s82 multimedia

capython 2026

capython goal

To simulate real-world multidisciplinary agency collaboration under time pressure - combining strategy, design, storytelling, technology, and execution.

team goals

Each team will:

1. Create a name and brand identity for you team's agency

2. Develop a full agency response and solution

3. Present a 5-minute maximum video pitch

This is a strategic, creative, and execution-focused challenge

individual goals

Each team member will:

1. **Identify a Capyskill to target for personal improvement**

   Recommended Skills:

   NGE3: Collaborate Effectively
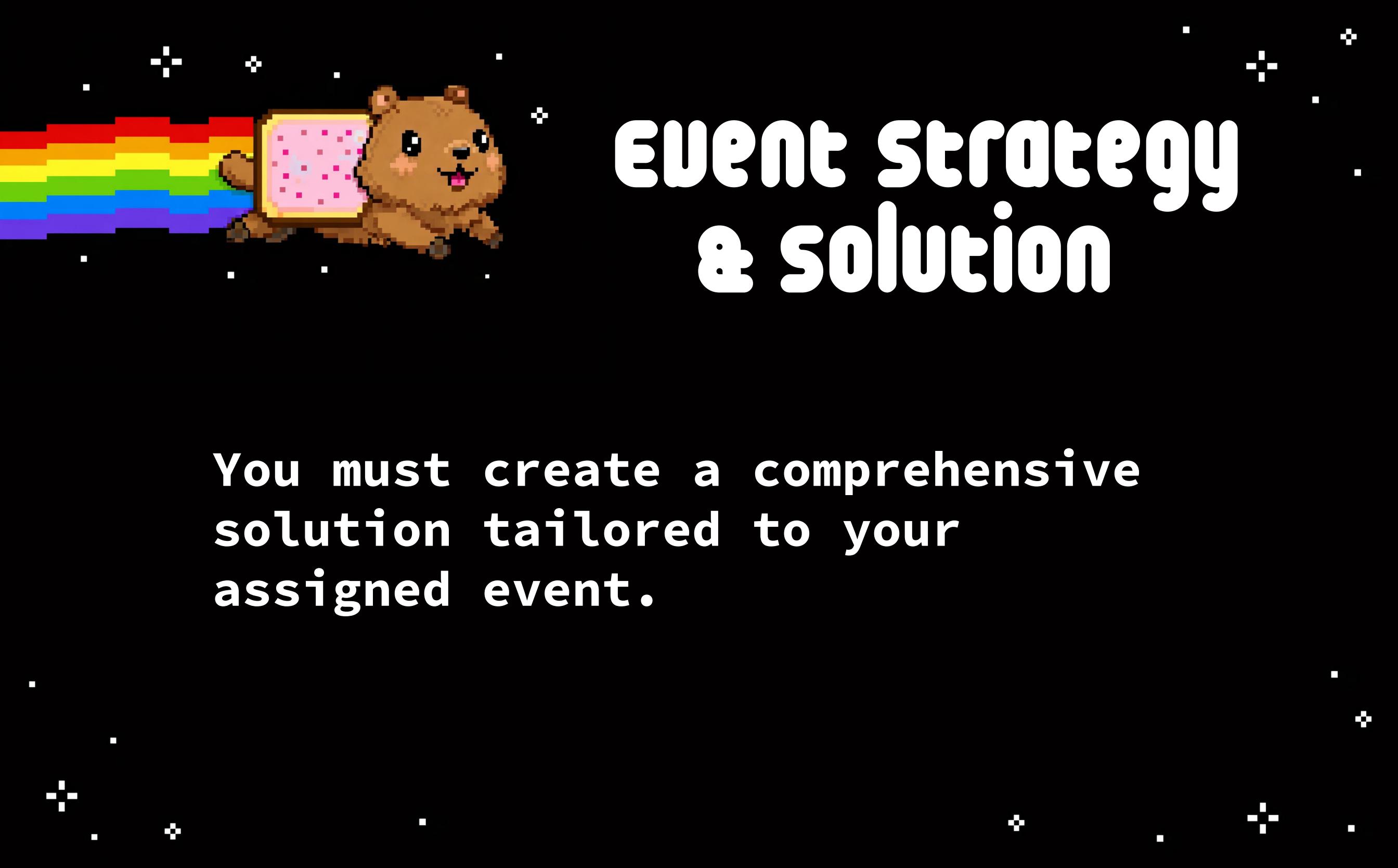
   VA.1: Creating Design Projects

   PD.3: Demonstrate Social Skills & Awareness

2. **Track and record evidence of your improvement throughout Capython and make sure it linked to your team project**

agency identity

- **Agency name**

- **Logo / visual identity system**

- **Brand voice**

- **Mission statement (clear positioning)**

Event Strategy & Solution

You must create a comprehensive solution tailored to your assigned event.

