Test Project

Day 2 - Packaging

Graphic Design Technology

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Description of project and task

Overview

WorldSkills medals represent excellence in skills. In this project, you are asked to design a medal packaging system for "WorldSkills Competition.

The packaging must protect the medal and present it as a display object when opened. The medal must be held securely at an angle, not lying flat inside the pack.

The visual system must also extend to the medal ribbons for gold, silver, and bronze, and the Information Booklet.

Objective

Create a premium, contemporary packaging concept that turns the medal into a memorable presentation object.

The design should represent the visual identity of WSC Shanghai into a coherent packaging experience with strong structural, visual, and practical qualities. It should feel suitable for an international awards context and for display after the medal has been received.

Task Deliverables

Your solution must include the medal surface design and ribbons artwork, a functional dieline for the box and inlay, applied packaging artwork, an information booklet about the medal design, and a 3D mock-up.

TASK	TITLE	DESCRIPTION
1	**WSC Medal Surface Design and Ribbons**	Design the engraved surface graphics (front/back in 100% black vector) for the official medals and create three matching neck ribbon colour designs.
2	**WSC Medal Packaging Structure and Artwork**	Design the structural dieline and graphic artwork for the medal box and inlay. The packaging must show the medal at an angle and be perfectly stable.
3	**WSC Medal Information Booklet**	Create a modern 4-to-6-page folding information card using the provided text and mascot illustrations that fit perfectly inside your custom packaging from Task 2.

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Key considerations

Functionality	The box must protect the medal and work reliably when opened, closed, and handled. When open, the box must hold the medal securely at an angle for display.
Presentation Impact	Your solution should build on the established WorldSkills brand environment without repeating or replacing the parent brand.
Distinctiveness	The open packaging should create a strong presentation moment. The medal must be the clear focal point, but not all contents need to be visible at once.
Long-Term Value	The packaging should feel prestigious and worth keeping after the award moment. It should support safe storage and display of the medal.
Brand Extension	The design should clearly build on WSC – Shanghai Design through shape, rhythm, colour, typography, or graphic details. It should feel connected to the existing identity without simply repeating it.
System Cohesion	The box, ribbons, information card, and mascot must feel like parts of one design system. The gold, silver, and bronze ribbon artworks must be related, but clearly distinguishable.
Information Clarity	Text and visual information must be organized so that the purpose, medal story, and key details are easy to understand.
Material Responsibility	The design should consider material use, recyclability, and production complexity. Structural and visual decisions should avoid unnecessary waste where possible.

Target group and demographics

Primary Audience	WorldSkills Competitors who receive a medal as recognition of their achievement.
Secondary Audience	Experts, Team Leaders, WorldSkills Member Organizations, and invited guests who may receive or view the packaging as a commemorative item.
Age	Mainly young Competitors in the WorldSkills age range.
Location	International
Behaviour	Achievement-focused, highly skilled, and emotionally connected to the competition experience. They are likely to keep the medal packaging as a personal memory of their success.
Important to know	The packaging should feel personal, prestigious, and worth keeping. It should protect the medal, support presentation during the event, and work as a display object after the medal has been received.

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Task 1: WSC Medal Surface Design and Ribbons
Due by 12:00 P.M.

