

Standards and Assessment Guide

Digital Media Interactive Design

Skill 45 – Digital Media Interactive Design

Introduction

Welcome to the Standards and Assessment Guide (SAG), a comprehensive resource designed to support excellence in assessment practices for all skills competitions hosted at the WorldSkills Competition. A key component of the SAG is the commitment to continuous improvement through ongoing review, ensuring that these guides consistently reflect the latest industry innovations and high standards of assessment in an open and transparent manner.

Purpose

The primary purpose of this guide is to provide a structured framework for the consistent and fair assessment of each skill competition. It aims to ensure that all assessments are conducted with a high degree of accuracy, reliability, validity, and reflect global industry standards. By adhering to these guidelines, assessors can maintain the integrity of the competition and uphold the high standards associated with WorldSkills.

Note: this guide is not a replacement for the Marking Scheme and should only be used as a reference when required during the assessment process. Competitors are not allowed to have a copy of this SAG in the workshop in either digital or paper form.

Scope

This document covers general assessment practices applicable to a diverse range of industry sectors including:

- Manufacturing and Engineering Technology
- Information and Communication Technology
- Construction and Building Technology
- Transportation and Logistics
- Social and Personal Services
- Creative Arts and Fashion

Each skill competition has its unique requirements and benchmarks, which are detailed within sections of this guide. The consistency of assessment across each skill is the overarching principle, ensuring a unified approach to evaluating Competitor performance to the highest standards.

Key Components

The guide is structured into several key components, each addressing critical aspects of the assessment process:

Assessment Principles and Objectives

- Emphasis on fairness, transparency, and objectivity in assessments.
- Alignment with global industry standards and best practices.

Assessment Methods and Tools

- Description of various assessment methods in Measurement and Judgement.
- Guidance on the application of appropriate assessment tools and equipment (if applicable).

Criteria and Benchmarks

- Examples of assessment criteria and aspects for each skill, outlining the expected competencies and performance standards.
- Benchmarks for different levels of proficiency i.e. Judgement award range 0, 1, 2, 3 or Yes/No criteria alongside clear measurable descriptors.

Expert assessment requirements

- Completion of the Access Programme.
- Approved Curriculum Vitae (CV).
- Reaching **100%** Expert preparedness.
- Full participation of online and in-person Mandatory Assessment Training (MAT).
- Completion of practical assessment testing at the Competition.

Quality Assurance and Improvement

- Monitoring and evaluation: Ensuring assessments are carried out correctly and produce reliable results.
- Continuous improvement: Using feedback from Experts and Skill Competition Managers to enhance future assessments.
- Periodic review: Regularly updating processes to reflect current industry and WorldSkills standards.

Implementation

For effective implementation, this guide should be used for guidance purposes only and in parallel with the Technical Description for each skill. Experts are encouraged to familiarize themselves thoroughly with both the general guidelines and the particular requirements of their respective skill areas. Collaborative efforts between the Skill Management Team, Experts, and Competitors are vital for achieving the ultimate goal of global skills development.

Conclusion

The Standards and Assessment Guide embodies the commitment of the WorldSkills movement to nurturing talent and promoting the highest standards of vocational education and training worldwide. By providing clear and comprehensive guidance, we aim to empower Experts to conduct marking and assessment practices that are not only rigorous and equitable but also inspiring and transformative for all participants.

Thank you for your dedication to upholding these standards and contributing to the success of the WorldSkills Competition. Together, we can continue to champion skills excellence and celebrate the achievements of talented individuals from around the globe.

Skill 45 – Digital Media Interactive Design

Measurement

Measurement is used to assess accuracy, precision, and other performance that can be measured objectively. It is used where ambiguity must be avoided.

The total marks allocated to measurement marking may vary from competition to competition depending on the Test Project.

