

Madar Program 2026

Madar Program:
Short Films

Games

Art

2026/2



www.toleranceclubs.ae



Madar Program Introduction

Madar Program, in collaboration between the Ministry of Tolerance and Coexistence, and Sandooq Al Watan, is a dynamic platform designed to empower students by encouraging them to express their talents and creativity while placing **National Identity and Tolerance** at the heart of its mission.

The program offers 4 contests, thoughtfully designed to reflect and reinforce the core values of the program through creative and impactful projects. Each contest has its own categories, rules, and awards. In addition, each contest might offer an opportunity to further develop the awarded project, or to showcase it in Madar exhibition.

As part of our alignment with the National Strategy for Artificial Intelligence 2031 set by the UAE, Madar Program will offer university students the opportunity to participate in this program using AI.

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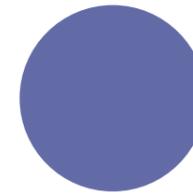
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Core Values

The program revolves around central pillars of National Identity, and Tolerance and Coexistence. The official core values of each of these pillars are listed below to help direct applicants to the themes that they may reflect in their projects.

Each application can have multiple values from both national identity and tolerance weaved together into the project.



National Identity

- Appreciation of the Arabic Language
- Human Values in Emirati Society
- Preserving Emirati Heritage and Traditions
- Creativity & Innovation in Emirati Identity
- Emiratis in the Modern Economy



Tolerance and Coexistence

- Compassion
- Getting to Know One Another
- Dialogue
- Conflict Resolution
- Resilience
- Teamwork

Madar Program Conditions

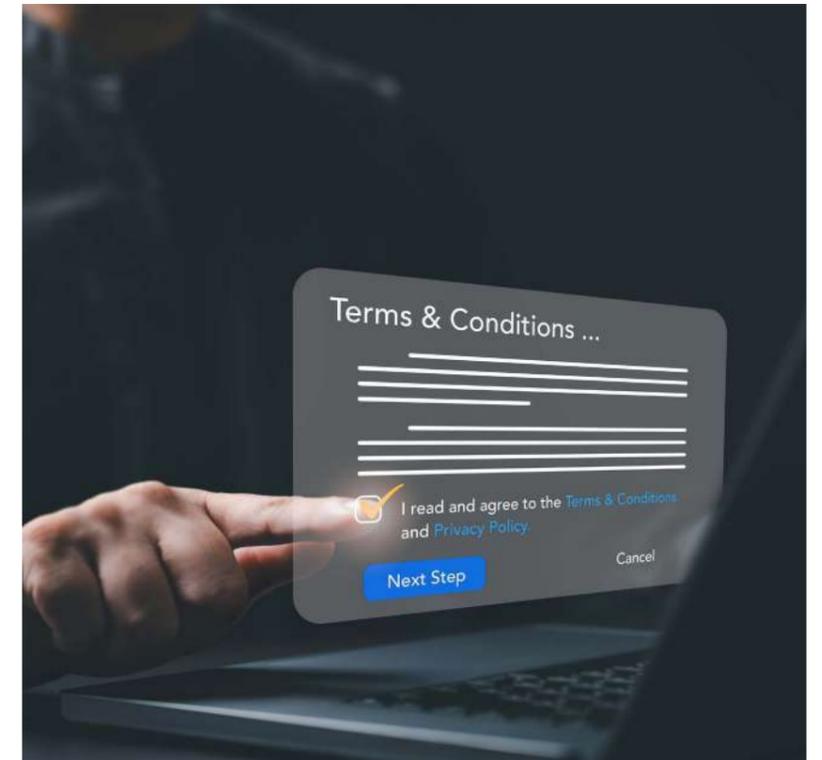
- Only students registered in a university inside the UAE are allowed to join.
- Students without a valid Emirates ID are not allowed to participate.
- All applications must comply with UAE national laws and be culturally appropriate.
- Any applications not reflecting the core values as defined by the program, will be disqualified.
- Students are allowed to participate in a maximum of two projects in the program, whether from the same contest or across multiple contests.
- All submissions must be original and not previously entered in any other contest or publication.
- The use of AI tools is permitted provided that all ideas and creative direction remain original to the participants, any AI-generated content is clearly disclosed, and participants fully comply with the terms of the AI tools used.
- A panel of judges will evaluate all entries, and their decisions cannot be appealed.



