British University Vietnam
School of Communications and Creative Industries (SoCCI)

BUV Narrative Futures Competition

Official Competition Rules

The Essentials — Quick Summary

Full rules below — but here's what matters most:

- This year's theme: Small Stories, Big Impact.
- Open to students in grades 10–12 at a high school in Vietnam (roughly ages 15–18).
- Enter solo, or as a team of up to 5.
- Submit a link to an unlisted YouTube or Vimeo video — no file uploads.
- 4 categories: Fiction Film, Documentary/Non-Fiction Film and Animated Film (8 minutes max, credits included); Brand/Television Commercial (3 minutes max). No minimum length.
- Previously made work is welcome — just make sure it hasn't been entered into another competition, and that it fits our rules and theme.
- Entries must be your (or your team's) own work — no outside professionals doing the filming, editing, or production for you. Workshops and mentor guidance are fine!
- Keep it real: no more than 50% stock footage or images.
- AI tools can help with editing, colour and (for animation) character development — just credit them. No AI-generated voices, sound design, or characters/performances.
- Always get permission for any music, footage or images that aren't your own.
- A parent or guardian must consent to your entry.
- Enter via the Microsoft Form linked on the SoCCI Facebook page.
- Share how you're making your film! Send behind-the-scenes videos (2 minutes max) by 15 January 2027 through the Behind-the-Scenes Form — finished films go through the Entry Form. Submitting doesn't guarantee we'll post it.
- Entries open 1 November 2026 and close at 11:59 pm (Vietnam time) on 14 February 2027.
- Prizes: an up to 100% tuition scholarship for the Grand Prize, plus creative equipment for each Category Award, People's Choice and Best Behind-the-Scenes.
- If you tick the box on the entry form, BUV may send you information about its programmes, events and open days. This is optional and won't affect your entry.

1. Introduction

These rules govern entry to the BUV Narrative Futures Competition (the "Competition"), run by the School of Communications and Creative Industries (SoCCI) at British University Vietnam ("BUV"). As entrants are minors, these rules take effect for an entrant once their parent or legal guardian has given consent as described in Section 2; guardians are responsible for ensuring the entrant understands and follows these rules.

The theme for this year's Competition is Small Stories, Big Impact. All entries should respond to this theme.

2. Eligibility

- Open to students currently enrolled in grades 10–12 (or equivalent) at a high school in Vietnam, typically aged 15–18.
- Students already enrolled at BUV or any other university or college are not eligible to enter.

- Entries may be submitted individually or as a team of up to 5 members, with one nominated team representative for correspondence.
- Entrants (or teams) may submit to more than one category, but only one entry per category, per individual entrant or team.
- A student may be part of more than one team, including more than one team entering the same category. Eligibility is assessed per entry, not per individual across all their entries.
- As entrants are minors, entry requires the consent of a parent or legal guardian, given as part of the entry process. For team entries, the team representative confirms at entry that every named team member is eligible and that their parent/guardian has consented to their participation.
- BUV staff, judges, sponsors' staff involved in the Competition, and their immediate family members, are not eligible to enter.

3. How to Enter

Entries are submitted via the official Microsoft Form, linked from the SoCCI Facebook page. There is no other accepted method of entry.

- Entries are submitted as a link to an unlisted YouTube or Vimeo video, not as an uploaded file.
- The entry form requires: entrant and guardian details; a contact preference (email or Zalo); category selection; entry title; entry link; a short synopsis; an originality declaration; and agreement to these rules.

For team entries, if the entry is shortlisted or wins an award, BUV will contact each additional team member's parent/guardian directly to confirm their consent before any award is finalised.

- Providing marketing/lead consent is optional and separate from entry consent; declining it does not affect eligibility to enter or win.

Entries open on 1 November 2026 and close at 11:59 pm (Vietnam time) on 14 February 2027. Entries submitted after the deadline will not be accepted.

4. Categories and Format

Category	Format	Maximum Length
Fiction Film	Fiction short film	8 minutes (including credits)
Documentary/Non-Fiction Film	Non-fiction short film	8 minutes (including credits)
Animated Film	2D or 3D animation	8 minutes (including credits)
Brand/Television Commercial	TVC (television commercial format)	3 minutes

Length limits are hard caps, inclusive of any credits, and are enforced at the point of submission. There is no minimum length. Entries submitted in a language other than English must include English subtitles.

