2025

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

Digital Interactive Media Design
BRICS-FS-34

Technical Description
(International Finals_Online)

July 2025

Contents

1. Introduction

1.1 Competition Name and Description

1.1.1 Official Name

The official name of this skills competition is the 2025 BRICS Skills Competition (BRICS Future Skills Challenge) – Digital Interactive Media Design. Competition Code: BRICS-FS-34.

1.1.2 Competition Overview

This competition is centered on the evolving trends in digital media technology and the core competencies required for key roles in related industries. Participants will be tasked with project planning, conceptual design, and digital content production based on the given market concepts, as well as the defined scope and constraints of the social context.

The required skills include creative planning, visual presentation design, interactive animation production, performance optimization, and project review. The competition reflects the real-world tasks of professionals working in digital interactive media design, aligned with occupational standards in the digital media industry. It also incorporates elements of emerging knowledge, technologies, and techniques. By promoting learning, training, assessment, and development through competition, the initiative lays a solid foundation for improving the skill levels of relevant professionals and advancing high-quality economic growth. It also seeks to foster a social ethos that respects labor, values skills, and celebrates innovation, while providing strong talent support for the development of next-generation information technologies across BRICS countries.

1.2 Purpose and Significance of This Document

This document outlines the standards applicable to this skills competition, including the evaluation criteria, methods, and procedures used to manage the event.

All experts and competitors are required to read and fully understand this technical guideline.

In the event of any discrepancies between versions in different languages, the Chinese version shall be considered authoritative.

1.3 Eligibility and Team Composition

This competition is conducted in teams. Each team must complete all assigned modules

within the specified timeframe.

A team is composed of three competitors and may be supported by one or two expert mentors.

2. Skill Standards

2.1 Overview of Skill Standards

Skill standards define the knowledge, comprehension, and practical competencies that reflect internationally recognized best practices in technical and vocational performance. They embody a global consensus on the expectations for job roles or occupations within industry and enterprise.

The purpose of the competition is to mirror these best practices and demonstrate the highest achievable standards. As such, the skill standards serve as a key reference for all training and preparation leading up to the competition.

The standards are organized into sections, each with its own heading and reference number.

Each section is assigned a percentage of the total score, indicating its relative significance within the overall standard. These percentages—referred to as "weightings"—collectively add up to 100. The weightings determine how marks are distributed in the competition's scoring criteria.

Only the competencies explicitly listed in the skill standards will be assessed through the competition tasks. These tasks are designed to reflect the standards as comprehensively as possible within the competition's practical constraints.

Where feasible, the scoring scheme will follow the designated weightings from the standards. A deviation of up to 5% is permitted, provided the overall balance of the standard's weight distribution is not altered.

2.2 Skill Standards

Key Competencies
1   Work Organization and Management

- Understanding and applying relevant principles, regulations, and standards for maintaining a safe work environment
- Developing sound practices for the storage, usage, and upkeep of equipment
- Utilizing effective methods and tools for project planning, scheduling, and setting priorities
- Recognizing the value of organized workflows, attention to detail, accuracy, and thorough quality checks
- Embracing the importance of continuous and proactive professional growth

- Creating and maintaining a workspace that is both safe and efficient
- Ensuring the confidentiality and integrity of all systems, data, records, and documents at all times
- Managing the procurement, operation, upkeep, and storage of tools and materials to guarantee optimal and sustained performance
- Reading, evaluating, interpreting, and clarifying the rights and responsibilities associated with various types of formal documentation
- Evaluating opportunities, expectations, and proposals in light of one's own professional capabilities to make transparent, well-informed decisions
- Selecting, implementing, and updating strategies for work planning, scheduling, and task prioritization
- Verifying that all required resources are readily available for active projects
- Enhancing client and stakeholder satisfaction by developing self-awareness, managing expectations, and improving personal efficiency and effectiveness
- Advancing one's professional knowledge through active research and continuous development

2	Communication and Interpersonal Skills

- Understanding and applying principles of cost management, budgeting, and pricing in relation to market conditions
- Recognizing the importance of verbal, listening, and written communication skills when interacting with clients, colleagues, and other stakeholders
- Employing effective communication and behavioral techniques to prevent misunderstandings
- Exercising discretion and maintaining confidentiality when dealing with clients and others
- Building and sustaining productive, collaborative relationships with colleagues and team members
- Adhering to established conventions and standards in software documentation
- Managing the full documentation process from receipt of a brief through to completion and handover of agreed deliverables, including record keeping and report preparation

