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走近迪士尼幻想工程师  
向行业大咖展示你的设计创意  
了解主题乐园行业  
赢取由主办方资助的访问  
华特迪士尼幻想工程  
的机会

# 迪士尼幻想工程挑战赛 上海

如需参阅往届迪士尼幻想工程挑战赛项目资料，请访问  
<https://disneyimagnations.com/past-projects/gallery/>  
获取更多详细信息，请扫描二维码访问挑战赛官网  
<https://shcorporate.shanghaidisneyresort.com/zh/category/creativity-zh>  
或发送邮件至：[shdr.imagnations.shanghai@disney.com](mailto:shdr.imagnations.shanghai@disney.com)

You can find prior Imaginations projects for reference here:  
<https://disneyimagnations.com/past-projects/gallery/>  
For more detailed information, please scan the QR code  
to visit the official competition website:  
<https://shcorporate.shanghaidisneyresort.com/zh/category/creativity-zh>  
Or email: [shdr.imagnations.shanghai@disney.com](mailto:shdr.imagnations.shanghai@disney.com)



## 迪士尼幻想工程上海挑战赛

上海迪士尼度假区于2018年首次推出迪士尼幻想工程上海挑战赛，用于寻找并培育新一代多元化的幻想工程师。受华特迪士尼幻想工程（WDI）于1991年在美国创立并主办的迪士尼幻想工程挑战赛的启发，本赛事致力于将迪士尼的最佳创意实践方式带入本地行业，并以此培养中国的年轻人才。多年来，来自多所高校的大学生踊跃参与，并借此机会向迪士尼幻想工程师展示了他们的才能，更有许多参赛学生成功获得了实习机会，实现了与幻想工程师们一同打造未来的主题乐园体验的梦想。

迪士尼幻想工程上海挑战赛自初始便吸引了大量高校学生参与其中，多名决赛选手加入上海迪士尼度假区成为实习生，且有多人正式成为了我们的演职人员及幻想工程师。今年，我们与十所国内高校合作，并期待更多优秀的设计创意人才参与其中。

迪士尼幻想工程上海挑战赛为学生们提供了展示他们的技术与才能的机会。在挑战赛中，学生们可以跨专业组队，运用各自专长和无限创意设计他们的项目。参赛团队需要充分发挥他们的艺术、技术及沟通技巧，运用图片/模型/游戏/视频等多种元素完成自己的作品，提交给来自创意和技术专业领域的评委。

\* 所有参赛项目都不会被用作实际主题乐园的开发，而仅作为华特迪士尼幻想工程—上海及上海迪士尼度假区寻找未来主题乐园设计人才的创意练习。

## About Disney Imaginations Shanghai

Disney Imaginations Shanghai was launched by Shanghai Disney Resort in 2018, with the purpose of seeking out and nurturing the next generation of diverse Imagineers. The competition is committed to bringing the best of Disney's creative practices to local industries and to cultivating young talent in China, and was inspired by the Disney Imaginations design competition, designed, created and sponsored by Walt Disney Imagineering (WDI) in the United States in 1991. Throughout the years, hundreds of university students have participated in this competition and had the opportunity to present their talents to Imagineers. Many have gone on to become Interns with Walt Disney Imagineering and fulfill their dream of working alongside Imagineers to create future theme park experiences.

Since its inception, Disney Imaginations Shanghai has attracted hundreds of university students to participate in the competition, and many of the finalists from the previous events have been offered internship opportunities at Shanghai Disney Resort, many going on to become official Cast Members and Imagineers at the resort. This year, we are continuing this competition with 10 local universities and colleges and we are looking forward to seeing more outstanding creative and design talents participate.

Disney Imaginations Shanghai is an opportunity for students to showcase their skills and talents through a design challenge. Students will work in interdisciplinary teams to deliver a concept leveraging their various artistic, technical and communication skills. Teams have to leverage their various artistic, technical and communication skills to prepare a submission, using varied platforms such as graphics/models/games/videos, to appeal to judges whose backgrounds include a wide array of creative and technical disciplines.

\* THESE PROJECTS ARE NOT INTENDED TO BE BUILT BY DISNEY BUT IN AN EFFORT FOR SHANGHAI DISNEYLAND RESORT TO SEEK OUT AND NURTURE FUTURE CREATIVE TALENTS.