Aspect	Sub Criterion name	Descriptor	Requirement
Measurement	Project analysis scheme: Document format	Documents are submitted in word, PDF version	Yes/No
	Project analysis scheme: Document page size	Document page size is A4	Yes/No
	Poster Production: File size, naming, submission	The vertical screen size ratio of the mobile terminal (9:16), the resolution is 1080*1920 pixels, named correctly according to the requirements of the task book, and submit the static poster jpg file and psd source file respectively	Yes/No
	Poster Production: logo placement	Place the campaign logo in the appropriate position in the poster	Yes/No
	Poster Production: Style requirements	The poster slogan in the poster fits the activity theme and activity characteristics	Yes/No
	Poster Production: Colour Specification	There is a gradient colour in the poster, which reflects the sense of science fiction and design, and the gradient colour has a grainy texture	Yes/No

Aspect	Sub Criterion name	Descriptor	Requirement
	Poster Production: Font Requirements	There are more than 2 fonts in the poster, accounting for $\geq 15\%$, and the poster title font design clearly reflects the cyberpunk font effect	Yes/No
	Poster Production: Slogan	The poster slogan in the poster fits the activity theme and activity characteristics	Yes/No
	Video script copywriting: File format, naming, commit	Document page size is A4; Name correctly according to the requirements of the task statement; The submission folder includes word version and PDF version	Yes/No
	Video into film: File size, naming, submission	The short video resolution is 1920*1080 or 1080*1920, the bit rate is ≥ 15 Mbps, the format is self-made, the output short video file format is MP4 format, and the size does not exceed 200MB. Name correctly according to the requirements of the task book, and submit 5 files (script copywriting WORD version *1, script copywriting PDF version *1, PR project folder *1, AE project folder *1, MP4 video file *1)	Yes/No
	Video into film: Core appeal	The video is a warm-up video for the Competition, which introduces the specific content of the Competition	Yes/No
	Video into film: Opening title	The title font design clearly reflects the cyberpunk font effect	Yes/No
	Video into film: Slogan	The video has campaign taglines related to the campaign theme and features	Yes/No
	Finished products of interactive animation works: Format of work	Horizontal or vertical screen, size ≤ 100 MB	Yes/No

Aspect	Sub Criterion name	Descriptor	Requirement
	Core appeal	There is relevant copywriting that attracts more people's attention and participation	Yes/No
	Style requirements	The whole work embodies cyberpunk style	Yes/No
	First screen loading	The main visual element (infinity symbol) is required to animate the rotation load effect	Yes/No
	Home Title	Title font production cyberpunk style font effect	Yes/No
	Social communication	Add "I want to enter" floating button	Yes/No
	Audio interaction	Background music switches with page progress	Yes/No

Judgement

Judgement is used to assess the quality of performance about which there may be small differences of view when applying the external benchmarks.

The Resources column in the table below may include all kinds/formats of resources such as: a link to a YouTube video, a website link, an illustration, a photo, a reference to a book, and so on. It needs to be as detailed as possible to show the differentiation between 0, 1, 2, 3.

Generic rules:

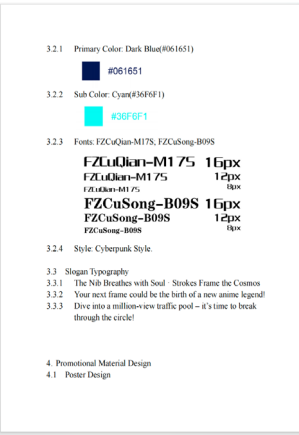
The assessment group comprises three Experts plus one Expert who acts as the supervisor. The supervising Expert will replace an Expert in the marking group to prevent compatriot marking.

The difference of the three Experts' scores may not exceed 1. If this is the situation the Experts must re-score until there is a maximum difference of 1. As long as the three Experts judge within 1, the result can be entered into the CIS.

The total marks allocated to judgement marking may vary from competition to competition depending on the Test Project.

