# Test Project

## Day 4 - Advertising

## *Graphic Design Technology*

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# Description of project and task

## Overview

IAPMO, a WorldSkills Global Industry Partner since 2015, has developed social impact initiatives linked to Plumbing and Heating competitions. These projects repurpose tools and materials from WorldSkills events, supported by Champions and skilled volunteers, to benefit local communities through projects such as washroom renovations for orphanages, social housing, and vocational schools.

At WorldSkills Shanghai 2026, IAPMO is leading a collaborative Test Project involving Plumbing and Heating, Carpentry, and Joinery to create modular, freestanding wash stations for outdoor public use across Shanghai. Together with the **Graphic Design Technology** skill, we aim to **promote** these **hand-wash stations** and advertize the initiative **through** different **communication channels**.

## Objective

The objective of this project is to develop a clear, engaging, and recognizable visual communication campaign that supports the public use of the freestanding wash stations created for WorldSkills Shanghai 2026. Competitors are required to design communication materials that make the wash stations clearly visible in public spaces, explain their purpose, and encourage children aged 5 to 10 to use them confidently and correctly.

All design outcomes should follow a professional, reduced, and consistent visual language that is easy to understand, memorable, and suitable for young children while supporting the broader SKILLS IMPACT initiative.

## Task deliverables

| TASK | TITLE | DESCRIPTION |
|---|---|---|
| 1 | **Signage** | The campaign must include signage placed directly on or near the wash stations to ensure visibility from a distance and establish a strong visual anchor for the overall campaign |
| 2 | **Poster** | Posters that explain the handwashing process in a simple and child-friendly way, developing an engaging visual narrative for children. |
| 3 | **Web Banner** | Animated web banners that raise awareness of the initiative online |


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## Key considerations

| | |
|---|---|
| **Vision Statement** | Create a clear and engaging visual communication system that helps children recognize, understand, and confidently use the public wash stations. The design should show how graphic design can support hygiene, awareness, and positive social impact. |
| **Distinctiveness** | The campaign must be visually recognizable and stand out clearly in public spaces. Its design language should be reduced, professional, friendly, and memorable. |
| **Audience Relevance** | The communication must be appropriate for children aged 5 to 10, using simple messages and clear visual cues. It should be easy to understand across different reading levels and cultural backgrounds. |
| **System Thinking** | All design elements must work together as one coherent campaign system. Signage, posters, and animated banners should share a consistent visual language. |
| **Flexibility** | The design must function across different formats, scales, and media. It should remain clear and recognizable on physical signage, printed posters, and digital animated banners. |
| **Image Direction** | The visual style should be friendly, inclusive, and easy to understand. Images, icons, or illustrations should clearly support the handwashing message without unnecessary complexity. |

## Target group and demographics

| | |
|---|---|
| **Primary Audience** | Children who will use the public wash stations and need clear, simple guidance. |
| **Secondary Audience** | Young parents, teachers, volunteers, and community members who support children in public spaces. |
| **Age** | The main target group is children aged 5 to 10 years. |
| **Location** | Public outdoor areas and community sites across Shanghai municipality. |
| **Behaviour** | Children should be encouraged to notice the wash stations, understand their purpose, and use them correctly. |
| **Important to know** | The communication must be easy to understand, visually engaging, culturally accessible, and suitable for children with different reading abilities. |


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# Task 1: Signage

## Concept/Instructions

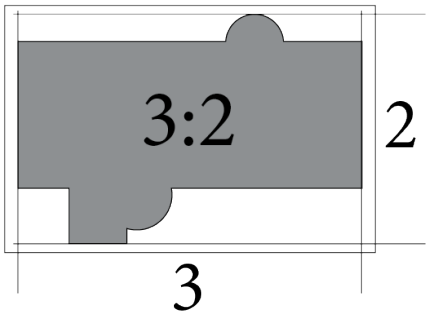
Create a distinctive sign panel for public handwash stations that that makes them clearly visible in outdoor public spaces across Shanghai.