5. Behind-the-Scenes Submissions

In addition to a main entry, entrants may submit behind-the-scenes or making-of (“BTS”) videos. The following applies to all BTS videos:

- BTS videos may be submitted at any time up to 11:59 pm (Vietnam time) on 15 January 2027, including while the film is still being made. BTS videos received after this date will not be considered. More than one BTS video may be submitted.
- BTS videos must be submitted as a link through the official Behind-the-Scenes Form. Finished films must be entered through the Entry Form (Section 3); films sent through the Behind-the-Scenes Form will not be accepted as competition entries.
- Each BTS video must be no longer than 2 minutes.
- Everyone who appears in a BTS video must have agreed to be shown publicly, and any music, footage or images not created by the entrant must be used with permission.

- BTS videos are reviewed by the organisers. Submitting a BTS video does not guarantee that it will be posted. The organisers decide which videos to post and may decline any video without giving a reason. Entrants must not post BTS videos to the SoCCI Facebook page themselves.
- By submitting a BTS video, the entrant (and their parent or guardian) agrees that BUV may post it, in full or in part, on the SoCCI Facebook page and on BUV's other social media channels and websites, with credit to the entrant, to promote the Competition and BUV.
- A BTS video is eligible for the Best Behind-the-Scenes / Making-Of award only if the same entrant or team also submits a main entry by the entry deadline.

Entrants are responsible for complying with Facebook's own terms of use for any content they submit. BUV is not responsible for the availability, conduct, or policies of Facebook or any other third-party platform used in connection with the Competition.

6. Originality and Use of AI Tools

All entries must be the original work of the entrant or team, and entrants must hold the rights to submit them.

Entries must be created and produced solely by the entrant or the named members of their team — no part of the production (filming, editing, animation, sound, voice work, or any other creative or technical contribution) may be carried out by a parent, teacher, industry professional, or anyone else not named on the entry. General guidance, feedback, and skills workshops — including those run by BUV, mentors, or teachers — are welcome and do not count as production assistance.

Entries must not include copyrighted music, footage, images or other third-party material unless the entrant has obtained the necessary permission or license to use it. This includes background music, stock footage or images, and any other content not created by the entrant. Entrants should be able to provide evidence of permission or licensing if asked.

Entries may include other individuals, such as cast members, interviewees, bystanders, family members or classmates. Where an identifiable individual appears in an entry, entrants are expected to seek that individual's consent, and, where appropriate, the consent of their parent or legal guardian, to being filmed or recorded and to the use of the entry as described in these Rules. Where a person appearing in an entry raises a legitimate objection, BUV may, where appropriate, request that the relevant content be removed or amended, or that the entry be removed from publication.

Stock footage, images or other pre-existing visual material (used with permission or under license) must not account for more than 50% of an entry's total running time. Entries should be substantially original visual work created by the entrant.

We want to see what you can create! Original ideas, your own footage, and personal storytelling are what this Competition is really about — stock material has its place, but it shouldn't be doing the heavy lifting.

AI tools may be used to support the development, editing, and colour grading of an entry — for example, brainstorming or outlining a story, transcription, edit/cut suggestions, sound cleanup and mixing, and colour matching.

For Animated Film entries specifically, AI tools may also be used to assist with character development and the animation process (for example, style exploration, rigging assistance, or in-betweening), provided the underlying character design and performance are directed and created by the entrant.

Generative AI may not be used to create voices (including cloning or synthesising a voice), to compose sound design or score, or to generate a character's core design or performance, beyond the animation allowance above.

Any use of AI tools in an entry must be credited in the entry's own end credits, naming the tool(s) used and what they were used for. As end credits count toward the maximum length (Section 4), entrants should plan for this when editing.

Entries do not need to be made specifically for this Competition — previously created work is welcome, provided it meets all other rules (including originality, permissions, and length) and fits the Competition's theme, Small Stories, Big Impact. Entries that have already been submitted to another competition are not eligible.

7. Judging

Judging takes place in five stages:

- Stage 1 – Eligibility screening against these rules.
- Stage 2 – Shortlisting: the organisers select a shortlist of entries in each category.
- Stage 3 – Category judging: each category's shortlist is judged by a panel of industry professionals against the rubric below, producing one Category Award winner per category.
- Stage 4 – Public vote across all shortlisted entries, from every category, to decide a single People's Choice award.
- Stage 5 – A final panel selects the Grand Prize winner from among the four Category Award winners.

The Best Behind-the-Scenes / Making-Of award is decided separately. Each eligible BTS video is ranked by its public engagement (reactions, comments and shares) in the 7 days after the organisers post it, and the judging panel selects the winner from the five highest-ranked videos.

Judging rubric (indicative weighting): Creativity & originality 30%, Technical skill 25%, Storytelling/message clarity 25%, Fit with the competition's theme and spirit 20%.

The organisers' decision on all judging matters is final.