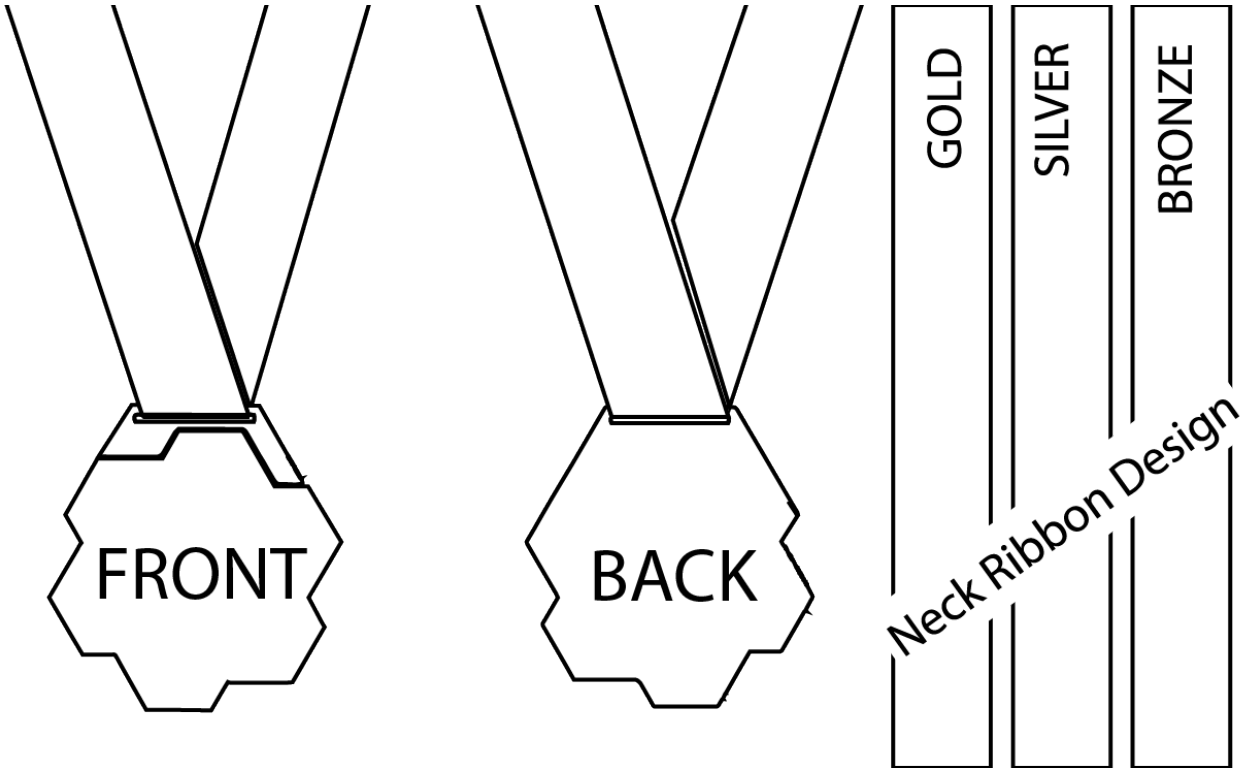
Concept/Instructions

Design the surface graphics for the official WorldSkills Shanghai 2026 medals and their accompanying neck ribbons (Gold, Silver, and Bronze).

You **must** use the provided physical shape of the medal (the traditional Chinese "mortise-tenon" structure) supplied in "Appendix 02". Do not change the outer shape of the medal or size. Your task is to design the surface graphics.

Medal Surface (Engraving Design): Because the medals will be engraved into metal, your surface design must be created as a pure, single-colour vector (the same design for Gold, Silver, and Bronze).

Medal Ribbons: In addition to the medal surface, you must design the neck ribbons for the Gold, Silver, and Bronze medals. The ribbons must clearly belong to the same visual family but must be easily distinguishable from one another.



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Specifications

Artwork Construction	**Adobe Illustrator:** Create production-ready vector artwork for both the medal surfaces and the ribbons.
Text and Content	• **Front side:** Must feature only the official WorldSkills International Logo. • **Back side:** Must include the text "*48th WorldSkills Competition Shanghai 2026*". You must integrate elements – of the Shanghai Skyline and – parts of a traditional Shikumen Gatehead. • All required elements, photos, and the brand guidelines for these assets are located in the Appendix. The design should weave a narrative that captures the national spirit and reflects Chinese characteristics – NO Chinese characters required.
Document Size/Artwork Format	• **Medal:** Exact dimensions as provided in the template "Medal preview" and "mortise-tenon.ai" in "Appendix 02 Images". You are free to choose the artwork format. • **Ribbon View:** exactly **30 mm (width) × 150 mm (height)**.
Colour Versions	• **Medal Surface:** 100% Process Black only. • **Ribbons:** CMYK • **Mockup (Photoshop):** RGB
File Naming	• YY_Task1_Production.ai • YY_Task1_Production.pdf • YY_Task1_Mockup.psd
Colour Profiles	• CMYK ICC Profile: ISO Coated v2 300%. • sRGB IEC 611966-2.1
Resolution	If you include any raster images, they must be set to exactly **240 ppi**.

You must deliver

Digital

☐1 × Native Adobe Illustrator file (YY_Task1_Production.ai), A4 Format, containing your pure vector medal designs and your CMYK ribbon designs.

☐1 × PDF/X-4 compliant PDF (YY_Task1_Production.pdf) showing the Front and Back 100% Black vectors, alongside the CMYK ribbon designs.

☐1 × Native Adobe Photoshop file (YY_Task1_Mockup.psd) containing your layered, realistic mockup of the Gold Medal.

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Print

Presentation Board

☐1 × A4 with the mockup onto a black board – size 40 cm (width) × 30 cm (height) (+/-2 mm).
Include your Competitor number on the back of the board.

Task 2: WSC Medal Packaging

Concept/Instructions

Design a premium packaging system for the WorldSkills medal. The packaging consists of two parts:

1. an outer box and
2. an inner structure (inlay) that securely holds the medal.