洗手

Your design must feature the **Chinese characters** 洗手 ("wash hands" – provided in Appendix 01 Poster) as the main graphic anchor. You may redraw, stylize, or integrate them into your design, provided they remain clearly recognizable. The result should feel friendly and welcoming and communicate "handwashing" or "hygiene" to a young audience.

The sign panel must not be a standard rectangle. It must have a custom, irregular shape. This custom shape forms the foundation of the visual campaign.

## Specifications

| | |
|---|---|
| **Artwork Construction** | • **Adobe Illustrator:** Create production-ready vector artwork.<br>• **Dieline:** You must create a custom outline for your signage. This dieline must be on a dedicated layer named EXACTLY "Dieline". The stroke must use a spot colour named EXACTLY "CutContour". |
| **Signage Text** | • Hierarchy 1: Chinese character (Appendix 01 Poster: "Handwash.pdf")<br>• Hierarchy 2: English words "**Handwash Station**" |
| **Document Size/Artwork Format** | • Maximum bounds: 600 mm (width) × 400 mm (height).<br>• Your custom shape must fit within these dimensions. |
| **Custom irregular shape** |  |
| **Bleed and safe area** | • 5 mm<br>• All essential text and icons must remain at least 15 mm inside the dieline (safe area). |


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| | |
|---|---|
| **Colour Versions and ICC Profile** | • Version A (Spot): The design must **use 2–4 spot colours**<br>• Version B (CMYK): **CMYK** using the ICC Profile PSOcoated_v3.icc (FOGRA51).<br>• Note: Both versions must include the spot colour "CutContour", which is considered an additional production colour and is not included in the colour count. |
| **Resolution** | Any pixel-based elements must be exactly 180 ppi. |
| **File naming** | • YY_Task1_Sign_Spot.pdf<br>• YY_Task1_Sign_CMYK.pdf<br>• YY_Task1_Sign_Source.ai *(Case-sensitive, YY represents your Competitor number)* |

## You must deliver

### Digital

☐**1 × Native Adobe Illustrator file** (YY_Task1_Sign_Source.ai). Must contain both versions (Spot and CMYK) setup on separate artboards.

**2 × PDF/X-4 compliant PDFs** exported with crop marks (based on the 600 × 400 mm artboard). Both PDFs must visibly include the CutContour dieline overprinting the artwork.

☐1 x PDF "YY_Task1_Sign_Spot.pdf" (Spot colours only)
☐1 x PDF "YY_Task1_Sign_CMYK.pdf" (CMYK only + dieline Spot colour)

### Print

**2 × Printouts of the CMYK version** (scaled to fit on A3 paper)

☐1 x printout is for direct submission, including crop marks and the visible dieline.
☐1 x Keep the second printout to cut and mount on your Presentation Board in Task 2.

# Task 2: Poster

## Concept/Instructions

Design a printed poster that explains the handwashing process step-by-step: wet hands, apply soap, wash for 20 seconds, rinse well, dry hands, turn off tap with towel – your hands are now safe. The poster will be displayed next to the wash stations across Shanghai City.

Since your audience is children aged 5 to 10, rely heavily on visual storytelling and clear icons rather than only texts. You must prominently integrate the **Chinese characters** from Task 1 into this poster layout to show that both items belong to the same campaign.

# Specifications

| | |
|---|---|
| **Artwork Construction and Elements** | • **Adobe InDesign and Adobe Illustrator/Photoshop.** Layout must be done in InDesign.<br>• **Chinese characters** from Task 1<br>• Use: provided text and provided translations for the handwashing steps.<br>• The 3 Logos of: **WorldSkills Shanghai, IAPMO, Plumbing and Heating, Carpentry**<br>• Your design to illustrate the handwash steps |
| **Document Size/Artwork Format** | 420 mm (width) × 594 mm (height) – A2 Format (Portrait) |
| **Bleed** | 3 mm |
| **Colour Versions/ICC Profile** | • CMYK<br>• ICC Profile: PSOcoated_v3.icc |
| **Resolution** | Any pixel-based elements must be exactly **180 ppi** at 100% scale. |
| **File Naming** | • YY_Task2_Poster.indd<br>• YY_Task2_Poster.pdf |

# You must deliver

## Digital

☐1 × Native Adobe InDesign file (YY_Task2_Poster.indd)

☐1 × PDF/X-3 compliant PDF (YY_Task2_Poster.pdf) exported with 3 mm bleed, crop marks, and colour bars.

