

TENCENT WORLD CUP 2018



AUGUST, 20 2018

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TENCENT | WORLD CUP 2018 | DESIGN LANGUAGE





TTT GB TENCENT FONT

SAMPLE PARAGRAPH TEXT

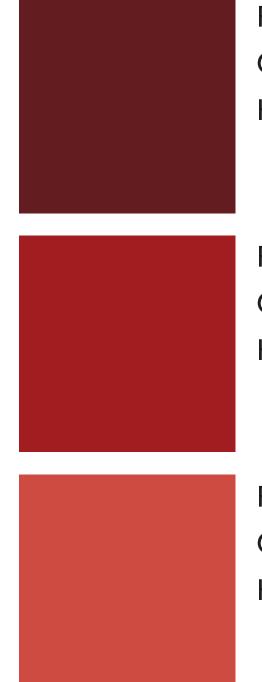
FIFA世界杯是世界上影响最大的体育赛事之一,影响 着世界各国,本届东道主俄罗斯也不例外。俄罗斯只 用了四个月便获得了国际绿色标准认证。

0123456789

TENCENT | WORLD CUP 2018 | TYPOGRAPHY

TYPOGRAPHY





RGB 99, 29, 33 CMYK 35, 90, 77, 51 HEX #641D21

RGB 61, 29, 32 CMYK 23, 100, 100, 21 HEX #A11D20

RGB 206, 75, 66 CMYK 3, 84, 77, 3 HEX #CE4B42



TENCENT | WORLD CUP 2018 | COLOUR PALETTE



RGB 20, 22, 46 CMYK 90, 84, 50, 65 HEX #14162E

RGB 2, 21, 145 CMYK 99, 90, 30, 19 HEX #021591

RGB 69, 96, 195 CMYK 372, 61, 21, 3 HEX #5B6793

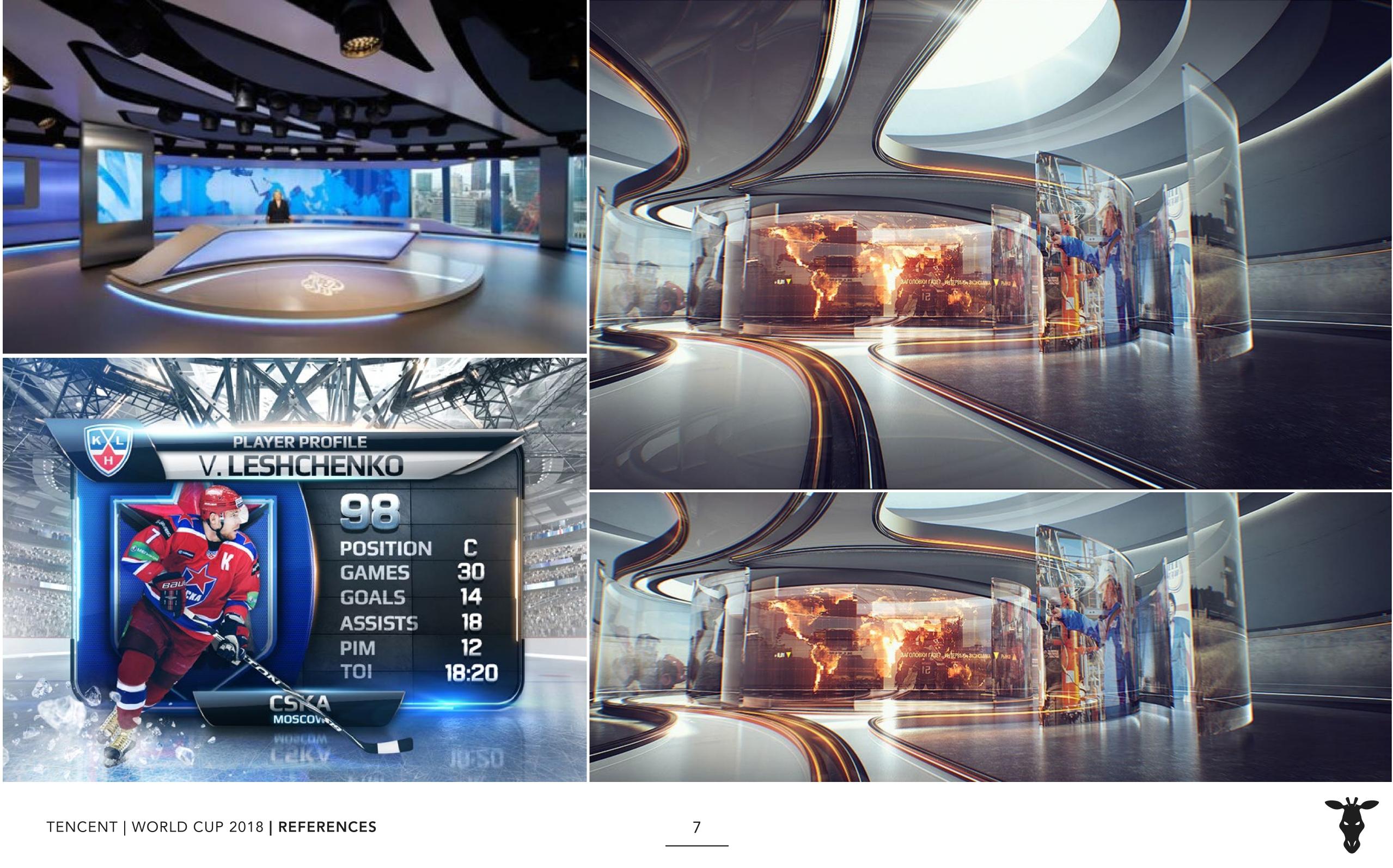
RGB 32, 39, 40 CMYK 69, 63, 62, 58 HEX #323232

RGB 30, 30, 30 CMYK 46, 38, 39, 3 HEX #8E8E8D

RGB 209, 209, 209 CMYK 17, 13, 13, 0 HEX #D1D1D1



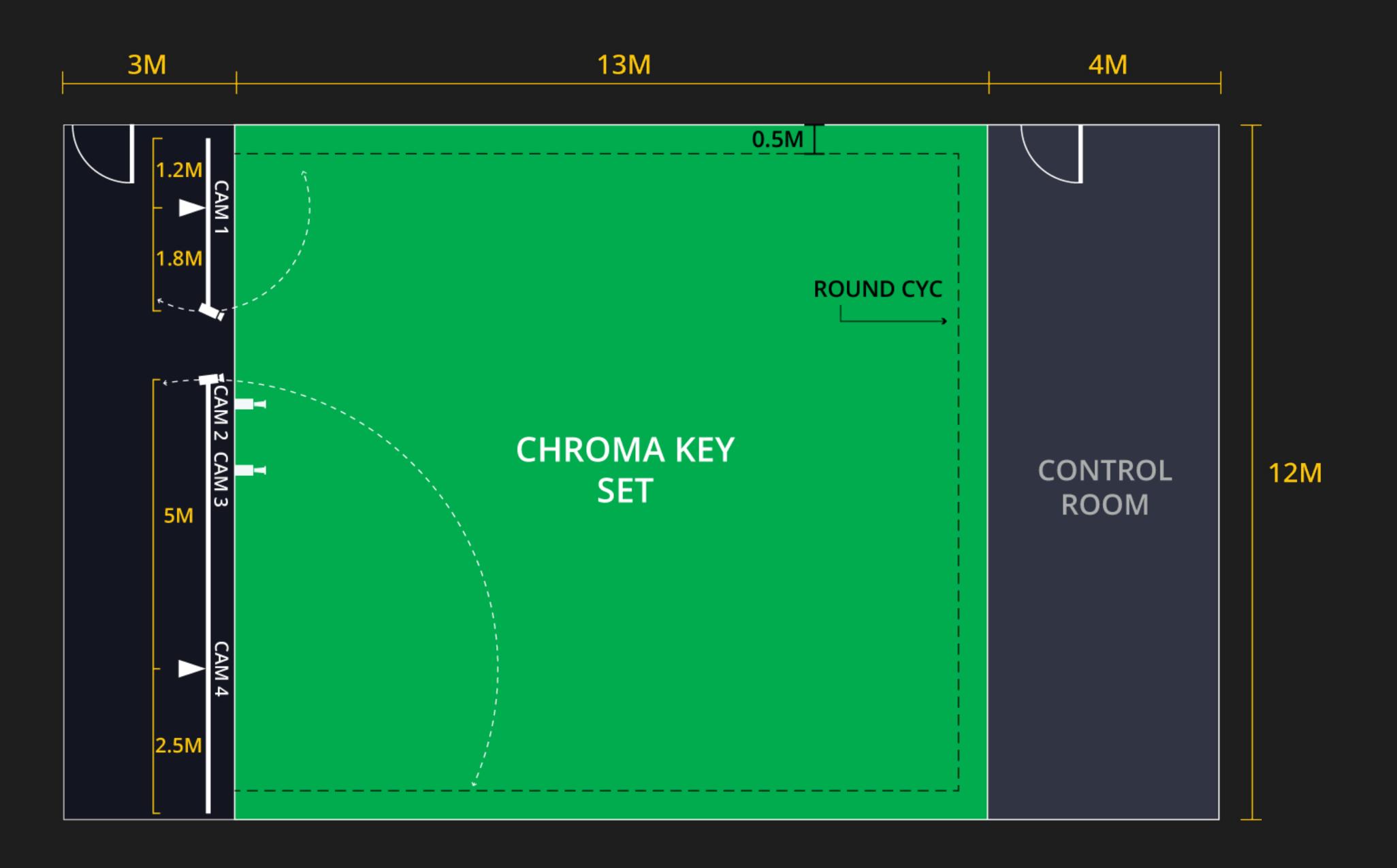




AUGMENTED REALITY VIRTUAL SET

TENCENT | WORLD CUP 2018 | VIRTUAL SET

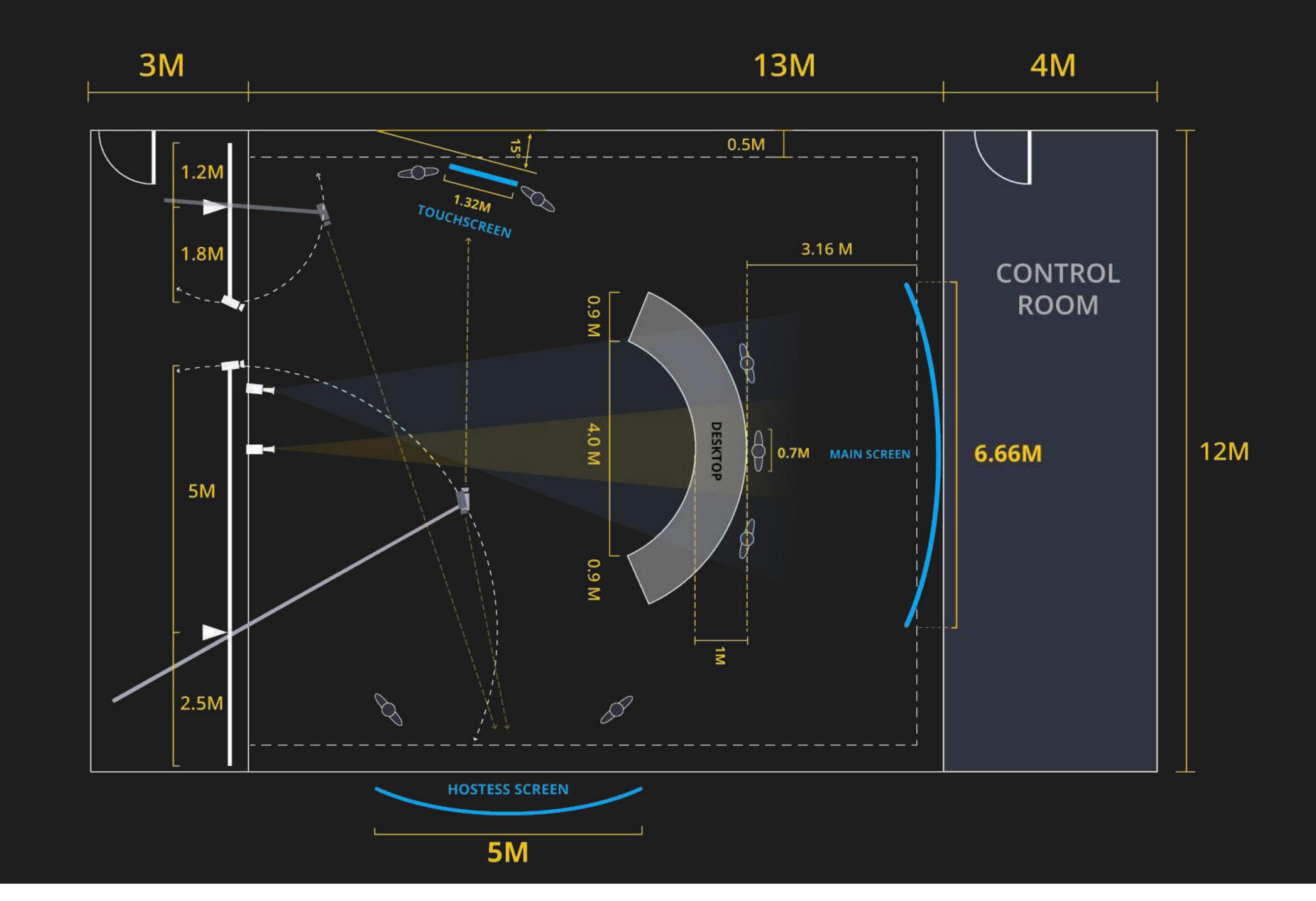




TENCENT | WORLD CUP 2018 | VR SET BLUEPRINT



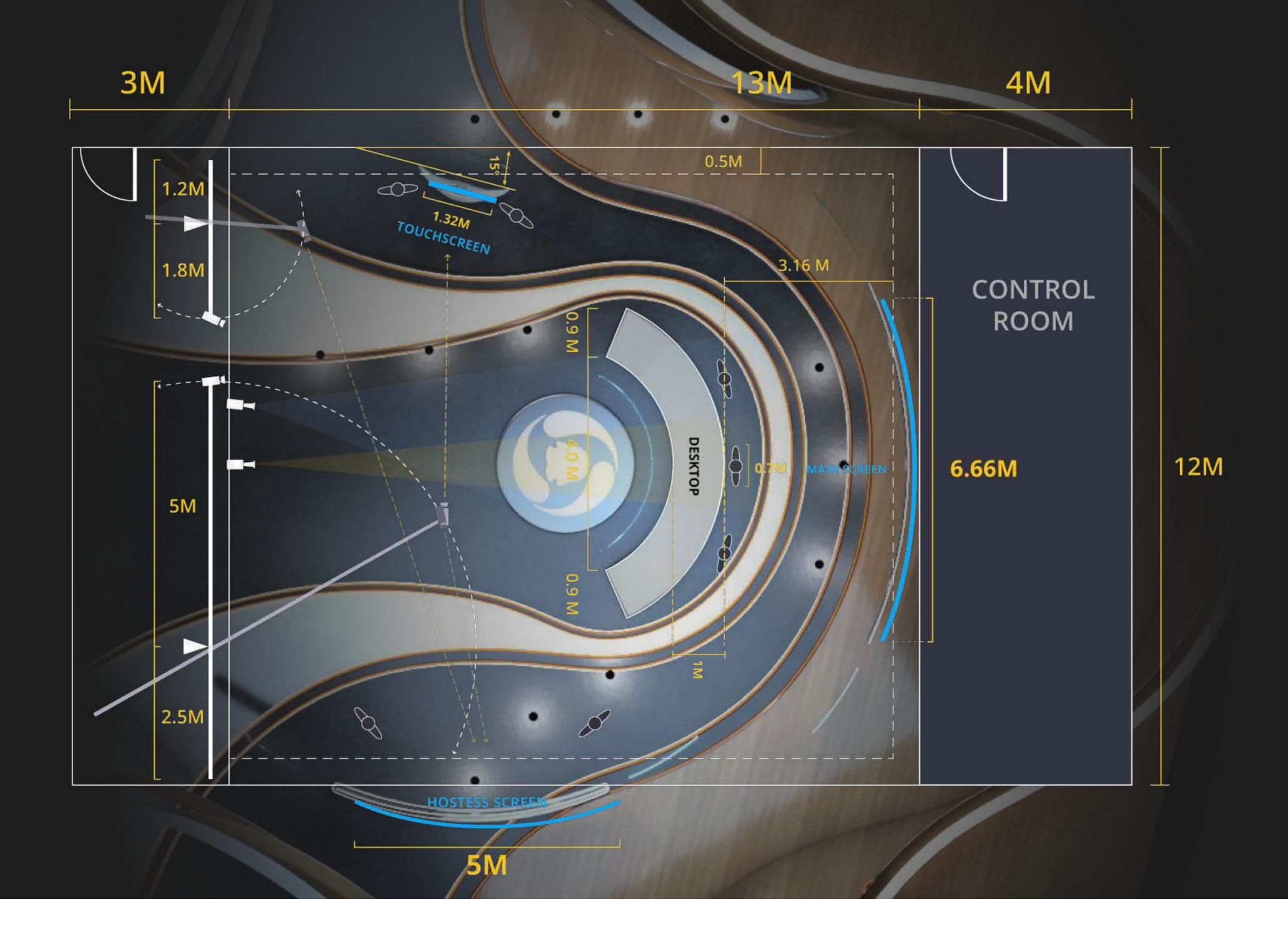
TENCENT | WORLD CUP 2018 | VR SET BLUEPRINT



