DIGINNOV2024© :
Digital Innovation International Competition 2024

PROJECT SPECIFICATION

01

Additive Manufacturing(3D Printing)

COMPETITION PROJECT

- The competition is divided into 2 Phases: the first part is the submission part of original Projects, the second part is presentation and defense the project.

- Each participating team combines digital technology and digital application direction to design and manufacture their own project. The project is presented in the form of physical models, and each participating team can choose their own theme or choose the corporate theme recommended by the organizing committee to complete. The submitted projects must be original and have not won awards in other related competitions. If there are any similarities, the relevant entries will receive 0 points.

SKILLS SPECIFICATION

Content	Format	Assessment points
Product Innovation Description	Scheme specification	1. Framework conditions for the solution; 2. The goal of the solution; 3. Technical solutions; 4. Functional description; 5. Safety index; 6. Operating instructions; 7. Explanation of the tool data used.
Product PPT Introduction	PPT file	1. Information collection and planning part; 2. The decision-making part of hardware and/or software usage (digitization); 3. Specific implementation part; 4. Work presentation part; 5. Time plan (the specific process from the production of the plan to the presentation of the work).
Product Video	Video file	1. Product production process; 2. 360 degree display or movement process of the product; 3. Simulation products also need to provide video introductions.
Declaration and Authorization	PDFfile	Attachment 1. Statement of Original Works. Attachment 2. Authorization Letter for Copyright Use of Works.

PRESENTATION & DEFENSE

- Each participating team prepares a presentation for 10 minutes,focus on describing the innovation of the project, the implementation process of the project, the final results, and reflection on improvement. Require clear statement, neat attire, and clear thinking. Then the expert meeting will raise 1-3 questions regarding the original project, Require the participating teams to answer expert questions. with an overall defense time of 10 minutes.

DETAILED DESCRIPTION

- 1. The format of the product innovation description is a doc file, which should not exceed 8 pages. The defense PPT is a powerpoint document that does not exceed 10 pages.

- 2. The product design should have an active file named: Project Name.

- 3. The product video file adopts MP4 format, with a size of no more than 100M, a video length of no more than 2 minutes, and a resolution of 720 × 576 (4:3) or 1024 × 576 (16:9).

- 4. The original statement of the work and the authorization letter for the use of the copyright of the work have been signed by participants.

- 5. Submission method for projects and related materials to: XXX

COMPETITION PARTICIPATION FORMAT

- 1. Qualification of the participating team and participants: The participants must be full-time students from regular vocational schools, colleges or universities, aged between 16 years old (born before January 1, 2007 and 28 years old (born after January 1, 1995).

- 2. Team formation requirements: participants must be from the same school and cross school team formation is not allowed.

- 3. Participants change: participants and instructors are not allowed to change at will after confirmation of registration. If the participating participants and instructors are unable to participate during the preparation process due to any reason, the school must provide a written explanation 10 working days before the start of the corresponding event, and after verification by the organizing committee office, they can be replaced; If a contestant is unable to participate in the competition due to special reasons, it shall be deemed as automatic waiver of their eligibility to participate.

- 4. Each school is responsible for reviewing the qualifications of its participating students and keeping copies of relevant proof materials for reference.

ASSESSMENT CRITERIA

Item №	Skill Matrix Section	Section importance in %
Job Description	1. No more than 8 pages 2. Word format file 3. Able to reflect the functionality and structure, usage value, cost savings, user-friendly design, teamwork, accident prevention, environmental protection, and innovation of the Project	10
Defense PPT	1. No more than 10 pages 2. Powerpoint electronic documents 3. Able to reflect the functionality and structure, usage value, cost savings, user-friendly design, teamwork, accident prevention, environmental protection, and innovation of the Project	10
ProjectDesign Model	1. STL format file 2. Name the file as "Print ProjectName" 3. Compared to similar Projects in the market, there are innovative features orinnovative sports function 4. Able to fully and clearly display the structure of the Project 5. The Projectis composed of multiple parts, reflecting the integrated design concept 6. More than 80% of the components that make up the Projectshould be 3D printed copies	20
ProjectVideo	1. MP4 format, size not exceeding 100M 2. Video length within 2 minutes 3. Assembly process of physical Projects 4. 360 degree display or movement process of physical Projects	10
Presentation and defense	1. The function and structure of the product can meet the preset requirements 2. The product has practical value 3. The product can reflect the design concept of cost saving 4. The product can embody the concept of humanized design 5. The design and production process of the product can reflect teamwork spirit 6. The design of the product can reflect accident prevention 7. The design of the product can reflect the concept of environmental protection design 8. The design of the product can reflect innovation and rationality 9. Fluent language, clear organization, and design and production process table	50

