Test Project

Brand Requirements Document

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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World Youth Culture Festival

Interactive Animation and Registration System Requirements Document

World Youth Culture Festival · Interactive Experience and Registration System: Interactive Animation Specifications

Project Background and Objectives

The World Youth Culture Festival is a major cultural event for young people worldwide, designed to showcase the diverse appeal of youth culture through the deep integration of digital technology and cultural creativity. Serving as the official interactive platform and registration portal for the festival, this project fulfills three core functions: brand image presentation, user interaction experiences, and event registration management.

1.1 Project Objectives

- Brand Showcase: Through immersive interactive animations, it highlights the unique appeal of six cultural sectors and conveys the event's philosophy: "Youth of the World, Creativity Knows No Borders."
- User Interaction: Design engaging mascot interaction experiences to enhance user engagement and brand memorability.
- Feature Implementation: Provides a complete event registration process, supporting core functions such as individual/team registration, information submission, and status inquiry.
- Dual-end adaptation: Supports both offline touchscreen interaction scenarios and online mobile dissemination, ensuring consistent experience and scenario compatibility across both platforms.

Requirements for Dual-End Adaptation Design

This interactive animation system must support both usage scenarios simultaneously. The design should balance the characteristics of each scenario to ensure a consistent core experience while maintaining distinct operational methods.

2.1 Offline Touchscreen Terminal

- Application scenarios: exhibition venues, event exhibition areas, campus promotional points, and other high-traffic offline settings

2.2 Online and Mobile Devices

- Application scenarios: social media dissemination, personal mobile access, remote registration, and other online scenarios

Core Functional Modules

3.1 Opening Animation Module

The brand opening animation played upon the user's first entry must complete within 5–8 seconds. Skip and replay are supported.

- Opening sequence: The brand logo animates → The main slogan appears gradually → The six mascots make their appearances in order → Enter the main interface
- Visual style: youthful, trendy, and dynamic, with color schemes that align with the brand's tone
- Animation requirements: Smooth transition animations and a rhythmic mascot entrance animation

3.2 Mascot Interaction Module

The six mascots serve as brand ambassadors, presented interactively on the main interface to enhance engagement and fun.

- Display format: The mascot appears as animated illustrations on the main interface. Click to trigger exclusive interactive feedback.
- Interaction Design: Click or hold to trigger the Easter egg effect
- Information display: Click the mascot to open the corresponding cultural section introduction card, which includes the section name, a brief overview of highlights, and a navigation link.

3.3 Cultural Exploration Module

Through interactive experiences, users can explore six cultural sections and learn about their respective activities and distinctive features.

- Navigation Design: Features panoramic or carousel navigation, allowing users to freely switch between six sections for detailed views.
- Content presentation: Includes key information such as section highlights and mascot introductions
- Interactive elements: Each section features 1–2 small interactive games or Q&A sessions to enhance the fun of exploration.

3.4 Registration System Module

A complete event registration process supporting multiple registration types.

- Registration type: supports individual registration
- Form content: Basic information (name/nickname, contact information, location), selected interest areas, participation intent statement
- Submit feedback: After successful submission, a unique registration number and electronic souvenir will be generated.
- Offline optimization: Provide a QR code registration portal to reduce on-site data entry

3.5 Sharing and Dissemination Module

- Share poster: After completing interaction or registration, users can generate a personalized share poster (including their nickname, unique number, and mascot elements).
- Social Sharing: Supports one-click sharing to major social platforms, with event promotional text and links included
- Invitation mechanism: Add a friend invitation feature to encourage viral sharing

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Visual Design Specifications

4.1 Brand Visual Elements

- Main Slogan: World Youth – Creativity Knows No Borders
- Second Slogan: Youth knows no boundaries; cultures thrive together.
- Mascot System: Six exclusive mascots (Zap, Kai, Ling, Muse, Hue, Panna), with consistent imagery and color schemes across all characters.
- Design Principles: Youthful, international, and trendy; avoid overly complex decorative elements.

4.2 Principle of Interactive Experience

- Loading speed: First screen loads in ≤3 seconds, with no noticeable lag when switching pages
- Operation Feedback: Each interactive element should have clear click feedback (animation, sound effect, state change).
- Clear guidance: Key operational nodes provide clear visual guidance, reducing user learning costs.
- fault-tolerant design: Provides operation paths such as return, undo, and restart to prevent users from getting stuck

Project Description

The brand elements provided in the document, such as slogans, mascot names, and section divisions, are officially designated and cannot be altered arbitrarily. Visual designs and interactive concepts may be developed and optimized within this framework.

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