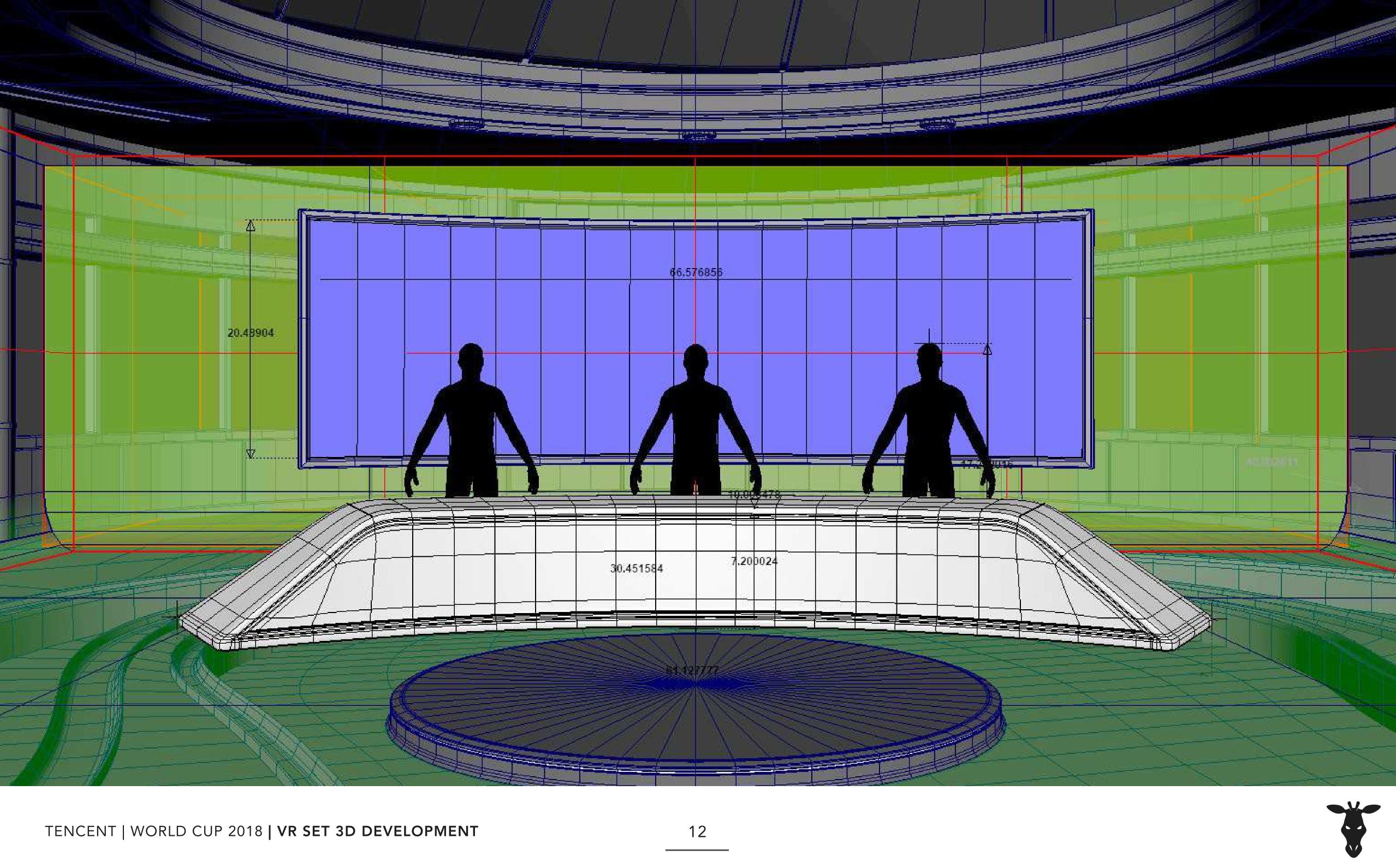
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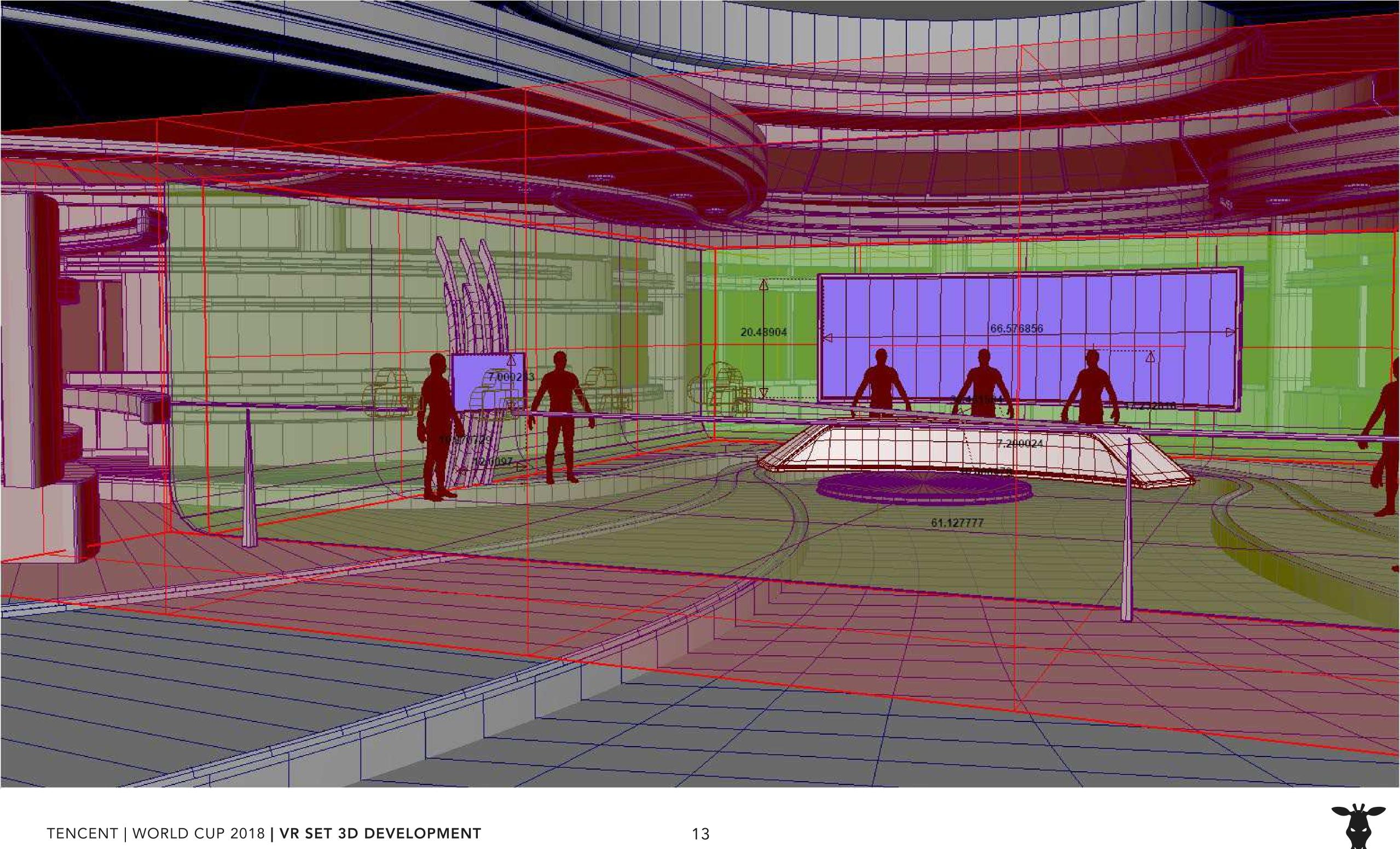


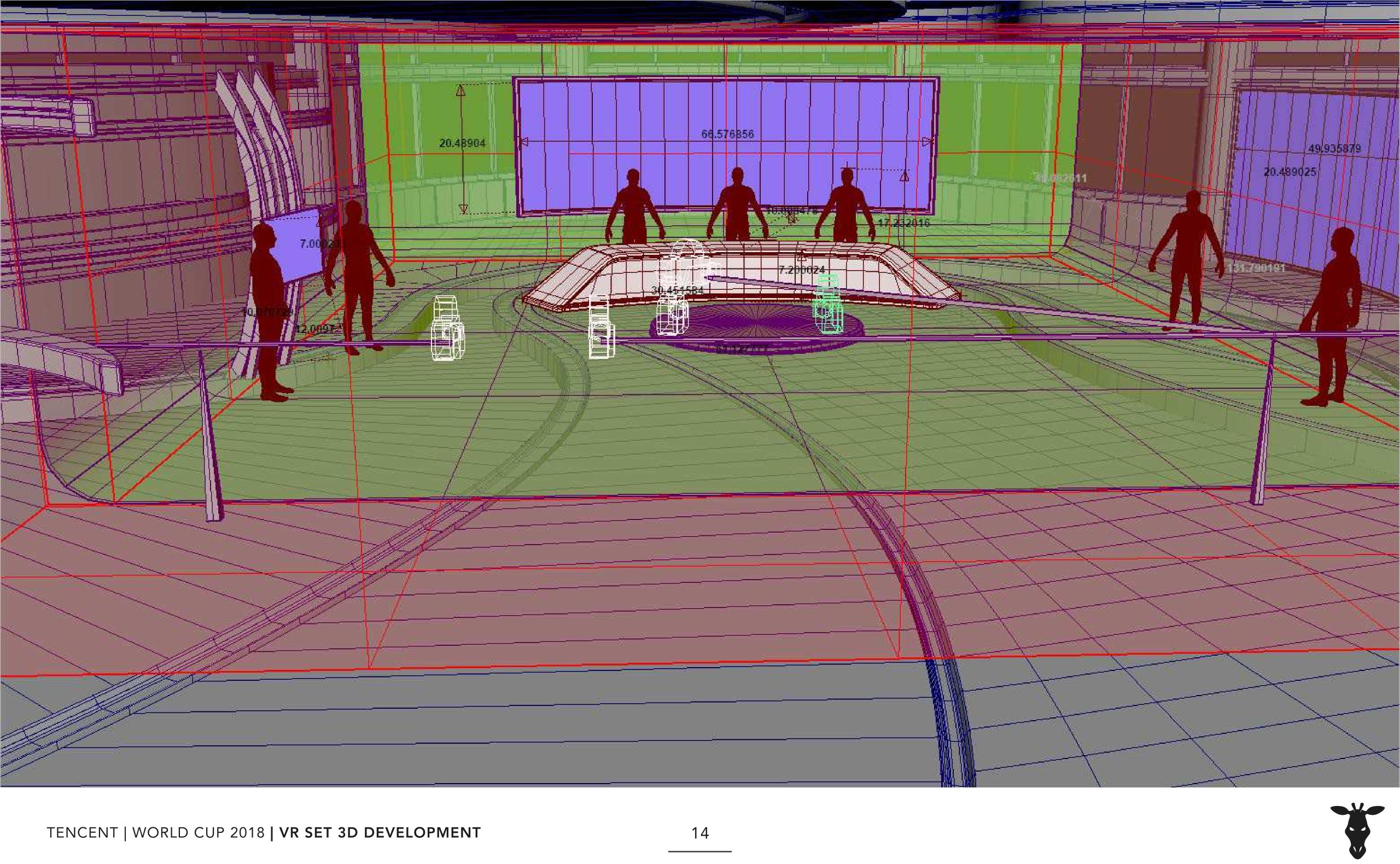
TENCENT | WORLD CUP 2018 | VR SET BLUEPRINT



