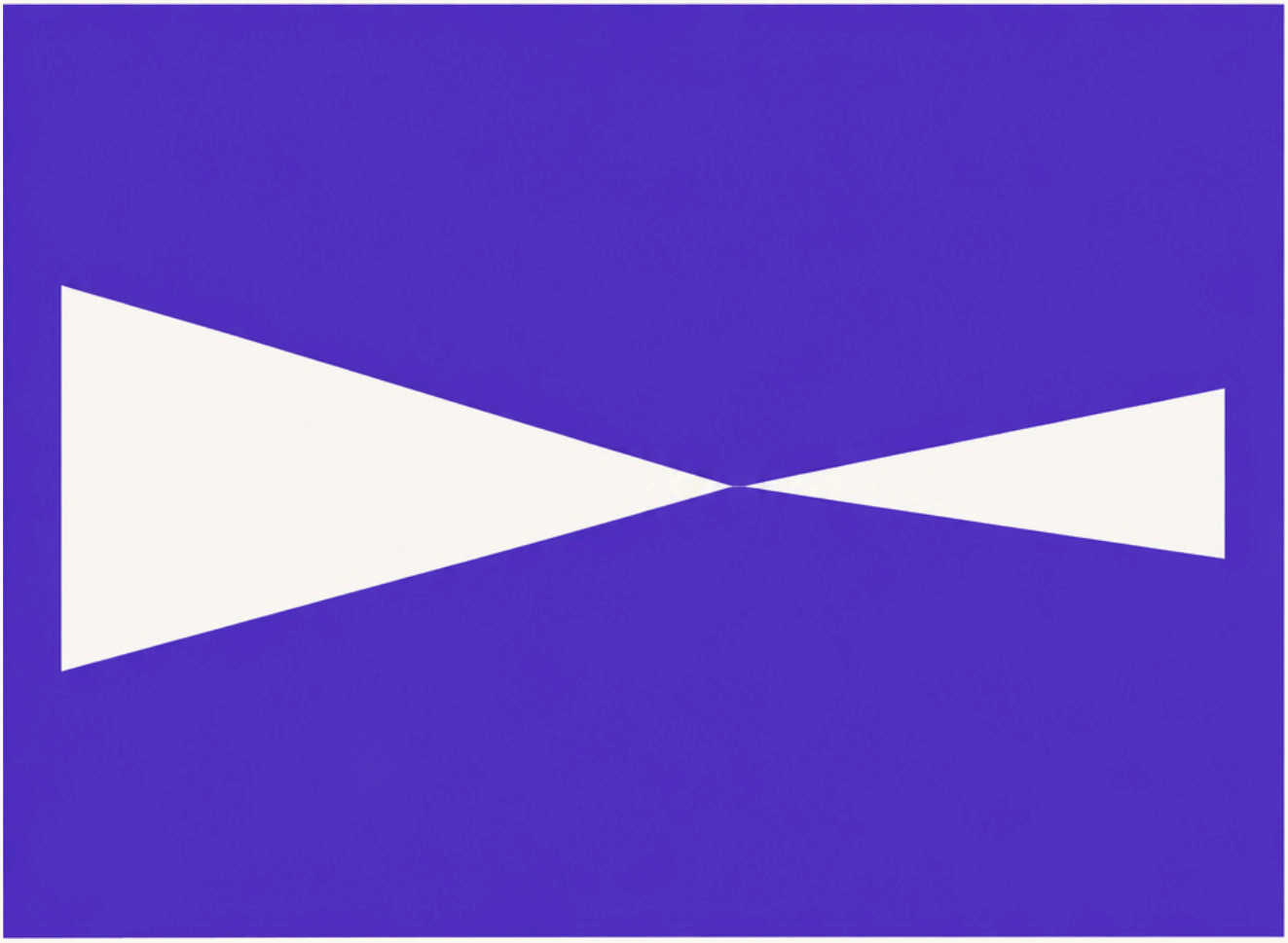
HKAIIFF
Hong Kong AI International Film Festival

2027



Official documents

Jury Handbook

Sets out the assessment criteria, evidence requirements, and viewing and experience methods for the Seven Unicorn Awards, for entrants, creators and jurors.

