

2026 STUDY IN KOREA Promotional Short-Form Video Production Guidelines

■ 1. Contest Theme & Video Specifications

Contest Theme	My Journey, Designed in Korea (Choose one among the three following topics.) 1. My Admission Journey in Korea: Share your story of getting into a Korean university—from preparing application documents and applying through STUDY IN KOREA (www.studyinkorea.go.kr) to receiving your official acceptance. 2. My Career, Built in Korea: Share how your experiences in Korea—through your major, language learning, cultural exchanges, and more—led to employment or shaped your career path. 3. My Career, Dreamed in Korea: Share how your experiences in Korea—through your major, language learning, cultural exchanges, and more—inspired the future career you envision. * Envisioning Your Future: Share how your study abroad experience in Korea is shaping your career goals—from employment and entrepreneurship to advanced studies.
Video Specifications	• Length & Aspect Ratio: 60–90 sec 9:16 vertical short-form video • Resolution & Format: 1080 × 1920 or higher Original mp4 file • Language: Korean or English (English subtitles are required for videos produced in Korean.)

■ 2. Production Guidelines & Generative AI Usage

- ▶ **Key Focus:** Clearly show how your unique experiences in Korea—not just daily life—have shaped your career or future path.
- ▶ **Grab Attention:** Capture viewers' attention within the first 3–5 seconds with a compelling question, key message, or striking visual.

Copyright & Permissions	You must obtain permission to use any third-party photos, videos, music, or characters. Consent for the use of all identifiable individuals must also be obtained in advance.
Generative AI Usage	• Generative AI can be utilized. • Usage Limit: AI-generated content must not exceed 50% of the total video length. • Required Disclaimer: "This content was created using AI." • You must comply with the licensing terms of any AI tools used. Unauthorized use of real individuals or copyrighted works is prohibited.

■ 3. Social Media Upload & Submission

Submission Process	1. Choose a topic and create your video. 2. Upload your video to your personal social media account with the required hashtags and set the post public. 3. Complete the online application form and submit all required materials.
● Upload Platform (Public)	Personal social media platforms that support short-form video content, such as YouTube Shorts, Instagram Reels, and TikTok
● Online Submission	https://forms.gle/xGY27ACp7hf8QE6D9
● Required Hashtags	#StudyInKorea #StudyInKoreaShortFormVideoContest #KoreanUniversities #StudyingInKorea #StudyAbroadKorea #LifeInKorea #WhyKorea #PreparingToStudyInKorea #StudyInKoreaPortal #ApplyToStudyInKorea
● Required Materials	Original video file (mp4); link to the social media post, video description and selected theme; details on whether AI was used and, if so, in which portions; and consent forms for the use of personal data and the submitted work

NOTE: Your social media post must remain **public** until the winners are announced. No revisions or additional submissions will be accepted after the submission deadline. Entries involving plagiarism, unauthorized use, or copyright infringement will be disqualified. Winning entries may be edited and used for future promotional purposes on official channels.

Contact

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