8. Prizes

Award	Prize
Grand Prize	100% tuition scholarship for a SoCCI programme, plus trophy. The Grand Prize winner also receives their Category Award.
Category Awards (4)	Pro quality creator gear to help you make your next film or animation.
People's Choice	Creator gear for the audience favourite
Best Behind-the-Scenes / Making-Of	Creator gear for the best making-of video

Equipment prizes will be the item listed above or a similar item of equivalent value, depending on availability at the time of the award.

Scholarships apply to enrolment in a School of Communications and Creative Industries (SoCCI) programme at BUV, not university-wide, and are subject to standard BUV admissions and academic eligibility criteria. The scholarship takes the form of a remission of tuition fees for the winner's studies at BUV, should the winner accept a place on an eligible SoCCI program. It has no cash value and cannot be redeemed or exchanged for cash if the winner does not take up the place.

The scholarship prize is non-transferable and cannot be exchanged, redeemed for cash, or substituted for another prize by the winner. The scholarship must be taken up in the first academic year in which the winner is eligible to enrol at BUV (normally the academic year after they complete high school). If it is not taken up then, it lapses.

All prizes are subject to change and availability. The organisers reserve the right to change any prize, or to substitute a similar prize, where necessary.

The organisers reserve the right not to award any prize, including the Grand Prize, if too few qualifying entries are received or if, in the judges’ opinion, no entry reaches a suitable standard.

Any tax liability arising from a prize is the responsibility of the recipient (or their guardian).

9. Team Entries and Prizes

Where a team entry wins a Category Award, the prize is awarded to the team to share as they decide.

Where a team entry wins the Grand Prize, the scholarship is shared equally among the team members who confirm in writing, within 12 months of the award being announced, that they intend to take up their share. For example, if all five members of a team confirm, each receives one fifth of the awarded scholarship; if two confirm, each receives half.

Each share is subject to the same conditions as an individual scholarship (Section 8), including BUV's admissions requirements and enrolment in the first academic year in which that member is eligible to enroll. If a member who has confirmed does not meet the requirements or does not enroll, their share lapses and is not passed to other team members.

10. Intellectual Property and Use of Entries

10.1. Entrants retain copyright of their work. By entering, entrants (and the entrant's parent or legal guardian, where appropriate) grant BUV a non-exclusive license to use excerpts of the entry (and, where applicable, the BTS video) as set out in Section 10.3, with attribution to the creator. Nothing in this license transfers ownership of the entry or its copyright to BUV.

10.2. Where an entry is created by a team, the entry is a work of joint authorship. By submitting the entry, each team member named on the entry form (and the entrant's parent or legal guardian, where appropriate) is deemed to grant the licence at Section 10.1 for their respective contribution.

10.3. The licence is granted worldwide, royalty-free, and remains in effect for the duration of copyright in the entry. It permits BUV to:(a) reproduce, store and archive the entry and the BTS video for judging, administration and BUV's institutional archive; (b) use stills, excerpts or short clips of the entry and the BTS video to report on or promote the Competition on BUV's own official channels, on a non-commercial basis;(c) publish the full entry, if it is shortlisted, on BUV's own official channels, on a non-commercial basis, for the purposes of the public vote and of showcasing shortlisted and winning entries; an (d) publish the full BTS video, if approved for posting under Section 5, on BUV's own official channels, on a non-commercial basis. After the Competition ends, BUV will remove a full entry from public view within [14] days of a written request from the entrant or their parent or guardian. Removal does not affect uses already made under (a) and (b).

Except as set out in (c) and (d), nothing in this clause permits BUV to distribute, sell, rent, broadcast or make the full entry available to the public.

10.4. Separately from the entry itself, entrants and guardians agree that an entrant's name, school, and category may be publicly announced if they are shortlisted, a category winner, or an award winner, and that photographs or video taken of entrants at Competition events (including the launch and grand final) may be used by BUV for promotional purposes, subject to Section 11.

11. Data Protection

11.1 BUV is responsible for personal data collected in connection with the Competition. If you have any question or request about your data, contact BUV_narrative_futures@buv.edu.vn.

11.2. What we collect. The entrant's name, date of birth, school and grade; contact details; the parent or guardian's name and contact details; the entry and the information submitted with it; anything appearing in the entry itself; correspondence with us; judging scores and comments; and photographs or footage taken at Competition events.

