Regional Championships "Mediamatics" 2025
General Description (06.12.2024)

1   Introduction

This document describes the frame and rules of the regional championships "Mediamatics".

The skill has the following parts:
- Social Media campaign idea and concept
- Static creative
- Motion creative

The regional competition is aimed at mediamaticians who are in their 2nd, 3rd or 4th year of training. You have a total of 3 hours available to complete the competition.

2   Bring your own device (BYOD)

Every competitor brings her/his own device. Adobe CC Master Collection (or comparable programs) as well as Microsoft Office should be installed to solve the tasks. You will get access to the web via WIFI. You may use royalty-free assets you find on web or generate visuals or other media using AI tools. You can use all the fonts you have on your device.

3   Rules

The following rules have to be satisfied to guarantee a fair competition:
- Communication with other candidates is forbidden.
- Communication with people over the web is also forbidden.
- Besides the restrictions mentioned above, you are allowed to browse the internet freely.
- Adobe CC Master Collection (or comparable programs) as well as Microsoft Office should be installed to solve the tasks.
- All tasks have to be done within the competition time (3 hours).
- The results have to be exported as a PDF, JPG, PNG, MP4 or MOV
- You can bring blank paper and a pen to make notes or sketches.
- The use of artificial intelligence is allowed (e.g. Chat GPT, midjourney, DALL-E, etc.)

4   Rating

The assessment grid is delivered with the description of the tasks.

5   Final remarks

This short description should allow you to well prepare for the competition. We wish you already good luck and success for this competition. Details for Fairness, BYOD etc. see in the General-Informations for the ICT Championships.