Terms of Rights

By submitting, participants confirm (the organizers) have the right to use all content in their project, including AI-generated elements, and that such use does not infringe third-party rights.

Participants retain ownership of their submissions but grant the competition organizer a non-exclusive, royalty-free license to use, display, and publish the work for promotional and archival purposes. That includes but is not limited to:



- The right to use their names, photographs, statements, quotes, testimonials, and contest submissions for advertising, publicity, and promotional purposes without prior notification or further compensation.



- The right to reproduce, reprint, distribute, perform, display, or exhibit submissions for promotional use on their website, at conferences, or at other venues.



- The right to use submitted materials (including text, images, audio, video, code, metadata, and annotations) solely to evaluate, test, fine-tune, and improve the organizer's AI systems and workflows.

Madar Program Phases



Application

All Applications on Toleranceclubs.ae website | Madar Page



Judging



Selection of Winners

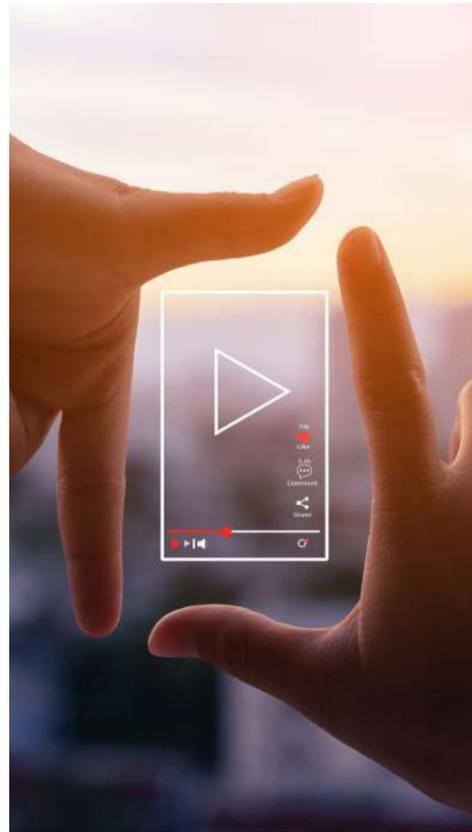


Madar Exhibition

Selected projects may also be showcased at the end of the year during the Madar Exhibition, offering students a national platform to present their work.

Madar Contests

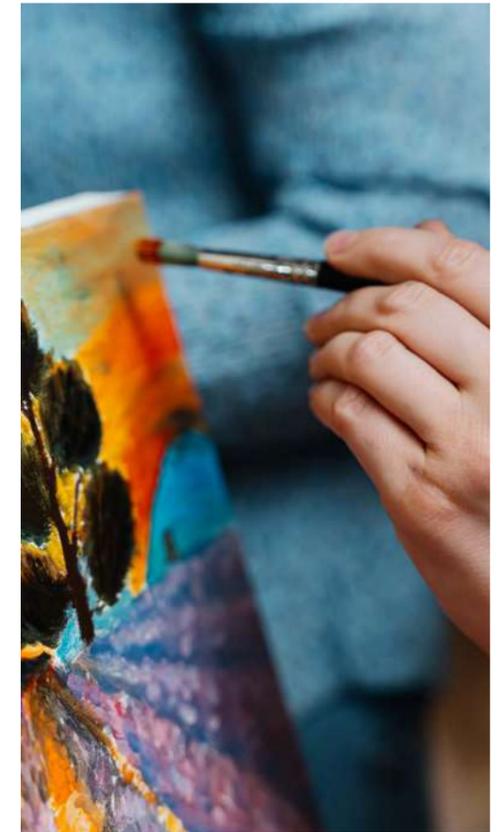
Inspired by its name “Madar,” meaning “orbit,” Madar features multiple creative areas for students to express their creativity.