02

Virtual Reality

COMPETITION PROJECT

- The competition tasks will be announced in the form of a task book. The announcement method shall be subject to the notice of the organizing committee. The Participants will carry out product planning for the virtual simulation themed exhibition hall based on the requirements of the task book, including scene planning, content planning, functional planning, UI planning, and interaction planning. Then, they will complete the preparation of virtual reality materials, including 3D models, scene rendering, UI interface, video, images, audio, and other material production. Finally, they will complete the development of the participating works. The production time is one month, and the submission of the participating works should be completed within the specified time.

- The competition is divided into 2 phases: the first phase is the submission part of original projects, the second phase is presentation to explain the project, and the expert will assess the project base on the presentation which made by PPT slides.

SKILLS SPECIFICATION

Content	Assessment points
Functional design	1) Style selection: The scene style must be suitable for the characteristics of the theme chosen by the participating team. 2) Browsing mode: Each exhibition hall can be browsed sequentially to form a closed loop mode. The exhibition halls must be linked and redirected through answering questions and passing levels. 3) Hall directory: It must have the function of jumping to the hall directory. 4) Cover design: A horizontal cover (resolution: 1920 * 1080) must be designed, and the cover should match the theme and style of the exhibition hall. 5) Initial perspective: The initial perspective must be set appropriately to ensure that the exhibition hall title can be clearly seen after entering the exhibition hall. 6) Exterior design: The exhibition hall must be designed with exterior images that match the theme and style of the exhibition hall. 7) Video Science Popularization: Each exhibition hall in the exhibition hall must include a video display board, and the video content should match the theme of the exhibition hall. 8) Audio introduction: Each exhibition hall in the exhibition hall must have background music and commentary, and the background music style and commentary content should match the theme of the exhibition hall. 9) Exhibition Introduction: Each exhibition in the exhibition hall can be clicked, and after clicking, the exhibition title and text content will appear. 10) Exhibition Expansion: Each exhibition in the exhibition hall needs to have expansion resources, including but not limited to images, web links, videos, audio, PDF documents, 3D models, 360 panoramic views, and other forms. Each exhibition should include at least 2 forms of expanding resources, and the content of expanding resources should be in line with the theme of the exhibition. 11) Exhibition quantity: The total number of exhibitions in the exhibition hall shall not be less than 50. 12) Operation experience: The operation and use of the exhibition hall require smooth operation.
Material design	1) Material types: The materials used in the exhibition hall should be diverse, including but not limited to images, web links, videos, audio, PDF documents, 3D models, and 360 degree panoramic views. 2) Material quality: All materials in the exhibition hall must conform to the theme of the exhibition hall, and have appropriate proportions, clear and distinct content, correct content, and no watermarks. 3) Material duration: All video and audio materials in the exhibition hall are required to have a reasonable duration, with videos preferably not exceeding 5 minutes and audio preferably not exceeding 2 minutes. 4) Material Format and Size: All materials in the exhibition hall must meet the following format and size requirements: images should be in JPG format and the size should not exceed 500KB; The video is in mp4 format, with a size not exceeding 50MB; The audio is in MP3 format, with a size not exceeding 5MB; The document is in PDF format and the size does not exceed 10MB.

DETAILED DESCRIPTION

- 1. When creating content, various books, online resources, etc. can be referred to, but plagiarism of existing works is not allowed. If the similarity between the content of the work and the content of the existing verifiable works reaches more than 50%, the qualification of the contestant's score will be cancelled.

- 2. The content and the ideas and positions expressed in the competition works must comply with socially recognized values and moral standards, as well as national laws, regulations, and policy requirements. If it is found that the content of the work does not meet the requirements, the contestant's competition qualification will be directly cancelled.

- 3. The participating teams are required to send the *txt file* of their competition works to their email address which informed in the near future.

This email is only used for the release of competition tasks and submission of competition documents. The *txt file* cannot contain any information other than the website link of the competition work. The naming convention for the txt file is: school name - name of paritcipant 1- name of paritcipant 2.

