

8th

DREAM BIG ART AWARDS

Guidelines

2026.07.

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1. Open Call Overview

1.1 Open call Title

- 8th Dream Big Art Awards Media Art Open Call

1.2 Background

- DB World continuously holds contests to discover emerging artists in the media art video field based on steady exchange, active communication, and sincere empathy with citizens, providing them with exhibition opportunities.
- Through this media art contest, we aim to offer exhibition opportunities at 'DB Financial Center 1F Media Gallery', 'DB Insurance Busan Building B1 Media Gallery', 'DB Insurance Busan Building B2 Media Gallery', and 'Seoul Gallery My Friend Seoul Hall 1' at Seoul City Hall. We look forward to the participation of those with a passion for art and creativity to provide diverse media art experiences to the public.

1.3 Theme

▪ Free Theme

- Propose media art that balances everyday familiarity and creative value, allowing audiences to feel comfortable.
- ※ *Expressions that may cause disgust or discomfort to the public should be avoided.*

1.4 Category

▪ Media art video playable on digital screens.

- Works considering the public's eye level to provide visual pleasure.
- ※ *Works with dark atmospheres or unclear colors should be avoided.*

1.5 Eligibility

- **Student Division:** Enrolled undergraduate and graduate students in Korea.
- **General Division:** No restrictions (includes students on leave and international applicants).

※ *No limit on the number of members when participating as a team (however, 1 representative must be selected in this case, and the prize money will be paid to the representative).*

2. Schedule

Application Period	July 20, 2026 ~ Sept 14, 18:00 (UTC + 9)	-Submit Compulsory (Reel) and Optional (Seoul City Hall size) works
Preliminary Evaluation	During September	- Evaluate submitted compulsory and optional works
Preliminary Announcement	Last week of September	- Individual contact for finalists
Finalists Submission	Oct 26, 23:00 (Deadline) UTC + 9	- Submit final original files and conduct final evaluation for finalists
Final Results Announcement	November (TBD)	- Individual contact for final winners & post on official website, SNS
Prize Payment	November (TBD)	- Individual contact for final winners

3. Submission guide

3.1 Works to Submit

Compulsory Submission Works	1 Reel video consisting of 1 to 3 or more works, each under 1 minute (1,920px x 1,080px) (Refer to '3.4 Compulsory Submission Venue Media Wall Details' when creating)
Optional Submission	Seoul City Hall 'Seoul Gallery My Friend Seoul Hall 1' Media Wall size (Refer to '3.5 Optional Submission Venue Media Wall Details' when creating)

※ Failure to submit the compulsory submission work will result in exclusion from the evaluation.

3.2 Selection Process Guide

① Compulsory Submission Work Selection Process

- This open call receives applications for the compulsory Reel video and optional works, and conducts preliminary evaluation and announcement in September. Final original files will be collected from the selected finalists on October 26, and final results will be announced in November after the final evaluation.
- After the preliminary evaluation in September, the organizer will individually inform the finalists of their designated exhibition venue, choosing one from 'DB Financial Center 1F Media Gallery', 'DB Insurance Busan Building B1 Media Gallery', or 'DB Insurance Busan Building B2 Media Gallery'.
- Finalists must submit the original file complying with the media wall size of the assigned exhibition venue during November. The prize money will be paid after the original file is submitted.

② Optional Submission Work Selection Process

- Applicants can submit works for exhibition at Seoul City Hall "My Friend Seoul Hall 1" by September 14. Selected optional submission works will be provided an exhibition opportunity at Seoul City Hall.
- Original files must be submitted by October 26 after the final evaluation, and prize money will be paid upon submission.

※ The above procedures are subject to change depending on the progress.

3.3 Compulsory and Optional works Required Documents

Work File	- Submit files under 200MB after accessing Google Drive via the official contest application page
Application Form	- Form provided (Attachment 4)
Project Description Form	- Form provided (Attachment 5) - Submit within a maximum of 2 pages
Certificate of Enrollment (Student Div)	- Must be submitted by all team members if formed as a team - Issued within 1 month from the submission date (Must maintain student status until final results are announced)
Copyright Proof Documents	- Mandatory submission of copyright proofs for video, image, BGM, and fonts
Generative AI Usage Statement	- Form provided (Attachment 6)

※ Copyright Proof Documents:

- All BGM must have no copyright issues. Even for royalty-free or AI-generated BGM, proof of license allowing commercial use must be submitted.
- Free BGM: Source, license type, screenshot of the license screen.
- Paid BGM: Purchase receipt or license certificate.
- AI BGM: Name of the AI platform used, creation date, screen proving it was generated by the applicant, screenshot of the 'commercial use allowed' clause in the platform's terms of use.