**Madar
Short Films**



**Madar
Games**



**Madar
Art**



Madar Short Films Contest

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Students may submit original films or AI-assisted films, provided that all submissions remain aligned with UAE cultural and ethical standards. Films may be in Arabic or English and must include subtitles in the opposite language to ensure full inclusivity.

Objectives

- Inspire students to create meaningful visual stories.
- Promote the values of Madar Program, which highlight National Identity, Tolerance, and Coexistence.
- Empower students to enhance their creativity and innovation skills in filmmaking, including the use of emerging digital and AI tools.
- Strengthen teamwork, communication, and storytelling skills.
- Provide national recognition and pathways for growth.

Categories

		Awards
		1 Winner Per Category
Original Short Film	Filmed on a physical device, editing can be done originally, or with assistance of AI.	10,000 AED
AI Video	Fully Generated through AI, can have human touch in editing	10,000 AED

Conditions for Madar Short Films



Contest Conditions

- Open to university students in the UAE (individuals or teams of **up to 3 members**).
- All films must be culturally appropriate and compliant with UAE laws.
- Entries must be original and not submitted to other contests or publications.
- Non-team members may appear as actors or subjects.
- All individuals and locations featured must provide signed release forms.
- Films must include Arabic subtitles for English films and English subtitles for Arabic films.



Ethical Guidelines

- No violent, discriminatory, or culturally insensitive content.
- Respect for Islamic ethics and UAE values.
- No copyrighted media without permission.
- AI content must be ethically generated and cited.



Technical Requirements for Madar Short Films

Original Films

Duration: 3–5 minutes
Resolution: Minimum 1080p (4K preferred)
Format: .mp4 or .mov
File name: UniversityName_FilmTitle.mp4/.mov

Submissions must include:

1. The short film file
2. A 1-paragraph summary of how the film reflects Madar values
3. A poster or cover image (optional but encouraged)
4. Release forms where relevant

AI Video

Duration: 30 seconds – 1 minute
Resolution: NA
Format: .mp4 or .mov
File name: UniversityName_FilmTitle.mp4/.mov

Submissions must include:

1. The video file
2. A 1-paragraph summary of how the video reflects Madar values, and how AI was implemented.
3. A poster or cover image (optional but encouraged)
4. List of AI applications used.

Rubrics for Judging Madar Short Films

	Excellent	Good	Satisfactory
Message Clarity	Message is inspiring	Message is clear	Message is unclear
Theme Integration	The project is creative and original, clearly integrating and showcasing the principles of tolerance, diversity, and inclusion.	The project is creative, with some integration of tolerance concepts.	The project shows some creativity, but the integration of tolerance concepts is minimal or unclear.
Technical Production	Technical production enhances the project and message	Technical production supports the project and message	Technical production doesn't detract from quality of project and message



Madar Games Contest

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Students may submit fully original games or AI-assisted creations using one of several approved platforms that cater to different skill levels. The contest is structured to accommodate all experience levels—from beginners with no coding experience to advanced developers.

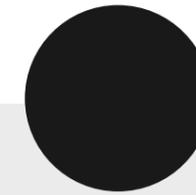
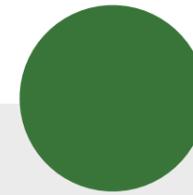
Objectives

- Inspire students to create meaningful interactive and playable digital experiences.
- Promote the values of the Madar Program, highlighting UAE National Identity, Tolerance, and Coexistence through game storytelling.
- Empower students to enhance creativity and innovation in game development, including the usage of AI and emerging digital tools.
- Strengthen teamwork, communication, problem-solving, and storytelling skills through collaborative design.
- Provide national recognition and pathways for selected projects to evolve into real-world digital games.