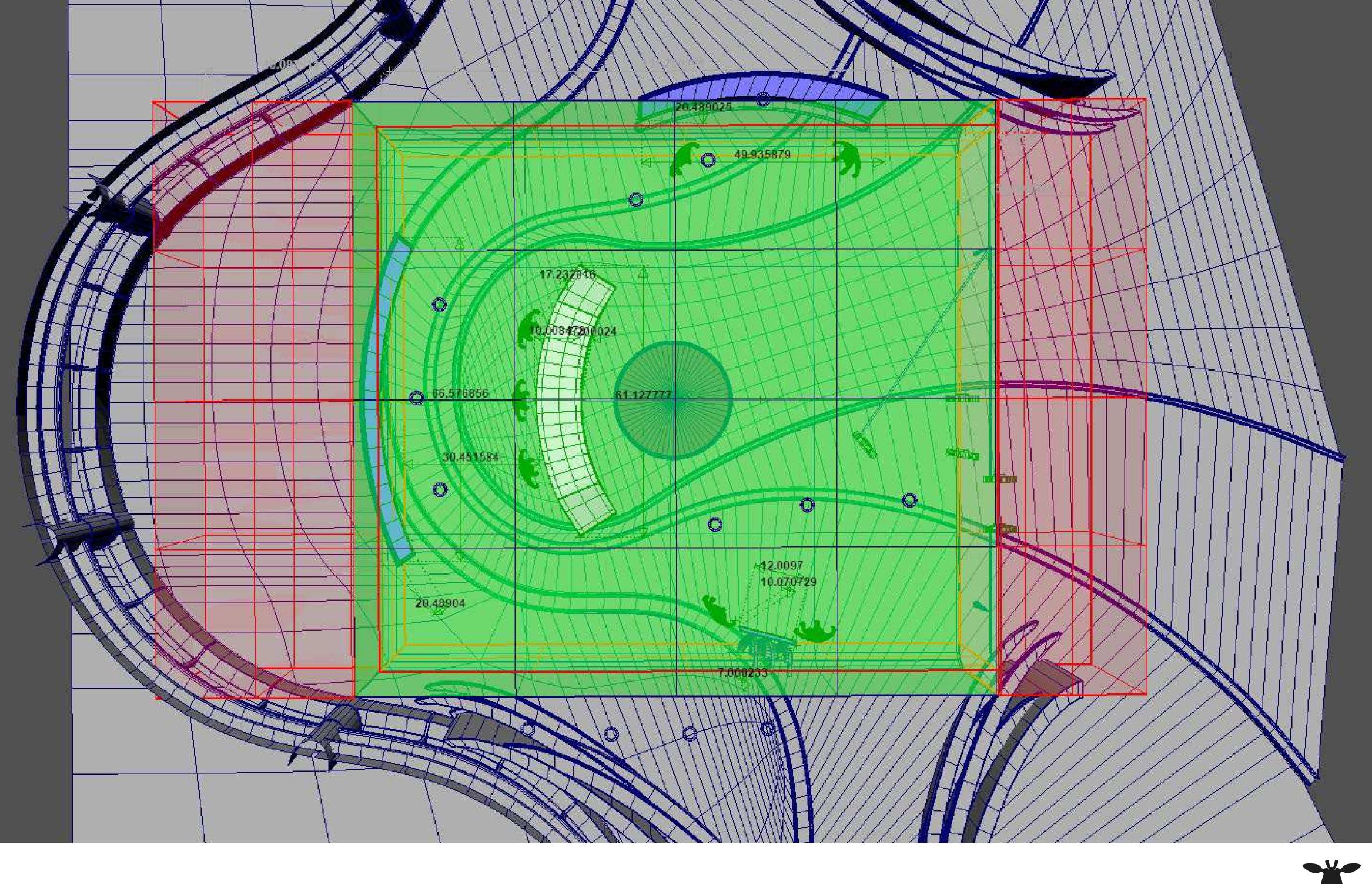




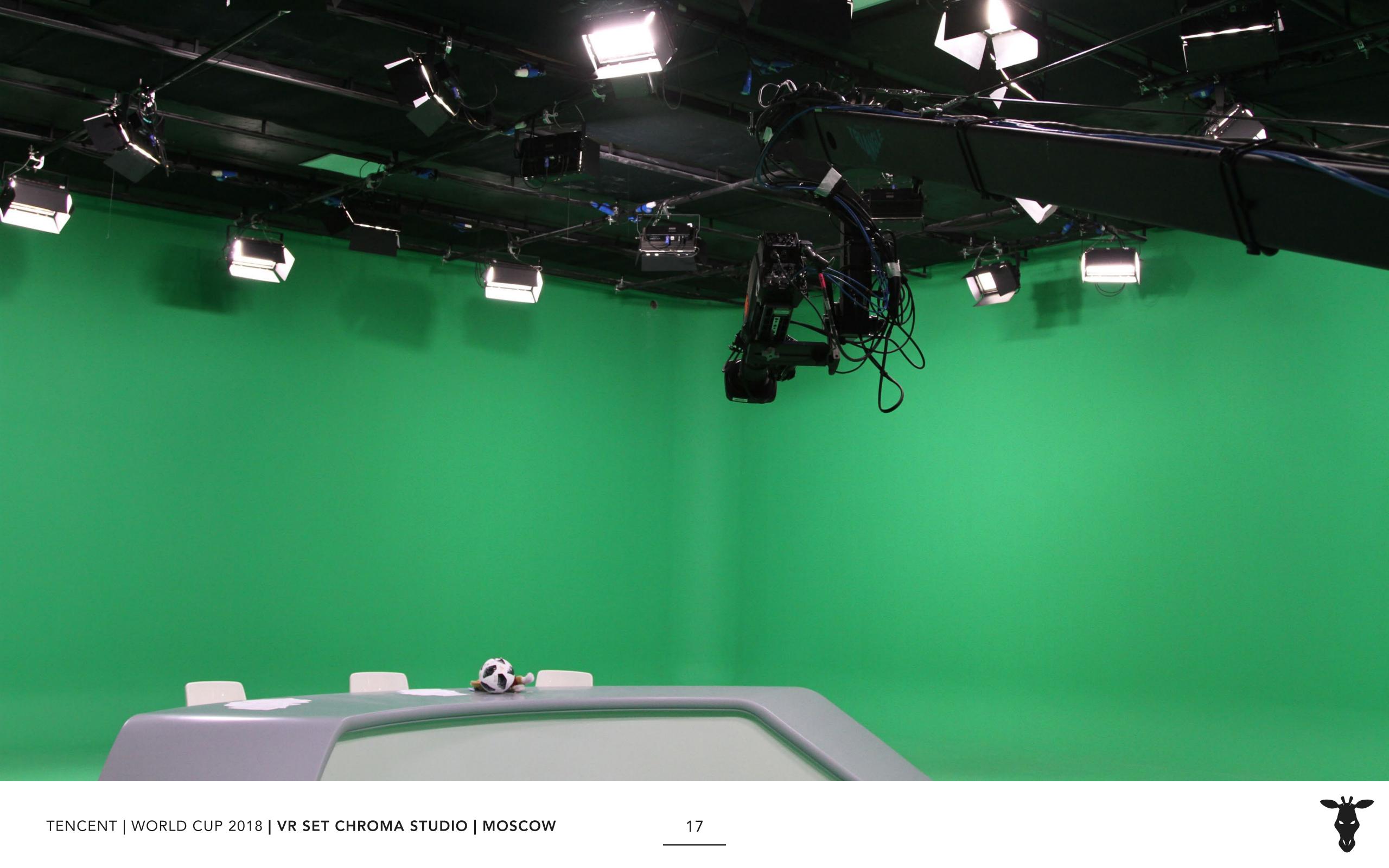




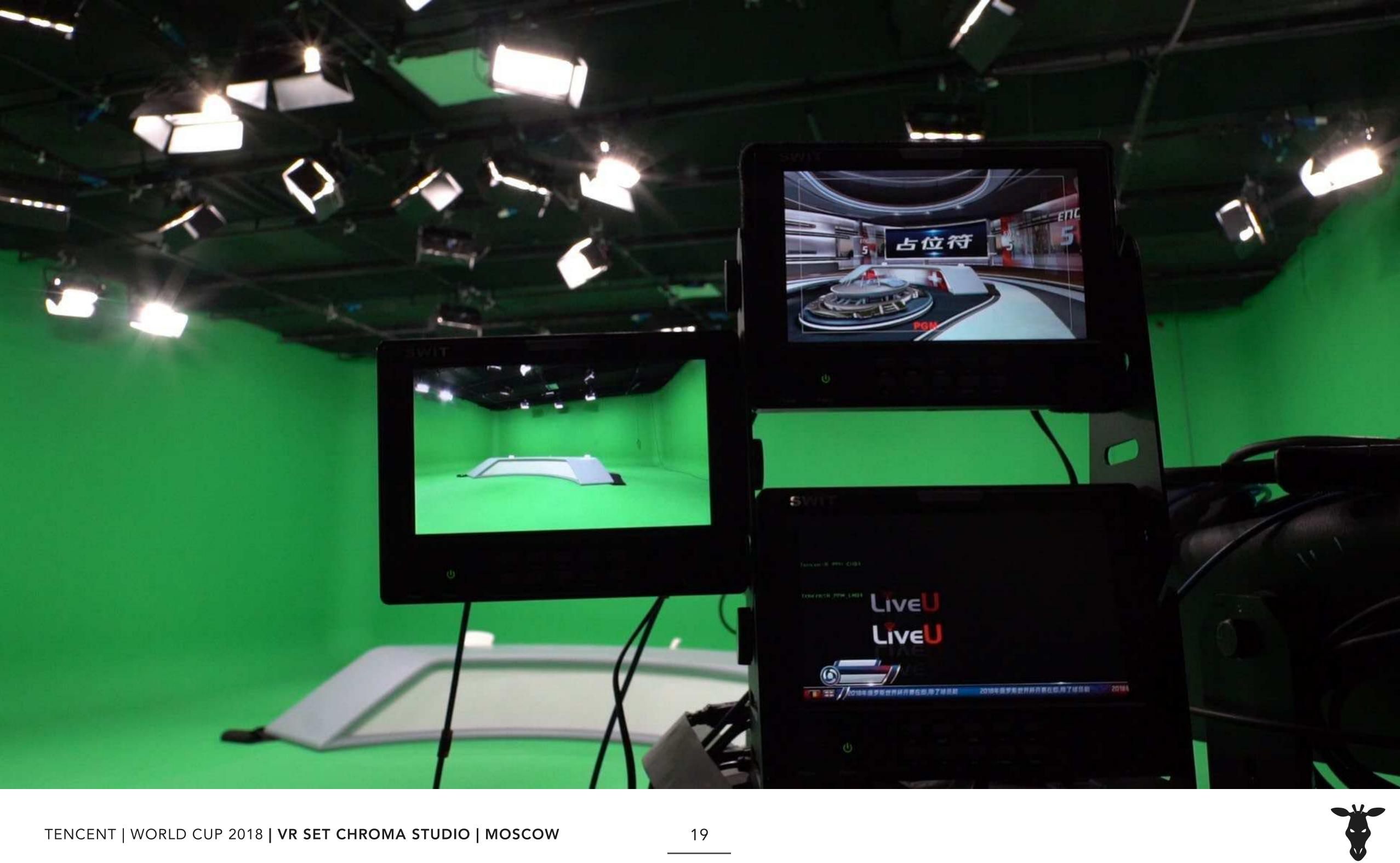
TENCENT | WORLD CUP 2018 | VR SET 3D DEVELOPMENT













TENCENT | WORLD CUP 2018 | VIRTUAL SET | FIRST STEPS INTO VIZRT





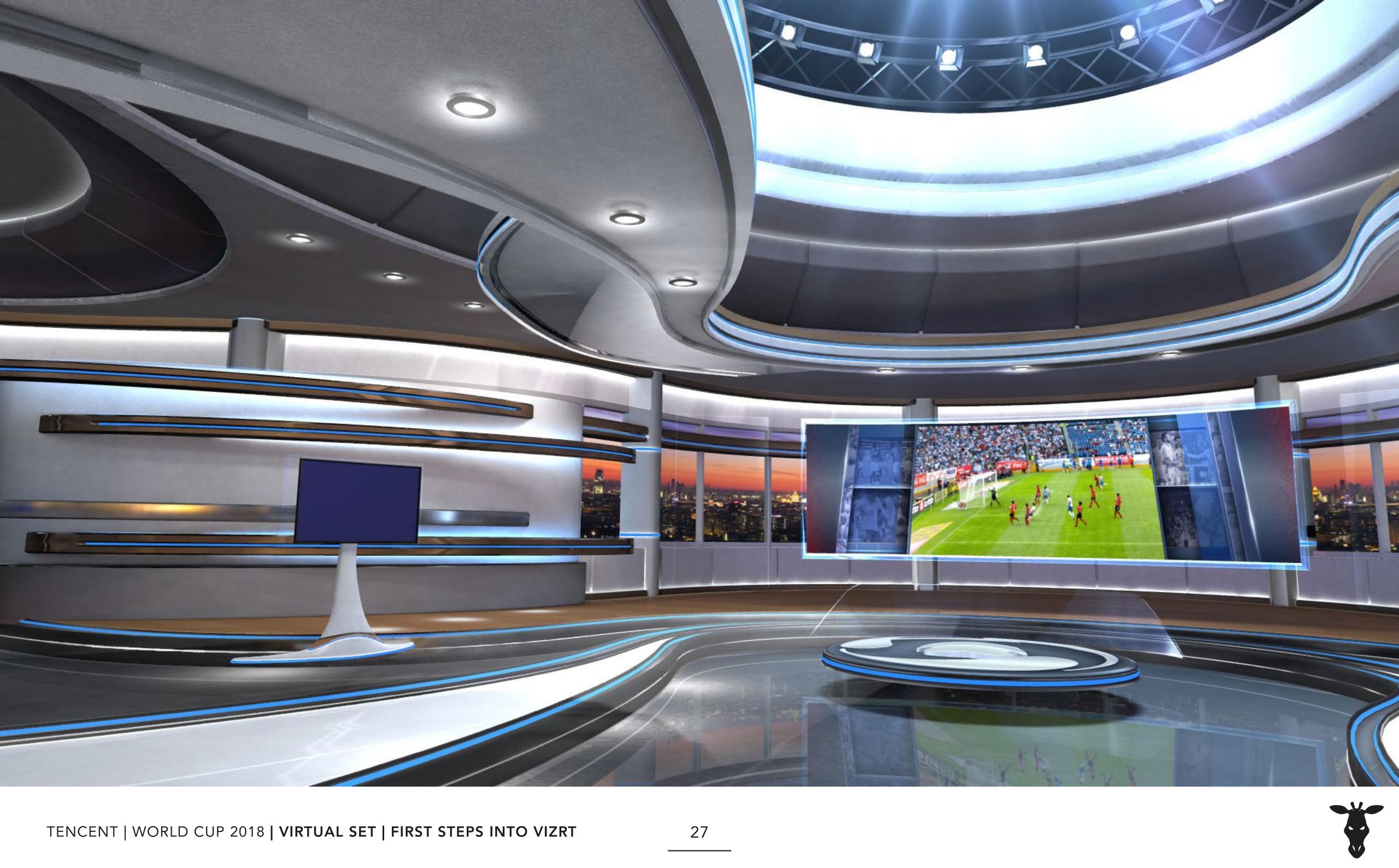














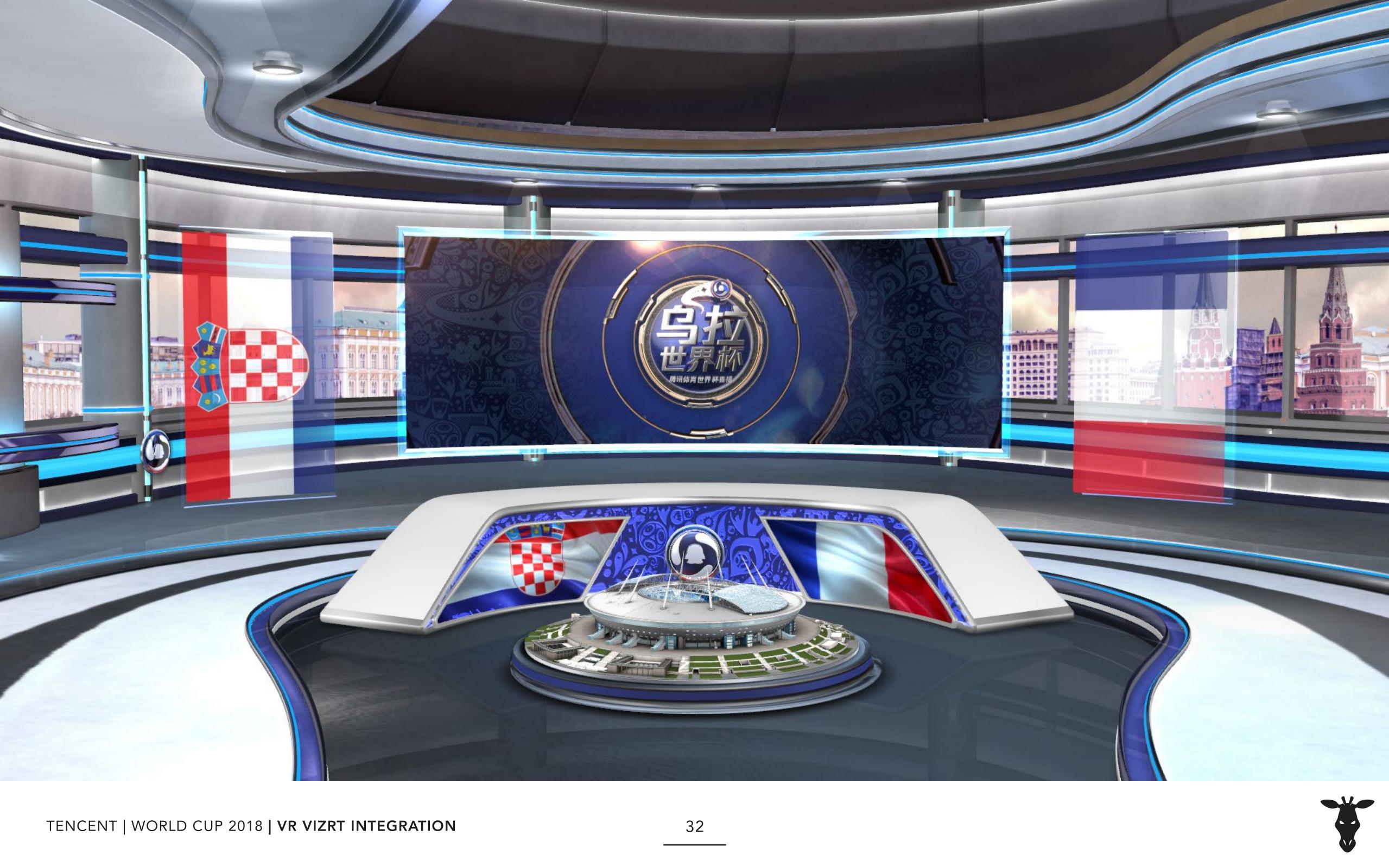


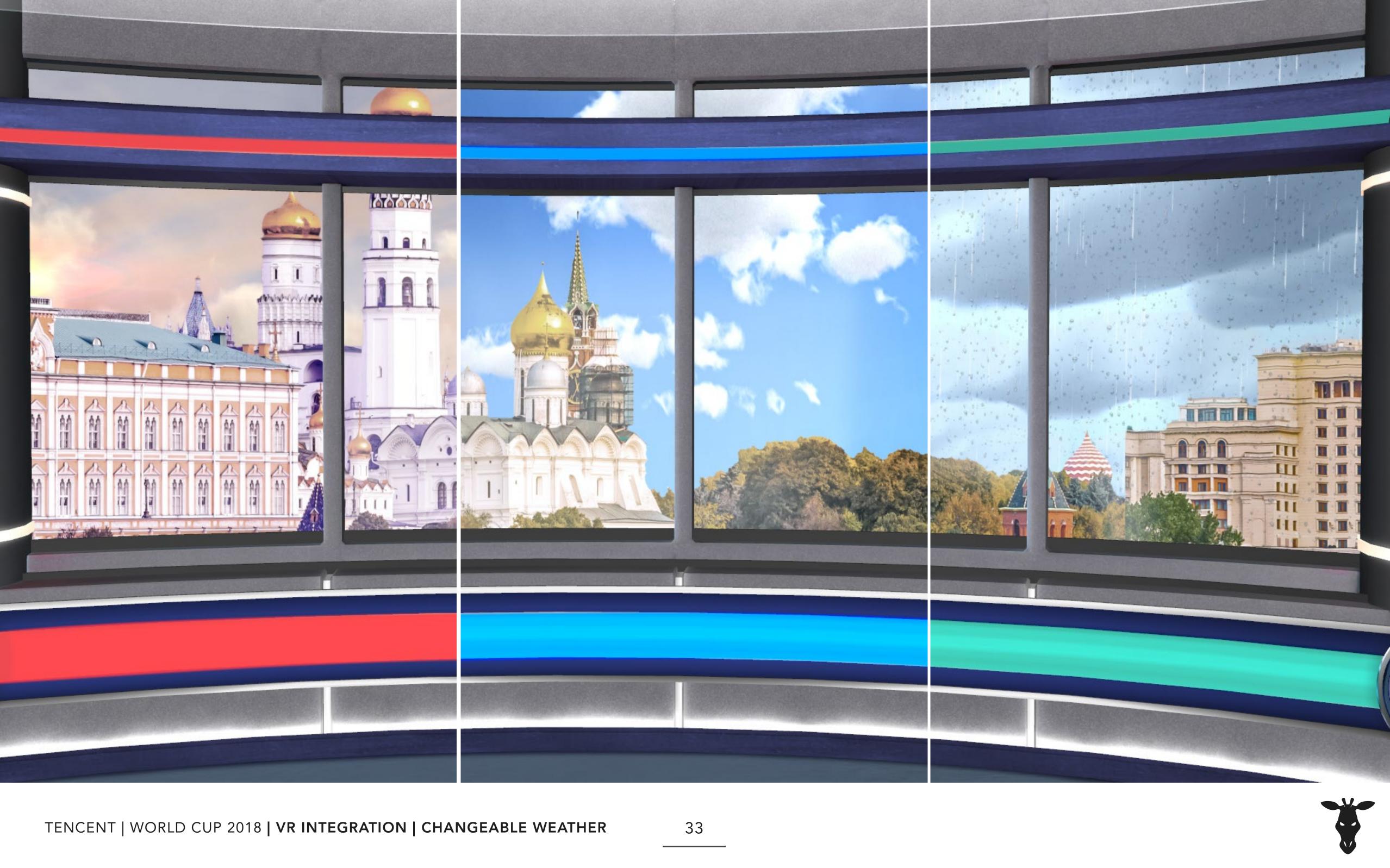


VIRTUAL SET FINAL RESULT

TENCENT | WORLD CUP 2018 | VIRTUAL SET | FINAL RESULT









VIRTUAL INTEGRATION SCREENS

TENCENT | WORLD CUP 2018 | VR VIZRT INTEGRATION





TENCENT | WORLD CUP 2018 | VR VIZRT INTEGRATION | MAIN SCREEN



















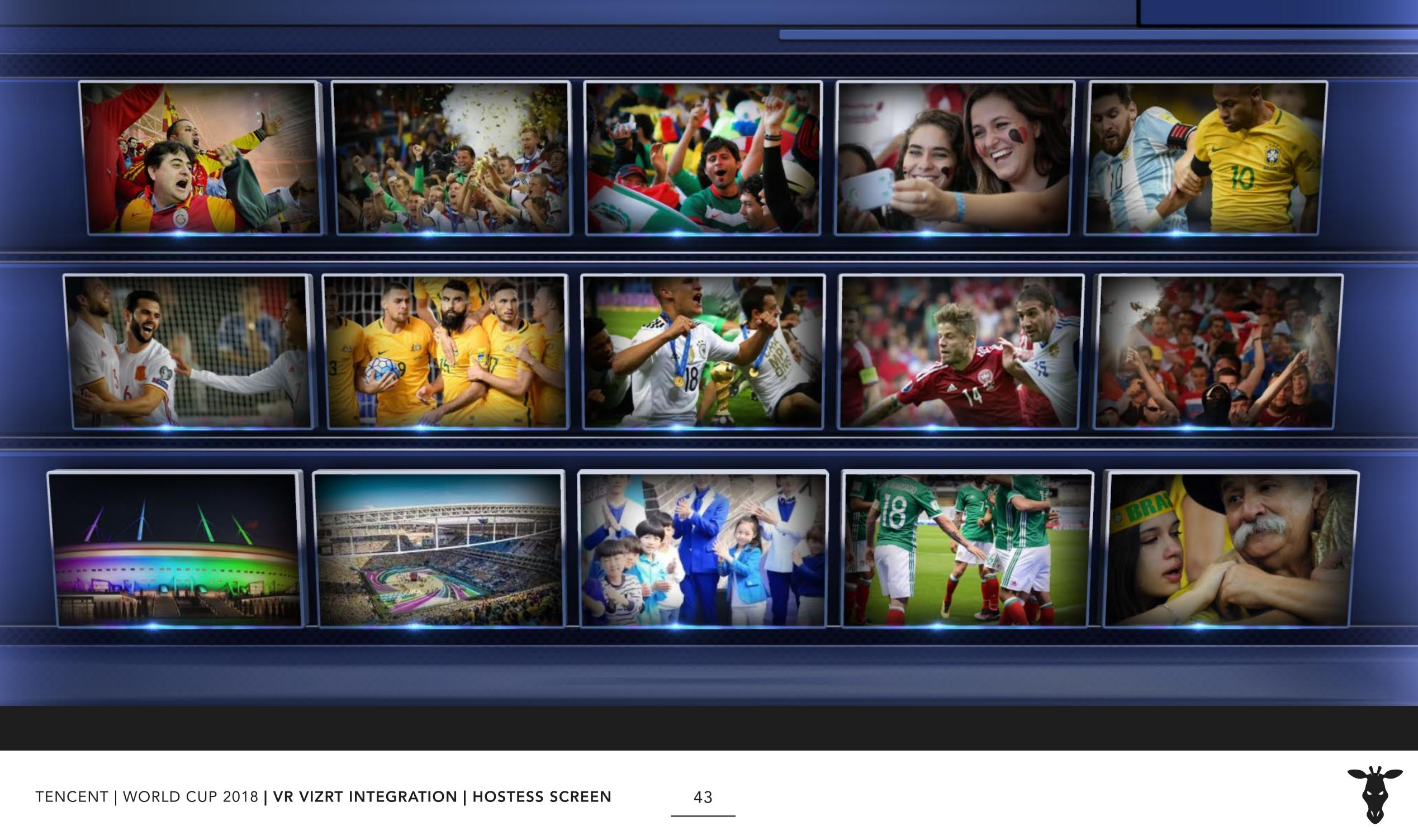


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@翁启阳21



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阿根廷国家队今天凌晨公布了最新一期 的国家队大名单,这份海外球员名单在 桑保利眼中已经非常接近参加世界杯的 最终名单了。桑保利说: "我对于世界 杯的名单已经确定了80%了,当然我们 还要考虑到一些不确定的因素,比如伤 病。因此我们还有20%的阵容没有确定 ,这一部分也是最难确定的,我们必须 要对阵容和球员精挑细选,才能保证球 队在世界杯上有最强的战斗力。届时我 们将会直接公布23人大名单,而不是 公布一个更大范围的备选名单。"