Functionality and Display:

- **Protection:** Securely protect the medal when the packaging is closed.
- **Window Cutout:** Include an open or transparent window so a core part of the medal remains visible from the outside.
- **Use a clear varnish** (spot UV finish) somewhere on the packaging to highlight specific design elements, textures, or text.
- **Display Angle:** Function as a display object when opened. The inlay must hold the medal at an angle between
  45° and 80°.
- **Stability:** Stand perfectly stable on a desk without tipping over when fully assembled and opened.

Graphic Design (Artwork): Apply a coherent visual design to your packaging. The typography, colours, and layout must visually connect to the WorldSkills Shanghai 2026 identity and feel prestigious. It must clearly belong to the same visual family as the medals and ribbons designed in Task 1.

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Specifications

Artwork Construction	You can design the packaging layout in Adobe Illustrator or Adobe InDesign, but the structural dieline must be created in Illustrator.
Layer Stacking	Your document layers must be strictly ordered from top to bottom: Dieline layers (top) → Varnish layer → Artwork layers (bottom).
Dieline Rules	• Create cut lines on a separate layer named "Cut lines" with a 0.5 pt solid stroke, set to a distinct spot colour, and set to overprint. • Create fold lines on a separate layer named "Fold lines" with a 0.5 pt dashed stroke, set to a distinct spot colour, and set to overprint. • Define your glue areas on a separate layer named "Glue dots" (using dots or a highlighted fill, not just outlines), set to a distinct spot colour, and set to overprint. • You are strictly limited to a **maximum of 5 glue areas** in total for the entire packaging construction. Out of these 5 glue areas, a **maximum of 3** can be used for the inner inlay.
Text and Content	• Must feature the official WorldSkills Shanghai Logo, and the "*Crafted by tradition. Inspired by Shanghai. United by skills.*" • All required text is located in the folder "Appendix 02 Images".
Varnish	• The varnish must be on a separate layer named "Clear" • It must be set to a distinct spot colour and set to overprint. Use a highly contrasting colour for the spot (e.g. magenta) so it is easily identified.
Document Size/Artwork Format	You must fit your packaging completely within the printer limitations of one **SRA3 sheet** and – if needed – one **A4 sheet** for the Inlay
Bleed	4 mm
Colour Versions/ICC Profile	• **Colours:** CMYK + 1 "Clear" Varnish Spot + 1 "Cut lines" Spot + 1 "Fold lines" Spot + 1 "Glue dots" Spot. • **ICC Profile:** ISO Coated v2 300%.
File Naming	• YY_Task2_Packaging.ai (or .indd) • YY_Task2_Packaging.pdf
Resolution	Any pixel-based graphic elements must be exactly **240 ppi** at 100%.

You must deliver

Digital

☐**1 × Native File** (YY_Task2_Packaging.ai or .indd) containing both the structural dieline and the graphic artwork.

☐**1 × PDF/X-4 compliant PDF** (YY_Task2_Packaging.pdf). The PDF must contain the artwork, bleed (no bleed marks), varnish, and all dieline spot colours. PDF layers must remain intact and colour bars for CMYK + all Spot Colours must be present. Include your Competitor number outside the artwork area.

Print

☐**1 × Flat Printout:** Print the flat layout on both SRA3 and – if needed for the inlay – A4 paper at 100% scale (including the artwork, bleed, dieline, visible varnish routing, and colour bars). The "Clear Varnish" area must also be visible on the printout as a 40% tint. Include your Competitor number outside the artwork area.

☐**1 × Assembled Mockup:** A fully printed, cut, folded, and glued physical 3D mockup of your packaging without visible dielines. Ensure your placeholder medal, including the surface design and the ribbon, is placed inside to demonstrate the 45° to 80° display angle and the window cutout.

Task 3: WSC Medal Description Booklet

Concept/Instructions

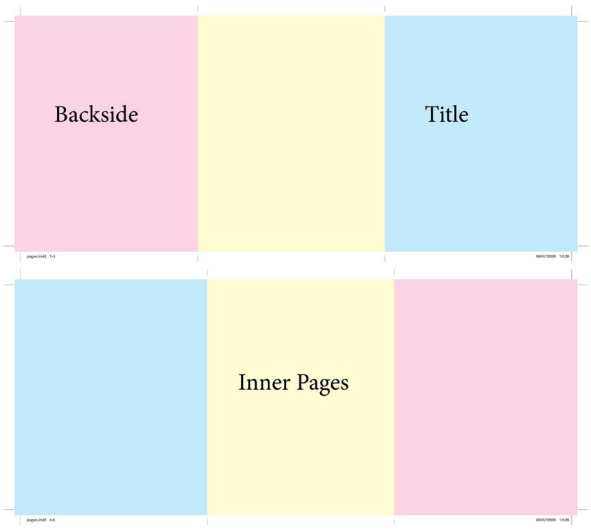
Design an accompanying information booklet (leaflet) that will be placed inside your medal packaging from Task 2.