		- Preparing for meetings with clients and team members
		- Gathering, clarifying, and validating client requirements
		- Receiving, interpreting, and clarifying briefs and specifications
		- Presenting and discussing options and alternatives
		- Negotiating timelines, costs, and fees with clients to achieve mutual agreement
		- Documenting and organizing client requirements efficiently
		- Applying project management methodologies and techniques
		- Effectively utilizing workplace organization and resources
		- Following instructions provided in relevant guidance documentation
		- Documenting progress at each stage of work
		- Providing clients with regular progress updates
		- Implementing both current recommended and final software solutions
		- Prioritizing tasks effectively
		- Assigning resources appropriately to tasks
3	**Digital Visual Design**	
		- Understand user requirements, business contexts, and competitor landscapes to clearly define different types of media content
		- Be proficient with commonly used creative tools and software
		- Identify and analyze target audiences, including their interests, needs, and behavioral patterns
		- Understand audience engagement across various platforms to select appropriate channels and content formats
		- Choose the most effective strategies and develop comprehensive content creation plans
		- Align content style with brand identity to build brand recognition and trust
		- Foster creativity and strong writing skills to produce compelling content
		- Apply fundamental principles of visual design
		- Demonstrate skills in video shooting and editing
		- Understand audio recording and editing techniques
		- Be familiar with the production workflows of various content types
		- Effectively plan and execute content creation tailored to user needs to ensure quality and impact
		- Apply color theory including selection of primary, secondary, and tertiary colors and achieving visual balance

	- Select suitable media content formats
	- Utilize creative tools and software proficiently
	- Analyze user needs to define clear target audiences
	- Select appropriate media platforms
	- Adhere to client brand guidelines ensuring consistency in content style and brand image
	- Produce clear, grammatically correct copy with engaging headlines
	- Create high-quality video content
	- Produce clear and high-quality audio content
	- Design and develop simple, user-friendly, and engaging interactive content
	- Perform thorough testing to ensure content is free from significant defects and meets all design specifications
	- Prioritize user data security by implementing necessary safeguards against data breaches and misuse
4	**Interactive Interface Design**
	- Demonstrate an understanding of fundamental user experience (UX) design principles
	- Apply effective methodologies in user interface (UI) design
	- Apply effective methodologies in user experience (UX) design
	- Facilitate stakeholder review sessions to evaluate prototypes and iterate designs based on constructive feedback
	- Enhance prototypes with refined visual design, including color schemes, iconography, and typography
	- Center all design activities around user needs to ensure the final product aligns with user expectations and practical requirements
	- Account for diverse user demographics, ensuring that designs are inclusive and accessible to all users, including individuals with disabilities
	- Maintain consistency in interface style, interaction models, and user workflows to reduce the learning curve and improve usability
	- Possess sharp insight and a deep understanding of current social trends and the media landscape
	- Develop effective digital media content strategies aligned with market demand and audience preferences
	- Deliver complete user interface and visual design solutions
	- Define clear and logical interaction flows that enable users to complete tasks seamlessly
	- Implement intuitive feedback mechanisms for success, failure, and system wait states
	- Adhere to design principles that prioritize simplicity, clarity, and visual appeal, ensuring

	well-structured layouts and harmonious color palettes
	- Use recognizable icons and legible typography to support accurate and efficient information delivery
	- Apply visual hierarchy strategically to guide user attention and enhance content navigation
	- Support multiple interaction modes (e.g., tapping, swiping, voice input) to accommodate different user preferences
	- Leverage information resources effectively for gathering, processing, and publishing content, demonstrating strong information integration skills
	- Exhibit strong communication, teamwork, and project management capabilities to lead teams in diverse production tasks
	- Ensure responsive and optimized interface performance across various devices—including smartphones, tablets, and desktop computers—and screen sizes
	- Tailor designs to the unique characteristics and usage patterns of different devices to enhance the overall user experience
5	**Performance Optimization and Retrospective**
	- Apply best practices in Search Engine Optimization (SEO) to improve discoverability
	- Leverage Social Media Optimization (SMO) strategies to enhance content visibility and engagement
	- Improve website speed through techniques such as image compression, caching, use of content delivery networks (CDNs), and minimizing HTTP requests
	- Optimize for mobile platforms using responsive design and a mobile-first approach
	- Conduct market research and competitive analysis for digital media products
	- Conduct project analysis and product planning
	- Use analytics tools like Google Analytics and social media insights platforms to track and evaluate content performance
	- Gather and analyze user feedback to continuously refine content quality and improve user experience
	- Enhance page loading speed and response time to ensure fast and seamless product access
	- Eliminate unnecessary resource usage to boost system performance and ensure product stability
	- Hold team retrospectives to evaluate strengths and weaknesses throughout the content creation and publishing cycle
	- Conduct data collection, analysis, and monitoring; implement promotion strategies; and oversee operations and management of media accounts