※ Generative AI Usage Statement:

- For works utilizing generative AI, detail the program name, version, usage ratio, overall production process, step-by-step task details, and program work history. Attach screenshots to verify this.

3.4 Compulsory Submission Works Venue Media Wall Details

① DB Financial Center 1F Media Gallery (432 Teheran-ro, Gangnam-gu, Seoul)

- Submitted works should be produced based on Resolution (px); Screen Size (mm) is for reference only.

DB Financial Center 1F Media Gallery	Resolution (px)	(W) 5,504 x (H) 2,236
	Screen Size (mm)	(W) 10,240 x (H) 4,160
	Pixel Pitch(mm)	1.86
	Viewing Distance (m)	15
Frame Rate	Max 30fps	
Bitrate	Min 40Mbps ~ Max 100Mbps	
Sound	Required	
Winning Work Original File Size	Under 1.5G	
Running Time	Over 1 minute 30 seconds	
File Extension	MP4 (h264, h265)	
File Name	Artist(Team)Name_WorkTitle.mp4	

■ Site image::

- Lobby space of the DB Insurance headquarters building with active visits by general and corporate customers.
- Located in the center of Teheran-ro, Gangnam, Seoul, an area with excellent accessibility.



② DB Insurance Busan Building B1 & B2 Media Gallery (134 Bujeon-dong, Busanjin-gu, Busan)

- Submitted works should be produced based on Resolution (px); Screen Size (mm) is for reference only.

DB Insurance Busan B1 Media Gallery	Resolution (px)	(W) 4,480 x (H) 2,880
	Screen Size (mm)	(W) 8,400 x (H) 5,400
	Pixel Pitch(mm)	1.86
	Viewing Distance (m)	5
DB Insurance Busan B2 Media Gallery	Resolution (px)	(W) 4,608 x (H) 1,728
	Screen Size (mm)	(W) 7,200 x (H) 2,700
	Pixel Pitch(mm)	1.56
Frame Rate	Max 30fps	
Bitrate	Min 40Mbps ~ Max 100Mbps	
Sound	Required	
Winning Work Original File Size	Under 1.5G	
Running Time	Over 1 minute 30 seconds	
File Extension	MP4 (h264, h265)	
File Name	Artist(Team)Name_WorkTitle.mp4	

Site Environment:

- Gallery 1: Located near the DB Insurance customer center and retail shops in a high foot-traffic area.
- Gallery 2: Located in the passageway building connecting to Seomyeon Station in Busan.

Site image: Left B1, Right B2

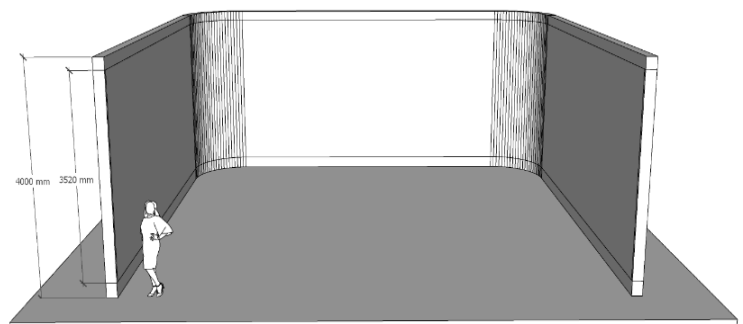
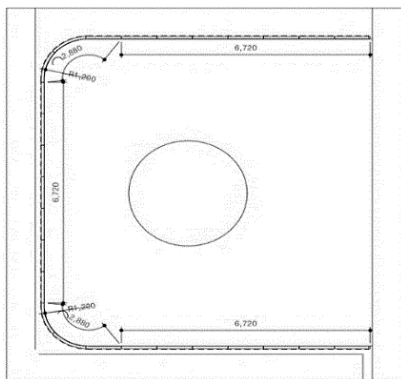


