

# 设计挑战赛

## Design Challenge

迪士尼体验以其世界级的主题乐园、度假区、游轮及众多娱乐胜地，赢得了全球家庭的热爱与欢迎。

如今，我们诚邀您踏上一段非凡的创意之旅，将迪士尼的卓越实践，融入大都市的交通体系之中。打造一场独一无二的迪士尼式交通体验，从车站/站点到车辆设计，充分彰显城市的多元风采，同时做到便捷通达、绿色环保且趣味横生。

Disney Experiences has world class theme parks, resorts, cruise ships, and other entertainment venues that are highly popular with families from all around the world.

We challenge you to take what Disney does best today and apply it to transportation within a major city. Your uniquely Disney transportation experience should include station/stops and vehicle designs that reflect the diversity of the city, and are accessible, energy-friendly, and fun.

### 关键注意事项：

#### Key Considerations:

- 每位参赛者均需参与故事讲述，故事应紧扣项目主题，并体现参赛者本人在项目中发挥的作用。将根据个人以及团体表现进行评审。
- 讲述一个适合家庭的故事。
- 请勿在作品的任何部分使用迪士尼或任何第三方的IP（知识产权）。
- 请勿使用第三方设计素材库中的任何数字产品。
- 参赛者不得在参赛作品中使用或包含通过任何人工智能系统（包括但不限于ChatGPT、Stable Diffusion、Dall-e或类似系统）创建或生成的任何材料。
- Every participant will be required to tell his/her story as it pertains to this project and the role he/she plays in it. Judging will be based on both an individual and group basis.
- Tell a family friendly story.
- Do not use Disney IP (Intellectual Property) or any 3rd party IP in any part of your submission.
- Do not use any digital goods from 3rd party design assets database.
- Participants may not use or include any materials created or generated by any artificial intelligence systems (including, but not limited to ChatGPT, Stable Diffusion, Dall-e, or the like) in their submissions.