Document number	Revision	Language	Published
HKAIIFF-FEST-2027-003	1.4	English (en)	2026-09-25

hkaiiff.org

HKAIIFF-FEST-2027-003 · v1.4 · en

Contents

1. Principles of Evaluation
2. Five-level scale and evidence
3. Evaluation of the Golden Unicorn Grand Prix
4. Evaluation of the Silver Unicorn · Creative Method
5. Evaluation of the Silver Unicorn · Digital Character
6. Assessment of the Worldbuilding Award
7. Evaluation of the Unicorn · Narrative Innovation Award
8. Evaluation of the Unicorn · Audiovisual Innovation Award
9. Assessment of the Experiential Innovation Award
10. Viewing and Verification Procedures
11. Evaluation records and public explanation

> The six official documents are available in English, Traditional Chinese and Simplified Chinese. This page provides the English full text and PDFs. Check the document number, revision and language when citing a document.

01

Principles of Evaluation

The work comes first; evidence supports the assessment

Jurors first view or experience the complete work, then use necessary creative and process records to understand AI's role, human decisions and the claimed achievements. Process records support understanding; they do not replace the work's expression.

Three categories of evaluation subject

The Grand Prix assesses the film as a whole; the three Silver Awards assess identifiable creative methods, digital characters and world systems; the three Innovation Awards assess achievements in narrative, audiovisual expression and experience. The same material may support different observations, but the distinct contribution recognised by each award must be explained.

Eligibility and value are separate

AI-native eligibility, authority to represent the entry, necessary permissions and completeness of disclosure are checked first. Passing these checks does not automatically confer a higher artistic assessment; a high score cannot offset unresolved material eligibility or rights issues.

Form and tool neutrality

Jurors consider the work's form in relation to its creative intention and realised achievements. Fixed films, real-time generative works and interactive works have no predetermined hierarchy. Tool brands, generation counts, resolution, cost and open-source status do not automatically determine achievement.

Fair understanding and uncertainty

Jurors must consider language, cultural and medium contexts, avoiding the assumption that unfamiliar forms are deficient. Gaps in information, technical failures and creative choices must be recorded separately; unverified matters must not be inferred as fact. Where necessary, requests for evidence within a defined scope may be made.

Contribution is assessed on the basis of actual decision-making and work performed, not on fixed job classifications, company status or headcount. For collaborative works, relevant contributions must be identified; authorship or sole ownership rights must not be presumed from submission account, funding source or agency status.

> This Handbook adopts a five-level descriptive scale. Each dimension is used to form an interpretable professional judgement, not mechanically aggregated into a ranking, nor weighted by undisclosed criteria.

02

Five-level scale and evidence

Level	Meaning	Basis of judgement
Level 5: Exceptional	Achievement is clear and fully substantiated	Creative choices are precise; the work or output holds consistently in key contexts, forming an inspiring and distinctive expression.
Level 4: Outstanding	The achievement is clear and highly accomplished	Primary choices are effective; key claims are well-supported by material; local limitations do not undermine core achievement.
Level 3: Realised	Core objectives are achieved	The work or output is understandable and achieves primary objectives, but uniqueness, depth or stability remains limited.
Level 2: Limited	Core achievement is only partially realised	Important intent is not fully realised, or there is a marked gap between outcome, control and evidence.
Level 1: Not demonstrated	Core achievements are not substantiated	The work or output has not achieved the primary effect claimed, or existing evidence cannot support key assertions.

Where evidence is not yet provided, materials are temporarily inaccessible, or a dimension is indeed inapplicable, record respectively as 'Pending Verification' or 'Not Applicable'; these may not be substituted with a zero score or minimum rating. Records must be updated upon submission of supplementary evidence.

Purpose of the evidence

The finished work and actual experience demonstrate the realised effect. Versions, alternative outputs, revisions and test records help identify creative choices. Source and permission records support eligibility and rights checks. These types of evidence are not interchangeable.

Award determination

Award reasons must identify the core achievement assessed as Outstanding or Exceptional and explain how it relates to the complete subject under consideration. The five levels do not constitute an automatic award threshold or score cut-off. Decisions follow the full viewing, deliberation and voting procedures in the Awards and Jury Regulations.