COMPETITION PARTICIPATION FORMAT

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- 3. Participants change: participants and instructors are not allowed to change at will after confirmation of registration. If the participating participants and instructors are unable to participate during the preparation process due to any reason, the school must provide a written explanation 10 working days before the start of the corresponding event, and after verification by the organizing committee office, they can be replaced; If a contestant is unable to participate in the competition due to special reasons, it shall be deemed as automatic waiver of their eligibility to participate.

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ASSESSMENT CRITERIA

Scoring Rules No.	Maximum score	Weight score	Description of scoring rules
J1	5.00	—	Style selected:
		0	The style doesn't fit the theme and the exhibition hall model is confusing
		1	The exhibition hall model is average, and the style is close to the theme
		2	The exhibition hall model is more beautiful and the style is more in line with the theme
		3	The exhibition hall model is excellent and the style is in line with the theme
M1	5.00		Browsing mode
			1. 5 points for inter-exhibition hall link jumping; 2. 0 point for not jumping through the link;
M2	5.00		Branch hall catalog
			1. 5 points for having a branch hall catalog
M3	2.00		Cover design
			1. Cover picture needs to be replaced
M4	5.00		Initial perspective
			1. The title of the exhibition hall can be observed

ASSESSMENT CRITERIA

Scoring Rules No.	Maximum score	Weight score	Description of scoring rules
M5	5.00		Exterior design
			1. 5 points for replacement of exterior pictures
M6	3.00		Video science popularization:
			1. Video display boards are equipped to play videos in all exhibition halls.
M7	10.00		Audio presentation
			1. 5 points are scored if all exhibition halls have background music 2. 5 points are scored if all exhibition halls have narration
M8	5.00		Introduction to the exhibition paintings
			1. Title and text introduction are available for all exhibition paintings.
M9	5.00		Exhibition painting expansion
			1. 3 points for lack of expanded content within 1-10 paintings 2. 1 point for lack of expanded content within 11-30 paintings 3. 0 point for lack of expanded content beyond 30 paintings
M10	5.00		Number of exhibition paintings
			1. 5 points for those with 50 or more paintings in the exhibition 2. 3 points for those with 35-49 paintings in the exhibition 3. 1 point for those with 10-34 paintings in the exhibition 4. 0 point for those with 0-9 paintings in the exhibition

ASSESSMENT CRITERIA

Scoring Rules No.	Maximum score	Weight score	Description of scoring rules
J2	5.00	—	Operation experience
		0	More than half of the browsing operations cannot be performed
		1	50% of browsing operations can be completed with no errors in the process
		2	80% of browsing operations can be completed with no errors in the process
		3	All exhibition hall browsing operations can be completed smoothly with no errors
J3	5.00	—	Design expression
		0	There are repetitions or deviations of design logic and presentation angles in all exhibition halls
		1	There are repetitions or deviations of design logic and presentation angles in two exhibition halls
		2	There are repetitions or deviations of design logic and presentation angles in one exhibition hall
		3	The design logic and expression angle of each exhibition hall is perfect and reasonable.
M11	15.00		Comprehensive content of the exhibition gallery
			1. 5 points for each direction of the introduction to the theme content 2. 3 points for each incomplete or biased description of the direction of the introduction to the theme content.

ASSESSMENT CRITERIA

Scoring Rules No.	Maximum score	Weight score	Description of scoring rules
J4	5.00	—	Content design
		0	The theme is deviated by the contents of more than two exhibition halls
		1	The theme is deviated from by the contents of individual exhibition halls
		2	Inability to fully express the theme, duplication of content between different exhibition halls
		3	Different designs are available for each exhibition hall, allowing for a comprehensive presentation of the theme.
M12	5.00		Quantity of exhibition halls
			1. 5 points for at least 3 exhibition halls
M13	5.00		Material type
			1. 1 point for each type of material, up to a maximum of 5 points
M14	2.00		Material without watermarks
			1. 0 point for any material with watermarks

ASSESSMENT CRITERIA

J5	3.00	—	Image ratio
		0	More than 50% of the images are incorrectly scaled
		1	50% of the images are incorrectly scaled
		2	20% of the images are incorrectly scaled
		3	All images are in the right scale

COMPETITION PROJECT

- The content of this competition includes 5 modules which are:
    1. MERCHANT SELF MARKETING,
    2. PLATFORM ADVERTISING MARKETING,
    3. SEARCH ENGINE ADVERTISING PLACEMENT,
    4. OVERSEAS SOCIAL MEDIA MARKETING,
    5. AND MARKETING PROMOTION OPTIMIZATION.