Categories

		Awards
		1 Winner Per Category
Beginner (Minimal - No Code Required)	Lovable.dev, Base44 , Google Ai Studio, Firebase Studio.	2,500 AED
Intermediate (Some Coding Required)	Construct, Roblox Studio, Gdevelop.	5,000 AED
Advanced (Experienced in the field)	Unity, Unreal Engine	10,000 AED

Technical Expectations for Madar Games Contest



Category

Beginner

Intermediate

Advanced

Skills Background	No coding and game design experience	Some coding and game design knowledge	Coding and game design knowledge
Primary goal	Deliver a clear, playable prototype that conveys theme	Deliver a focused, polished short game with intentional systems	Deliver a well-scoped, stable demo with coherent mechanics and polish
Estimated dev time	~20 hours (weekend / short sprint)	40–80 hours (multi-week effort)	80–120 hours (term project scale)
Team size	1 (solo)	1–2	2–3
Typical tools	AI generators, high-level platforms (no-code)	Visual scripting / light code; Construct, Roblox, GDevelop	Unity, Godot, or equivalent engine; some scripting
Project scope	Small, idea-driven; may attempt many features	Scoped intentionally; fewer features, better integration	Moderate scope with reliable interactions; avoid feature bloat
Gameplay structure	One dominant loop; presentation may be layered	1–2 interacting loops with meaningful feedback	Multiple interacting loops that are coherent and tested
Feature integration	Key ideas may be superficial or cosmetic	Features implemented and tested to work together	Features integrated with attention to edge-cases and polish
Technical stability	Functional but may have rough edges	Mostly stable; fewer runtime issues	Stable and consistent; fewer bugs; predictable behavior
Polish & presentation	Understandable, playable	Noticeably refined: UI, feedback, balance	Clean, clear UX; thoughtful presentation
Theme integration	Theme present; often symbolic or narrative-driven	Mechanics intentionally reflect theme	Systems and gameplay meaningfully embody theme

Criteria and Rubrics for Madar Games

	Excellent	Good	Satisfactory
Gameplay	Engaging, smooth, and innovative mechanics.	Functional with minor issues.	Buggy or difficult to function properly.
Visual (Graphic)	Stunning, cohesive, and thematic.	Appealing with minor inconsistencies.	Graphics are out of place or poorly aligned.
Fun Factor	Highly enjoyable and replayable.	Enjoyable with moderate replay value.	Somewhat fun but lacks engagement.
Audio	Immersive and polished.	Appropriate with minor flaws.	Basic or inconsistent.



Madar Artwork Contest

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Students may submit fully original artworks or AI-assisted creations using one of several approved tools or platforms suitable for different skill levels. The contest is designed to accommodate all experience levels—from beginners to advanced artists.

Objectives

- Inspire students to express their creativity through visual arts in all forms.
- Promote the values of the Madar Program, highlighting UAE National Identity, Tolerance, and Coexistence through artworks.
- Empower students to enhance their artistic and innovation skills, including the ethical application of digital and AI-based tools.
- Encourage artistic diversity and inclusivity across all skill levels, from beginners to advanced artists.
- Strengthen critical thinking and the ability to communicate cultural and social messages through art.

Categories

		Awards
		1 Winner Per Category
Traditional Artwork	Traditional artworks created using paint, pencil, ink, or similar manual techniques.	5,000 AED
Digital Art & Illustrations	Creative works produced or enhanced using digital tools and software.	5,000 AED
Mixed Media	Artworks combining multiple materials or techniques to create layered, multidimensional effects.	5,000 AED

Requirements for Madar Artwork Contest

- Artworks must be submitted as high-resolution images (minimum 300 dpi).
- All submissions must include a short artist statement (max. 250 words) describing the inspiration and cultural relevance.
- For physical work from the Sculpture & Installation category, participants must provide a brief video (max. 2 minutes) explaining the concept and process.
- It is required not to put names or signatures on the videos.
- Image/video/statement naming convention: University/Name_ProjectTitle.jpg/.png/.mp4/.pdf (for the artist statement).
- Consent forms are required for any individuals or locations featured in the artwork.