03

Evaluation of the Golden Unicorn Grand Prix

The subject is the complete AI-native film. Jurors should reach an overall judgement supported by the work itself: do its creative choices form an integrated expression that cannot be arbitrarily taken apart?

Evaluation dimensions	Focus of observation
Expression and originality	Whether the work possesses a clear and distinctive perspective, and whether its choices transcend tool preset effects or common material combinations.
Emotional and intellectual power	How the work generates feeling, understanding, reflection, or cultural meaning; not limited to specific subject matter, emotional intensity, or narrative genre.
Unity of form and content	How materials, rules, or experiences involving AI serve the work; whether narrative, audiovisual, and medium choices support one another.
Overall accomplishment	Does the work hold together within its stated scope? For fixed films, assess the whole film. For dynamic works, assess representative experiences, the range of variation and whether the achievement holds over repeated experiences.

Required materials

Complete works, creative intent, primary human contributions, and an explanation of AI involvement. For dynamic works, additional requirements include a stable version, suggested pathways, methods for independent juror exploration, and known limitations.

Jurors should answer

What is the strongest achievement? Where does it appear? How do the main choices work together? If the work has clear limitations, why does its overall achievement still hold, or how do those limitations weaken it?

> Commercial potential, sequel development, character assets, sellable workflows, and real-time responsiveness capabilities are not prerequisites for the Golden Unicorn Grand Prix.

04

Evaluation of the Silver Unicorn · Creative Method

The subject is a method demonstrated in a work and developed or substantially improved by the applicant team. It may be implemented by one person or involve multiple tools, agent systems and collaborating teams.

Evaluation dimensions	Focus of observation
Problem and Creative Value	What specific creative problem does the method solve, and how is its value observed within the work.
Intent, Choice, and Control	How are goals set, alternative outputs selected, deviations checked, results revised and necessary consistency maintained?
Validation and Robustness	Can key claims be verified? Can the goal be reproducibly achieved under stated conditions, and are failure conditions understood?
Sustained Use and Handover	Can the method be applied to new shots or contexts? Are dependencies, human input, resource consumption, and documentation clear?

Required Evidence

At least one eligible entry from this edition, an explanation of the method, input-output comparisons, key human decisions and one representative repeat test. Claims of improved speed, cost or quality require comparable baselines and conditions.

Verification Method

Restricted test environments, controlled demonstrations, step-by-step explanations with secrets removed, or other means sufficient to verify claims may be used. Closed-source submissions are not automatically penalised, but achievements that cannot be verified at all cannot be recognised on mere assertion.

> The ability to reproducibly achieve a creative goal does not mean generating identical pixels every time. Jurors should distinguish between the model's inherent capabilities and the applicant team's methodological contribution.

05

Evaluation of the Silver Unicorn · Digital Character

The subject of assessment is a digital character with a recognisable identity and performance in the work. The character may be human, non-human, an abstract entity, or another form that functions as a character.

Evaluation dimensions	Focus of observation
Identity and recognisability	Whether appearance, voice, behaviour, or other signifiers collectively constitute a distinct identity, rather than relying solely on novel design.
Behaviour and emotional expression	Whether motivation, reaction, performance, and change are intelligible and generate expressive power.
Cross-situational continuity	Whether the character can maintain a core identity across different situations while presenting grounded changes.
Creative control and extension	Whether the team can consciously adjust the performance and articulate constraints; whether the character supports subsequent creation rather than existing only within a single accidental fragment.

Required Evidence

The character definition, realised performances in at least two different situations, locators in the associated work, and the principal creative, performance and revision contributions. Both situations may occur in the same film.

Verification Method

Fixed characters are assessed against actual segments, versions, or revision evidence; interactive characters are assessed against their declared scope of response. Unpromised chat capabilities must not be required for fixed film characters, nor should individual successful dialogues be treated as proof of total capability.

> A character’s trademark registration, valuation, fan following or completed licensing transactions do not determine its artistic achievement. Permissions involving real people are checked separately as eligibility matters.

06

Assessment of the Worldbuilding Award

The subject is a world system realised in a work, with coherent rules and relationships. Its value depends on how it is established and its capacity to support narrative.