	- Monitor user feedback and operational metrics continuously to inform ongoing design improvements
	- Implement targeted optimization tactics, such as restructuring content, refining SEO strategies, and enhancing user experience
	- Establish a continuous improvement cycle by combining data analytics, key performance indicators (KPIs), user input, collaborative reviews, and actionable enhancements

3. Scoring Criteria

3.1 Scoring Methodology

The competition will be judged on-site by a panel of experts, organized and supervised by the chief expert. All scoring will be conducted in groups, in accordance with the competition's commitment to fairness, impartiality, and transparency. Participants will be assessed based on the deliverables embedded in their practical tasks. Judges will evaluate both technical performance and overall results, while also considering teamwork and professional conduct.

Any instance of cheating or rule violations during the competition will be addressed by the judging panel. Serious breaches will result in disqualification of the contestant's results.

3.2 Scoring Rules

1. Scores will be awarded incrementally for each task and totaled cumulatively. Individual contestant scores will not be recorded; only team scores will be considered.

2. Once a team submits their competition tasks or the allotted competition time expires, no further actions are permitted. Any additional operation will be deemed cheating.

3. Contestants who fail to comply with judges' rulings, disrupt the competition environment, engage in cheating, or commit other violations will face point deductions imposed by the chief referee. In severe cases, contestants will be disqualified, their scores will be nullified, and they will be removed from the competition venue.

4. Contestants must not mark competition results with any identifiers revealing team information. If such markings are discovered, the team will be disqualified from award eligibility.

3.3 Evaluation Criteria

The selection of standards and evaluation methods for the competition will be guided by the scoring scheme and the competition tasks.

The evaluation criteria cover, but are not limited to: application of relevant industry knowledge; fundamental skills in computer operation (including keyboard and mouse use) and office software; proficiency in operating the competition platform and associated software; effective use of interactive animation parameters, interactions, and logical configurations; basic competencies in graphic design, image processing, and video editing software; and the quality of the final output of the competition tasks.

4. Competition Tasks

4.1 General Considerations

Competition tasks—whether they consist of a single module or a series of independent or interrelated modules—are designed to assess the application of the knowledge, skills, and behaviors outlined in the Skill Specification.

In conjunction with the scoring scheme, these tasks aim to provide comprehensive, balanced, and realistic opportunities for evaluating and scoring against the standards. The alignment between competition tasks, the scoring scheme, and the standards is a critical measure of quality, reflecting the relationship between the standards and real-world job performance.

All competition tasks are strictly aligned with the defined standards and will not disrupt the internal balance of the scoring criteria.

Assessment of knowledge and understanding within the tasks is conducted solely through their practical application in real work scenarios.

4.2 Competition Task Format and Structure

The competition consists of four modules that are relatively independent but interconnected:

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

4.3 Time Allocation and Scoring Weight for Competition Tasks

Module	Duration (min)	Weight (%)
Module A: Requirements Analysis and Planning	60	20
Module B: Image Asset Design and Production	90	25
Module C: Video Content Design and Production	90	25
Module D: Interactive Animation Creation and Optimization	120	30
Total	360	100

4.4 Module Content and Assessment Criteria

The competition content is centered on the occupational definitions and primary job responsibilities, reflecting real industry practices. It incorporates relevant new knowledge, technologies, equipment, and skills to comprehensively evaluate contestants' overall industry application capabilities.