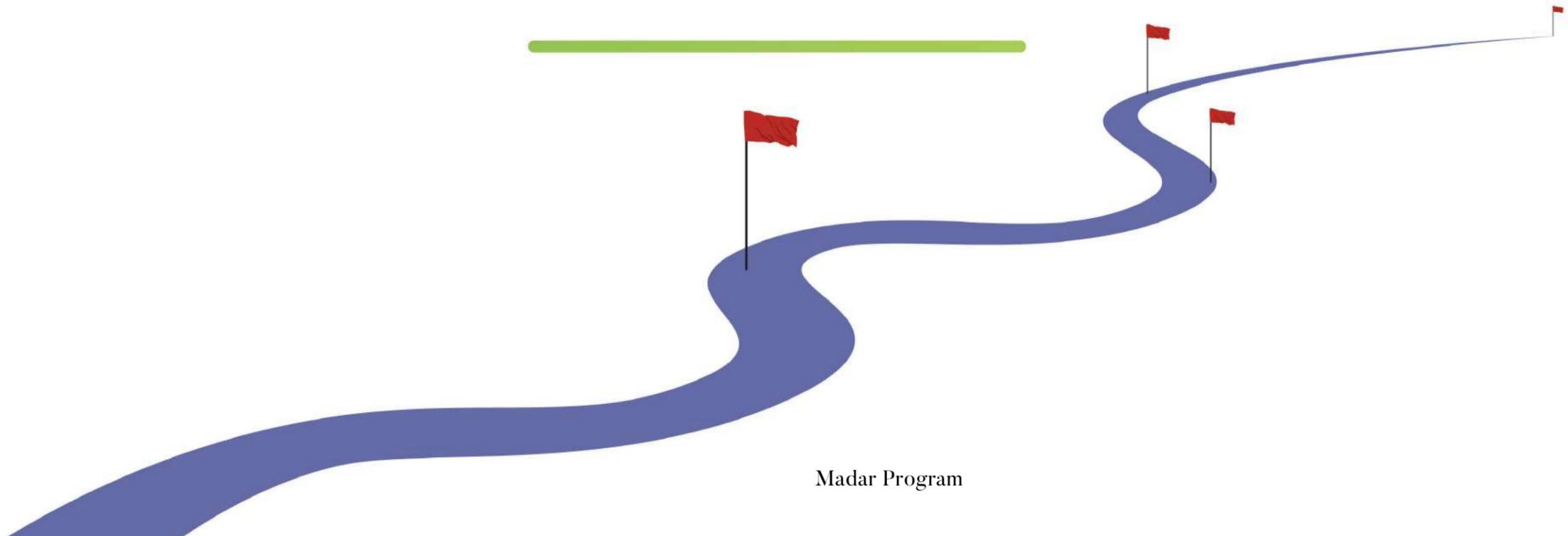
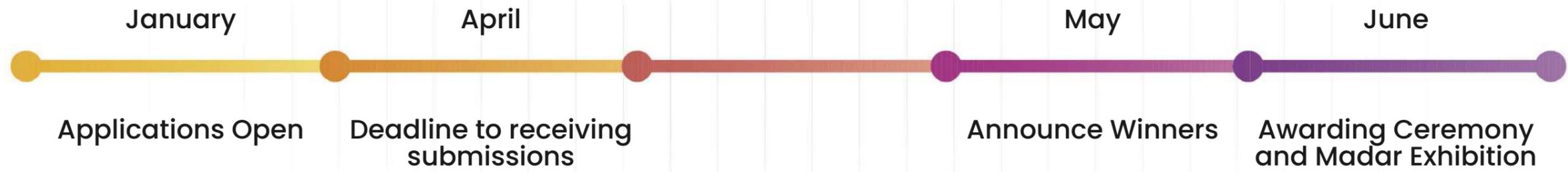
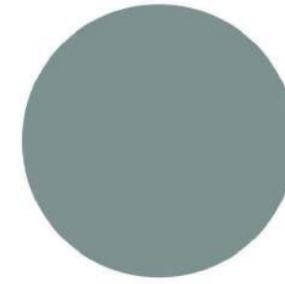


Rubrics for Judging Madar Short Films

Applies on Traditional Artwork, Digital artwork & illustrations, and Mixed Media

	Excellent	Good	Satisfactory
Message Clarity	Message is inspiring	Message is clear	Message is unclear
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Madar Program Timeline



Madar Program



**UNITED ARAB EMIRATES
MINISTRY OF TOLERANCE & COEXISTENCE**

Madar Program