Evaluation dimensions	Focus of observation
Uniqueness and overall coherence	Whether space, culture, audiovisual style, and other elements form a recognisable and mutually supportive system.
Rules, relationships, and causality	Whether characters and events are influenced by world rules; whether behaviour yields intelligible consequences.
Capacity to support stories and experiences	Whether the world can support characters, conflict, emotion, and multiple realised situations.
Extension and Maintenance Capability	How core rules are sustained when adding characters, scenes, or events; whether versioning, dependency, and constraints are clearly defined.

Required Evidence

World overview, primary rules, at least two realised scenarios, and their correspondence to the submitted work. Claims of extension capability must be supported by new scenarios, actual testing, or concrete verifiable implementation materials.

Verification Method

Jurors first observe the rules in the work, then consult supplementary world descriptions. Such descriptions explain the world; they cannot replace a world never realised in the work. Real-time worlds also require checks of state, memory and recovery. Worlds in fixed films are assessed through their realised expression.

> A small, self-consistent world may be preferred over a large, loose one. Map size, number of images, or engine complexity do not directly determine evaluation.

07

Evaluation of the Unicorn · Narrative Innovation Award

The subject is the work's achievement in organising story, information and meaning. It may present a clear story or use essayistic, poetic, non-narrative or other forms that organise meaning.

Evaluation dimensions	Focus of observation
Narrative Intent and Perspective	How the work establishes a position for viewing or understanding, and whether the formal choice serves a clear purpose.
Time, Information, and Causality	How narrative materials are arranged, concealed, repeated, or altered; whether the structure generates necessary understanding and tension.
Character, Emotion, and Meaning	How the narrative arrangement forms character experience, emotional processes, thought, or cultural meaning.
Change and Overall Coherence	Whether parts within a fixed structure support one another; whether different paths in a dynamic narrative maintain the core logic they have promised.

Required Evidence

Complete works and timecodes, segments, or paths that explain key arrangements. For dynamic works, provide representative paths, primary ranges of variation, and generative constraints; traditional screenplay format is not required for all submissions.

Boundaries with Other Awards

The Narrative Award focuses on how meaning is organised; the Experiential Award focuses on audience engagement and the work's response. An interactive arrangement may affect both; juries must separately explain the narrative effect and the participatory effect.

> The generation of large quantities of stories by AI does not constitute a narrative achievement. Juries must identify how the creator selected, arranged, and constrained generated results.

08

Evaluation of the Unicorn · Audiovisual Innovation Award

The subject is the integrated language formed by image, sound, movement, space and rhythm. Deliberately silent or static works are assessed in relation to their expressive purpose.

Evaluation dimensions	Focus of observation
Form and Perception	Whether the audiovisual choices create a unique, perceptible, and work-relevant experience.
Relationships between elements	How sound alters the understanding of imagery, how motion and editing organise time, and how space and rhythm act together.
Intent and Control	Whether the creator consciously selects, revises, and maintains the required language; how accidental results are incorporated into the whole.
Continuity of the overall language	Whether key expressions hold throughout the work, and whether local deviations are meaningful or undermine the experience.

Required Evidence

Complete work, key segments, and concise creative statements. Where necessary, verification of pre- and post-revision versions, audio-visual relationships, or editing choices may be required; submission of a commercial-grade multi-track master is not mandatory for all entrants.

Boundaries with Other Awards

The audiovisual award concerns the expressive effect realised in the work; the creative method award concerns a verifiable method capable of continued application. High technical specifications, fast generation or an elaborate workflow alone do not justify an audiovisual award.

> Both realism and abstraction are valid modes of expression. Judges should explain specific effects and functions, avoiding generic comments such as 'looks real' or 'very AI-like'.

09

Assessment of the Experiential Innovation Award

The subject is the deliberate design of viewing paths, participation, responses from the work or shared experience. Applicants must identify the specific change in the relationship with the audience.

Evaluation dimensions	Focus of observation
Understandability of participation	Whether the viewer can understand how to enter, choose, act, or exit; and whether the interface is consistent with the work.
Action and Consequence	Whether the viewer's actions bring meaningful change and relate to the work's content or affect.
Response and Creative Intent	Whether the work maintains clear boundaries, expression, and necessary continuity when responding to the viewer.
Completeness and different paths	Whether the experience holds within the committed scope under different participation modes, repeated entry, or multi-user scenarios.