@翁启阳21

11



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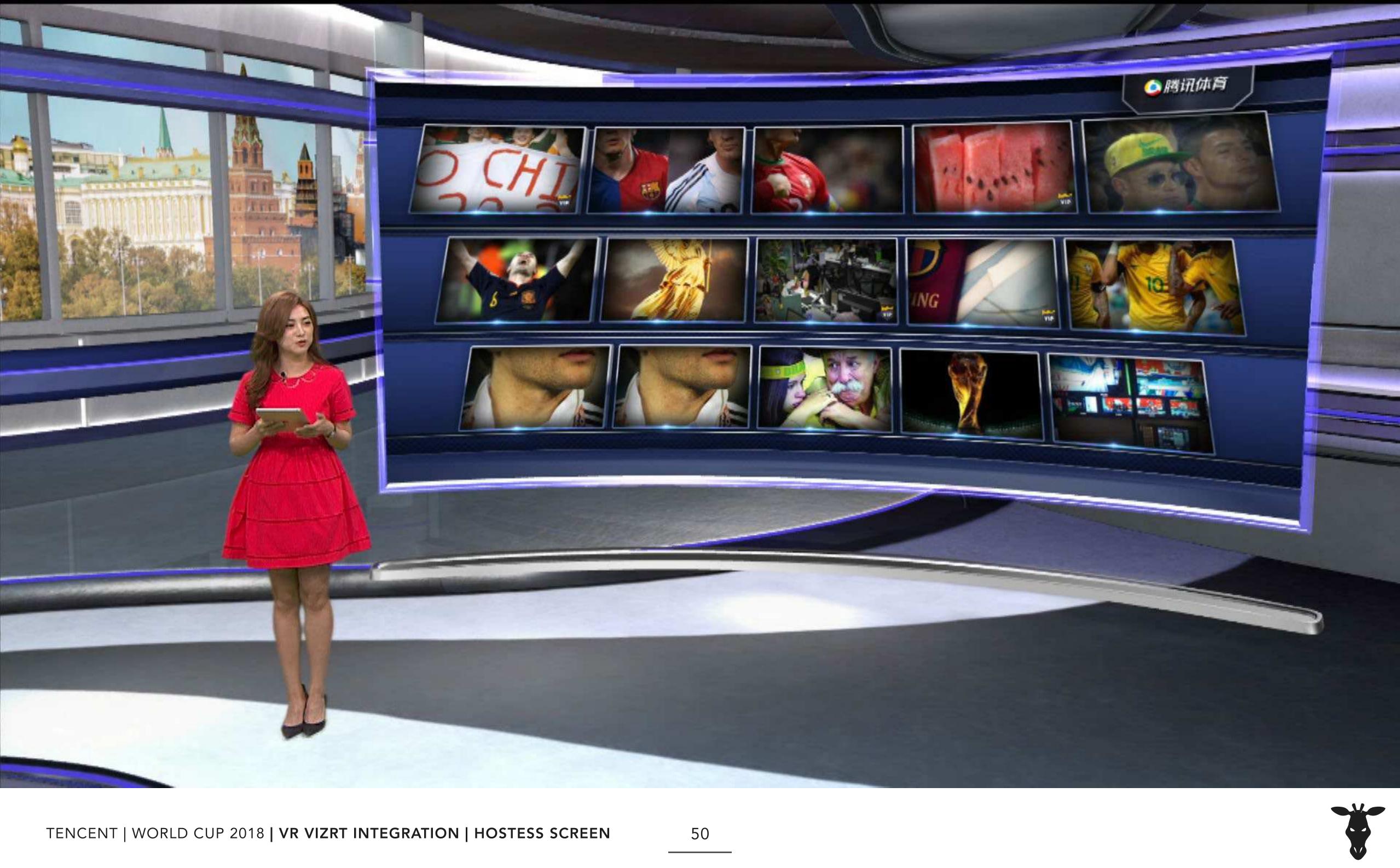


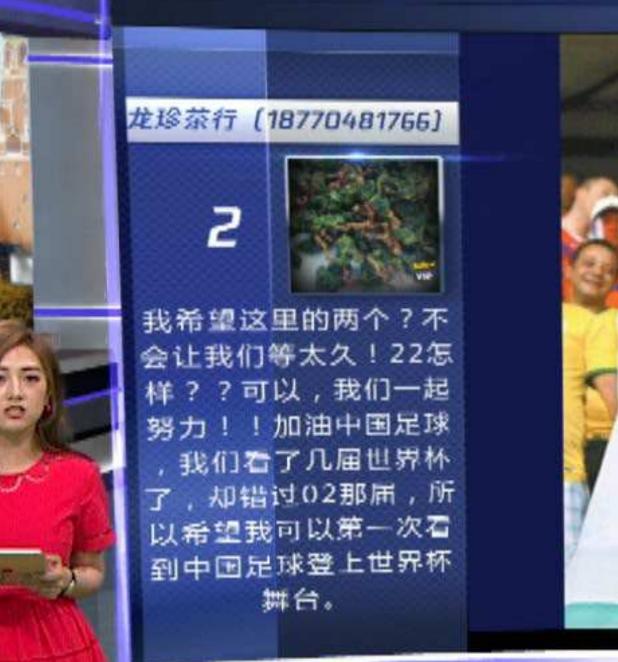




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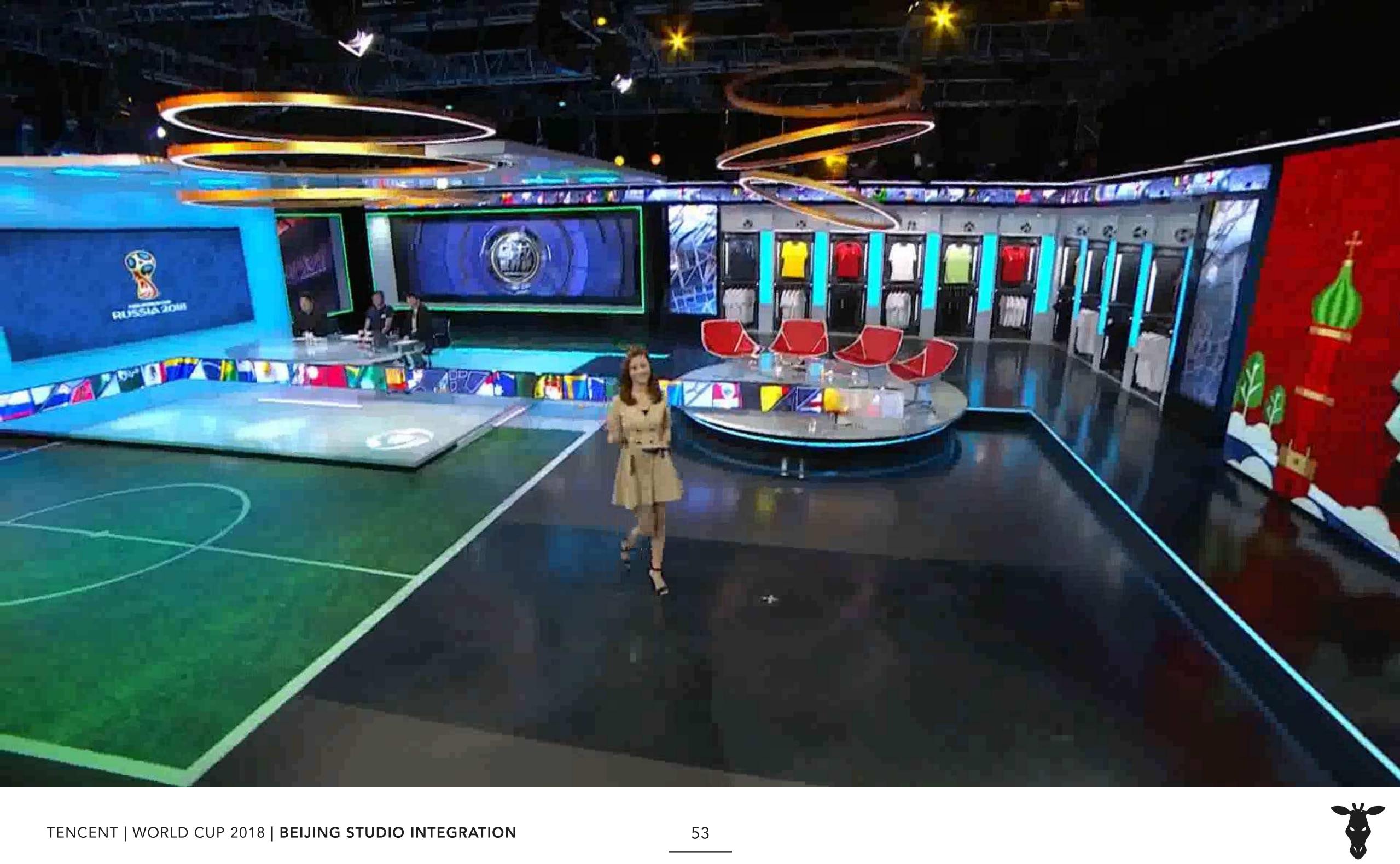


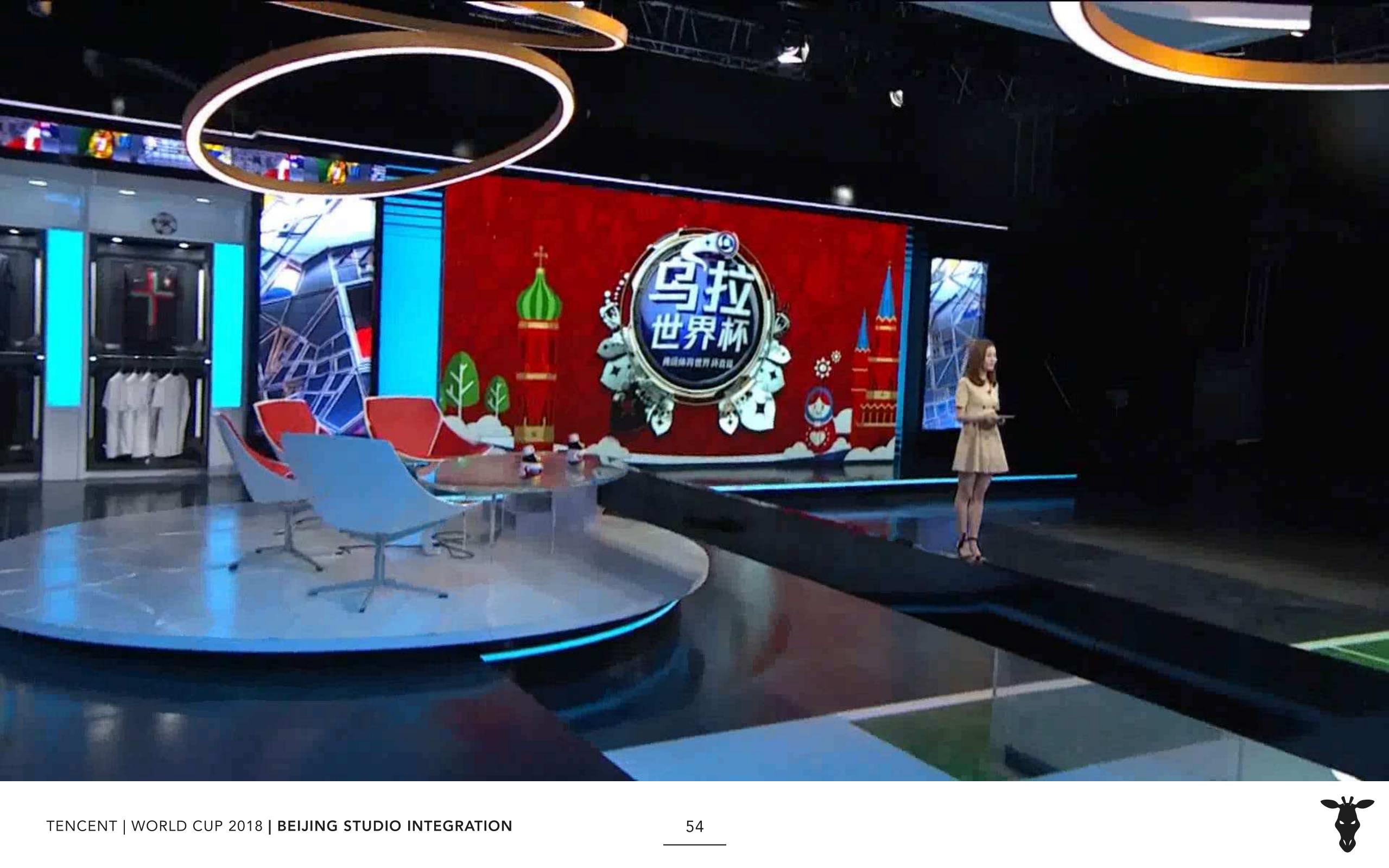




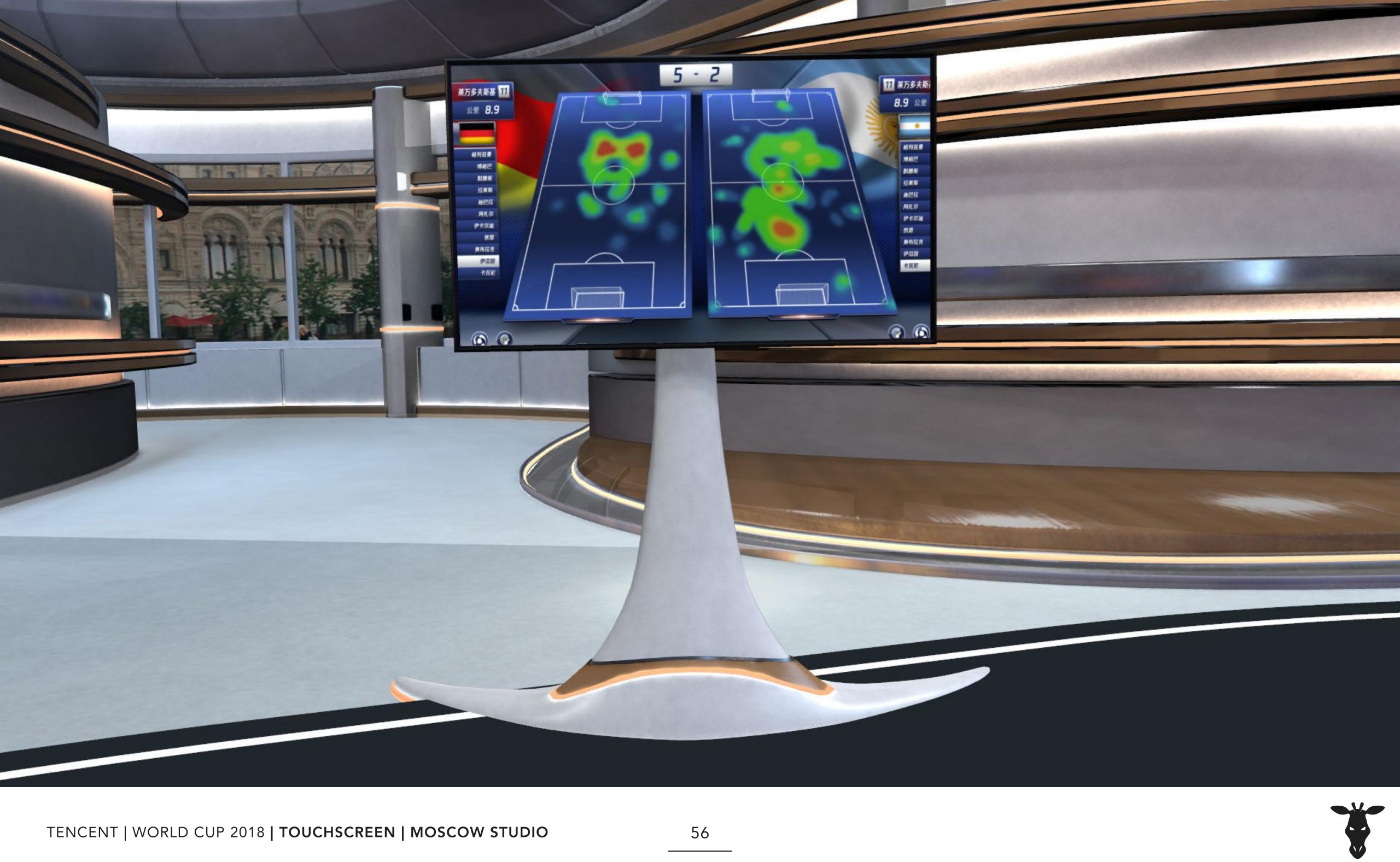
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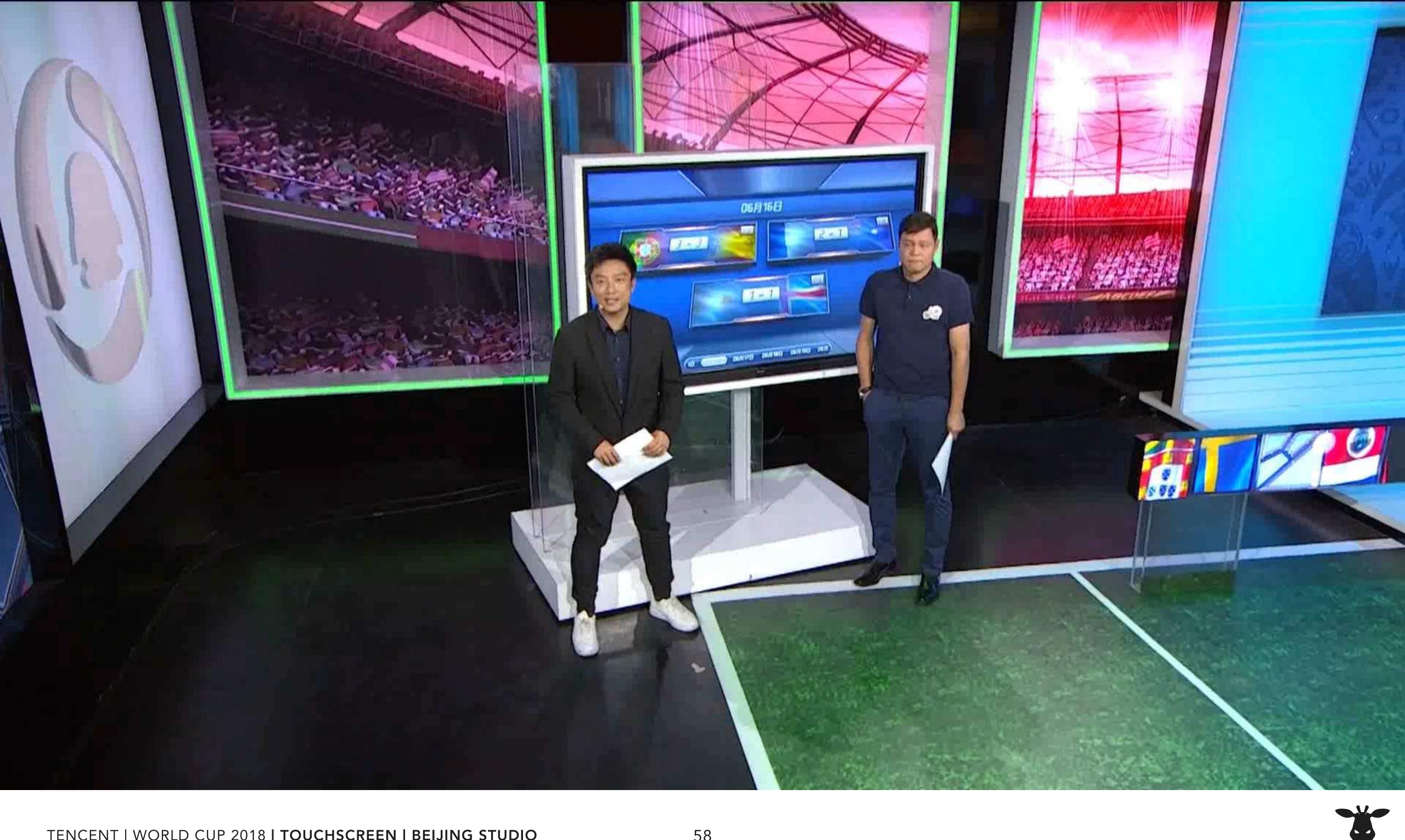