## Print

☐1 × Printout of the Poster (scaled to fit on A3 paper), including crop marks.

☐1 × black presentation board (size: 50 cm width × 70 cm height).

Professionally mount your **Poster (from Task 2)** and your **second printout of the Signage (from Task 1)** together on this board.


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# Task 3: Web Banner

## Concept/Instructions

Create an animated web banner to raise awareness of the SKILLS IMPACT wash stations online.

*Important Target Group Shift:* Unlike Task 1 and Task 2, your primary target audience for these web banners is **not** children. Instead, these digital assets must focus on **young parents** to raise their awareness of the public wash stations across Shanghai.

Your motion design must bring the campaign to life. The animations must prominently feature the Chinese characters (from Task 1) and maintain identical colours and typography to protect the campaign identity. However, you must adapt your visual tone, imagery, and messaging to feel professional, trustworthy, and engaging specifically for young parents, rather than using childish visual styles. (Appendix 03 Web Banner)

## Specifications

| | |
|---|---|
| **Artwork Construction** | • Adobe After Effects.<br>• Loop: The animation must loop seamlessly.<br>• Frame Rate: 30 fps |
| **Banner A: Social Media (Square)** | • Size: 1080 pixels (width) × 1080 pixels (height)<br>• Duration: Exactly 15 seconds<br>For Scene 1, Scene 2, Scene 3 and Scene 4 – Call to action CTA<br>(Appendix 01 Text, Handwash text Banner.rtf)<br>• Format: Export as MP4 file<br>• Codec: H.264 |
| **Banner B: Website Header (Landscape)** | • Size: 1920 pixels (width) × 600 pixels (height). (Standard Hero Banner)<br>Duration: Exactly 8 seconds<br>For Scene 1, **(NO Scene 2)**, Scene 3 and Scene 4 – Call to action CTA<br>(Appendix 01 Text, Handwash text Banner.rtf)<br>• Format: Export as an animated GIF file<br>• File size: MAX 1 Mbyte |
| **File Naming** | • YY_Task3_Banners.aep<br>• YY_Task3_Social.mp4<br>• YY_Task3_Header.gif |

## You must deliver

☐1 × Native Adobe After Effects project file (YY_Task3_Banners.aep).
☐1 × MP4 Video file (YY_Task3_Social.mp4) for the square banner.
☐1 × Animated GIF file (YY_Task3_Header.gif) for the header banner.

