Test Project

Brand Information

Digital Interactive Media Design

Submitted by:
Santiago WANG LIN - Zijin Mining LIEX S.A., Independent Test Project Designer

Zhu Jing - South China News Network, Independet Test Project Validator

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Project Overview

1.1 Background and Core Concepts

In the era of globalization and digitalization, youth culture is transcending national boundaries. Cultural phenomena such as esports, street art, anime and manga culture, independent music, digital design, and lifestyle have become a shared language for 2 billion young people worldwide. It is against this backdrop that the World Youth Culture Festival was born—not merely a one-way exhibition, but a global dialogue among young people across civilizations.

- Connection: Breaking down geographical and cultural barriers, enabling global youth to forge genuine connections through digital creativity
- Integration: Encourage the collision of diverse cultural forms, giving birth to contemporary creativity through multicultural fusion
- Co-creation: Empowering every young person to become a participant, creator, and co builder

Core Values: Respect for diversity, encouragement of innovation, equal communication, and open sharing.

This event aims to create a youth cultural IP with global influence. All design and creative works should revolve around the three core concepts of "connection, integration, and co-creation." Digital media works must not only embody the characteristics of China but also be understood and accepted by young people worldwide.

1.2 Event Theme and Official Slogan

Full Chinese name: World Youth Culture Festival

Full English name: World Youth Culture Festival

Main Slogan: Global Youth, Boundless Creativity

Secondary Slogan: Connecting Global Youth Through Digital Creativity

As a core element of brand communication, the slogan should appear in all promotional materials. Across different media platforms, the optimal presentation of the slogan must be considered to ensure it is memorable without overshadowing the main content.

1.3 Event Information and Target Audience

Date: July-August 2027, for 14 days

Format: Main venue in Shanghai + eight international sub-venues worldwide, held simultaneously online and offline in both Chinese and English.

Core audience: Global youth aged 16–35, covering fields such as digital creativity, art design, music, esports, anime culture, and trendy lifestyles.

This is a global initiative where all creative works must consider international dissemination. It is essential to analyze the media usage habits of the target audience and the varying content style preferences among youth across different countries and regions, while preserving cultural authenticity and avoiding cultural barriers. The aesthetic differences between 16-year-old high school students and 35-year-old professionals must also be balanced in the design.

1.4 Project Objectives and Expected Outcomes

Brand Objective: To create a globally influential youth cultural IP and establish an open, inclusive, and innovative brand image.

Communication Objective: Achieve no less than 1 billion impressions across all platforms during the event, with social media topics trending globally.

User Objective: Attract over 1 million young people worldwide to sign up, and build a core user community of more than 100,000 members.

Industry Goal: To become a benchmark event in the digital creativity sector, leading industry trends and standards

Overview of the Six Major Activity Sections

2.1 Digital Esports Culture

Positioning: A premier competitive event for young esports enthusiasts worldwide

Keywords: competition, teamwork, passion, technology, futuristic vibe

Representative elements: esports peripherals, neon lighting effects, cyber-themed environments, RGB lighting, data visualization

Visual suggestion: Blue and purple as the dominant colors, strong contrast between light and dark, fast-paced and dynamic, symmetrical/diagonal composition

Mascot: Zap, a 19-year-old passionate young man whose signature gesture is a clenched fist cheering on others, symbolizing the competitive spirit.

The esports sector should embody a dual essence of "technological sophistication combined with thrilling excitement." Visually, it must appear highly impressive, yet avoid being overly niche to prevent creating a sense of distance among non-esports audiences. Balance between professional rigor and universal appeal is crucial.

2.2 Trendy Street Culture

Positioning: A platform for showcasing street art and trendy culture

Keywords: freedom, individuality, street culture, trendiness, originality

Representative elements: paint cans, skateboards, graffiti walls, street dance moves, baseball caps, workwear, and large gold chains

Visual suggestion: Black and yellow as the main colors, high-saturation contrasting colors, bold and powerful fonts, and irregular composition

Mascot: Kai, a 21-year-old independent youth, whose signature pose is leaning against a wall with his hands in his pockets, symbolizing his expressive personality.

The essence of street culture lies in "rebellion and individuality," yet as an official event, it must strike a balance-exuding the cool vibe of the streets without appearing overly rebellious or unconventional. The challenge is to find equilibrium between the official tone and the authentic street spirit.