TENCENT | WORLD CUP 2018 | TOUCHSCREEN | BEIJING STUDIO



TENCENT | WORLD CUP 2018 | TOUCHSCREEN | BEIJING STUDIO





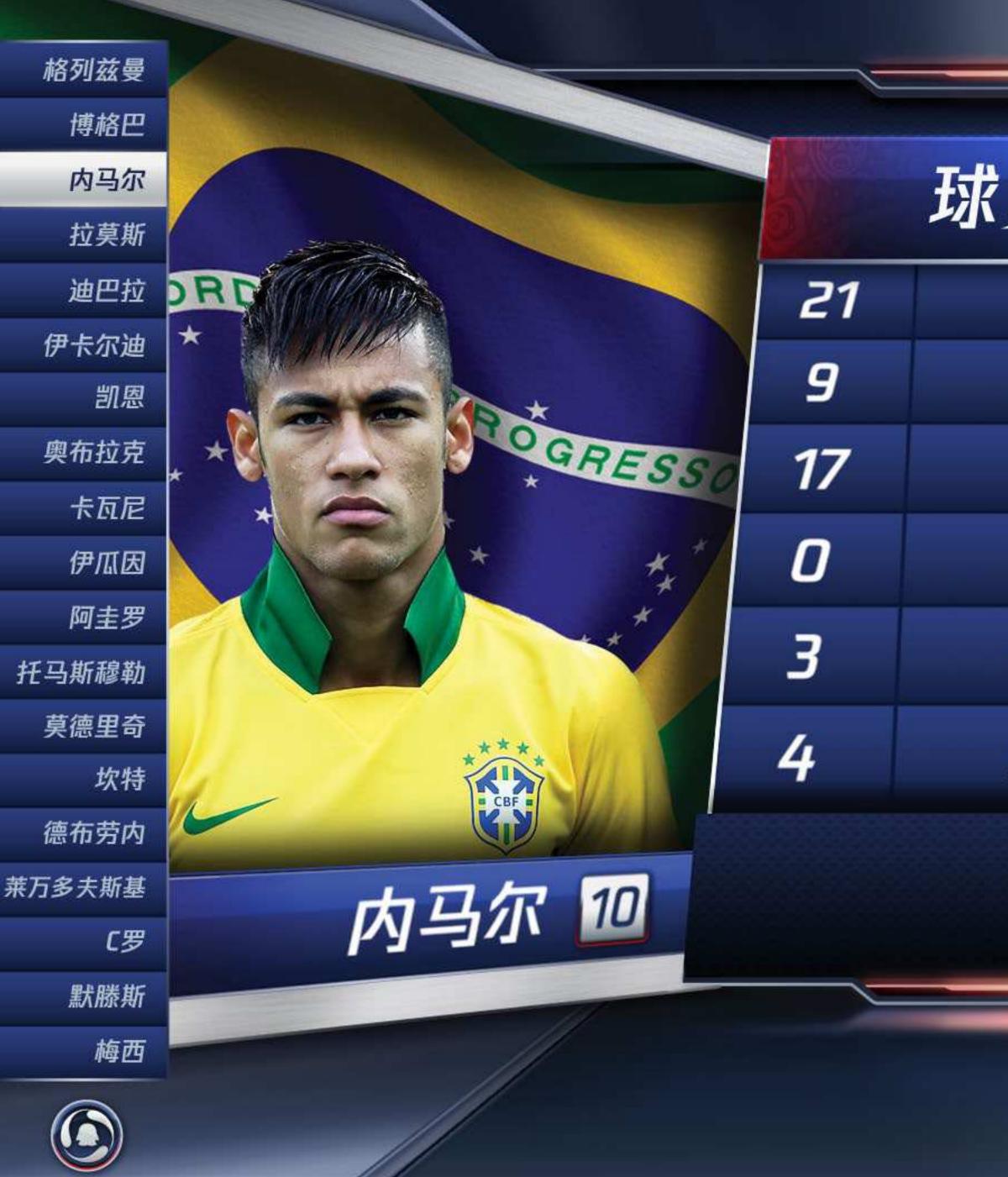


TENCENT | WORLD CUP 2018 | TOUCHSCREEN LAYOUTS









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助攻	15	
抢断	2	
犯规	6	
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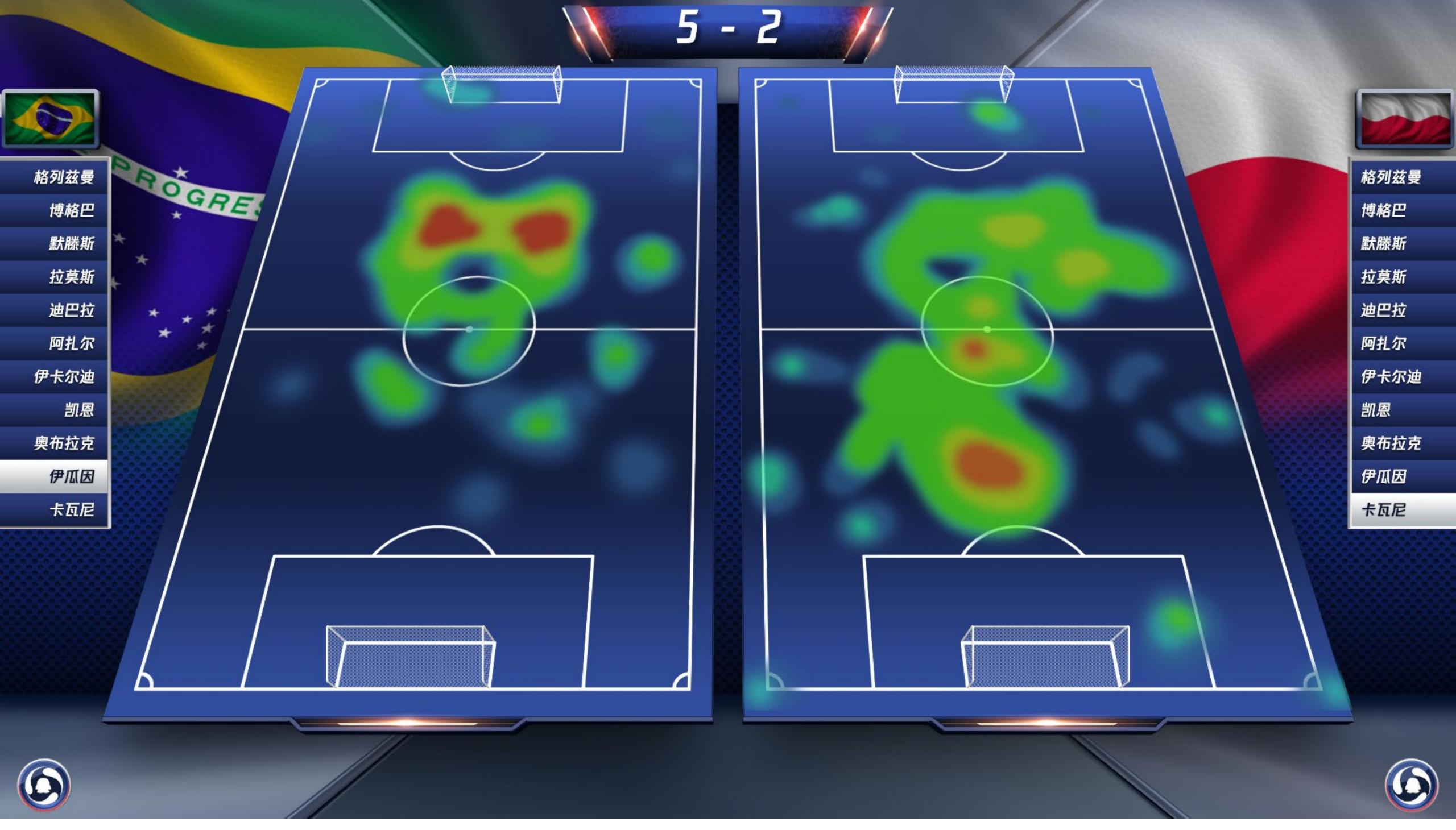




TENCENT | WORLD CUP 2018 | TOUCHSCREEN LAYOUTS

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射门	12	
助攻	15	
犯规	2	
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TENCENT | WORLD CUP 2018 | TOUCHSCREEN LAYOUTS





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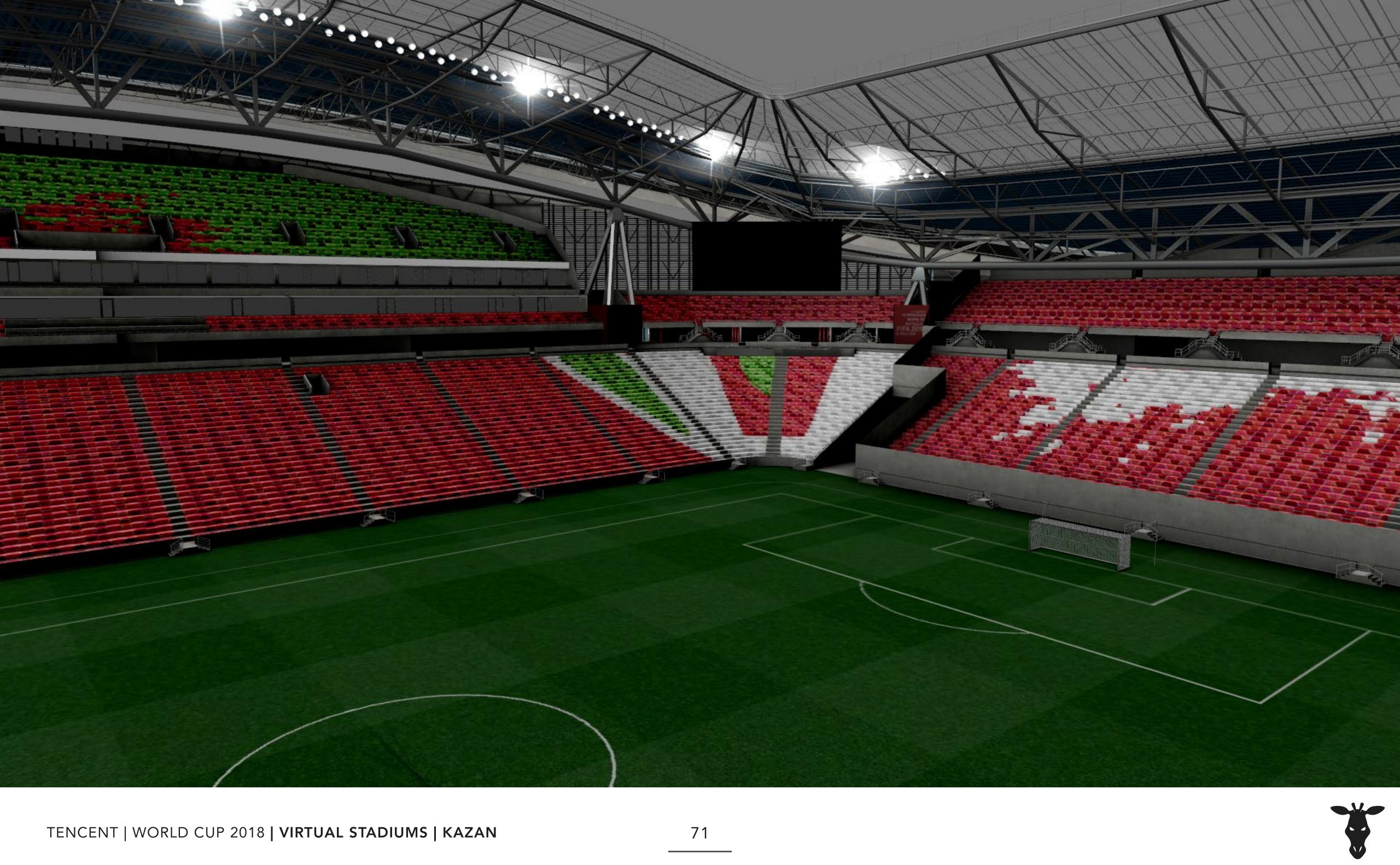
VIRTUAL GRAPHICS STADUMS