Module No.	Module Name	Key Assessment Criteria
A	Requirements Analysis and Planning	Contestants are required to analyze the provided task and background information, extract user needs, and develop appropriate solution plans.
B	Image Asset Design and Production	Contestants must apply their creativity to design icons, graphics, images, copy, and other elements that align with the brand identity, style, and current trends specified in the task.
C	Video Content Design and Production	Based on task requirements, initial creative plans, and supplied or self-sourced materials, contestants produce a performance video that meets the task goals, completing the video creation and optimization.

D	Interactive Animation Creation and Optimization	Contestants design interactive animation scripts and produce animation assets according to task requirements, integrating these with previously created content to form a cohesive work featuring copy, images, video, audio, and interactive animations, while analyzing and executing an optimization plan.

4.5 Sample Task Publication

Sample tasks for the competition will be published on the official website: http://www.brskills.com/jzzy/productjs.html.

5. Skill Management and Communication

5.1 Expert Panel

The skill panel comprises the Chief Expert, Deputy Chief Expert, and other expert members. They are jointly responsible for revising the technical documents related to the competition and overseeing ongoing skill management.

5.2 Pre-Competition Inquiries

Online communication will take place via instant messaging platforms or virtual meetings. Arrangements for any in-person meetings will be coordinated by the Chinese organizing body, which will announce the schedule accordingly.

6. Safety Requirements

6.1 Organizational Structure

1. A safety assurance team will be established for the competition, with the Director of the Competition Executive Committee serving as its leader. Each competition venue will appoint a safety officer, who will be fully responsible for all safety-related matters on site. In the event of an emergency, the safety officer shall organize rescue teams and professional emergency responders, and oversee the evacuation of personnel from the venue.

2. A coordination system will be established with relevant departments including public security, fire services, judicial administration, transportation, health, food safety, and quality supervision to ensure overall competition safety. Emergency response plans will be put in place to handle any unforeseen incidents efficiently. Dedicated communication lines will be

established for medical, firefighting, and security personnel, with designated contacts assigned for each. The venue safety officer will serve as the primary liaison for coordinating with these units. The competition venue layout and equipment setup must strictly comply with safety construction standards. The venue will be divided into clearly defined zones, with evacuation routes planned and marked in accordance with safety regulations.

6.2 Competition Safety Management

1. All competition equipment and facility installations must comply with safety construction standards. Electrical wiring and equipment installation must follow proper regulations and specifications.

2. Fire extinguishers must be installed in accordance with fire safety requirements, with designated personnel assigned to operate them in case of emergencies.

3. The competition regulations shall explicitly define applicable national or industry-specific safety standards, relevant regulations, and certification requirements for the occupational roles involved.

4. Prior to the competition, the Competition Executive Committee will conduct safety training for all judges and staff. In accordance with the Labor Law of the People's Republic of China and other relevant laws and regulations, a comprehensive safety accident prevention system will be established. Contestants will also undergo pre-competition training to prevent personal injury.

5. The Competition Executive Committee will implement a dedicated plan to ensure the security and integrity of the competition's task creation, storage, distribution, collection, and assessment processes.

6.3 Safety Management of the Competition Environment

1. Prior to the competition, the Competition Executive Committee will assign designated personnel to inspect the competition venue, accommodation facilities, and transportation arrangements, and issue clear safety guidelines. The layout of the competition venue, along with all equipment and devices used, shall comply with relevant national safety regulations. Simulated tests of the competition environment will be conducted to detect, document, and resolve potential issues. The hosting organization must eliminate any safety hazards in accordance with the committee's requirements before the event begins.

2. A security perimeter will be established around the competition venue to prevent unauthorized access and minimize the risk of accidents. Contestants will be provided with necessary labor protection measures based on the requirements of corresponding occupational roles. For high-risk operations, judges must remain vigilant and prevent contestants from making any unsafe or incorrect moves.

3. To ensure the smooth operation of the competition, the hosting organization will implement a comprehensive safety assurance system during the event, managed by dedicated teams for security, campus environment, and medical support.

(1) During the competition, all vehicles and personnel must present valid credentials for entry and proactively display them to on-site staff when requested.

(2) Judges shall supervise the entire inspection process of both hardware and software systems within the competition venue, and promptly identify, report, and intervene in case of any operational safety risks.

(3) Contestants must save their work frequently during the competition to prevent data loss in case of unexpected power outages.

(4) All personnel must strictly adhere to venue regulations; the competition area will be uniformly equipped with the required software and hardware environment. Contestants are prohibited from bringing personal storage devices, auxiliary tools, or mobile communication equipment into the competition venue.

