



PROMPT PULSE

RULES

Prompt Pulse is a creative competition where teams convert text prompts into short videos using any AI video-generation or video-editing tool. The aim is to reward excellent prompt-engineering, theme relevance, visual clarity, creativity, and audience engagement.

ELIGIBILITY & TEAM COMPOSITION

- **Each team may have maximum 3 members.**
- **Participants must be at least 16 years old (organizers may set a different age minimum – confirm if needed).**
- **A single person may form a solo team.**

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REGISTRATION (MANDATORY)

- Prior registration is mandatory for an entry to be considered for evaluation.
- The official registration/submission form will open on the event start date (announced soon): <https://forms.gle/5kuds56H65MM9DDN8>.
- Important: You must fill the registration form before submitting a video for evaluation. Only entries with completed form submissions will be judged.

SUBMISSION REQUIREMENTS & TECHNICAL SPECS (RECOMMENDED)

- Post must explicitly tag the Innovacion Handle on the post
- Entries may include watermarks from tools, but judges may deduct for excessive or obtrusive watermarks that reduce clarity.
- The EXACT PROMPT field in the form must match the prompt used to generate the video. Minor post-generation edits are allowed (e.g., trimming, color grading), but the core video content must be produced from the provided prompt.

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WHAT YOU NEED TO DO (SUBMISSION WORKFLOW)

- Create a video from text using any AI video-making tool (text-to-video or text + image/video editing workflows are allowed).
- Post the video publicly on social media (Instagram, Facebook) and tag the Innovacion handles (see links below). Your post must be public and accessible to the judges.
- Immediately after posting, fill the submission form (or fill the registration form first if you haven't). The form requires the following details and these will be cross-checked:
 - Team name
 - Team leader (TL) details (name, email, phone)
 - AI Tool(s) used
 - EXACT PROMPT used to generate the video (this will be verified during evaluation)
 - Public post link(s)
 - Repeat as needed – unlimited submissions are allowed within the event timeline (see Section 5). Each submission must have its own form entry and public post link.
 - Social handles to tag:
 - Instagram: <https://www.instagram.com/ieminnovacion/> (@iem_innovacion)
 - Facebook: <https://www.facebook.com/iem.innovacion/>

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TIMELINE

- **Form opening:** The registration form will open on the event start date (to be announced).
- **Theme disclosure:** The official theme for the competition will be disclosed at the event start.
- **Submission window:** All entries must be posted and their form entries completed within the event submission window. The exact start and end timestamps will be announced along with the event start date.

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EVALUATION CRITERIA & SCORING

- Judging will be performed by a panel selected by the organizers. Entries will be scored using the following rubric (example weights):
- Prompt quality & engineering
- Clarity, structure, and how well the prompt produced the final video.
- Creativity and technical sophistication in prompt phrasing.
- Theme relevance
- How closely the video matches the official theme when it is announced.
- Video clarity & polish
- Visual quality, absence of distracting artifacts, legible text (no spelling mistakes), smooth edits.
- Innovation / Creativity
- Originality in concept, use of tools, storytelling, and creative techniques.
- Engagement
- Comments/Likes
- Note: Judges will cross-check the exact prompt submitted and may run or inspect parts of the process to verify authenticity. The judges' decision is final.

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ALLOWED / DISALLOWED CONTENT

Allowed:

- Any use of AI video-generation/augmentation tools and workflows.
- Post-processing edits (color grading, cuts, overlays) so long as the submission remains faithful to the submitted prompt and credited assets.

Disallowed / Grounds for Disqualification:

- Plagiarism or copying another team's work.
- Posting private/unlisted links that judges cannot access.
- Hate speech, illegal content, or materials that violate platform rules.
- Misrepresenting the prompt or source of assets.
- Use of purchased engagement (bots, paid likes) to falsely inflate engagement — organizers reserve the right to disqualify entries that show fraudulent engagement.

CONTACT



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