TENCENT | WORLD CUP 2018 | VIRTUAL STADIUMS





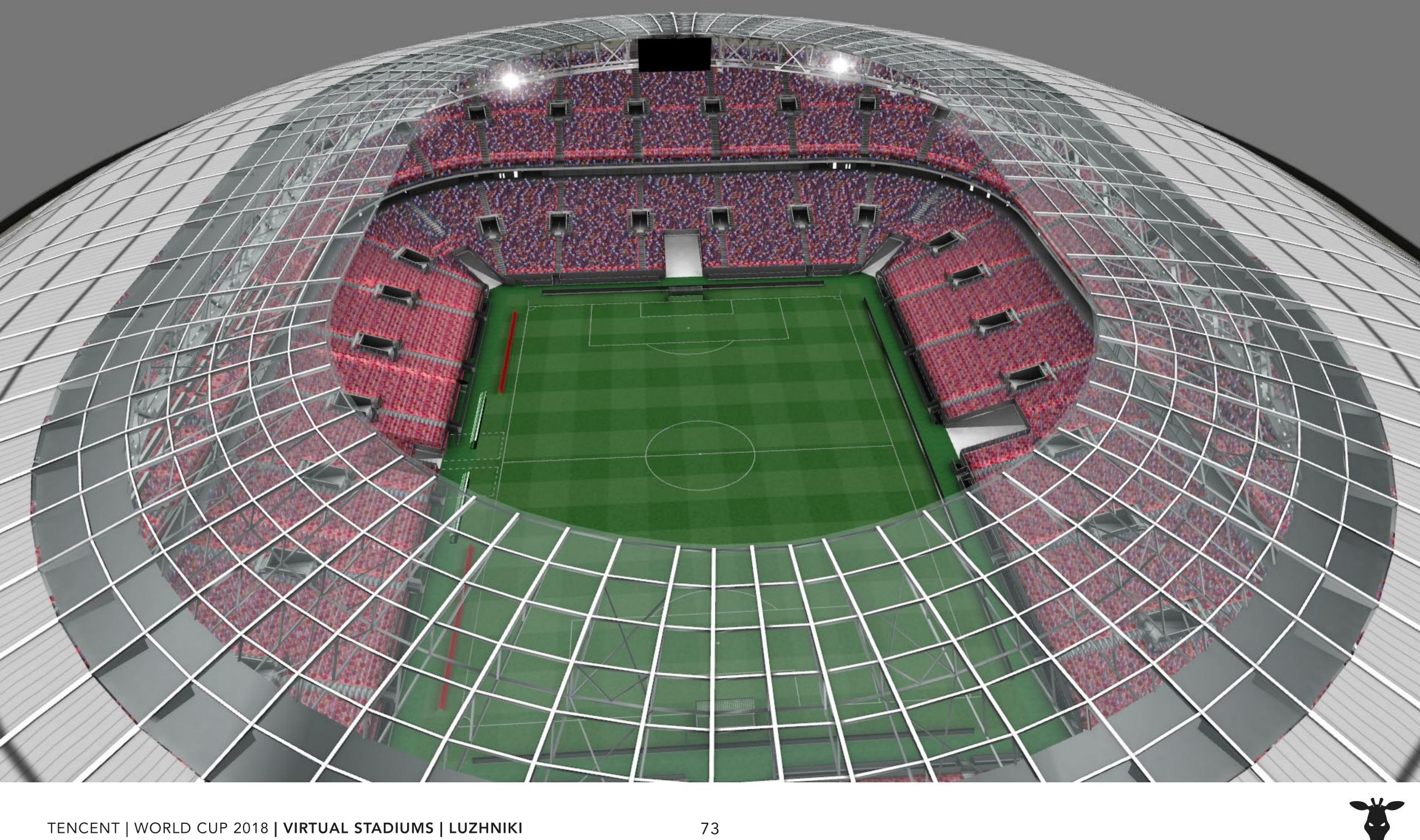






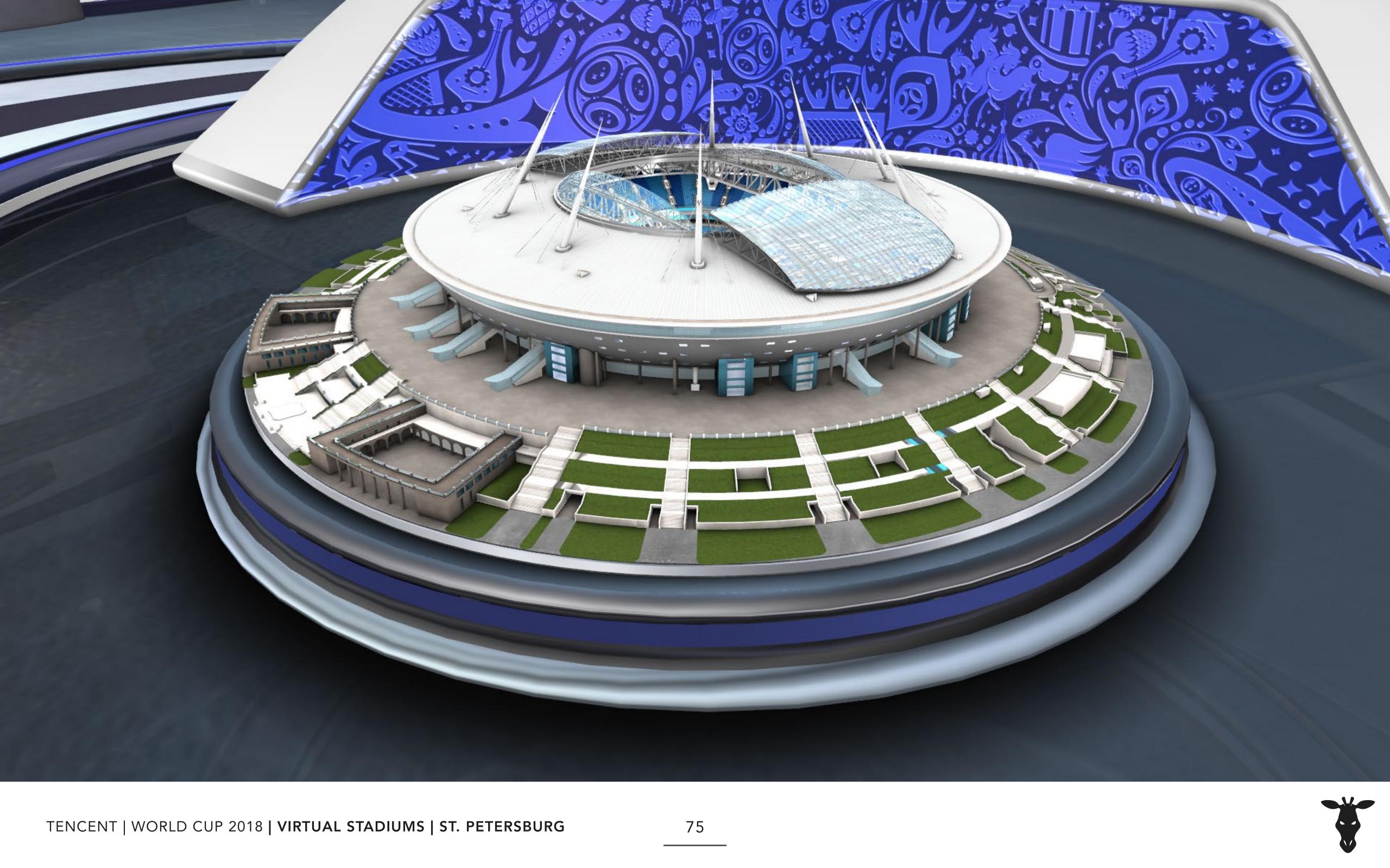
TENCENT | WORLD CUP 2018 | VIRTUAL STADIUMS | LUZHNIKI