(5) In the event of a safety emergency, contestants must follow the instructions of the security personnel and evacuate the area immediately via the designated emergency routes.

4. In areas of the competition venue with high pedestrian and vehicle traffic, the Competition Executive Committee and the hosting organization will install clear signage, deploy additional staff for guidance, and set up designated backup access routes.

5. During the competition, the hosting organization will strengthen staffing at critical venue management posts and maintain a detailed safety management log.

6. Before contestants enter their designated workstations and judges access the competition areas, the hosting organization must remind and ensure that no communication devices, photography or recording equipment, or unauthorized materials are brought in. Security screening equipment will be used to check all individuals entering restricted zones of the venue.

6.4 Living Arrangements and Support

1. During the competition, accommodation and meals for contestants and instructors will, in principle, be arranged by the hosting organization. The hosting organization shall respect the religious beliefs and cultural customs of contestants and instructors from ethnic minority groups, and make appropriate arrangements for their daily living and dietary needs in accordance with national policies on ethnic and religious affairs.

2. All accommodation facilities arranged for the competition must hold valid hotel or lodging operation licenses.

3. The Competition Executive Committee is responsible for ensuring transportation

safety during all organized visits and observation activities.

4. Except for essential safety-related restrictions, all national laws and regulations regarding personal privacy and individual freedoms must be strictly followed.

6.5 Responsibilities of Participating Teams

1. All participating organizations must provide personal accident insurance for their contestants covering the entire duration of the competition.

2. Upon team formation, each organization must implement management policies and provide safety training for all contestants and instructors.

3. Participating teams are required to maintain strict safety oversight of their members and coordinate closely with venue safety management.

6.6 Emergency Response

In the event of an accident during the competition, the person who discovers the incident must promptly report it to the Competition Executive Committee and take immediate steps to prevent further escalation. The Committee will activate the emergency response plan without delay to address the situation. Decisions regarding suspension of the competition due to serious safety concerns will be made by the Competition Executive Committee. A detailed incident report must be submitted by the Committee following the event.

6.7 Disciplinary Measures

1. If a major safety incident occurs during the competition, the hosting organization will be disqualified from organizing future events.

2. Participating teams found responsible for major safety incidents will be disqualified from receiving awards.

3. In the event that a participating team presents a major safety hazard and fails to take corrective action after reminders or warnings from competition staff, the team shall be disqualified from continuing in the competition.

4. Any staff member found in violation of safety regulations will be held accountable in accordance with applicable policies. In cases of serious misconduct resulting in a major safety incident, legal action will be taken by the judicial authorities.

7. Materials and Equipment

7.1 Technical Platform

This competition will use the "Beice Digital Interactive Media Design System" as its technical platform.

7.2 Competition Equipment List

1. Each contestant's PC must be equipped with the following hardware and software:

Equipment	Quantity	Notes
PC	One per contestant	CPU: I7-13700K or above GPU: NVIDIA RTX 4070 12GB or higher RAM: Minimum 32GB SSD: Minimum 1TB Monitor: 27-inch, 2K resolution, 60Hz or above USB: At least USB 3.0 ports Peripherals: Standard wired keyboard and mouse (including mouse pad) Over-ear headset (headphones)
USB Flash Drive	One per team	32GB or more (USB 3.0, backward compatible with USB 2.0)

3. The following software must be pre-installed on all contestant PCs:

| Category	Software	Notes
Operating System	Windows 10 64-bit	Professional Edition
Input Method	QQ Pinyin, QQ Wubi	Chinese version
Browser	Google Chrome	Chinese version
Competition Platform	Digital Interactive Media Design System V1.0	Developed by Beijing Beice Digital Technology Co., Ltd.
Productivity Tools	Microsoft Office / WPS Office	Chinese version
	Adobe Photoshop 2022	Chinese version
	Adobe Premiere 2022	Chinese version
	Adobe After Effects 2022	Chinese version
	Adobe Illustrator 2022	Chinese version

	Axure RP 9.0	Chinese version
	Format Factory	Chinese version
	Potplayer	Chinese version

