Test Project

Module D - Interactive Experience Design

Digital Interactive Media Design

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Task Description of Module D

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. Three 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.

Project Overview

As a member of the digital creative team responsible for promoting this World Youth Culture Festival, you are tasked by the organizers with designing and developing an engaging and communicative interactive registration interface that combines offline and online elements. Through a comprehensive interactive process—including cultural quizzes, mascot guidance, personalized ticket generation, and event registration you will enable users to gain an in-depth understanding of the cultural features across six thematic sections via an immersive experience, ultimately facilitating successful event registration while enhancing user engagement and brand memorability.

Competition Task

Task 1

The competition provides: material resources

Task Output: Platform-submitted interactive animation *1, Interactive animation HTML package *1, Design specification document *1

Submission Requirements: For this task, you must submit four files: one submitted via the Digital Interactive Media Design Platform, one HTML animation package, one WORD file containing the design specifications, and one PDF file containing the design specifications.

Technical specifications: Portrait aspect ratio 16:9; first-screen loading time ≤3 seconds; file size ≤200 MB; format and other requirements are optional.

1. Complete the content

Create an interactive animation based on the background materials of the competition topic, including the following elements:

(a) Final Interactive Animation Product: Develop a complete interactive fun testing workflow following the functional sequence list provided by the brand. The interaction design must ensure compatibility for both offline touchscreens and online mobile devices, encompassing three core components: the "Your Youth Cultural Genes" interactive testing module, the mascot-guided interaction system, and the personalized ticket/registration system (refer to competition materials for details). For each component, create interactive animations and interfaces that align with the brand's visual identity, ensuring clear process logic and a seamless user experience.

(b) Design Specification Document: The document must articulate the overarching interaction design philosophy, covering but not limited to user experience, motion animation pacing, material utilization strategies, and overall visual style positioning. It should explain the design rationale for each interaction and identify corresponding elements from the client's brand materials. The document should feature a clear structure with a balanced combination of text and visuals, effectively conveying the brand's core values—including product value, organizational culture, and slogans.

2. Precautions

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

Task 2

The competition provides: background materials and resource materials

Task Output: Optimization Plan

Submission Method: For this task, submit two files (1 WORD version and 1 PDF version).

Technical specifications: The document should be printed on A4 paper and contain at least 200 words. The format for charts, screenshots, or other materials may be customized as needed.

1. Complete the content

Based on the contextual materials provided and the content generated in Task 1, analyze the strengths and weaknesses of the work and develop an optimization plan: evaluate the interactive animation's advantages, areas for improvement, potential risks, and implementation challenges.

2. Precautions

When completing the content, ensure proper selection of document type and format, logical file naming and organization, consistent layout and formatting standards, as well as adequate file security and backup measures. The content should be concise and logically clear.

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