Module A: Demand dismantling and planning

Aspect – Document panel

WSOS section as per TD	Score	Descriptor	Resource
Judgement	0	Poor typography quality, font selection, size, line spacing, spacing, kerning, matching are not well considered, or do not work well	
	1	The typography is acceptable. Some of the following factors are considered: type selection, resizing, line spacing, spacing, kerning, matching	
	2	The typography is of high quality. Consider font selection, resizing, line spacing, spacing, kerning, matching	
	3	The typography is excellent. Font selection, size, line spacing, spacing, kerning, matching are all carefully considered to meet excellent standards	 3.2.1 Primary Color: Dark Blue(#061651) #061651 3.2.2 Sub Color: Cyan(#36F6F1) #36F6F1 3.2.3 Fonts: FZCuQian-M17S, FZCuSong-B09S FZCuQian-M17S 16px FZCuQian-M17S 12px FZCuQian-M17S 10px FZCuSong-B09S 16px FZCuSong-B09S 12px FZCuSong-B09S 10px 3.2.4 Style: Cyberpunk Style 3.3 Slogan Typography 3.3.1 The Nib Breathes with Soul - Strokes Frame the Cosmos 3.3.2 Your next frame could be the birth of a new anime legend! 3.3.3 Dive into a million-view traffic pool - it's time to break through the circle! 4 Promotional Material Design 4.1 Poster Design

Aspect – Refine the core demands of customers

WSOS section as per TD	Score	Descriptor	Resource
Judgement	0	Failure to understand customer needs, or completely wrong, failure to provide valid information, or information deviates from customer needs.	Project Analysis Plan 1. Refine Core Requirements & Hidden Needs 1.1 Refine Core Requirements 1.1.1 Image Material Requirements 1.1.1.1 Apply Gradient colors are mandatory to enhance the sense of design. 1.1.1.2 Apply a floating "Learn More" button adaptable to multiple platforms. 1.1.2 Preheating Short Video Content Requirements 1.1.2.1 Strong impact visuals within the first 3 seconds to grab attention. 1.1.2.2 End the video by guiding users to post danmaku to wish for their submission style. 1.1.3 Interactive Animation Requirements 1.1.3.1 Real-time display of "current number of participants/work popularity rankings" in anime-style dynamics 1.1.3.2 Reserve a "Partners' Support" ad space at the bottom of the homepage (360×120px), coordinated with the main visual color scheme and decorated with a border for better visibility. Avoid using the word "advertisement". 1.2 Refine Hidden Needs 1.2.1 blend a sci-fi aesthetic with artistic vibes, the gradient colors Add some grainy texture, something that blends starry skies with cyberpunk aesthetics – it needs to stand out from other competition posters at first glance
	1	Only some requirements are acceptable, but they are incomplete or incorrect, but the customer's demands and task background are not comprehensively considered, and the requirements are scattered, lack of focus and inconsistent logic.	
	2	It can basically fulfil the core demands of customers, with clear ideas, accurate information, clear logic and smooth expression.	
	3	Accurately identify the core demands of customers, complete and clear, even with in-depth analysis or optimization suggestions, accurate information, clear logic and smooth expression.	

Aspect – Content targeting

WSOS section as per TD	Score	Descriptor	Resource
Judgement	0	There is no clear content positioning, unclear style and information, and the core demands cannot be conveyed.	2. Target Audience and Content Positioning 2.1 Target Audience: 2.1.1 A College Art Student 2.1.1.1 Age: 21 years old 2.1.1.2 User Interests: ACG Culture; Digital Painting; Hand Drawing 2.1.1.3 User like: ACG & Painting 2.1.2 A Independent Anime Creators 2.1.2.1 Age: 27 years old 2.1.2.2 User Interests: Game Original Art; ACG Culture; Social Media Content Creation. 2.1.2.3 User Like: Making Media & Game 2.1.3 Audience's Characteristics 2.1.3.1 Age: 18-35 years old 2.1.3.2 Interests: ACG Culture、 Game Original Art、 Digital Painting、 Hand Drawing、 Social Media Content Creation 3. Creativity Planning 3.1 Brand Style: Cool with young people; ACG Style. 3.2 Design Constraints
	1	There is a preliminary content direction, but the positioning is vague, the style and core information do not match, and the communication channels are unclear.	
	2	The content positioning is relatively clear, can match the target audience, and the style and message are basically consistent, but there is still room for optimization.	
	3	Accurate content positioning, style, audience, and information are highly compatible, which can effectively convey brand or product value.	