2.3 Two-Dimensional and Virtual Culture

Positioning: The Convergence of ACG Culture and Virtual Digital Art

Keywords: dreamy, virtual, anime-style, cute, healing

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Representative elements: anime-style designs, glowing accessories, futuristic sailor uniforms, pixel art style, and starlight magic effects

Visual suggestion: Main color palette of silver-white and light blue, soft lighting effects, rounded shapes, creating a cute and soothing atmosphere.

Mascot: Ling, a 17-year-old vibrant girl whose signature gesture is a heart wink, symbolizing imagination and healing power.

The anime audience is highly sensitive to "cuteness" and "artistic style," yet must also consider the acceptance of non-anime viewers. Avoid being overly "otaku-oriented" to prevent creating a sense of alienation among other audiences.

2.4 Music and Performance Culture

Positioning: A stage for global young musicians to showcase their talents

Keywords: melody, rhythm, stage, lighting, resonance

Representative elements: microphone, note, sound wave graphic, stage lighting, music festival scene, glow stick

Visual suggestion: A pink and gold color scheme with dazzling light effects, synchronized music rhythm and motion animations, creating a dreamy and vibrant atmosphere.

Mascot: Muse, a 20-year-old elegant young woman whose signature gesture is holding a microphone while singing, symbolizing artistic expression and emotional resonance.

Music is a universal language that resonates emotionally most powerfully. In design, prioritize conveying "rhythmic quality" and "live atmosphere," enabling users to visually "hear" the musical ambiance.

2.5 Digital Art and Design

Positioning: A creative exchange platform for digital artists and designers

Keywords: creativity, art, design, color, inspiration

Representative elements: Palette, Brush, Rainbow Gradient, Artistic Strokes, 3D Geometric Figures, Memphis Elements

Visual suggestion: Rainbow colors, rich depth, artistic composition, encouraging innovative and experimental expression

Mascot: Hue, a 22-year-old creative young artist whose signature gesture is holding a paintbrush while thinking, symbolizing creative spirit and aesthetic pursuit.

The art and design section should demonstrate professionalism without appearing aloof. The design language must be recognized by professionals while also appearing aesthetically pleasing and easy to understand for general users.

2.6 Youth Lifestyle

Positioning: Demonstrating the diverse and positive attitudes towards life among contemporary youth

Keywords: vitality, health, exploration, nature, sunshine

Representative elements: skateboards, coffee cups, mountaineering gear, green plants, sportswear, bicycles, camping tents

Visual suggestion: A green and orange color palette, natural warm lighting, realistic everyday scenes, and a sunlit, healing atmosphere.

Mascot: Panna, an 18-year-old sunny girl whose signature pose is embracing her skateboard with a smile, symbolizing her love for life and positive attitude.

The lifestyle category boasts the broadest coverage and serves as the key to breaking into new audiences. The design should resonate with ordinary young people who are unfamiliar with esports, don't watch anime, or don't listen to independent music, allowing them to feel that "this is my life."

The six sections should each possess distinct characteristics while collectively forming a unified visual brand identity. A design philosophy of "harmony in diversity" must be established to clearly define which elements are shared across all six sections and which are unique to each one.

Description of the Promotion Content

3.1 Social APP Home Page Poster

Use cases: Home screen ads in mainstream social apps, social media launch pages, and built-in event pop-ups

Display duration: 3–5 seconds

Core Objective: Create the First Impression of a Brand

The following elements must be included:

1. The main slogan of the event: "World Youth, Creativity Knows No Borders"
2. The full English name is "World Youth Culture Festival"
3. Mascots of the six major sectors (in whole or in part)
4. Event time information: "July–August 2027"

A poster design must have visual impact and convey the core message within three seconds.

3.2 Short Video Platform Promotion Videos

Use cases: News feed ads on short video platforms, posts from official accounts, and KOL collaborations for content sharing

Core objectives: High completion rate, high likes, comments, and shares

3.3 Interactive Animation and Registration Interface

Use cases: official event interactive animations, offline touchscreen interactive installations, and mini-program registration portals

Core objectives: extended user engagement time, strong interaction willingness, high registration conversion rate, and strong sharing intention

The following elements must be included:

1. Complete registration process
2. Introduction to the Six Major Sections
3. Mascot-guided interaction
4. Support landscape mode
5. Smooth performance (first-screen loading ≤3 seconds)

Brand Visual Standards

4.1 Color System

Primary color references: Tech Blue #165DFF, Vitality Orange #FF7D00, Creative Purple #722ED1

Auxiliary color references: Youth Pink #F53F95, Sunshine Yellow #FFAA00, Natural Green #00B42A

Theme colors for each section: Esports – Blue and Purple, Street – Black and Yellow, Anime – Silver, White, and Blue, Music – Pink and Gold, Art – Rainbow, Lifestyle – Green and Orange

Usage principle: specify in the design documentation which tone references are used in each section.