7.3 Prohibited Materials and Equipment in the Competition Area

Contestants are not required to bring any tools or materials for this event. Any materials or equipment brought by other personnel must be declared and presented to the expert panel. The experts reserve the right to prohibit the use of any items unrelated to the assigned tasks or likely to provide an unfair advantage to participants.
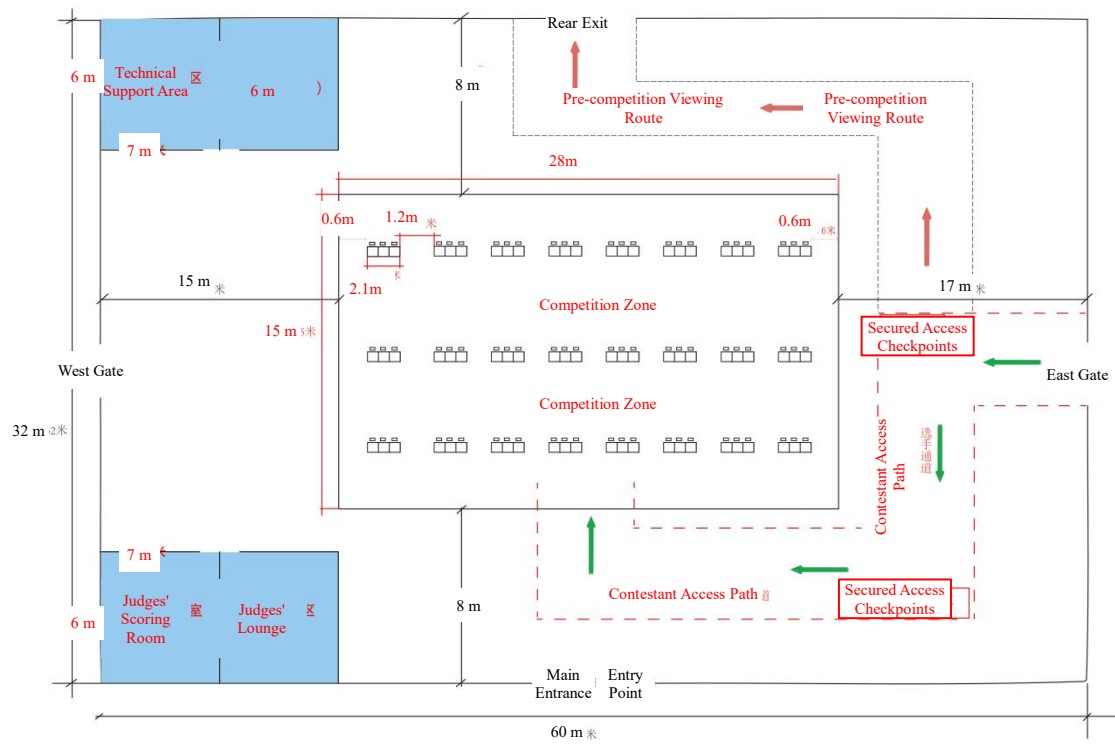
7.4 Recommended Layout of Workstations and Venue Areas

1. Workstation Layout: A clearly labeled layout diagram of the workstation must be provided, indicating detailed specifications including length and width. Example:
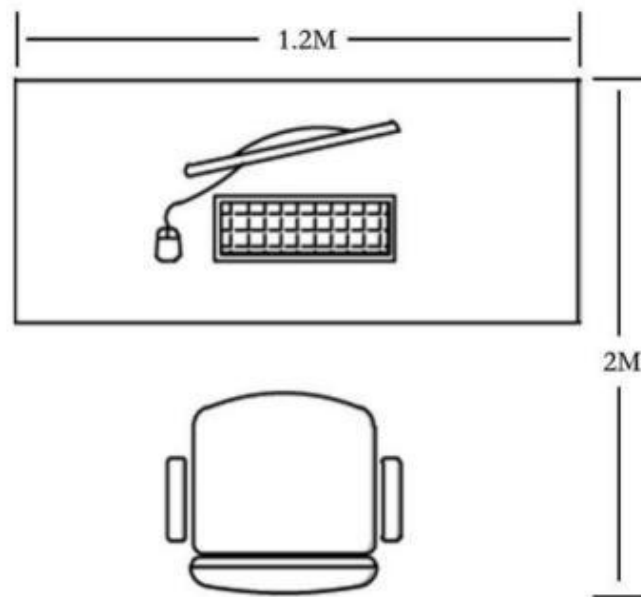
2. Venue Layout. Example:

Reference Diagram of the Venue Area