Test Project

Module B - Visual Image Design

Digital Interactive Media Design

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Task Description of Module B

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 assignment document within six hours.
3. Files created by Competitors during the competition must be saved to the specified path. Failure to save promptly or incorrect saving paths will result in no scoring. Loss of files due to power outage or other reasons shall be the sole responsibility of the Competitor.
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 event.

Module B: Background Introduction

As a member of the digital creative team responsible for promoting this World Youth Culture Festival, you are required by the organizers to design main visual logo icons for each of the six thematic sections (see brand materials for details), forming a cohesive series. Additionally, you must create electronic posters for the event venues corresponding to these themes, develop comprehensive design plans, and conduct thorough requirement analysis and design implementation based on the background materials and resources provided by the brand.

Competition Task

Module B: Image Material Design and Production

Task 1

The competition provides: background materials and resource materials.

Task output: Six (6) main visual logo icons and one design specification document.

Submission requirements: The final submission for this task must include 14 files (6 JPG/PNG images, six project process files (e.g., PSD files), 1 WORD file containing design specifications, and 1 PDF file containing design specifications).

Technical specifications: The logo image should have a 1:1 aspect ratio and a resolution of ≥72 dpi. The document must be on A4 paper, with each image not exceeding 100 MB in size. The format is optional.

1. Complete the content

Draw the graphic elements based on the background materials and resources provided in the question.

(a) Logo Design: You need to create logo icons for six major thematic sections, ensuring high recognizability and thorough aesthetic consideration to effectively communicate the brand's core values. The icon design and color scheme must strictly adhere to the brand's identity to maintain internal consistency. During the design process, thoroughly integrate the brand's identity and key themes so that the six iconic icons retain their distinctiveness while forming part of a cohesive and unified visual identity system.

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(b) Design Specification Document: In this document, you must detail the design philosophy behind each logo, its alignment with brand tone, scalability and applicable scenarios, visual memorability, cultural inclusiveness, and synergy with other designs.

2. Precautions

When completing the document, ensure proper selection of document type and format, logical file naming and organization, consistent layout and formatting standards, and prioritize file security and backup.

Task 2

The competition provides: background materials and resource materials.

Task output: Side-scrolling digital poster *1, Top-bottom scrolling digital poster *1.

Submission Requirements: For this task, you must submit a total of six files: two JPG/PNG images, two project process files (e.g., PSD files), one WORD file containing design specifications, and one PDF file containing design specifications.

Technical specifications: The landscape mode uses a wide-screen aspect ratio (16:9), while the portrait mode uses a vertical aspect ratio (9:16). The resolution must be ≥72 dpi, with individual images not exceeding 100 MB in size. The format is optional.

1. Complete the content

You need to design two versions of the main visual poster for the World Youth Culture Festival based on the contextual materials provided in the question and the content generated from Task 1, tailored to meet the brand's requirements and suitable for different communication scenarios. The poster design must fully capture the vitality and diversity of youth culture by integrating the thematic elements and logos of the six sections into its visual framework. The poster should include the following elements:

(a) Landscape poster: Prioritize visual impact for offline large screens and event backdrop displays.
(b) Vertical poster: Prioritize visual appeal for mobile device viewing and social media sharing.
(c) Design Specification Document: This document must detail the core creative concept, visual element layout, color strategy implementation, typography and font design, scenario-specific optimizations, brand consistency alignment, and communication potential analysis for each poster version. It should also specify whether targeted optimizations have been made to match the brand's identity and specific application scenarios.

2. Precautions

The content should be concise, logically clear, visually appealing, and goal-oriented, combining professionalism with creativity to achieve the desired outcome.

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