Color is not merely an aesthetic choice but also a vital tool for information communication. Consider the following questions: How does color guide users' attention? How can color establish visual hierarchy? How do the color schemes across the six sections achieve both differentiation and unity?

4.2 Font and Typesetting

Font level: Level 1 title> Level 2 title> Level 3 title> Body text> Auxiliary text, creating a clear visual hierarchy

4.3 Logo Usage Specifications

All logos must maintain their original proportions without stretching or deformation; a safe margin must be maintained around them.

Mascot Usage Guide

5.1 Basic Image Standards

All mascots shall be designed in a Q-version scale; different versions of the same mascot must maintain consistent facial features, hairstyles, and body proportions; the official standard color scheme must be used without arbitrary modifications.

5.2 Recommendations for Motion Design

- Entry animation: Each mascot has its own exclusive entrance animation that reflects the section's characteristics
- Transition effects: The mascot can serve as a scene transition element, seamlessly leading to the next section

5.3 Principle of Multi-Scenario Application

- Poster/Print materials: As a key visual element, the mascot should occupy a prominent position on the main poster and not be obscured.
- Video content: Suitable for opening, transitions, and endings, serving as brand elements without interfering with the main content
- Interactive Animation: Can serve as a guide, feedback provider, or interaction partner to enhance engagement and brand memorability

Multiple mascots appear simultaneously: maintain complete consistency in size, style, and lighting; ensure balanced arrangement; and make the corresponding section mascots more prominent.

When six mascots appear simultaneously, achieving visual balance presents the greatest challenge. A set of "priority" principles must be established.

5.4 Contraindications for Use

It is strictly prohibited to modify the character's appearance, facial features, hairstyle, or color scheme; use content involving vulgarity, violence, or political themes; distort or caricature the character; or combine it improperly with other IPs.

Material Resources and Creative Principles

6.1 Official List of Provided Materials

- Logo material: Main logo graphic
- mascot material: Standard standing illustration
- Graphic element: Decorative graphic

6.2 Core Principles of Content Creation

- Positive and proactive: Convey positive energy and showcase the optimistic and upward spirit of youth; negative, decadent, violent, or pornographic content is prohibited.
- User-friendly: Clear and easy-to-understand content, interactions tailored to user habits, smooth operation, and easy sharing
- Technically feasible: The design considers the technical implementation boundaries and performance requirements, avoiding excessive complexity that could cause lag.
- Brand consistency: Maintain visual identity, tone, and element usage to ensure unified brand perception.

6.3 Cross-platform Compatibility Specifications

- Landscape content (16:9): Suitable for official websites, large screens, and long-form video platforms. Content stretches horizontally with key elements centered, optimized for viewing from a distance
- Vertical content (9:16): Suitable for short video platforms and social media feeds. The first 3 seconds grab attention, with emphasis on the upper-middle golden position; font size optimized for mobile devices
- Offline materials: large main body, prominent focus, concise text, high contrast; consider color differences in printing

Cross-platform adaptation is fundamentally an embodiment of a "user-centric" design philosophy. The same content exhibits entirely different user behaviors across various scenarios—including usage patterns, attention spans, viewing distances, and interaction methods.

6.4 Cultural Inclusivity and International Requirements

Respect religious taboos and the meanings of cultural symbols; avoid cultural ambiguities in gestures, colors, and numbers; refrain from stereotypes. Standardize visual language to reduce reliance on text; provide key content in both Chinese and English; select universally resonant emotional themes (dreams, friendship, love, growth); adopt a globally unified aesthetic style.

Cultural inclusivity is not an empty slogan of "political correctness," but a genuine user experience. A design that appears perfectly normal in China may spark controversy or even resistance overseas.

Version Description

This document serves as the official branding material for the World Youth Culture Festival. You may exercise creative freedom based on this, but core brand elements must strictly adhere to the guidelines.

Right of Interpretation: Organizing Committee of the World Youth Culture Festival.