11.3. Why we use it.

For three purposes, which we ask about separately:

	Purpose	**Required**
A	Running the Competition – checking eligibility and age, confirming guardian consent, judging, contacting you, announcing results, handling complaints	Yes

B	Promoting the Competition –publishing the entrant's name, school and category if they are shortlisted or win; publishing the full entry if it is shortlisted, and extracts of it otherwise; publishing the behind-the-scenes video if approved; and using photographs and footage of the entrant taken at Competition events.	Yes
C	Sending information about BUV's programmes, scholarships and events	No – Optional. This purpose is genuinely optional. Declining it does not affect eligibility to enter or to win.

We also use data where the law requires us to, for example for tax, accounting and record-keeping, or where a competent authority lawfully requests it.

11.4. Consent. We ask for your consent separately for each purpose above. You can agree to one and not another. Silence or leaving a box blank is not consent. For team entries, the person submitting the entry on behalf of the team confirms that the required consent has been obtained from all team members and, where applicable, their parents or legal guardians.

Where the entrant is a child, both the child and the child's parent or legal guardian must provide their consent to BUV for the processing of the child's personal data in connection with the Competition, in accordance with applicable Vietnamese law.

11.5. Who sees your data.Your personal data is seen only by**:** BUV staff involved in running the Competition, and BUV students working on the Competition campaign under staff supervision, where they need it for that work the judging panel, who see only the entry itself (the film, its title, category and synopsis). Judges do not receive entrants' or guardians' names, contact details or any other personal data; and competent authorities, where the law requires us to share it.

We do not sell, share or disclose your personal data to any other organisation. Entry data is held in BUV's Microsoft 365 systems, which process it on BUV's behalf and only for BUV's purposes.

11.6. How long we keep it. Entry records for entrants who do not win: 12 months after results are announced. Winners' records: for as long as the prize remains live and for the periods required by tax and accounting law.

11.7. Your rights. You have the right to be informed about the processing of your personal data; consent or refuse consent and withdraw consent; access and correct your personal data; request its provision, deletion or restriction of processing; object to its processing; lodge complaints or denunciations, bring legal proceedings and request compensation in accordance with applicable law; and request measures to protect your personal data. To exercise these rights, please contact us at BUV_narrative_futures@buv.edu.vn.

11.8. Withdrawing consent. You can withdraw consent at any time. Withdrawing consent to Purpose A withdraws the entry. Withdrawing consent to Purpose B means we stop using the content and remove it from channels we control within a reasonable time in accordance with applicable laws. Withdrawing consent to Purpose C only means we stop sending you marketing information; it does not affect your entry. We cannot recover copies others have already shared online. Withdrawal does not affect what we did lawfully beforehand, and does not end record-keeping the law requires.

11.9. Security and incidents. We limit access to those who need it. If a personal data breach occurs, we will notify the competent authority and the people affected as the law requires.

11.10. Complaints. Contact us at BUV_narrative_futures@buv.edu.vn. You may also complain to the competent state authority or go to court; contacting us first does not affect those rights.

12. Conduct and Disqualification

BUV reserves the right to disqualify any entry that:

- Exceeds the category's maximum length;
- Does not meet the eligibility requirements in Section 2;
- Is not the original work of the entrant, or infringes the rights of a third party;
- Is judged by the organisers to have been made, in whole or in part, by a professional or anyone else not named on the entry (see Section 6);
- Contains content that is offensive, discriminatory, or otherwise inappropriate for public posting;
- Is submitted without the required guardian consent.

If the organisers suspect that an entry has been made or assisted by a professional or anyone else not named on the entry, BUV may ask the entrant to provide evidence of how it was made, such as behind-the-scenes footage, raw footage, project files, scripts or storyboards. If satisfactory evidence is not provided within the time requested, the entry may be disqualified.

Where a breach of these rules is discovered after an award has been made, BUV reserves the right to rescind the award, including a scholarship not yet taken up, and to require the return of any physical prize.

13. General Conditions

BUV reserves the right to amend these rules, or to postpone, modify or cancel the Competition, at any time, with reasonable notice where practicable. These rules are governed by the laws of Vietnam.

BUV's liability in connection with the Competition is limited to the greatest extent permitted by law. BUV is not liable for technical failures, lost or late entries, or issues arising at Competition events, except where caused by BUV's own negligence.

By entering, entrants and their guardian agree to indemnify BUV against claims arising from a breach of these rules, including claims relating to a third party's rights in an entry.

BUV's obligations under these rules may be suspended where performance is prevented by circumstances beyond its reasonable control.

If any part of these rules is found unenforceable, the remainder will continue to apply.

14. Key Dates

Competition launch and entries open: 1 November 2026

Behind-the-scenes video deadline: 15 January 2027, 11:59 pm (Vietnam time)

Entry deadline: 14 February 2027, 11:59 pm (Vietnam time)