The booklet must have exactly **4 to 6 pages** (e.g., a simple folded card or a tri-fold booklet)

Content and Layout:

- You must use the provided English text explaining the meaning of the medal.
- You must include the official WorldSkills Shanghai 2026 mascots (“Neng” and “QiaoQiao”).
- You can include graphic elements from your medal design in Task 1, or a visual representation (illustration/vector) of the medal itself.
- The overall layout, colours, and typographic hierarchy must strictly respect the WorldSkills Brand Guidelines and seamlessly match the packaging design from Task 2.

Example for a 6-page folder



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Specifications

Artwork Construction	• Software: Adobe InDesign. • Structure: Must be set up as a folding document (4 or 6 pages).
Document Size/Artwork Format	• The folded, final physical size of the folder MUST fit easily and logically into your assembled medal packaging from Task 2. • You define the closed format yourself
Colour Versions/ICC Profile	• CMYK • ISO Coated v2 300%
Resolution	exactly **300 ppi** at 100%. in the original Layout
Bleed	3 mm
File Naming	• YY_Task3_Booklet.indd • YY_Task3_Booklet _Pack

You must deliver

Digital

1× Packaged Folder: Create a fully collected folder for print. This folder must contain ONLY:

☐The native layout file (YY_Task3_Booklet.indd).
☐**1 × PDF/X-3 compliant PDF** (YY_Task3_Booklet.pdf) showing the flat layout spreads (inside and outside) with crop marks, fold marks, and bleed.
☐ all **Fonts** used in the document
☐ all **Linked** image and vector assets

Print

☐ **1 × spread Printout:** Print the flat layout (inside and outside) on A4 or A3 paper at 100% scale, including crop and fold marks.
☐ **1 × Assembled booklet:** Print a second copy, trim it, and fold it correctly. Place this folded information card directly inside your physical packaging mockup from Task 2 on your presentation desk.

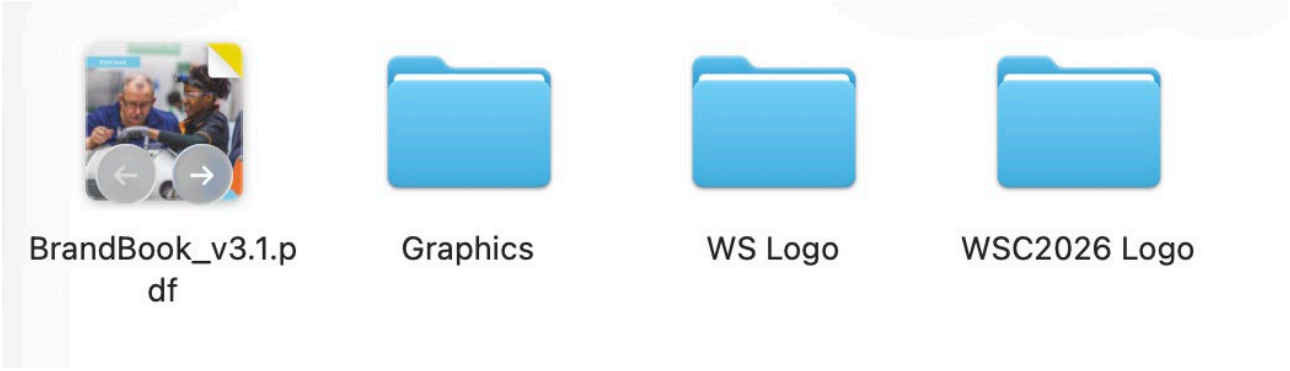
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Assessment Criteria