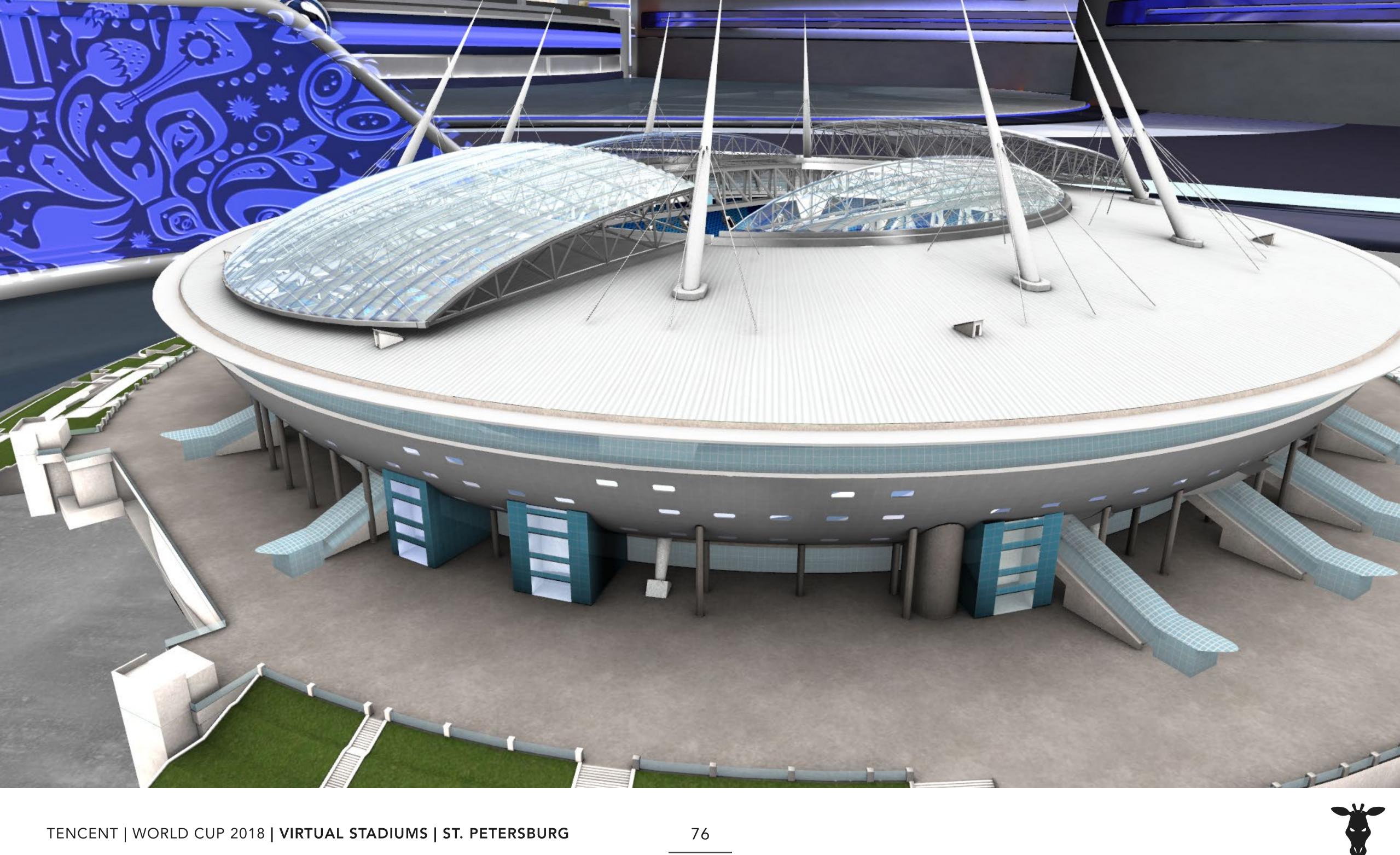


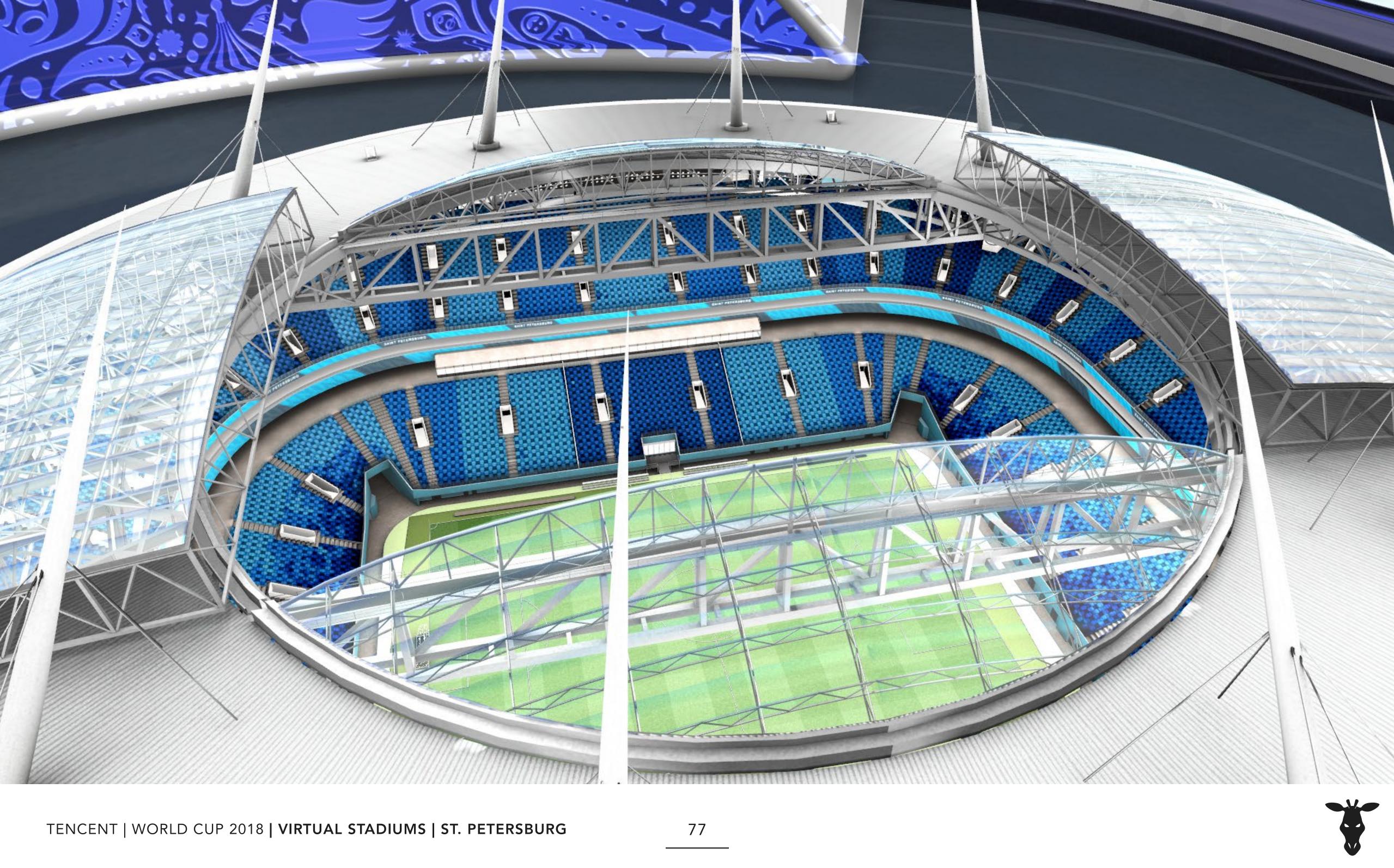


TENCENT | WORLD CUP 2018 | VIRTUAL STADIUMS | LUZHNIKI





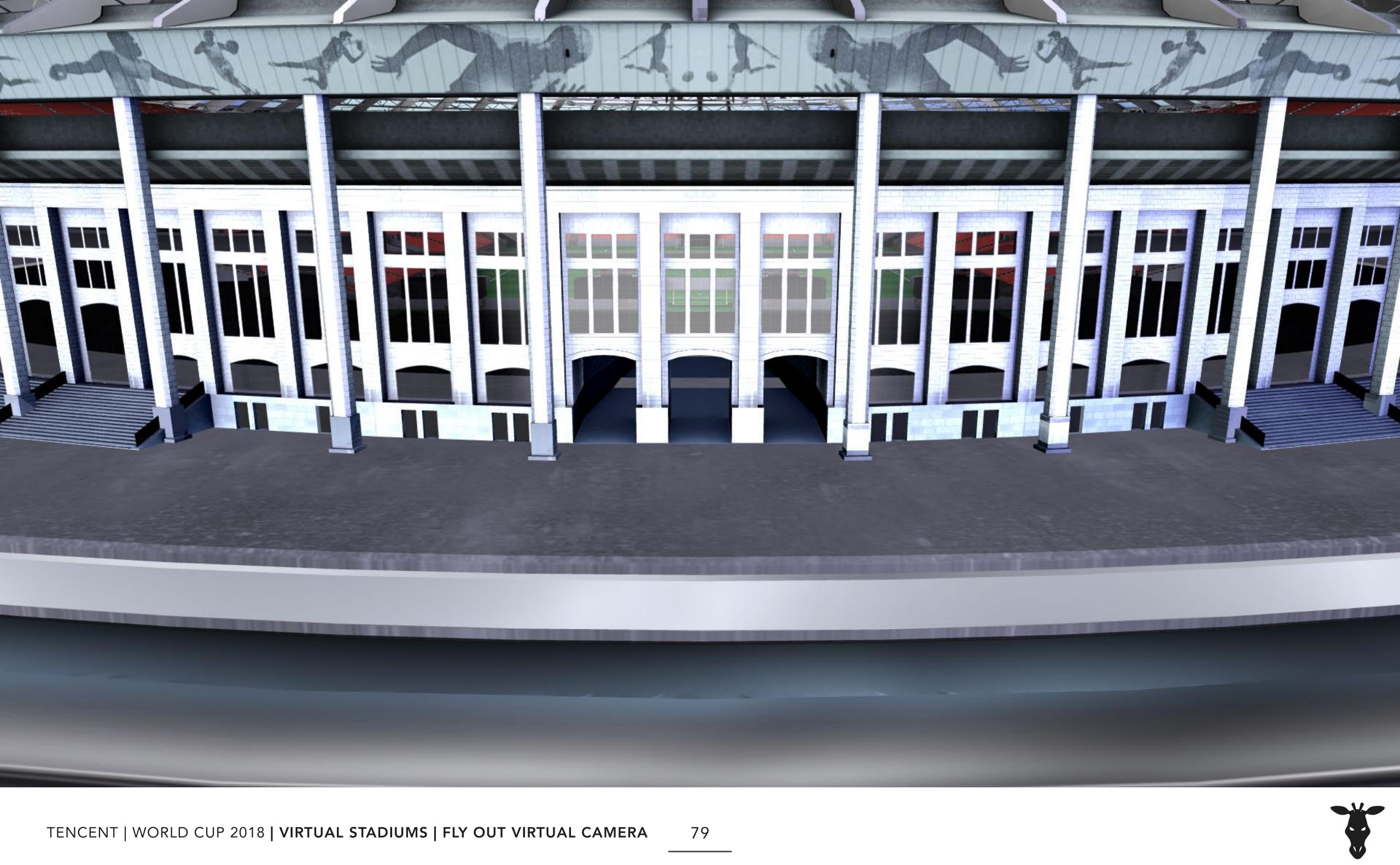




VIRTUAL GRAPHICS FLY OUT STADIUM

TENCENT | WORLD CUP 2018 | VIRTUAL STADIUMS | FLY OUT VIRTUAL CAMERA





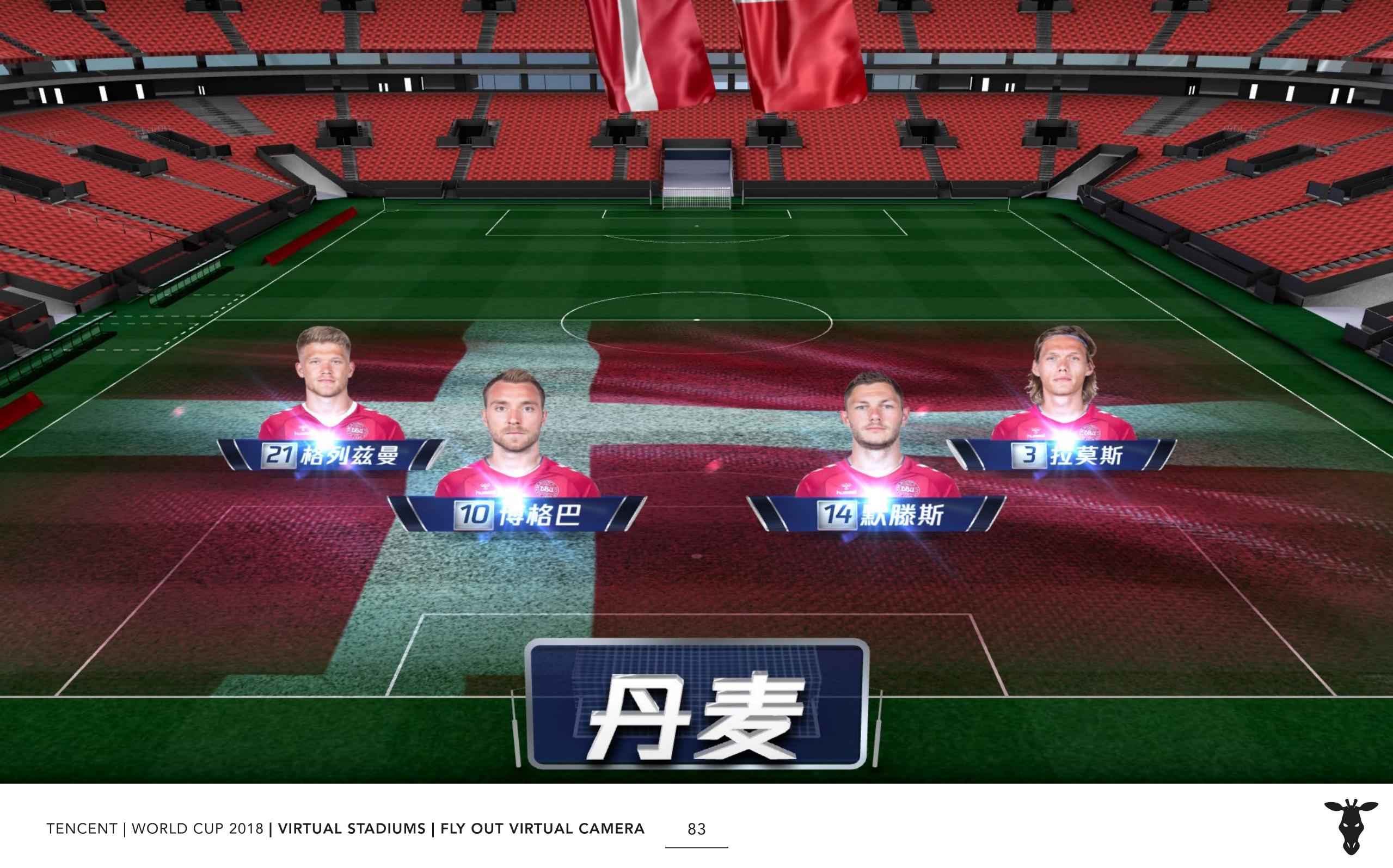




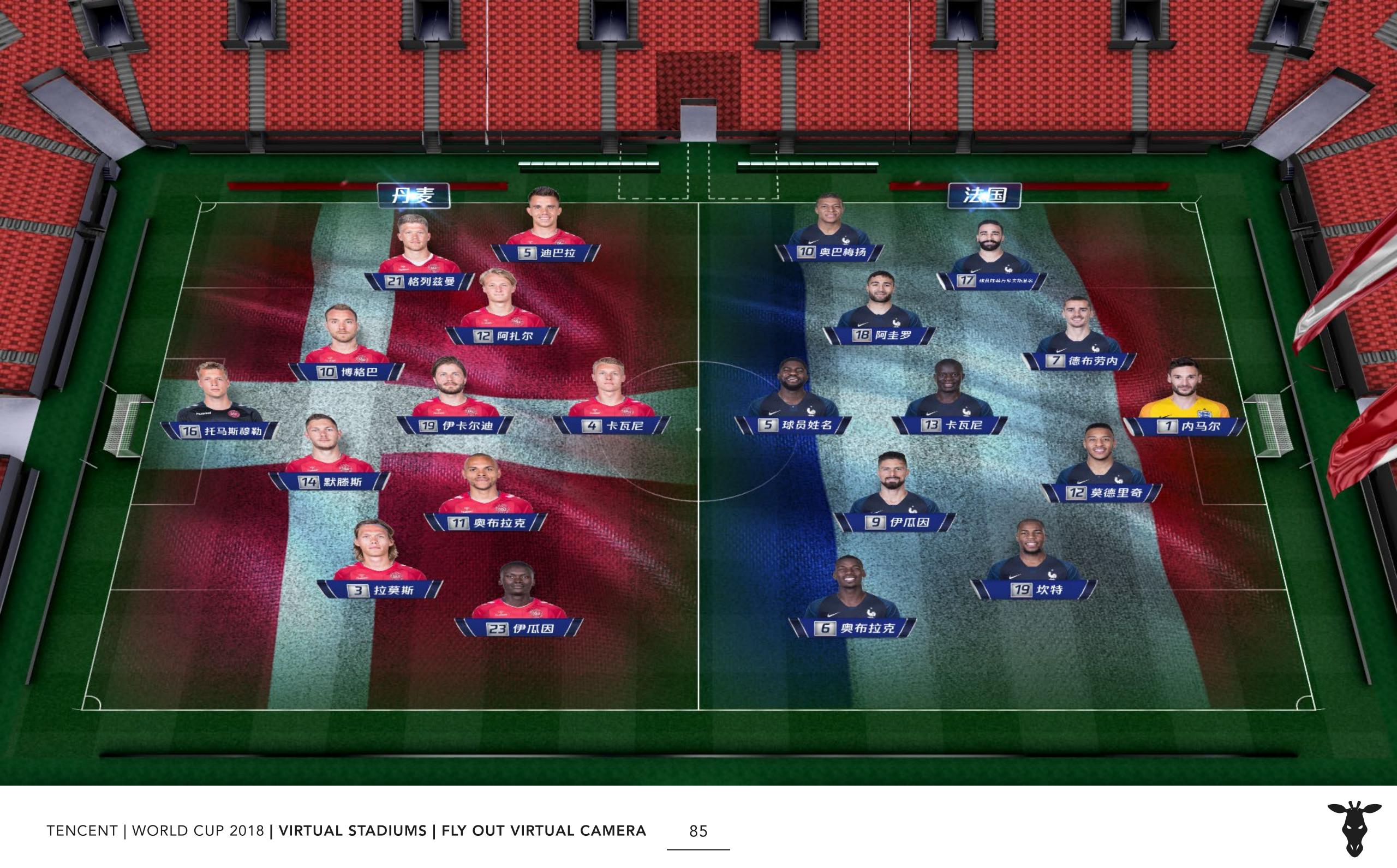
TENCENT | WORLD CUP 2018 | VIRTUAL STADIUMS | FLY OUT VIRTUAL CAMERA

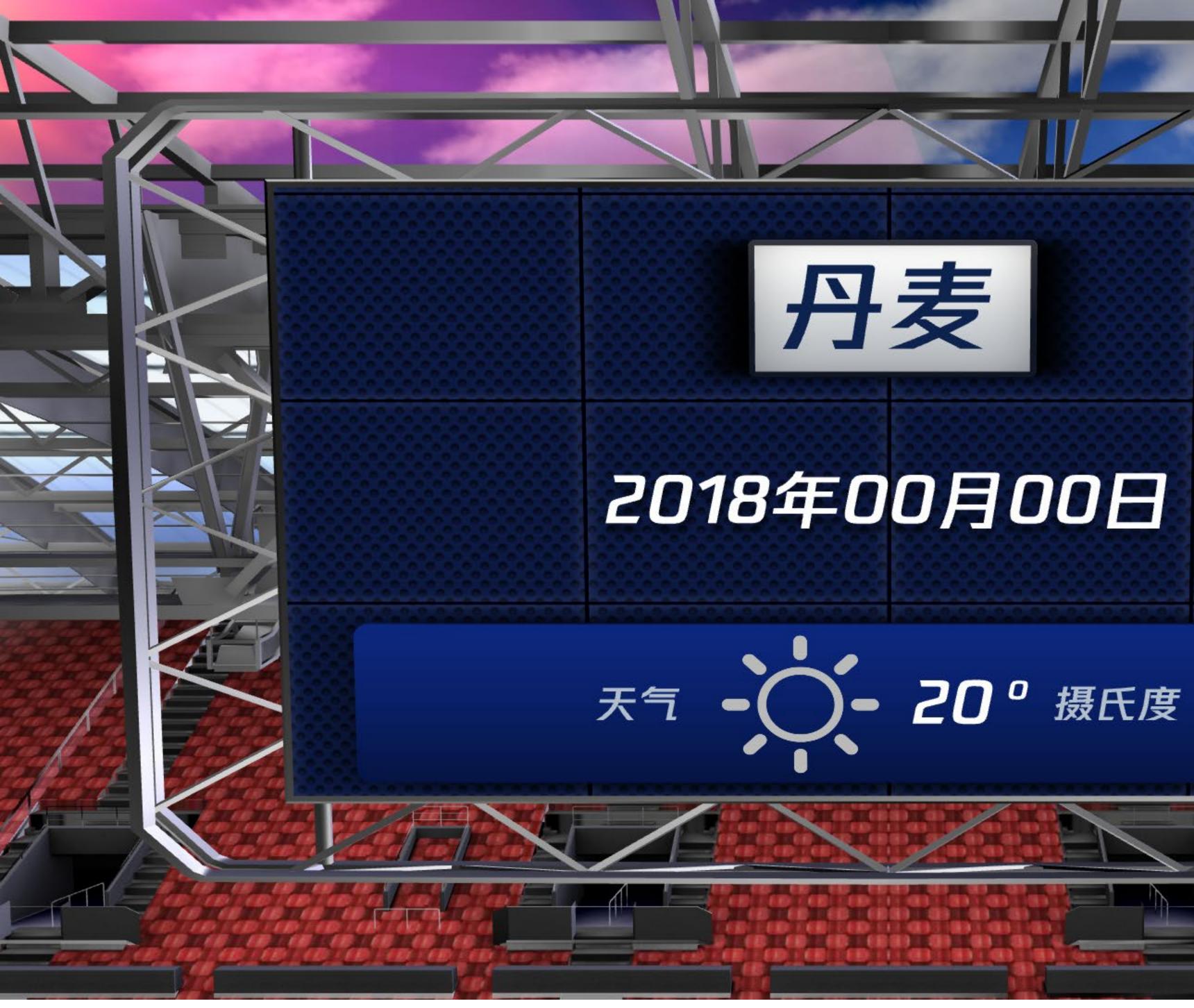












TENCENT | WORLD CUP 2018 | VIRTUAL STADIUMS | FLY OUT VIRTUAL CAMERA



VIRTUAL GRAPHICS AUGMENTED GRAPHICS









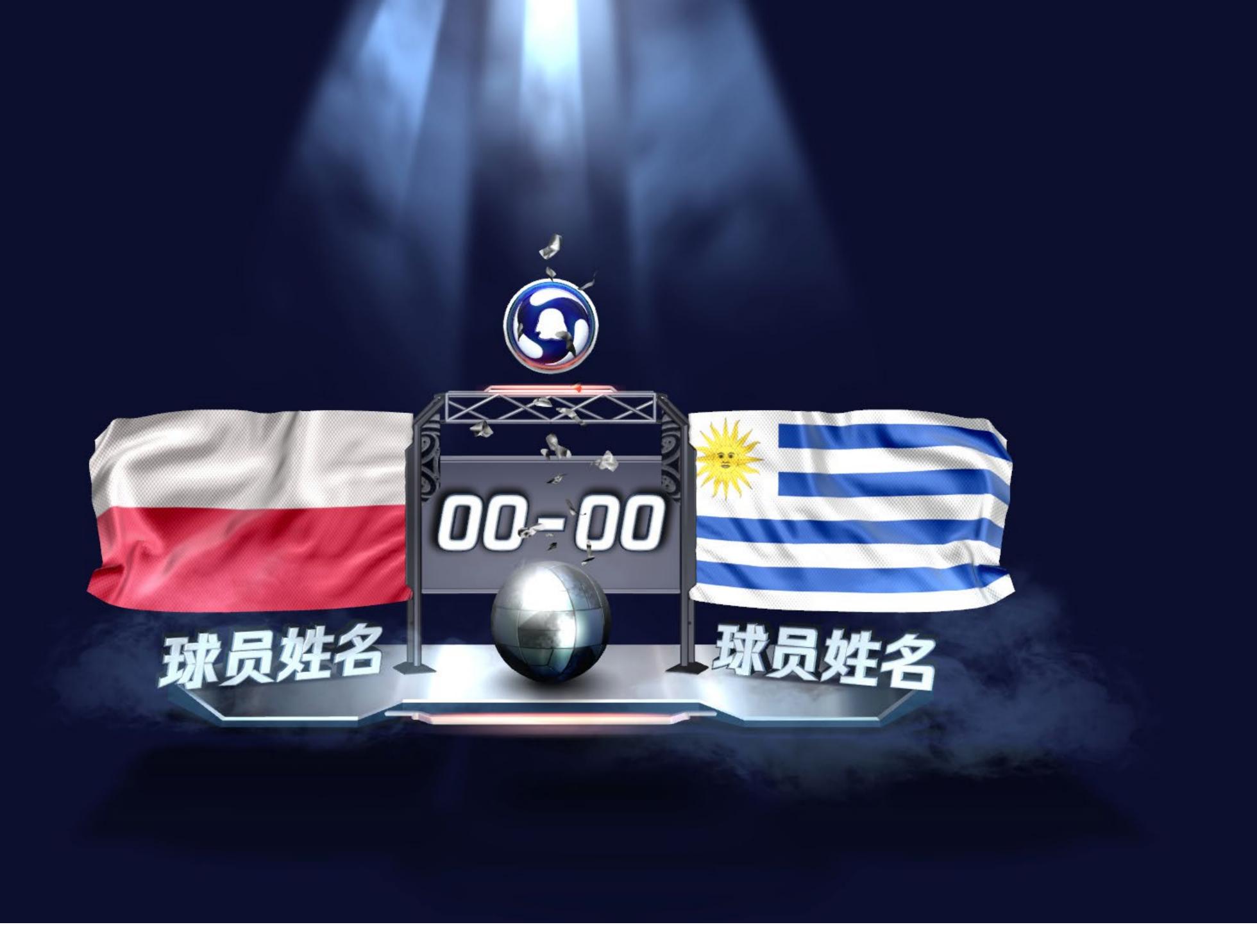












TENCENT | WORLD CUP 2018 | AUGMENTED REALITY | MATCH-UP







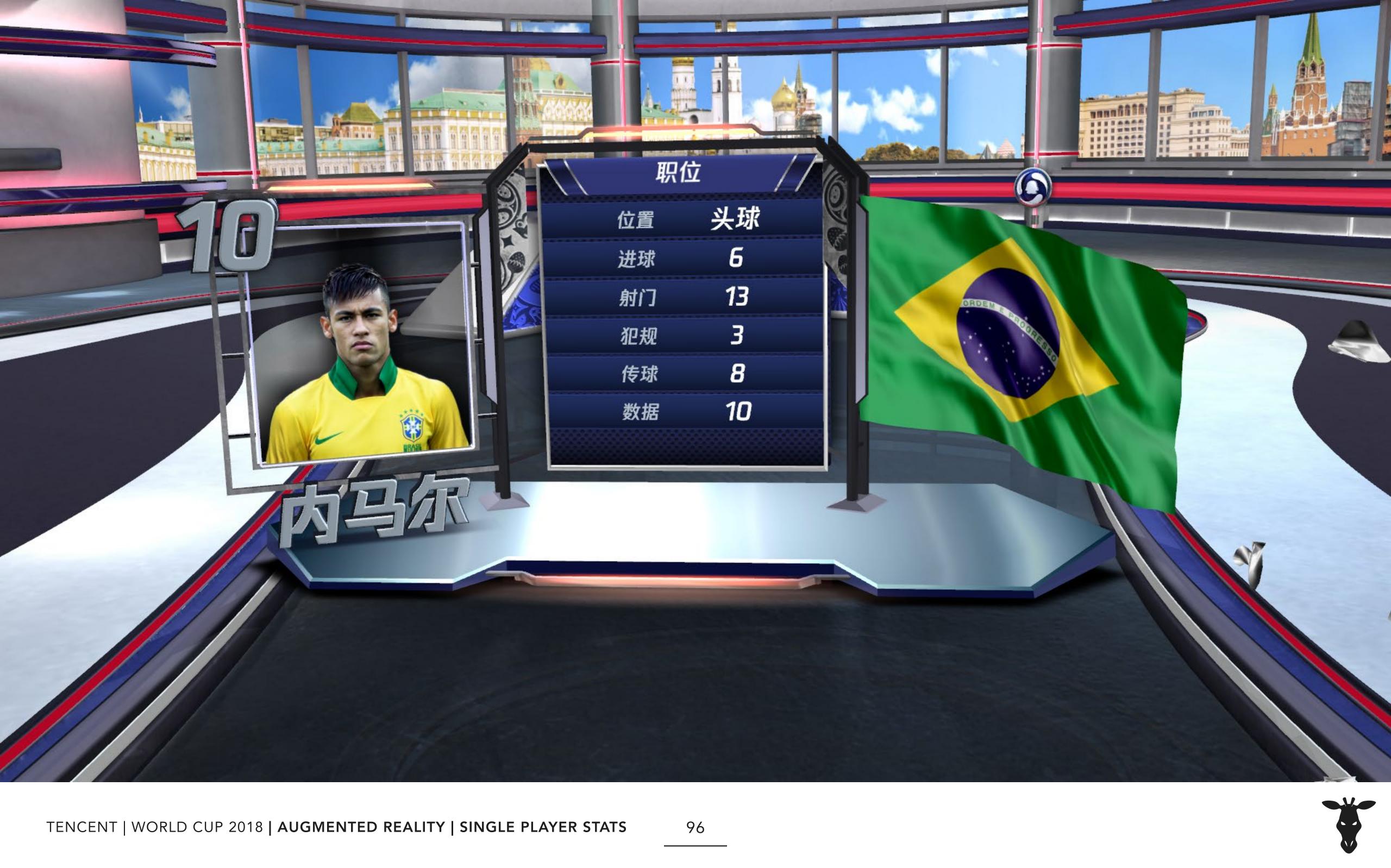
TENCENT | WORLD CUP 2018 | AUGMENTED REALITY | SINGLE PLAYER STATS





TENCENT | WORLD CUP 2018 | AUGMENTED REALITY | SINGLE PLAYER STATS







TENCENT | WORLD CUP 2018 | AUGMENTED REALITY | PLAYERS STATS











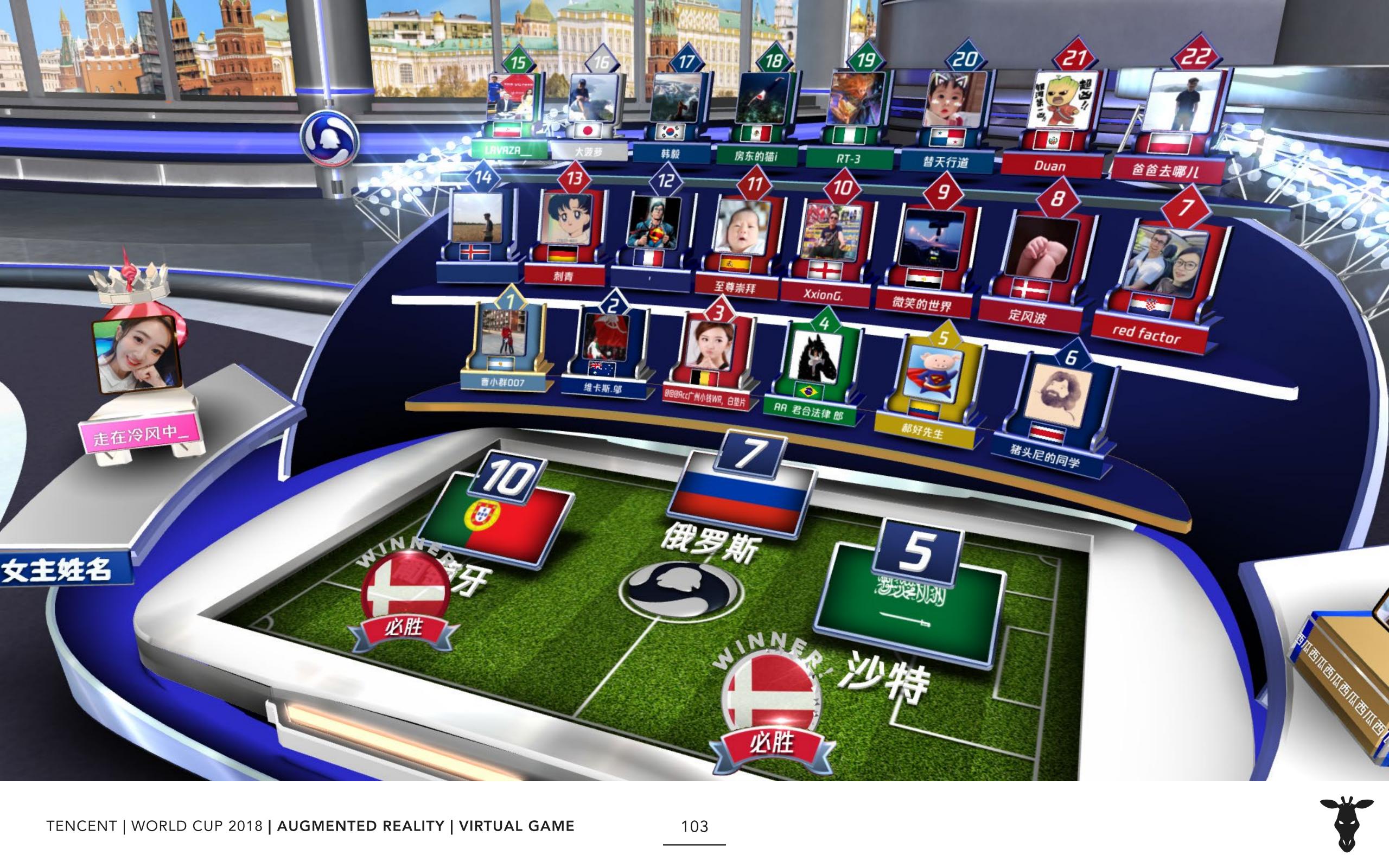


















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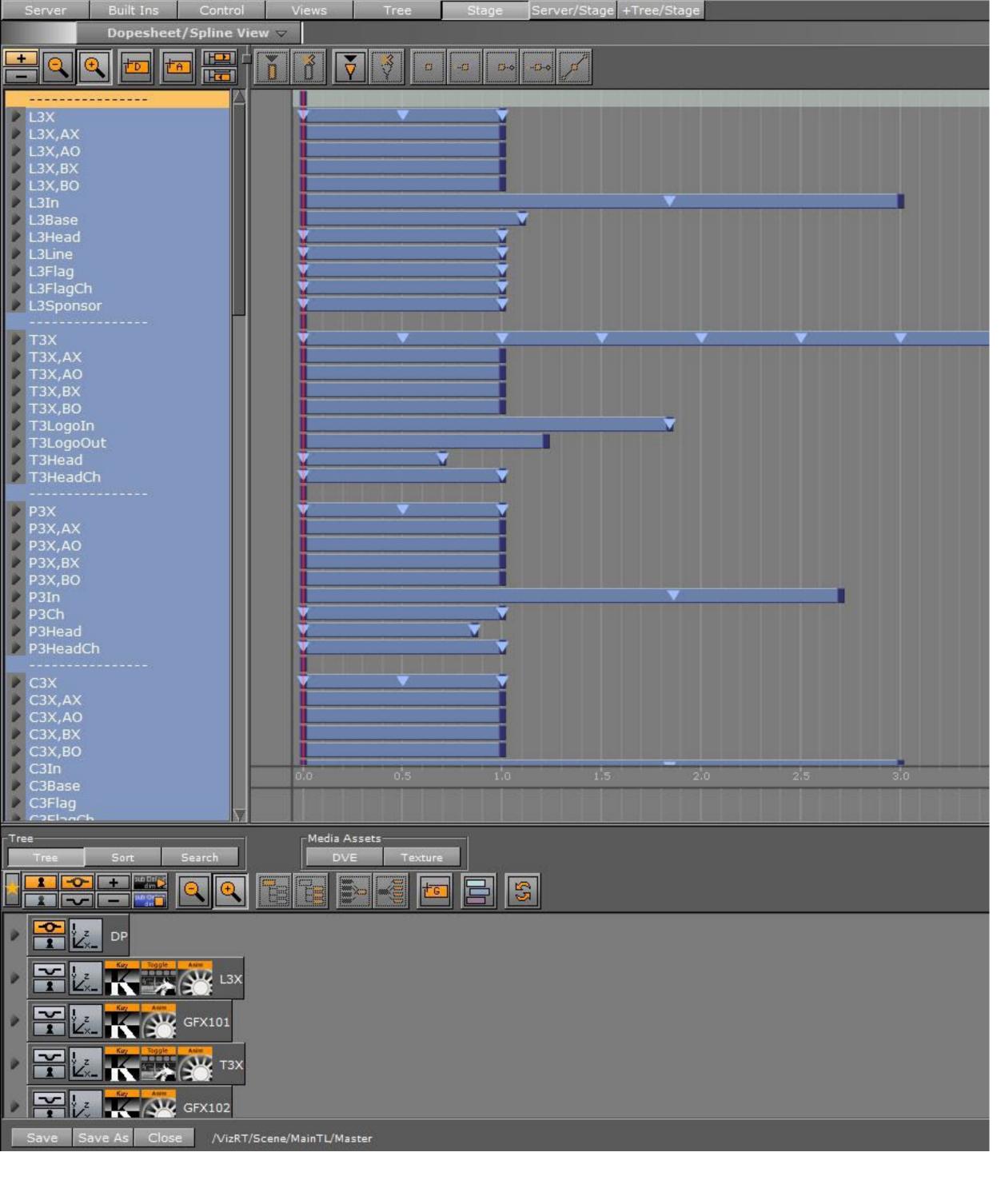
TRANSITION LOGIC

When building On-air graphics packages consisting of a variety of individual graphics scenes, certain design and build methodologies need to be in place to ensure the Playout Engine can conform to accurate realtime performance and seamless integration between different layouts and complex sequences.