Event Strategy & Solution

Your response should include:

- Event branding direction
- Strategic positioning
- Key audience definition
- Experience design approach
- Media/promotion strategy
- At least one core design execution (relevant to your agency type)

emerging technology component

Every agency must integrate at least ONE emerging technology element into the event solution

emerging technology component

- AR / VR

- AI-generated interaction

- Interactive installation

- Real-time data visualization

- Projection mapping

- NFT / digital collectible strategy

- Smart wearables
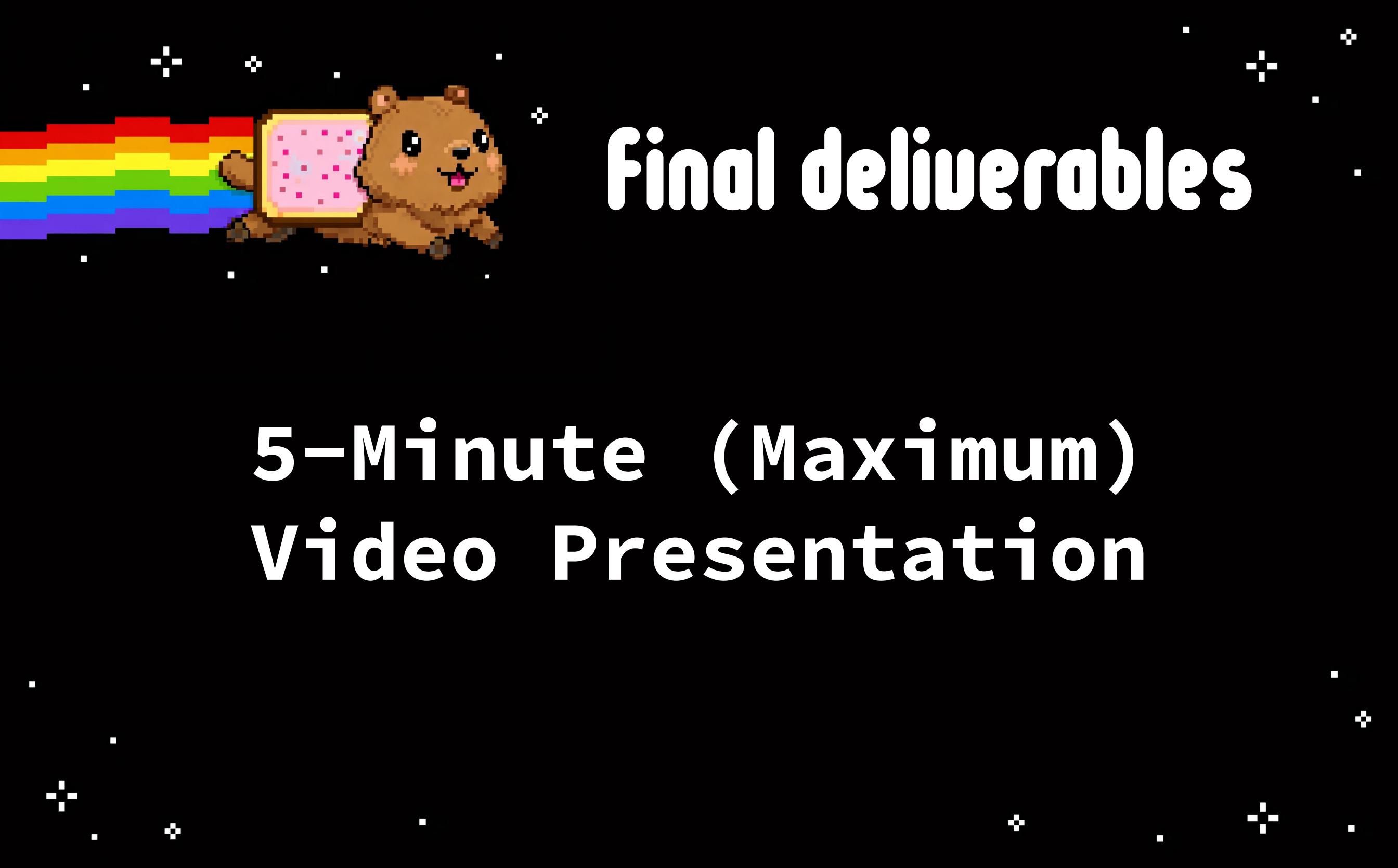
