Photo contest – Brașov, the Unseen Side

First Part – Contest Overview

Brașov lies beyond and stands for more than the Council Square, Black Church or the streets featured in tourist guidebooks. The city hides dozens of beautiful places, architectural details and surprising spots that we pass by every day without even noticing them.

We hereby challenge you to discovering and immortalising them in photographs!

We invite submissions of images that reveal off-the-beaten-path spots in the city of Brașov, which deserve to be viewed in a new light, whether picturesque alleys, passageways and hidden courtyards, or buildings with a unique architecture, striking facades and intricate structural details, or altogether beautiful, yet less promoted, areas.

We are not looking for photos featuring the city's iconic landmarks, such as the Council Square, the Black Church or the Șchei Gate. We are seeking instead images of the authentic Brașov, captured from original perspectives. Therefore, seek out unusual angles, play with the light and composition, and show us the places that made you stop in your tracks to take them in.

It might be about a street you know well, a building you stumbled upon by chance, or a corner of the city that few know about. The highest-rated photos will illustrate the **2027 Calendar of Transilvania University of Brașov**.

In brief

Who can participate	The students at Transilvania University of Brașov (regardless of study programme - bachelor's, master's, doctorate)
What to send	Only one (1) photo, taken in Brașov, and depicting a lesser-known spot
How to register	By filling out the online form
Until when	23 November 2026, at 11:59 p.m.
Winner selection	Like-based public voting for the comment featuring the author's name
What is up for grabs	One's photo featured in the 2027 Calendar and a student kit

Second Part – Rules of the Contest

Art. 1. Organizer and purpose

1.1. The competition is organised by Transilvania University of Brașov, through the Compartment of Communications.

1.2. The competition aims at fostering the students' creativity and originality, by inviting them to photographically capture the city of their academic years.

1.3. The selected photographs will be valorised in the university's promotional materials, including the 2027 Calendar.

Art. 2. Who can participate

2.1. Exclusively the students at Transilvania University of Brașov, enrolled in the 2026 - 2027 academic year, regardless of study programme (bachelor's, master's, doctorate) may register for this contest.

2.2. The staff of Transilvania din Brașov University is not eligible to participate.

2.3. Each entrant is entitled to submit one (1) photograph. In the event that several are submitted, only the first thereof will be considered.

2.4. The participant must be the author of the photograph and hold all rights thereto.

Art. 3. Theme: "Brașov, the Unseen Side"

3.1. The photographs must be taken exclusively within the city of Brașov and depict **places largely unknown to tourists and the wider public**: streets, alleys, passageways, courtyards, buildings, facades, architectural details, urban landscapes or lesser-promoted area – all of them captured in an original and unexpected way.

3.2. **To be eligible**, the photographs must not focus on a well-known tourist landmark commonly featured in travel brochures and promotional materials: Council Square, Council House, Black Church, St. Nicholas Church, Rope Street, Republic Street, Șchei Gate, Catherine's Gate, White Tower, Black Tower, Weavers' Bastion, Graft Bastion, Tâmpa Mountain (or the letters thereon), "Behind the Walls" Promenade, Enescu Square, City Hall, Prefecture, Rectorate building, T building.

3.3. The list under Art. 3.2 is for guidance only and not exhaustive. The decisive criterion is for the photograph to highlight a lesser-known place, rather than a well-established landmark.

3.4. **Rule of the dominant element**. An iconic landmark may appear in the background or as a secondary element (for example, a side street from which Tâmpa Mountain is visible), but the photo will be rejected if that landmark is the main subject or the dominant element of the frame.

3.5. The photographed location must be specified on the form (the street, the neighbourhood or a nearby landmark). Should the location prove unidentifiable or unverifiable, the Organizer reserves the right to disqualify the submission.

Art. 4. Technical requirements

- File format - JPEG, PNG
- File size – between 2 MB and 25 MB
- Full-colour (Black-and-white or monochrome images are ineligible to this end)

- Orientation - Portrait or landscape
- Prohibited additions within the image: watermarks, signatures, frames, text overlays, time stamps or logos.
- File name – Surname_Forename (for instance, Popescu_Ana)

Art. 5. Image processing

5.1. Basic edits **are permitted**, including cropping and corrections to exposure, contrast, colour, sharpness, clarity and horizon alignment.

5.2. Conversely, **prohibited** practices and content include:

- Adding or removing elements within the frame;
- Collages and photomontages;
- AI-generated or AI-modified images (including generative fill);
- Photographs sourced from paid collections or stock image libraries;
- Excessive post-processing (e.g., overt HDR or filters that radically alter the setting).

5.3. The Organizer reserves the right to request the original file (RAW or straight-out-of-camera JPEG, including EXIF data) at any stage of the competition. The participant must submit the file within 48 hours of this request. Refusal or failure to provide it might result in disqualification.

5.4. Images taken on a mobile phone, camera or drone are eligible under the same conditions. With respect to drone-captured images, the participant assumes full responsibility for compliance with all applicable flight regulations.

Art. 6. People, property rights, and image content

6.1. Submissions featuring no identifiable persons are strongly recommended.

6.2. Where identifiable persons are depicted in the photo, its author shall attach, upon submission, a written consent statement from each thereof, whereby s/he grants permission for the image to be entered into the competition, published on UNITBV's channels and printed on its various materials (including the calendar). As regards minors, parental or legal guardian consent is required. Unidentifiable background individuals are exempt from this requirement.

6.3. Photographs must be taken from public spaces or with the property owner's permission. The participant bears sole responsibility for any unauthorized entry onto private property.