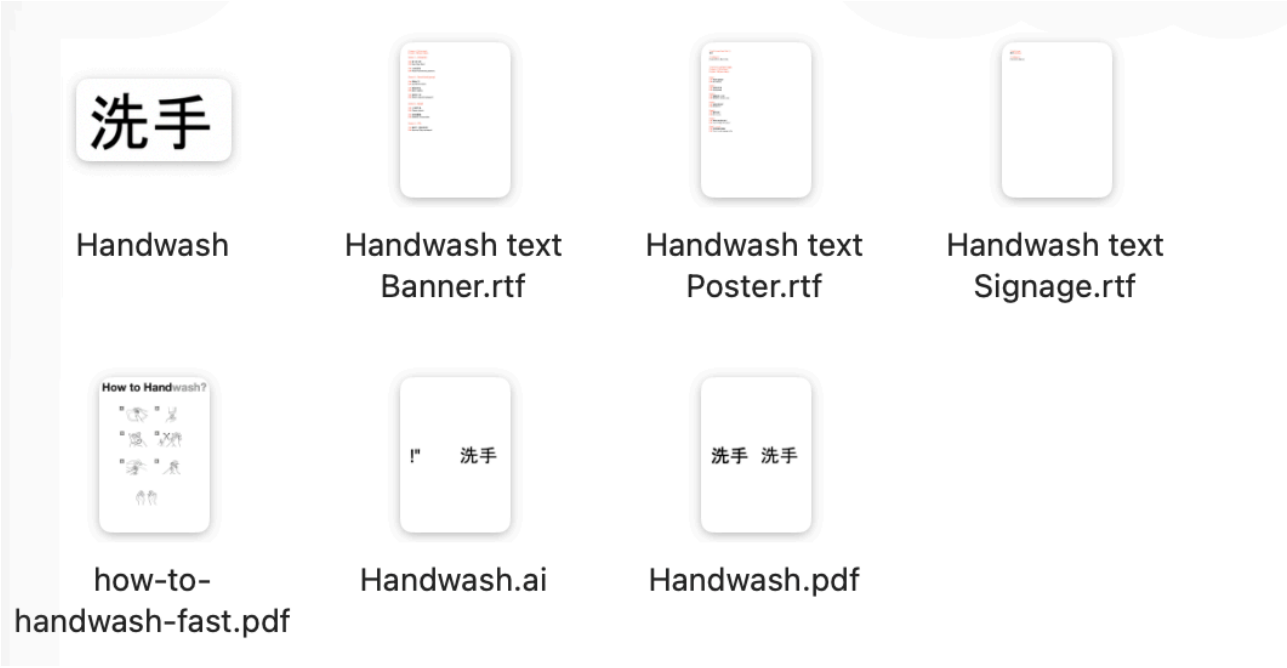

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# Assessment Criteria

| | |
|---|---|
| **Clarity and Readability** | Clear and effective visual communication across signage, instructional posters, and animated web banners, with strong hierarchy, legibility, contrast, and clear image-text integration where relevant. |
| **Aesthetics and Visual Appeal** | Overall visual quality, coherence, and impact of the campaign. The result should feel professional, reduced, friendly, and engaging, while supporting a positive public hygiene message. |
| **Innovation and Originality** | Originality and freshness of the concept and execution. The solution should show distinctive creative thinking without relying on generic hygiene, child-focused, or public-service clichés. |
| **Audience/Target-Centric** | Relevance of the design to the defined target group, especially children aged 5 to 10. The visual language should be simple, encouraging, culturally accessible, and appropriate for different reading abilities.<br>The banners will be placed on digital platforms targeted at young parents. Therefore, Task 3 primarily addresses this target audience. |
| **Functionality** | Effectiveness of the communication across the required applications. Signage should be visible from a distance, posters should clearly explain the handwashing process, and animated banners should attract attention online. |
| **Consistency and Adaptability** | Coherence of the overall visual system and its ability to adapt across different formats, scales, and media. Typography, colour, layout, image direction, and motion principles should work together consistently while remaining flexible. |
| **Sustainability** | Consideration of sustainability through a durable, efficient, and responsible design approach. The campaign should avoid unnecessary complexity and be suitable for practical use across public spaces and communication channels. |


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## Appendix 01 Text




## Appendix 03 Logos and ICC





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# Appendix 02 Image


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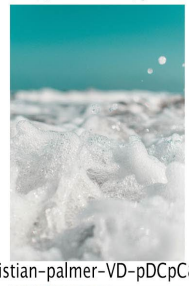

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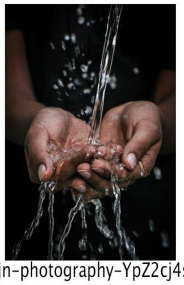

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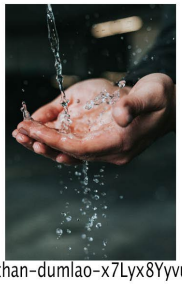

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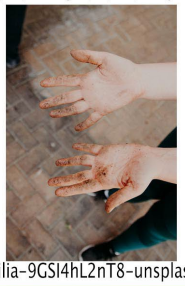

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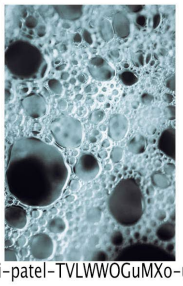

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wash-your-hands-instructio...



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