- Participants firstly register SMART TRAINING platform and each team shall start the competition on a specific time during the final being held.

SKILLS SPECIFICATION

Competition Content	Positions Involved	Typical Work Tasks	Technical Skills
Merchant self marketing on site	Cross border e-commerce operation specialist Cross border e-commerce marketing specialist	Coupon Creation Fan marketing Discount marketing Scene matching EDM Marketing	Store operation capability Online marketing capabilities
Platform advertising marketing	Cross border e-commerce operation specialist Cross border e-commerce marketing specialist	Foreign trade direct train Product display window Star merging short chain Alliance marketing Top level booth	Store operation capability Online marketing capabilities
Search engine advertising placement	Cross border e-commerce operation specialist Overseas Promotion Specialist Cross border e-commerce marketing specialist	Search Engine Marketing Cognition Search engine promotion	Store operation capability Online marketing capabilities Search engine optimization capability
Overseas social media marketing	Cross border e-commerce operation specialist Overseas Promotion Specialist Cross border e-commerce marketing specialist	Overseas social media marketing awareness Overseas social media marketing and promotion	Store operation capability Online marketing capabilities Overseas marketing capabilities
Marketing promotion optimization	Overseas Promotion Specialist Cross border e-commerce marketing specialist Cross border e-commerce data analysis specialist	Business data analysis Store traffic analysis Product Data Analysis Order Data Analysis Market analysis	Store operation capability Data analysis capability

COMPETITION PARTICIPATION FORMAT

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ASSESSMENT CRITERIA

Module №	Skill Matrix Section	Section importance in %
1. Merchant self marketing on site	The module includes competition content related to coupon creation, fan marketing, discount marketing, scenario matching, EDM marketing, etc. It comprehensively examines students' skills in cross-border e-commerce coupon creation, fan marketing, discount marketing, scenario matching, EDM marketing, as well as their business sensitivity and market insight. This module designs a typical work task based on content such as self marketing within the merchant's website, with a total score of 10 points, accounting for 10% of the total score.	10%
2. Platform advertising marketing	The module includes competition content related to pay for performance, shop window, short link, affiliate marketing, top level booth, and it comprehensively examines students' platform rules, operation strategies, cross-border e-commerce operation decision-making and other skills. This module designs a typical work task based on platform advertising and marketing content, with a total score of 10 points, accounting for 10% of the total score.	10%

ASSESSMENT CRITERIA

Module №	Skill Matrix Section	Section importance in %
3. Search engine advertising placement	The module includes competition content related to search engine marketing cognition, advertising series management, advertising group management, advertising management, keyword management, advertising effect analysis, etc. It comprehensively examines students' skills in creating and managing search engine advertising series. This module designs a typical work task based on search engine advertising and other content, with a total score of 10 points, accounting for 10% of the total score.	1) Create a search advertising series; (2%) 2) Set up advertising series related information; (2%) 3) Set up advertising groups; (2%) 4) Set up advertisements; (2%) 5) Set budget; (1%) 6) Complete the creation of the advertisement. (1%)
4. Overseas social media marketing	The module includes competition content related to Facebook marketing, TikTok marketing, Instagram marketing, and comprehensively examines students' skills in creating and managing overseas social media marketing. This module designs a typical work task based on overseas social media marketing and other content, with a total score of 20 points, accounting for 20% of the total score.	1) Create an advertising series; (2 points) 2) Create an advertising group; (2 points) 3) Create advertisements; (1 point) 4) Complete the development of advertising placement on overseas social media platforms (requiring self-designed promotional description and images). (15 points in total, including 7 points for copywriting design and 8 points for image design)

ASSESSMENT CRITERIA

Module №	Skill Matrix Section	Section importance in %
5. Marketing Promotion Optimization	The module mainly optimizes the promotion of typical tasks such as self marketing on merchants' websites, platform advertising marketing, search engine advertising placement, and overseas social media marketing. It examines contestants' knowledge of overseas marketing promotion, skills in overseas advertising placement, as well as their innovation awareness, risk awareness, team collaboration, and other qualities. It can analyze store operation data and activity effectiveness data, adjust business strategies, and complete the overall store operation, and realize the improvement of store business performance. Based on the advertising effectiveness data, contestants can timely adjust and optimize strategies to improve store performance, and ultimately rank and score based on the actual performance of each team's store. The total score of this module is 50 points, accounting for 50% of the total score.	50%