3.5 Optional Submission Works Venue Media Wall Details

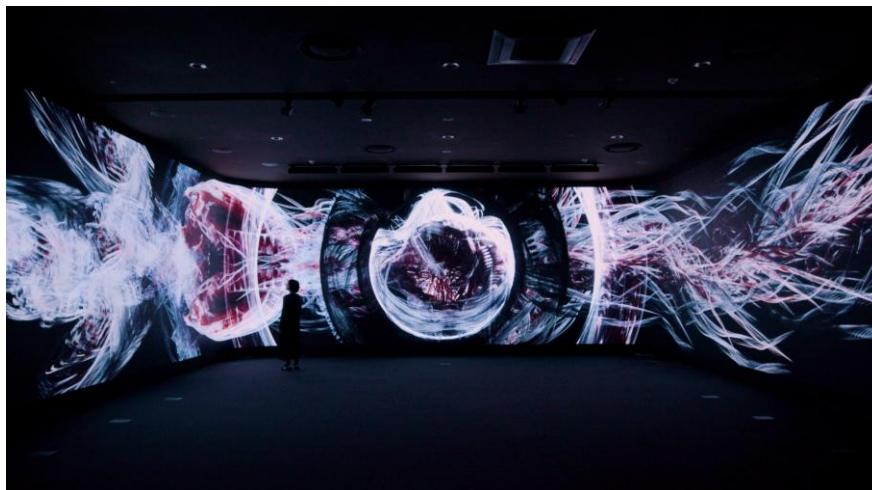
① Seoul City Hall Seoul Gallery My Friend Seoul Hall 1 (31 Taepyeongno 1-ga, Jung-gu, Seoul)

- Submitted works should be produced based on Resolution (px); Screen Size (mm) is for reference only.

Seoul City Hall Seoul Gallery My Friend Seoul Hall 1	Resolution (px)	(W) 8,192 x (H) 1,112
	Screen Size (mm)	(W) 25,920 x (H) 3,520
	Pixel Pitch(mm)	1.86
	Viewing Distance (m)	20
Frame Rate	Max 30fps	
Bitrate	Min 40Mbps ~ Max 100Mbps	
Sound	Required	
Winning Work Original File Size	Under 1.5G	
Running Time	12 minute 30 seconds Exactly	
File Extension	MP4	
File Name	Artist(Team)Name_WorkTitle.mp4	



- Site image:



3.6 Application Method

- Apply through the official domestic site 'Dream Big Art Gallery' and overseas site 'DB Art Lab'.
- When applying on the domestic site: Register at Dream Big Art Gallery, then upload submissions on the contest application page.
- Domestic Site URL: www.dbag.co.kr
- Overseas Site URL: www.dbartlab.com
- When applying on the overseas site: Access the 'Open for Entries' menu page, then upload submissions.
- All application documents must be submitted in PDF format.

4. Evaluation

4.1 Committee Composition

- Composed of up to 5 experts, including the head of the evaluation committee.

4.2 Evaluation Criteria

- Commercial accessibility, exhibition suitability, artistic quality, originality.
- ✕ *Detailed evaluation criteria and contents may be adjusted during the evaluation process.*

5. Awards and Exhibition

5.1 Announcement of Results

- Announced through the official website after individual notification to winners.

5.2 Compulsory Works Award Details – Total 13 Individuals/Teams (\$26,000 USD / 40M KRW)

- General Division: 13 Individuals/Teams (Total \$26,000 USD / 40M KRW)

▪ General: 13 Winners (Total Prize: KRW 40M)

Award Category	No. of Winners	Prize (Per Individual/Team)	Total Prize
1st	1	\$6,600 USD (10M KRW)	\$6,600 USD (10M KRW)
2nd	2	\$4,600 USD (7M KRW)	\$9,200 USD (14M KRW)
3rd	3	\$2,000 USD (3M KRW)	\$6,000 USD (9M KRW)
Finalist	7	\$600 USD (1M KRW)	\$4,200 USD (7M KRW)

*** USD amounts are approximate values provided for reference only. All prize money will be paid in KRW based on the official exchange rate at the time of payment.**

5.3 Optional Works Award Details – Total 21 Individuals/Teams (\$19,000 USD / 30M KRW)

Award Category	No. of Winners	Prize (Per Individual/Team)	Total Prize
1st	1	\$5,300 USD (8M KRW)	\$5,300 USD (8M KRW)
2nd	2	\$2,650 USD (4M KRW)	\$5,300 USD (8M KRW)
3rd	3	\$2,000 USD (3M KRW)	\$6,000 USD (9M KRW)
Finalist	5	\$600 USD (1M KRW)	\$3,000 USD (5M KRW)

*** USD amounts are approximate values provided for reference only. All prize money will be paid in KRW based on the official exchange rate at the time of payment.**

※ The scale and contents of the awards may change depending on the situation.