## 参赛资格

- 年满18周岁，就读于下列院校之一的在校大学生：
  - 上海交通大学
  - 同济大学
  - 华东师范大学
  - 华东理工大学
  - 东华大学
  - 上海大学
  - 上海戏剧学院
  - 上海理工大学
  - 上海视觉艺术学院
  - 中国美术学院
- 每支参赛队伍须为2-4人，并来自同一所大学。
- 每位参赛队员必须现就读于下列学科之一，并由大学授权代表审核证明。  
仅供大致类别参考，具体学科列表可参见官网。

动画  
建筑  
大众传媒  
电脑科学  
建筑/项目管理  
创意写作/剧本写作/编剧  
设计  
工程  
艺术  
游戏设计/游戏开发  
平面设计/视觉传达  
插画  
工业设计  
多媒体互动设计  
室内设计  
景观建筑  
媒体制作（数字媒体，电视，电影）  
剧院设计和制作  
城市规划  
视觉艺术

## Who Can Enter

- Applicants must be at least 18 years of age and in one of the following universities:
  - Shanghai Jiaotong University
  - Tongji University
  - East China Normal University
  - East China University of Science and Technology
  - Donghua University
  - Shanghai University
  - Shanghai Theatre Academy
  - University of Shanghai for Science and Technology
  - Shanghai Institute of Visual Arts
  - China Academy of Art
- Teams must consist of at least two and no more than four participants within the same university.
- Each team participant must be currently enrolled in one of the disciplines listed below as verified and evidenced by an authorized representative of the university. The following list is for general reference only. For the list of specific disciplines, please refer to the official website.

Animation  
Architecture  
Communications  
Computer Science  
Construction/ Project Management  
Creative Writing/ Screenwriting/ Playwriting  
Design  
Engineering  
Fine Arts  
Game Design / Game Development Graphic Design / Communications Design  
Illustration  
Industrial Design  
Interactive Media Design  
Interior Design  
Landscape Architecture  
Media Production (Digital, TV, Film)  
Theater Design and Production  
Urban Planning  
Visual Arts /or Development

## 如何参赛

参赛队伍的队长需于2020年12月7日前代表全队在官网上在线提交参赛报名表。

提交参赛报名表后，符合资格的参赛队伍将于2020年12月11日收到邮件确认，开始项目设计。

所有符合参赛资格的队伍需于2021年1月25日前将最终参赛作品发送至比赛公共邮箱 [shdr.imaginations.shanghai@disney.com](mailto:shdr.imaginations.shanghai@disney.com)。

## 奖项设置

入围决赛的团队及所在院校的授权代表将在上海迪士尼度假区收获一整天的沉浸式体验，包括：

- 由幻想工程师带领深度参观体验上海迪士尼乐园
- 华特迪士尼幻想工程工作坊，学习了解迪士尼公司，主题乐园行业，及其设计技巧
- 迪士尼大学 — 演讲技巧培训讲座
- 有机会参与上海迪士尼度假区的实习面试
- 面对幻想工程师和上海迪士尼度假区管理层做最终陈述演示，并角逐冠/亚/季军

前往华特迪士尼幻想工程进行学习观摩，此外还将有机会：

- 实地参观华特迪士尼幻想工程上海办公区
- 获得上海迪士尼度假区的实习机会
- 现金奖励

\* 受全球疫情影响，访问华特迪士尼幻想工程的时间和地点等具体信息将另行公布。

## How to Enter

The team leader must submit the registration form on the official website on behalf of the entire team before December 7, 2020.

Upon submitting the registration form, teams who are qualified for the competition will receive an email confirmation by December 11, 2020 to proceed with the project design.

All qualified teams will finish their designs and send the final submissions to the competition's public email at [shdr.imaginations.shanghai@disney.com](mailto:shdr.imaginations.shanghai@disney.com) by January 25, 2021.

## Incentive

Finalist Teams, accompanied by their corresponding authorized university representatives, will win an immersive one-day trip in Shanghai Disney Resort, including:

- In-depth tour of Shanghai Disneyland guided by Imagineers
- Walt Disney Imagineering workshops to learn more about The Walt Disney Company, the theme park industry and related design skills
- Disney University — training sessions on presentation skills
- Possible opportunity to join in the interview for an internship at Shanghai Disney Resort
- Final presentation to Imagineers and leadership of Shanghai Disney Resort to compete for first/second/third place

The winning team will receive a Shanghai Disney Resort-funded behind-the-scenes tour to the Walt Disney Imagineering, and:

- A site visit to the Walt Disney Imagineering Shanghai Office
- Internship opportunity at Shanghai Disney Resort
- Cash prize

\* DUE TO THE PANDEMIC SITUATION, DETAILS INCLUDING THE TIME AND LOCATION OF THE VISIT TO THE WALT DISNEY IMAGINEERING WILL BE ANNOUNCED AT A LATER DATE.