



2025

BRICS SKILLS COMPETITION (BRICS+ FUTURE SKILLS & TECH CHALLENGE)

Digital Interactive Media Design BRICS-FS-34

Test Project (International Finals_Online)

July 2025



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1. Format of Participation

The competition is held in teams. Each team must consist of three participants.

2. Competition Scope

The event is structured around four distinct but interrelated modules, covering the following tasks:

Module A: Requirements Analysis and Planning

Module B: Image Asset Design and Production

Module C: Video Content Design and Production

Module D: Video Content Design and Production

3. Competition Theme

Task Theme: World Environment Day

As global environmental challenges become more urgent, raising public awareness of sustainability has become a shared responsibility. To mark this occasion, a charitable organization is planning a public awareness campaign centered around World Environment Day. The initiative aims to leverage digital interactive media to spread eco-conscious values, spark public interest, and encourage community involvement in environmental protection. Additionally, the campaign will include a charity sale of eco-friendly products to raise funds in support of environmental projects and other social good initiatives.

Reference materials:

<https://pan.baidu.com/s/1R2ORaFoo4GSRuogbOXWL0Q?pwd=dimd>

4. Competition Tasks

Module A: Requirements Analysis and Planning

(1) Project Objective

In this module, participants are required to design a set of digital interactive media assets—including dynamic posters, interactive animations, and videos—to promote environmental awareness online and support a charity organization's advocacy and fundraising campaign. Using the resources provided, participants must analyze the client's (i.e., the charity organization's) needs and develop an appropriate design strategy in response.

(2) Task 1

1. Competition Resources Provided: Source materials

2. Task Deliverables: Project analysis report

3. Submission Requirements: Submit both a Word and a PDF version of the report

4. Technical Specifications: The structure and format of the document can be freely designed

5. Required Content: Participants are required to review the provided materials, identify the client's core needs, summarize the key points, define the creative direction of the digital content, and produce a project analysis report.

(1) Analyze and distill the core objectives and underlying needs of the digital interactive media project by integrating the provided background information. Clearly articulate the fundamental concept behind the project.

(2) Define Target Audience and Content Strategy: Conduct an in-depth analysis of the target audience—including demographics, interests, consumption behavior, and media preferences. Based on this, define the positioning, tone, and messaging strategy for the digital assets (such as dynamic posters, videos, and interactive animations).

(3) Creative Strategy and Design Planning: Analyze the brand's tone and identity to define design constraints such as primary color palette, typography, and overall visual style. For the dynamic poster, outline key visual elements including the main visual image, slogan composition, and color scheme. Submit

design proposals that may include initial sketches, PSD mockups, and motion design concepts. For the video, detail the storyline, narrative logic, and visual direction. Prepare a 30-second storyboard including shot descriptions, transitions, and audio cues. For the interactive animation, describe the interaction flow, animation style, and user experience. Provide an interaction logic flowchart mapping user journeys and animation triggers, along with key page layouts and functional annotations.

(4) **Feasibility Analysis and Risk Assessment:** Outline the technical implementation approach and identify any potential technical or design challenges. Assess possible risks such as limited resources, budget constraints, or shifting client requirements, and propose effective mitigation strategies to address each risk.

6. Important Notes: When drafting the proposal, ensure appropriate file types and formats are selected. File naming and folder organization should be logical and consistent. Maintain a uniform layout and formatting style across all documents. Pay close attention to file security and ensure timely backups to prevent data loss.

(3) Task 2

1. Competition Resources Provided: Source materials

2. Task Deliverables: A design proposal presentation

3. Submission Requirements: Submit both a PowerPoint file (.pptx) and a PDF version

4. Technical Specifications: The presentation should use a widescreen aspect ratio (16:9). Other formatting and layout styles may be determined by the team.

5. Required Content: Using the provided source materials, identify the required content types and specific deliverables. Plan the structure of the digital interactive content and create a well-organized presentation deck based on the

prior analysis report. The presentation must include the following sections:

(1) **Requirement Breakdown and Strategic Conversion:** A brief overview of how the original client brief was deconstructed and transformed into a detailed planning proposal.

(2) **Client-Side Support Requirements:** Outline any resources or assistance needed from the client, such as asset delivery, approval workflows, and coordination processes.

(3) **Review Focus and Responsibility Assignment:** For each type of content—dynamic posters, videos, and interactive animations—highlight key review points and clarify review responsibilities, including the level of accountability.

(4) **Propose a review schedule with checkpoints and corresponding delivery dates.**

6. Important Notes: The presentation should be concise, logically structured, visually engaging, and purpose-driven. It must combine professionalism with creativity and persuasiveness to effectively convey the proposal and support its approval.

Module B: Image Asset Design and Production

(1) Project Objective

To commemorate World Environment Day, the charitable organization aims to launch a series of public awareness posters in subway stations across ten major and mid-sized cities nationwide. Building on the established visual identity of "World Environment Day," contestants are expected to fulfill the organization's communication goals by designing dynamic poster content in digital interactive media, using the provided materials.

