fake logos, watermark, low-resolution quality, noisy background, overexposed highlights, underexposed face, chaotic composition, distracting background elements, duplicated objects, unrealistic facial expression, overly cartoonish style, horror-like atmosphere, uncanny valley effect, and any offensive, disrespectful, or inappropriate visual content.