Test Project

Module C - Video Production

Digital Interactive Media Design

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Contents

Task Description of Module C 3
Competition Guidelines 3
Module C: Background Introduction 3
Competition Task 3
Module C: Video Content Design and Production *3*
Task 1 ..... *3*
Task 2 ..... *4*

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Task Description of Module C

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 Competitors.
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 C: 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 produce a series of 10-second short video trailers centered around the "Six Major Sections" theme, along with a 1-minute creative video available in both landscape and portrait formats. These materials aim to showcase the unique appeal of each section to young audiences worldwide and spark their enthusiasm and anticipation for participation.

Competition Task

Module C: Video Content Design and Production

Task 1

The competition provides: background materials and resource materials

Task outputs: Six series of teaser short videos and one design specification document.

Submission requirements: The final submission for this task must include 14 files (6 MP4 preview videos, six (6) process file folders [e.g., Pr project folders], 1 WORD version of the design specification document, and 1 PDF version of the design specification document).

Technical specifications: Short videos must have resolutions of at least 1920×1080 or 1080×1920, a bitrate ≥15 Mbps, and a frame rate of no less than 24 fps. The output format should be MP4 with file size not exceeding 100 MB. The design documentation shall be prepared on A4 paper; the specific format is optional.

1. Complete the content

Complete the following content based on the background materials and resources provided in the question.

(a) Short Video Previews for Six Thematic Sections: You need to create independent short video previews for each of the six activity sections, with each video lasting 10 seconds. The content should showcase the section's distinctive features and introduce its mascot, designed using materials provided by the brand, including slogans and logos, to convey the cultural atmosphere and core characteristics of each section.

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All six videos must maintain a consistent visual style, lighting effects, and texture to form a cohesive series while aligning with the brand's specified tone and requirements.

(b) Design Specification Document: This document must articulate the overarching creative concept of the video, covering but not limited to the visual language design for each segment's trailer, narrative pacing, dynamic presentation techniques, transition effects, and overall visual style. It should outline the unified standards and differentiated presentation strategies for all six videos, as well as reference content from relevant brand materials. The document should feature a clear structure with effective integration of text and visuals.

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: 1 landscape campaign promotional video and 1 portrait campaign promotional video.

Submission Requirements: For this task, you must submit a total of six files: (1) two MP4 videos; (2) two process file folders (e.g., the Pr project folder); (3) one WORD version of the design specification document; and (4) one PDF version of the design specification document.

Technical specifications: Short videos must have resolutions of at least 1920×1080 or 1080×1920, a bitrate ≥15 Mbps, and a frame rate of no less than 24 fps. The output format should be MP4 with file size not exceeding 100 MB. The design documentation shall be prepared on A4 paper; the specific format is optional.

1. Complete the content

Based on the material resources provided in the competition topic, create a short digital interactive video containing the following elements:

(a) Side-scrolling promotional video: Create a 30–45-second side-scrolling promotional video suitable for official websites, large-screen displays, long-form video platforms, and offline events. The design should incorporate brand-provided materials such as slogans and logos, employing video techniques like dynamic shots, transition effects, rhythmic editing, and animated subtitles. The video must possess strong dissemination potential and memorable brand elements while aligning with the official promotional tone.

(b) Vertical Campaign Promotion Short Video: Create a 30–45-second vertical promotional video designed for short-video platforms and social media feed distribution. The video should incorporate brand-provided materials such as slogans and logos, employing video techniques like dynamic shots, transition effects, rhythmic editing, and animated subtitles. It must possess strong dissemination potential and memorable brand messaging while aligning with the official promotional tone.

(c) Design Specification Document: You must draft scripts for both videos in this document, outlining their overarching creative concept. This includes, but is not limited to, language design for each shot, narrative pacing, dynamic visual techniques, transition effects, and overall visual style. You should specify which content from the client's materials is referenced, ensuring a clear document structure with a balanced combination of text and visuals.

2. Precautions

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