(2) Task 1

1. Competition Resources Provided: Source materials

2. Task Deliverables: A creative planning and design element proposal, along with corresponding design assets

3. Submission Requirements: A total of three items must be submitted: one Word file and one PDF version of the design proposal, plus one folder containing all design elements.

4. Technical Specifications: Both the format of the proposal and the design elements may be defined at the contestant's discretion.

5. Required Content: Based on the provided source materials, contestants should analyze the project requirements, draft a comprehensive planning and design proposal, and produce corresponding design elements.

(1) Identify the core and underlying needs of the client in relation to the dynamic digital poster for subway environments. Synthesize the provided information to highlight the core values.

(2) Creative Strategy & Planning: Assess the client's requirements and define design constraints such as primary color palette, visual style, and layout dimensions. Take into account environmental factors specific to subway stations—such as viewing distance and typical user behavior—that may influence visual hierarchy and content placement. Plan for interactive elements, including visual engagement features and space allocation for scannable QR codes. Clearly define the visual components of the design, including but not limited to the main key visual, slogan typography layout, and color scheme. Submit initial concept sketches, PSD wireframes, and motion graphic design drafts as part of the deliverables.

(3) Element Design: The design components should cover, but are not limited to, graphics, icons, typography, and color schemes featured in the dynamic subway posters. Graphics should be clean and visually distinct, designed to quickly and clearly convey the client's core concept. Icons should be intuitive and easy to interpret at a glance. Typography must align with the

overall visual tone and style of the campaign. Color schemes should complement the subway environment, ensuring both visual appeal and readability. Throughout the design process, it is essential to account for the interactive nature of the medium. All visual elements should be seamlessly integrated with interactive features.

(4) **Feasibility & Risk Assessment:** Provide an overview of the technical implementation approach, outlining potential challenges. Identify possible risks throughout the project, and propose practical mitigation strategies to address them.

6. Important Notes: Ensure that all files are properly formatted and clearly named, with a logical organizational structure. Maintain consistency in layout and formatting throughout all documents. Prioritize file security and create regular backups to prevent data loss.

(3) Task 2

1. Competition Resources Provided: Source materials

2. Task Deliverables: Animated poster

3. Submission Requirements: Participants must submit three versions of the poster—one static JPG file, one editable layered PSD file, and one animated version suitable for platform display.

4. Technical Specifications: The presentation should use a widescreen aspect ratio (16:9). Other formatting and layout styles may be determined by the team.

5. Required Content: Based on the provided materials and the outcomes from Task 1, develop a dynamic digital poster that meets user requirements. The submission must include:

(1) **Static Preview of the Animated Poster:** The static image should clearly illustrate motion design elements. Use shape tools (e.g., arrows for movement paths, color blocks for gradient zones) to annotate animation areas.

(2) **Animated Poster:** Should include a clear visual representation of interaction logic, such as user-triggered animations and editable placeholder areas for QR codes with fixed anchor points in the corners.

(3) **Review Highlights and Responsibility Allocation:** Within the PSD file, clearly mark key review checkpoints and indicate responsibility distribution for each part of the content.

(4) **Propose a review schedule with checkpoints and corresponding delivery dates.**

6. Important Notes: Submissions should be concise, logically structured, visually engaging, and purpose-driven, balancing professionalism with creativity to effectively achieve the intended goals.

Module C: Video Content Design and Production

(1) Project Objective

The charity plans to launch a series of short public service videos that promote environmental awareness through emotional storytelling and immersive audio-visual experiences on social media platforms. Participants are required to design compelling video content with strong viral potential, tailored to the unique nature of the charity's products. Each team must produce one 30–60 second video optimized for platforms such as YouTube and TikTok. The video must feature natural and seamless product placement. Two distinct sample video concepts should be proposed, each with a unique narrative approach.

(2) Task 1

1. Competition Resources Provided: Background materials and source assets

2. Task Deliverables: Creative concept proposal for the video

3. Submission Requirements: Final deliverables include two files (one

Word document and one PDF)

4. Technical Specifications: The format of the creative proposal is at the participant's discretion

5. Required Content: Analyze the requirements based on the provided materials, and prepare a comprehensive analysis and creative concept proposal.

(1) Identify the client's key expectations and underlying needs for the short video digital interactive media content by synthesizing the provided information and capturing the client's core message.

(2) Creative concept and planning: analyze the client's requirements and define the design scope (including types, styles, and more). Assess the specific demands of the short video distribution platforms—such as audience preferences and user behavior—and plan digital interactive features (visual interactions, user engagement, etc.). Outline the creative plan detailing elements like storylines, narrative flow, filming techniques, and editing styles. Deliverables should include, but are not limited to, user analysis, video structure, and script development.

(3) Feasibility and risk assessment: identify technical implementation approaches and potential challenges, assess risks the project may face, and propose appropriate mitigation measures.

6. Important Notes: Ensure that all files are properly formatted and clearly named, with a logical organizational structure. Maintain consistency in layout and formatting throughout all documents. Prioritize file security and create regular backups to prevent data loss.