6.4. Photographs that carry political messaging or influence; are derogatory toward individuals; contain violent, obscene, offensive or defamatory content; promote discrimination or the consumption of drugs, tobacco or alcohol; might cause harm or prejudice to any party; or feature advertising (including brands or logos as the main subject) shall not be accepted.

Art. 7. Registration procedure

7.1. Registration may only take place through the online application form [link] during the timeframe set out in Art. 8. Photographs submitted via alternative means (including email, messaging platforms or social media) will be deemed ineligible and disregarded.

7.2. Upon registration, the participant needs to fill in the required details and provide:

- a self-declaration attesting to the authenticity and originality of the photograph and confirming that the participant holds full copyright and all associated rights thereto;
- agreement regarding the license for the use of the photograph (Art. 13);
- agreement to the processing of personal data (Art. 14);
- acknowledgement of his/her having read, and therefore of agreeing to abide by the competition regulations.

7.3. After submission, the participant receives confirmation of registration via email. The submitted data may no longer be modified, except in cases where the Organizer requests additional information.

Art. 8. Competition schedule

Date and time	Stage
19 - 23 November 2026, until 11:59 p.m.	Submission of photos
24 November 2026	Announcement and display of the selected photos, along with the start of voting
24 - 27 November 2026	Actual voting of the submitted photos
27 November 2026, at 09:00 a.m.	Close of voting and counting of likes
27 November 2026	Announcement of the winner and of the photos selected for the calendar

Art. 9. Photo selection (up to 60 entries)

9.1. The Compartment of Communications verifies each photo to ensure it meets the contest rules and guidelines.

Art. 10. Voting procedure

10.1. Voting is cast **exclusively through likes (reactions) to the comment containing the author's name**, on Facebook and Instagram. As regards the likes to the photo itself, its shares, comments and views, they do not count.

10.2. At the end of the contest, the likes to the Facebook and Instagram comments will be added together. On Facebook, any reaction to the comment counts as one vote.

10.3. The counting will take place on the date and at the time specified in Art. 8. Votes cast after that time do not count.

10.4. Fake accounts, bots, like-buying services, proposal of incentives in exchange for votes, and any other attempt to artificially influence the outcome are prohibited. The Organizer may cancel suspicious votes and disqualify the photos found to involve fraud. Participants, on the other hand, may legitimately promote their photograph within their own community.

Art. 11. The Contest Winner and the 2027 Calendar

11.1. The winner is the photo with the highest number of comment likes, combined across Facebook and Instagram.

11.2. The **10 top-ranked photos in terms of likes** will be chosen for the printed 2027 Calendar. Other **3 photos** will be chosen by the Compartment of Communications, totalling a number of 13 pictures (12 months and the cover).

11.3. If a top-10 photograph is later found not to meet the competition guidelines, it will be replaced by the next highest-ranking entry.

11.4. The calendar will be printed in A5 format and offered to the University's partners and collaborators, as well as to the students whose photographs were selected for its current edition. Upon request, the authors of the selected photos will provide the file in the highest available resolution for printing purposes.

11.5. The layout and the order of the photographs in the calendar fall within the sole competence of the Compartment of Communications. The Organizer may crop or technically adjust the photos to fit the format, yet without altering their significance.

11.6. Students whose photographs appear in the calendar receive a copy thereof.

Art. 12. Copyright and use of photographs

12.1. The author retains authorship of the photograph. By registering, s/he grants Transilvania University of Brașov a **royalty-free, non-exclusive and perpetual license** to reproduce, display and distribute the photo on the University's official pages and websites, as well as in its printed or digital promotional materials (including the 2027 Calendar), with the author's name credited wherever possible, at no cost.

12.2. The participant declares, under his/her sole responsibility, that the photograph is original and that s/he holds all rights thereto, including the consent of the individuals featured in the image. The Organizer assumes no liability for any potential infringements of copyright or other persons' rights. Such liability rests exclusively with the participant.

12.3. The Organizer may, at any time, remove a photograph from the University's pages in the event of a well-founded complaint or upon ascertaining non-compliance with these rules of contest.

Art. 13. Personal Data Processing (GDPR)

13.1. The participants' personal data (forename and surname, faculty, contact details and image, where applicable) are processed by Transilvania University of Brașov for the exclusive purposes of organising the competition, communicating with participants, promoting the results, and creating the calendar, in accordance with the Regulations (EU) 2016/679.

13.2. By registering, the participant consents to the display of his/her name and faculty, alongside the photograph, on the University's official pages.

13.3. The participant may request access to his/her data, the rectification or deletion thereof, and may even withdraw his/her consent by contacting the address provided. Withdrawal of consent after publication might entail the removal of the photograph from the contest.

13.4. The contest is not sponsored, supported or administered by Facebook or Instagram.

Art. 14. Liability, decisions, and final provisions

14.1. By registering, the participants accept in full the present rules of contest and any decisions made by the Organizer in the enforcement thereof.

14.2. The Organizer reserves the right to refuse or withdraw any photographs that fail to comply with these rules of contest or are inconsistent with the theme, being exempt from the obligation to provide further explanations apart from the reason code.

14.3. The decisions of the Judging Panel are final. No appeals are admitted during or upon completion of the contest. Requests for clarification may be submitted to the email address birou.comunicare@unitbv.ro within 24 hours of announcement of the results.

14.4. The Organizer may modify the regulations or the schedule only for justified reasons, subject to informing the participants in this regard via official channels.