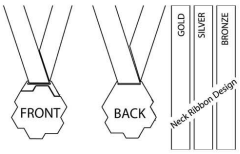
Clarity and Readability	Outstanding typographic hierarchy, legibility, and text integration on the engraved medal surface, ribbon assets, and within the 4-to-6-page Information Booklet. High contrast and expert copy-fitting for multi-page editorial panels.
Aesthetics and Visual Appeal	Exceptional visual quality and high-end feel of the medal engraving, ribbon patterns, and physical box. Elegant application of the clear varnish (spot UV) to enhance textures and branding. Artistic representation of the Shanghai skyline and Shikumen elements.
Innovation and Originality	Creative integration of traditional Shanghai-style heritage (Shikumen architectural features) with modern, clean, minimalist aesthetics. Original and smart structural ideas for the box and the window cutout layout.
Audience/Target-Centric	Appropriateness of the design for an international, prestigious sports-event awards context. The overall packaging feels precious, commemorative, and emotionally impactful-making the medal the clear focal point for winning Competitors.
Functionality	Technical accuracy of the custom dieline layers (correctly named Cut lines, Fold lines, Glue dots, overprints, and Spot colours). The physical mock-up is stable, fits the SRA3/A4 paper limit, holds the medal securely, and displays it at the correct 45° to 80° angle. Native digital folders are properly packaged with all links and fonts.
Consistency and Adaptability	Strong visual cohesion across the entire packaging system (medal surface, ribbons, box, and folder). The design elements adapt scale seamlessly from the small medal dimensions to the wrapping layout of the box. Clear, related distinction between gold, silver, and bronze ribbon types.
Sustainability	Respect for material efficiency (nesting shapes logically on the specified SRA3 and A4 sheets with low wastage). Ingenious layout planning by strictly limiting the structure to a maximum offive (5) glue areas—encouraging locking mechanisms instead of adhesive waste.

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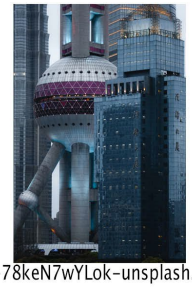
Appendix 01 Brand Book



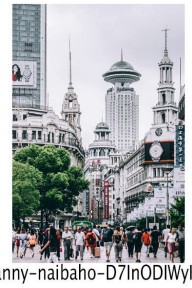
Appendix 02 Images



Artboard 1.png



cj-78keN7wYLok-unsplash.jpg



hanny-naibaho-D7InODIWyK...



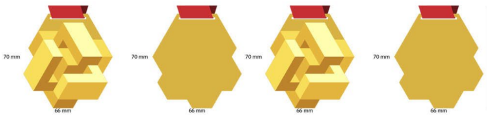
hanny-naibaho-mnyJEvSLtvk...



kin-li-e5IDfDCg-cE-unsplas...



leon-hu-lE_oWTPBh3c-unspl...



Medal preview.ai

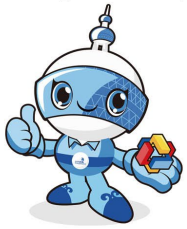
Medal preview.pdf



Medal preview.png



mortise-tenon.ai



Neng and QiaoQiao.ai



nuno-alberto-MykFFC5zolE-...



Shanhai Skyline.jpg



Shikumen Gatehead.jpg



Shikumen Gatehead2.webp



wenhao-ruan-Dn48lk8FyMk-...



xander-tan-MV83fxiR8kg-un...



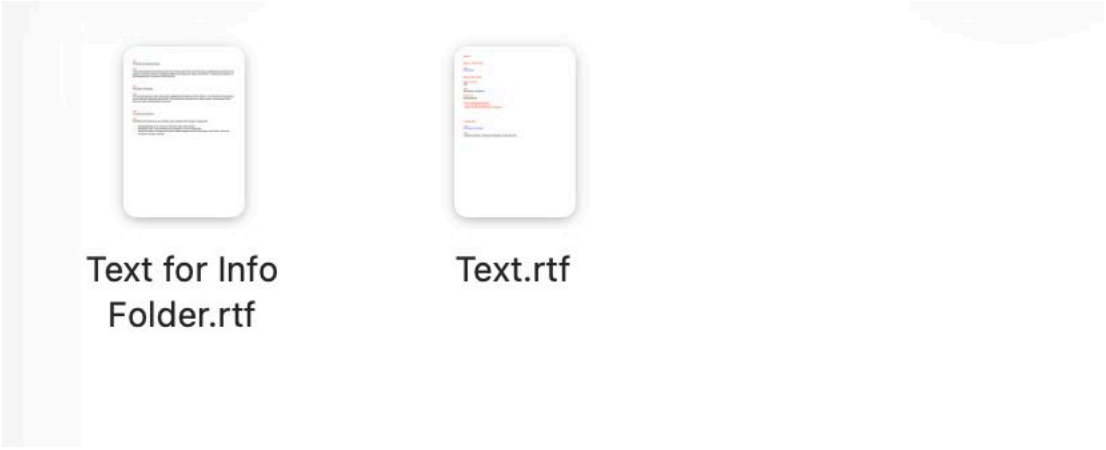
xie-jian-M07VzqfPQAA-unsp...



zhou-xian-7tFFO6Mq5L4-un...

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Appendix 03 Text



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