Test Project

Module A - Requirements Analysis and Planning

Digital Interactive Media Design

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Contents

Task Description of Module A 3
Competition Guidelines 3
Competition Task 3
Module A: Requirements Breakdown and Planning 3
Task 1 3
Task 2 4

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Task Description of Module A

Competition Guidelines

1. The task document consists of two pages. In case of missing pages or illegible handwriting, please promptly request a replacement.
2. Participating teams must complete all tasks specified in the task document within four hours.
3. Files created by Competitors during the competition must be saved to the specified path. Failure to save them promptly or using an incorrect path will result in no scoring.
4. Competition entries must not contain any identity-related information such as school names or personal names; otherwise, the scores will be invalid.
5. All competition equipment and tools shall be uniformly provided by the Competition Organizer; Competitors are prohibited from bringing any devices or resources into the venue.
6. Competitors shall abide by the Competition Rules and maintain good order during the competition.

Background Introduction to Module A

As a member of the digital creative team responsible for promoting this World Youth Culture Festival, you are required by the organizers to develop comprehensive design plans covering three key elements, images, videos, and interactive animations. Based on the background materials and resources provided by the brand, you must thoroughly analyze the requirements and deliver tailored design solutions.

1. Image: The startup page poster of a social media app serves as the brand's visual gateway for the Youth Culture Festival, requiring both artistic appeal and memorable visual impact.
2. Video – Promotional videos for short-video platforms, tailored to their dissemination characteristics to create visually engaging content with strong sharing potential.
3. Interactive Animation - The registration interface of a social media app serves as the primary entry point for event participation, requiring a seamless integration of user experience and brand identity.

We look forward to participants creating innovative digital interactive media content.

Competition Task

Module A: Requirements Breakdown and Planning

Task 1

The competition provides: background materials and resource materials.

Task output: Project Analysis Plan.

Submission method: For this task, submit two files of the project analysis plan: one in Word format and one in PDF format.

Technical specification: Use A4 paper; format is self-defined; word count ≥1000 words.

1. Content Writing

Based on the background materials and resources provided, analyze the requirements, summarize key insights, determine the creative direction for digital content, and draft a project analysis plan. The plan should include the following components:

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(a) Identify the brand's core objectives and underlying needs for digital interactive media content (by integrating provided information and reflecting the brand's core philosophy).
(b) Target Audience and Content Positioning: Conduct an in-depth analysis of the target audience's characteristics, preferences, consumption habits, and information reception preferences. Based on this analysis and in alignment with the platform's requirements, define the positioning, style, and core message of digital media content (images, videos, interactive animations).
(c) Creativity and Planning:

(i) Analyze the brand tone provided by the brand owner and summarize the design constraints (including but not limited to primary color scheme, font, and style).
(ii) For posters, clearly specify the design's key visual elements (main visual image, slogan layout, color scheme), and provide design proposals including but not limited to concept sketches, PSD layouts, and startup page animation designs.
(iii) For the video, detail the storyline, narrative structure, and visual effects; outline the dissemination strategy for short-video platforms; and draft a 1-minute storyboard script (including shot language, transition effects, and audio annotations).
(iv) For interactive animation projects, the following elements must be addressed: interaction design, animation effects, and user experience. This includes creating an interaction logic flowchart (showing user paths and animation trigger points), designing the core page layout, and detailing its functionalities.

(d) Feasibility Analysis and Risk Assessment: Outline the technical implementation approaches and challenges for three components (images, videos, interactive animations), identify potential project risks—including but not limited to insufficient resource and cost allocation, and contingency measures for brand requirements changes—and develop corresponding mitigation strategies.

2. Precautions

When drafting a proposal, attention must be paid to the selection of document type and format, the rationality of file naming and organizational structure, the consistency of layout and formatting standards, as well as the importance of file security and backup.

Task 2

The competition provides: background materials and resource materials.

Task Output: Design a response PPT.

Submission: For this task, submit two files: a PPT and a PDF.

Technical specifications: Features a wide-screen aspect ratio (16:9), comprising 15 pages with custom formatting.

1. Content Writing

Based on the background materials and available resources provided in the question, determine the material types and client requirements, design the structure of digital interactive content, and develop a presentation-style PPT for the brand owner according to the analysis plan. The PPT must include the following elements:

(a) The presentation cover and table of contents (2 pages) should include the PPT title, a description of the World Youth Culture Festival theme, and clearly demonstrate the overall structure of the presentation.
(b) Demand Analysis and Conversion (4 pages): A concise overview of the project's workflow, from initial requirement identification to final planning proposal development.

(c) Design Proposal Presentation and Documentation (6 pages): Poster design draft for the social app launch page with creative interpretation; Script analysis of short video promotional clips; Interactive logic explanation for the social app registration interface.
(d) Party B's Support Requirements Summary (1 page): Your requirements for the brand, including but not limited to additional support needed.

(3) Review Key Points and Responsibility Allocation (2 pages): Clearly specify the review criteria and assign responsibility weights for dynamic posters, videos, and interactive animations, including designated review milestones and delivery timelines.

2. Precautions

When creating a PPT, ensure the content is concise, logically clear, visually appealing, and goal-oriented. It should combine professionalism, persuasiveness, and creativity to achieve the desired outcome.