(2) Task 2

1. Competition Resources Provided: Background information and source assets

2. Task Deliverables: Script copy and video files

3. Submission Requirements: Final submission must include four files —

one finalized video, a project folder containing Adobe Premiere Pro (PR) and After Effects (AE) files, and the script copy in both Word and PDF formats

4. Technical Specifications: Video resolution should be 1920×1080 (landscape) or 1080×1920 (portrait), with a bitrate of at least 15 Mbps; other format details can be determined by the participant.

5. Required Content: Create a short-form digital interactive video based on the provided materials and the outputs from Task 1, covering the following elements:

(1) Video file: Produce one of the two versions developed in Task 1, ensuring it clearly conveys the client's core message, including cultural elements and slogans.

(2) Review highlights and responsibility allocation: annotate the script with key review points and assign corresponding responsibility weights for each.

(3) Include proposed review checkpoints and delivery timelines.

6. Important Notes: Submissions should be concise, logically structured, visually engaging, and purpose-driven, balancing professionalism with creativity to effectively achieve the intended goals.

Module D: Interactive Animation Creation and Aggregation Optimization

(1) Project Objective

The charity organization aims to create a digital interactive media page centered on the theme of "World Environment Day." This will involve immersive, multimodal interactive animations and multimedia content to form a "watch - interact - share" loop, which enhances user engagement and drives public welfare outreach. Participants are tasked with producing a 60–90 second immersive interactive animation that reflects the features of a public-interest product. The animation should integrate images, videos, music, and text, incorporate basic user interaction points, and be optimized for dissemination on

mobile platforms (smartphones and tablets).

(2) Task 1

1. Competition Resources Provided: Background materials and source assets

2. Task Deliverables: Design proposal

3. Submission Requirements: The final submission should include two versions of the design proposal (1 in Word format and 1 in PDF format).

4. Technical Specifications: The format of the design proposal document is to be determined by the participant.

5. Required Content: Based on the provided competition materials, analyze the requirements and summarize the key points. Define the creative direction for the interactive content and write the design proposal.

(1) Extract the core requests and underlying needs of the client regarding the interactive animation content (consolidate the provided information and highlight the client's core values).

(2) Creative Concept and Planning: Analyze the brand tone provided by the client and outline the design constraints (such as the primary color palette, typography, and overall style). Assess any additional design requirements based on the platform for the interactive animation (audience preferences, user behaviors, etc.), which may include, but are not limited to, prototype designs, interaction layouts, animation scripting (with core page layouts and functionality descriptions), and interactive flowcharts (user paths and animation trigger points).

(4) Feasibility and Risk Analysis: Identify the technical paths for implementation and the associated challenges. Highlight potential risks and provide mitigation strategies.

6. Important Notes: Ensure that all files are properly formatted and clearly named, with a logical organizational structure. Maintain consistency in layout

and formatting throughout all documents. Prioritize file security and create regular backups to prevent data loss.

(3) Task 2

1. Competition Resources Provided: Source materials

2. Task Deliverables: The interactive animation must be submitted via the designated online platform.

3. Submission Requirements: This task must be submitted on the competition platform.

4. Technical Specifications: The interactive animation should include at least 3 interactive elements, have a first-screen loading time under 3 seconds, and consist of 6 to 12 pages. Content and structure can be freely determined.

5. Required Content: Based on the background materials and the concepts developed in Task 1, create the final version of the interactive animation, including the following:

(1) Final Interactive Animation: Choose one of the versions proposed in Task 1 and produce the completed animation. It should effectively convey the client's core messaging—such as product value, organizational culture, and campaign slogans.

(2) Review Points and Responsibility Mapping: Clearly mark key review items within the design and specify the responsible parties and their respective review responsibilities.

(4) Propose a review schedule with checkpoints and corresponding delivery dates.

6. Important Notes: The content should be concise, well-structured, visually engaging, and goal-driven. It must strike a balance between professionalism, creativity, and persuasive impact to ensure the campaign's effectiveness.

(3) Task 3

1. Competition Resources Provided: Source materials

2. Task Deliverables: An optimization proposal

3. Submission Requirements: Submit two versions of the final optimization proposal (one in Word format and one in PDF)

4. Technical Specifications: Define the format and structure of the proposal document freely

5. Required Content: Based on the competition background and the outputs from Tasks 1 and 2, and taking the client's needs into account, analyze the strengths and weaknesses of your interactive animation project and develop an optimization plan:

(1) Optimization Plan: Assess the current performance of the interactive animation in terms of smoothness, response speed, interaction logic, content originality, and visual appeal. Use these findings to generate a comprehensive optimization checklist.

(2) Capability Assessment Chart: Create a visual chart that includes strengths (e.g., strong visual impact, innovative motion effects), areas for improvement (e.g., cross-device adaptation, platform compatibility), risk factors (e.g., mobile OS updates, changes in platform protocols), and implementation difficulty. Use measurable data to demonstrate the feasibility behind optimization strategy.

6. Important Notes: Ensure that the document type and format are properly selected, file naming and organization are logical and consistent, layout and formatting are standardized throughout, and that proper file security and backup measures are in place. The content must be concise, well-structured, and logically coherent.



2024 BRICS Skills Competition (BRICS Future Skills Challenge)