※ Taxes and public utilities charges are borne by the winner (paid after deduction).

※ Winners must submit the original file, and prize money will be paid after the submission.

※ Student division prizes are paid as scholarships through the university. If the university cannot pay it, the winner will be excluded from the award (Certificate of enrollment verification is mandatory).

6. Copyright

- The copyright of the submitted work belongs to the applicant, and as a rule, it is retained by the winner even if selected as a winning work.
- The organizer may use the winning works through reproduction, distribution, processing, and modification for publication, exhibition, etc., within the limits necessary to achieve the purpose of the open call.
- The organizer may use the winning works for non-profit/public purposes for 3 years through reproduction, distribution, transmission, publication, exhibition, etc.
- If the organizer needs to acquire the copyright (whole or in part) of the winning work, or if they use the winning work beyond the scope announced in the contest guidelines, they may acquire the rights through separate agreement with the author.
- The applicant must secure lawful usage rights in advance for all copyrighted materials used in the submitted work (including but not limited to images, videos, sound sources, fonts) and exercise due care so that the submitted work does not infringe on the copyright or portrait rights of third parties. If a submitted work infringes on others' rights, the applicant is responsible, and if confirmed, the award and exhibition will be canceled.
- The organizer takes due care to prevent the leakage of submitted works.

- The organizer must respect the moral rights of the author. As a rule, the organizer must indicate the name of the author (winner) and maintain the identity of the content, format, and title of the winning work.
- Upon submission, the applicant may request the return of unawarded works. In this case, the return cost is borne by the applicant. If no return is requested, the organizer will destroy all unawarded works within 3 months from the end of the open call.

7. Precautions

- There is no limit to the number of individual or team submissions, but an individual cannot participate in multiple teams.
- All submitted works may be used as official online promotional means.
- Evaluation and assessment are based on the jury committee's review. Detailed evaluation criteria and contents may be adjusted during the process.
- Applicants cannot object to the evaluation results.
- Works deviating from the contest's purpose or failing to meet the specified standards may be excluded from the evaluation.
- In cases of winning works from other contests, plagiarism, or theft of another person's name/work, the work will be excluded from evaluation, the award canceled, and the prize money reclaimed.
- Winning works may be exhibited in media art galleries operated by DB Group affiliates.
- The organizer may request additional modifications to winning works if the broadcast specifications or formats change for exhibition purposes. Resizing will be performed by the winner or the organizer.
- Winning works can be used by DB Group online (website posting, reproduction, transmission, etc.) and offline (reproduction, editing, distribution, etc.), and files in the sizes necessary for exhibition must be submitted.
- If the organizer's utilization of the winning work exceeds the scope announced in the guidelines or requires permission to create secondary works, it will proceed through a separate agreement with the winner.
- Since the original file must be submitted upon winning, it must be stored separately.
- The organizer may obtain consent for commercial use of the winning work in the future.

8. Inquiries

- **Inquiries:** DBAA Operation Secretariat dbaa@dbgroup.co.kr
- ✕ *All inquiries related to the contest should be directed to the email above.*

『 8th Dream Big Art Awards Open Call 』

Consent to Collection and Use of Personal Information

By participating in this Open call, I hereby agree to the collection and use of my personal information as described below.

Purpose	Open call application, evaluation, and notification of results, etc.
Items Collected	Personally identifiable information provided in the application (name, date of birth, mobile phone number, email address, affiliation)
Retention and Use Period	Collected personal information shall, in principle, be destroyed once its purpose has been fulfilled
Provision to Third Parties	Not applicable

You have the right to refuse consent to the collection and use of the above personal information. However, refusal of consent will result in restriction of participation in the open call.

『 8th Dream Big Art Awards Open Call 』

Agreement Form

By participating in this Open call, I declare that the submitted entry is entirely my own original creation, and I hereby pledge to the following.