Aspect – Dynamic Poster Design

WSOS section as per TD	Score	Descriptor	Resource
Judgement	0	There is no complete visual scheme, the main design elements (main vision, typography, colour) are missing or the design is confused, and the information cannot be conveyed.	
	1	There is a preliminary visual scheme, but there are obvious problems in composition, typesetting and colour matching, and the dynamic effect lacks logic.	
	2	The visual elements are relatively complete, the overall layout and colour conform to the brand tonality, and the dynamic design is basically reasonable, but it can still be optimized.	
	3	Complete visual scheme, reasonable composition, clear typesetting, accurate colour matching, smooth dynamic effect, and highly compatible with the brand image.	

Module B – Design and production of picture materials

Aspect – Static poster layout

WSOS section as per TD	Score	Descriptor	Resource
Judgement	0	The layout of poster is messy and disorderly, and the content level is indifferent	
	1	The poster layout is slightly lacking, and the content level is not clear enough	
	2	The layout of the poster is basically good and the content is complete	
	3	The layout of poster is reasonable, coordinated and unified, and the content is distinct	

Aspect – Static poster ideas

WSOS section as per TD	Score	Descriptor	Resource
Judgement	0	Posters lack creativity, outdated forms of expression, and uncoordinated colour matching	
	1	Poster design is more conventional, colour matching is flawed	
	2	Poster creativity is average, colour matching is basically reasonable	
	3	The poster design is novel and unique, with reasonable colour matching, strong visual impact and excellent effect	

Module C – Video content design and production

Aspect – Video content quality

WSOS section as per TD	Score	Descriptor	Resource
Judgement	0	No story logic, blunt implantation, unrelated to the them	https://youtu.be/WmMwsUWy12w
	1	The story line is loose, the implantation is reluctant, and the audio-visual effect is average	https://youtu.be/wlmc--i8pTk
	2	Smooth narrative, natural implantation, audio-visual effects adapted to social media	
	3	Outstanding emotional narrative, strong immersive experience, and potential for communication fission	

Aspect – Application of motion effects and editing technology

WSOS section as per TD	Score	Descriptor	Resource
Judgement	0	No motion effect or rough editing (such as frame skipping, audio and video out of sync, etc.)	https://youtu.be/WmMwsUWy12w
	1	Basic editing (such as hard-cut transitions), simple but stuck dynamics	https://youtu.be/wlmc--i8pTk
	2	Smooth movement effects (such as zoom/mask), editing rhythm matching music, general etc.	
	3	Smooth movement effects (such as zoom/mask), editing rhythm to match music, adapting to mobile viewing	

Module D – Interactive animation production and aggregation optimization

Aspect – Animation effect of work

WSOS section as per TD	Score	Descriptor	Resource
Judgement	0	Animation is missing or seriously stuck, affecting the viewing experience	https://diimskill.com/v2/h5/3vnrt2/preview
	1	The basic animation is simple and mechanical, and the rhythm is dull and unchanged	
	2	The animation is smooth and natural, which can strengthen the transmission of key information	
	3	The animation design is creative and significantly improves the appeal of content	

Aspect – Work interaction effect

WSOS section as per TD	Score	Descriptor	Resource
Judgement	0	Interactive functions fail or operate completely unintuitively	https://diimskill.com/v2/h5/3vnrt2/preview
	1	Basic operations can be completed but feedback is sluggish and experience is stiff	
	2	Interactive response is timely, and operation guidance is clear and unambiguous	
	3	The interactive experience is silky and smooth, bringing a sense of surprise or desire to explore	

Aspect – Overall effect of the work

WSOS section as per TD	Score	Descriptor	Resource
Judgement	0	Interactive functions fail or operate completely unintuitively	https://diimskill.com/v2/h5/3vnrt2/preview
	1	Basic operations can be completed but feedback is sluggish and experience is stiff	
	2	Interactive response is timely, and operation guidance is clear and unambiguous	
	3	The interactive experience is silky and smooth, bringing a sense of surprise or desire to explore	