Required Evidence

Provide a playable or experienceable version, operating and exit instructions, suggested duration, representative paths, known limitations and an explanation of audience-data use. If audience-test results are cited, describe the test conditions; sample size cannot replace professional judgement.

Verification Method

Jurors must complete at least one creator-recommended path and one path of their own choosing, with appropriate repeat tests where material randomness or response differences exist. Testing must remain within the declared scope of use. Unauthorised destructive testing is prohibited.

> The experience award is not decided by audience voting. Usability, popularity and artistic achievement in participation must be considered separately.

10

Viewing and Verification Procedures

Procedures	Public Method
Independent Review	Complete the viewing or experience before consulting necessary creative evidence. Jurors first record their own observations independently; other people's comments cannot replace those observations.
Version Confirmation	Record version date, file or build identifier, primary tools and runtime conditions; all jurors must use a comparable submission version.
Dynamic Testing	Complete the recommended path, a juror-chosen path and necessary repeat tests. Record reset procedures, retained state and material differences.
Troubleshooting	Distinguish between limitations inherent to the work, third-party service interruptions, and juror environment issues; provide consistent opportunities for repair or re-testing.
Limited Supplementary Evidence	Requests must identify the specific claim requiring clarification. They must not demand trade secrets unrelated to the assessment or model-training information the applicant does not possess.
Deliberation	Discuss specific observations, differences in evidence and creative achievements. Apply the recusal, quorum and voting procedures in the Awards and Jury Regulations.

Dynamic works need not generate identical content on every run, but applicants must explain the core conditions that should remain consistent. Jurors check whether those conditions hold. They must not treat every variation as failure, or an isolated success as stable capability.

If a work depends on a discontinued model or service, the applicant should propose verifiable archives, a controlled alternative environment or a demonstration. If these still cannot verify a particular achievement, the festival should explain the effect on that application without automatically disqualifying a film that can be viewed in full.

11

Evaluation records and public explanation

Record items	Content to be recorded
Subject and scope	The work or achievement title, award, version, and actual scope viewed or tested.
Specific observations	Key timestamps, scenes, paths, or test conditions, together with the actual observations recorded.
Dimensional evaluation	Record the five-level judgement, corresponding rationale, items pending verification, and items not applicable.
Limitations and uncertainties	Insufficient materials, technical issues, cultural or linguistic comprehension limitations, and follow-up verification results.
Overall recommendation	Core achievement, primary limitations, and whether the work is supported for progression to the next stage; do not substitute reasoned judgement with an arithmetic total score.
Procedural confirmation	Completion of review, conflict-of-interest declaration, necessary recusal, and voting eligibility.

Public jury explanation

Published award reasons should enable audiences to understand the specific achievement recognised, how it is realised in the work or achievement, and why it relates to the award. Cite actual examples suitable for publication without disclosing unauthorised private logs, complete prompts, confidential methods or personal data.

Responsible commentary

Do not substitute model brands, budgets, nationality, creator reputation or publicity for observation. Procedural checks must not be presented as legal determinations of rights, and unrealised capabilities must not be described as demonstrated achievements.

Procedural Safeguards

Jurors make artistic judgements through the procedures in the Awards and Jury Regulations. Procedural review may be requested under those Regulations regarding eligibility facts, conflicts of interest or material procedural issues. Enquiries: info@hkaiiff.org.

HKAIIFF

Publisher information

Information supplement V5.5 | Version baseline: 1 October 2026

Festival organiser and highest governing body: Hong Kong Artificial Intelligence International Film Festival Association
Guided by a non-profit mission.

Operating and publishing organisation:
香港人工智能國際電影節協會有限公司
Hong Kong AI International Film Festival Limited
Registration No. 77536113

HKAIIFF, HKAIFF and the associated official names and logos are brand assets of the Association. All related rights reserved.
https://www.hkaiiff.org/en/brand/rights

This page supplements publisher identification and brand protection information. The preceding document remains version 1.4; its rules, fees, rights permissions and historical publication date are unchanged.