1. Winning entries will not be returned under any circumstances.
2. Entries with missing or incomplete submission documents will be excluded from evaluation.
3. The entry must be an original creation with no prior award history in other open calls. If a prior award is later discovered, the award will be canceled and any prize (scholarship) already given will be reclaimed.
4. Applicants confirm that they have secured all necessary legal rights for any copyrighted material used in their entry, and any legal liability arising from this shall be borne solely by the applicant.
5. The entry must be free of any legal issues, including but not limited to portrait rights and copyright, both at the time of submission and if selected as a winning work for further use. In the event of a legal dispute, the entry will be excluded from Evaluation, and the applicant shall bear full civil and criminal liability.
6. Applicants acknowledge that they are solely responsible for any content generated using generative AI, and shall bear full liability for any legal harm arising therefrom.
7. By submitting an entry, the applicant is deemed to have granted permission for the use of the work (winning entry) within the scope of the usage methods (notices) and conditions specified in the Open call guidelines.
8. Winning entries may be reproduced and used (produced, reproduced, distributed, etc.), either in original or derivative form, solely for commercial or public-interest purposes such as promotion, campaigns, projects, and events related to the winning entry.
9. Applicants selected as winners must submit any documents requested by the organizer to verify eligibility. Failure to do so may result in exclusion from evaluation or cancellation of the award.
10. All other matters not specified herein shall be governed by the Open call guidelines and internal policies of Dream Big Art Awards.

I agree to all of the above.

『 8th Dream Big Art Awards Open Call 』

Consent to Terms and Notices

I have reviewed the Open call guidelines and important notes, and I agree to them.

1. There is no limit on the number of entries per individual or team; however, participation in multiple teams is not permitted.
2. For joint entries (teams), the prize money and certificate will be awarded to the team representative, and the organizer will not be involved in any disputes regarding distribution among team members.
3. Applicants confirm that they have secured all necessary legal rights for any copyrighted material (images, video, music, fonts, etc.) used in their entry. If false statements or copyright infringement are discovered, the entry may be disqualified from evaluation, or its award and exhibition may be canceled.
4. Evaluation details are not disclosed in principle, and no objections may be raised regarding the composition of the jury panel, the Evaluation criteria, or the evaluation results.
5. The number of awarded works may be adjusted, or no award may be given, depending on the Evaluation results.
6. By submitting an entry, the applicant is deemed to have granted permission, in the event of winning an award, for the use of the entry within the scope of the usage methods and conditions specified in the competition guidelines. Accordingly, the entry may be used (produced, reproduced, edited, distributed, etc.) both online (posting, reproduction, transmission, etc. on DB Group's website) and offline (reproduction, distribution, exhibition, promotional booklets, pamphlets, etc.) by DB Group. Any usage fee for the economic rights of the winning work may be replaced by the prize money awarded.
7. Taxes and public utilities charges are borne by the winner (paid after deduction).
8. For the Student Division, prize money is paid through the winner's university; if payment is not possible due to circumstances specific to that university, the winner may be excluded from the award.
9. For winning entries only, applicants must submit an editable original file upon request by the organizer, and must resubmit the file if further modifications are required due to changes in transmission specifications or format for purposes such as exhibition.
10. The organizer may use winning entries for non-profit purposes without additional compensation to the winner.
11. Winners/teams may be requested to participate in an interview, and the content of such interviews may be posted on the official website and social media.

I agree to all of the above.

Attachment 4. Application Form

Participant (Team member/can add rows)	Name	Contact	Email
Representative (Team Name)			
Co-membe			
Co-membe			
Application Page Input Items			
Work Title			
Work Description (Max 300 words)			
Copyright Related Proof Documents (Must mark Yes or No in all boxes) -- Proofs for BGM (including free), Images, Videos, Fonts MUST be submitted. (Excluded from evaluation if missing)			
BGM		Image	
Font		Others	
I hereby apply for the 「8th Dream Big Art Awards Media Art open call」 hosted by DB World as above. 2026. . . . Applicant:_____ (Signature) Applicant:_____ (Signature) Applicant:_____ (Signature) Attn:DB World			

Attachments 5. Project Description Form

Name or Team Name		Work Title	
Work Theme(Keywords)			
Software & Tools Used:	(e.g., Unreal Engine, TouchDesigner, Unity, etc.)		
Technical Description & Execution:	(Briefly describe the technical process of how the work was implemented and operated.)		

Attachments 6. Generative AI Usage Report

Name or Team Name		Work Title	
AI Tools Used and Percentage of Involvement	e.g)    CHAT GPT 3.5버전 35% RUNAWAY Gen-3 Alpha 30% LUMA AI IMG2VID 35%		
Purpose of Use	Please describe in detail what part of the project the AI was used for (e.g., brainstorming, asset creation, coding, texturing, etc.)		
AI Output & Modification Process	Please describe briefly how the AI-generated results were edited, modified, or integrated into your final work.		