- Generative design

- Interactive web experience

Final deliverables

Project

Final deliverables

Promotional Website

Final deliverables

5-Minute (Maximum) Video Presentation
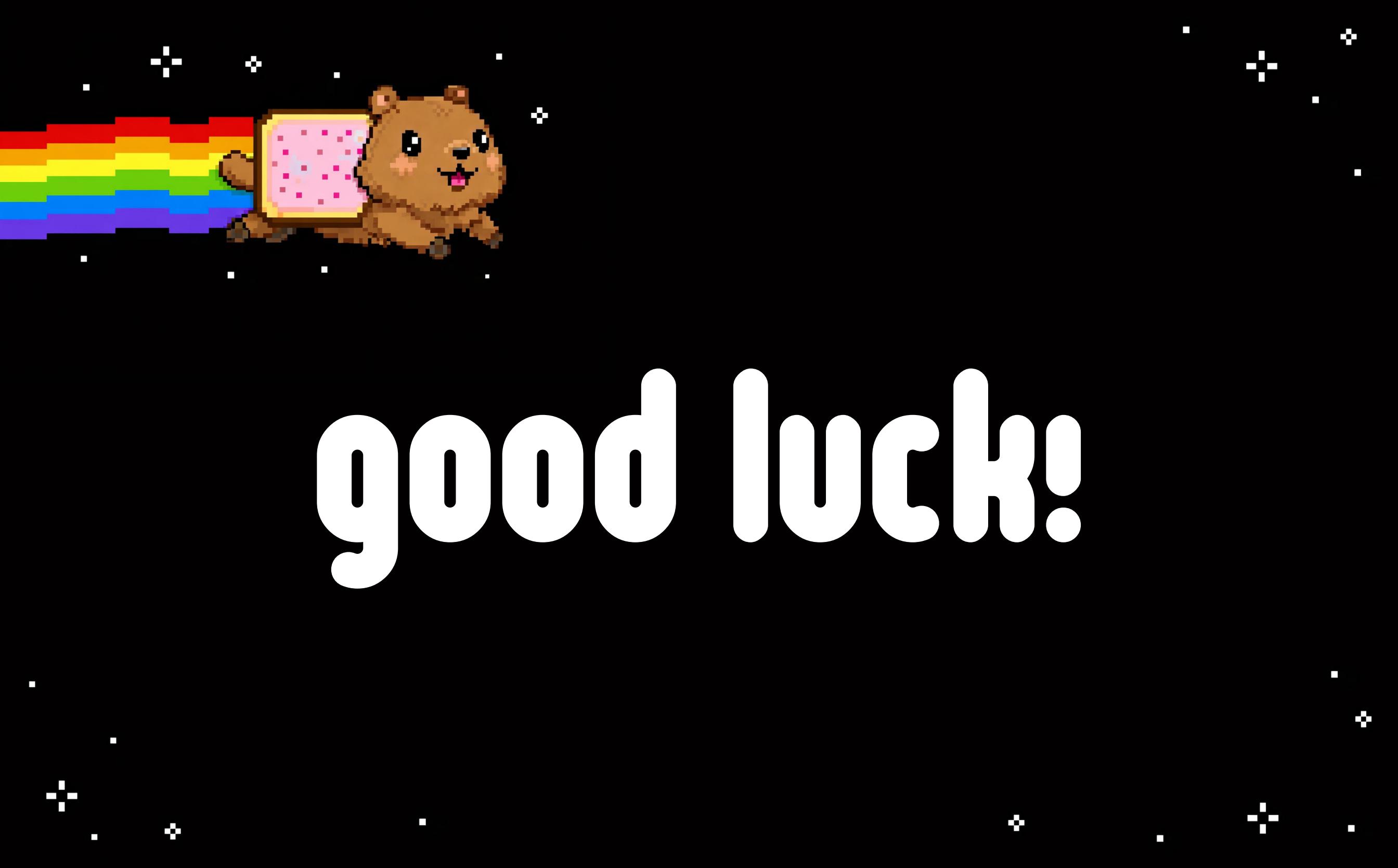
Final deliverables

Your video must:

- **Introduce your agency**
- **Present your strategic thinking**
- **Showcase visual concepts**
- **Explain the emerging tech component**
- **Demonstrate how your solution makes the event successful**

Final deliverables

Your work will be evaluated on:

- Strategic thinking
- Creative innovation
- Brand cohesion
- Technical integration
- Feasibility
- Clarity of communication

good luck!