In fast paced broadcasts like sport coverage, graphics has to keep up to ensure the viewer get the results, statics and data analytics as it happens.

Building Master Scenes that contain many, if not all the geometries required to display all the graphics enables the engine to load and animate faster. There might be a slight increased load time during initialization, but the performance gain from building in this matter is clearly evident.





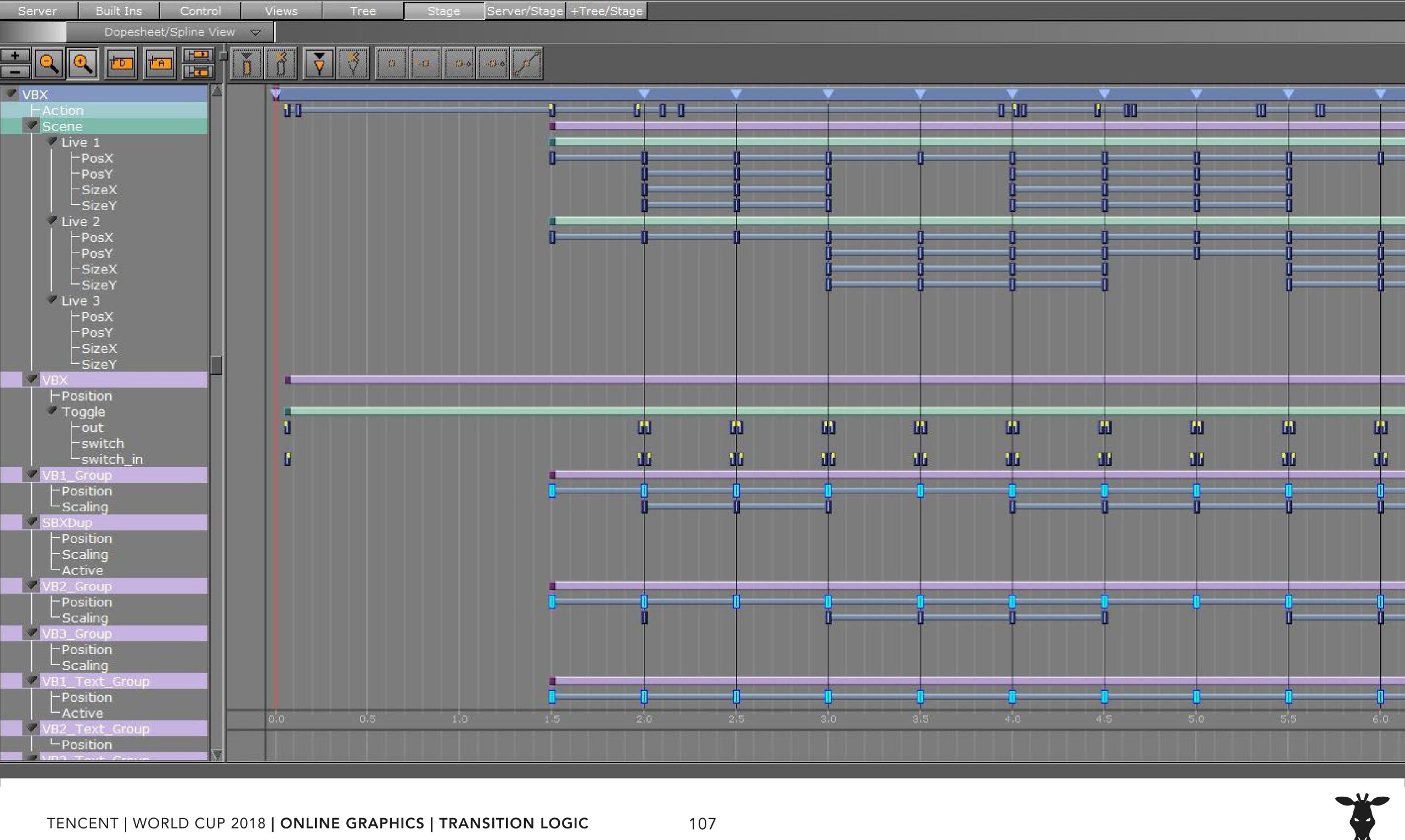
When all graphics required for the broadcast need to be played out from one engine, it is imperative to build the whole package from one single Master Scene. The more scenes that need to interact with each other, the more complex the build will become. Adding additional clever functionality and data integration

will also increase the build, and dependant on the creative design, it can exponentially increase in size.

When building a package that consist of two or more Master Scenes increase the risk that some of the graphics states will get out of sync if the operator makes a slight mistake, and is very obvious to see when flashes, freezes or jumps occur on-air.

Keeping the Transition Logic package as simple and uncomplicated as possible is the desired modus operandi, however bespoke functionality requests will push designers to go beyond the comfort levels and push their creative and technical abilities.





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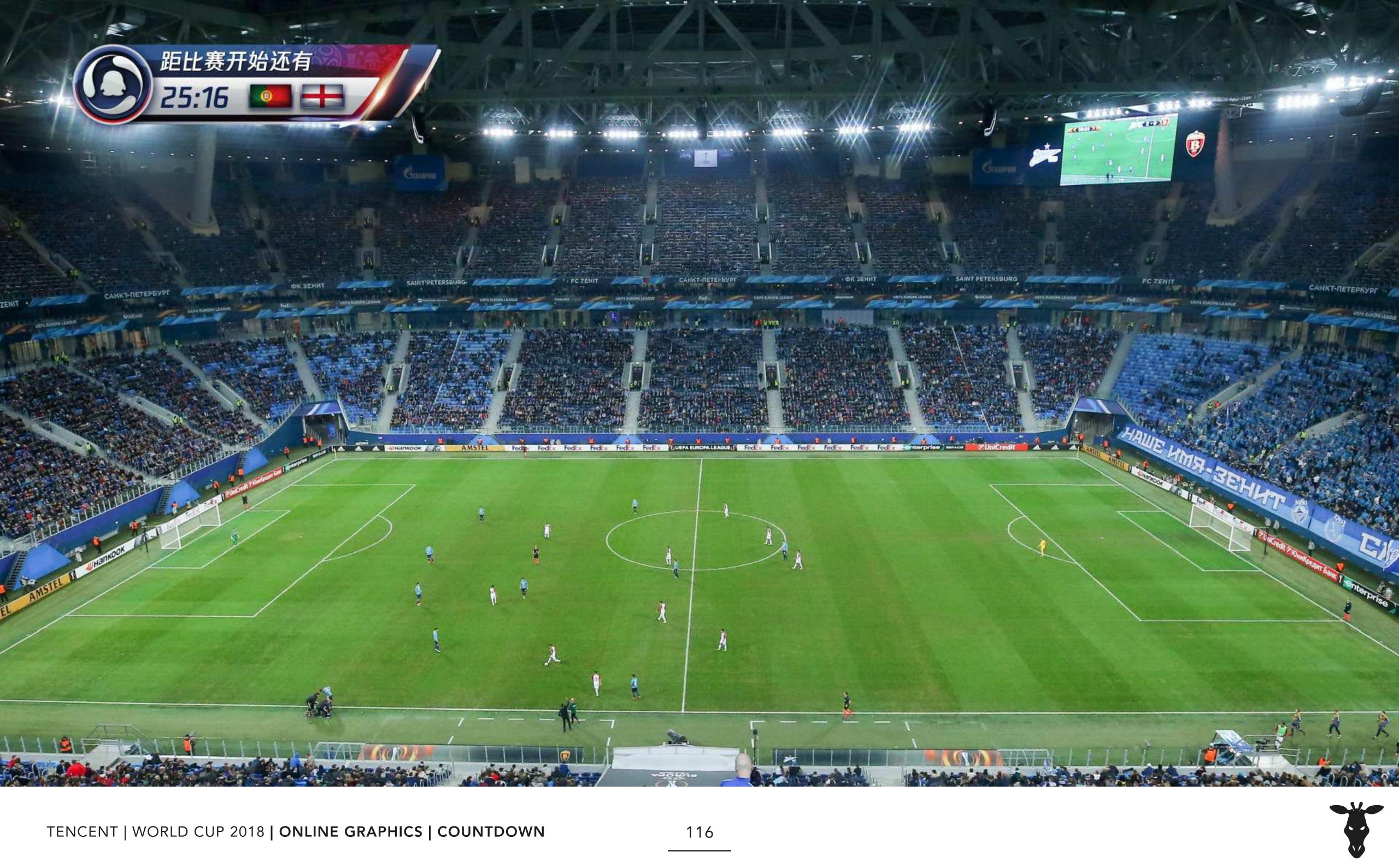


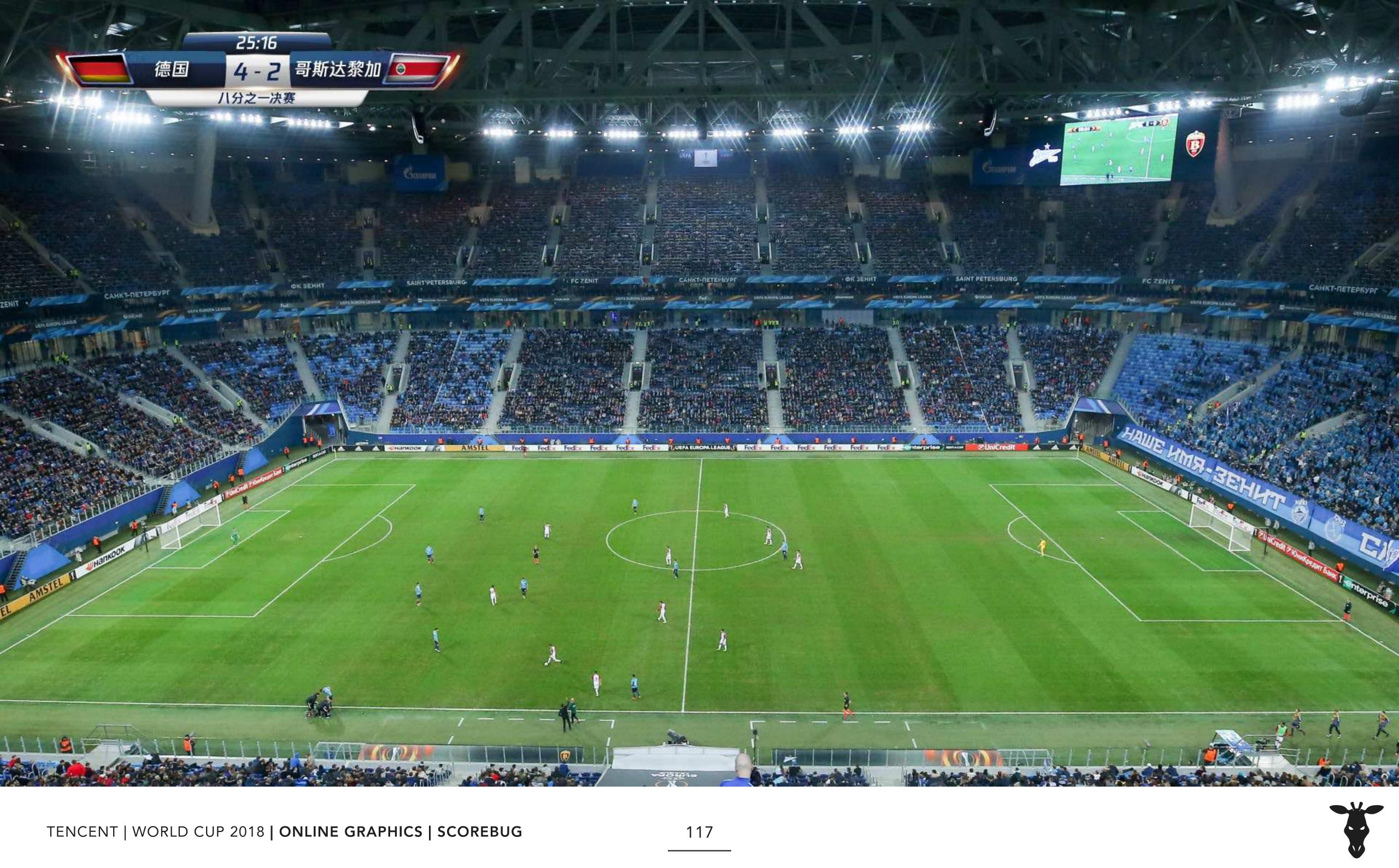












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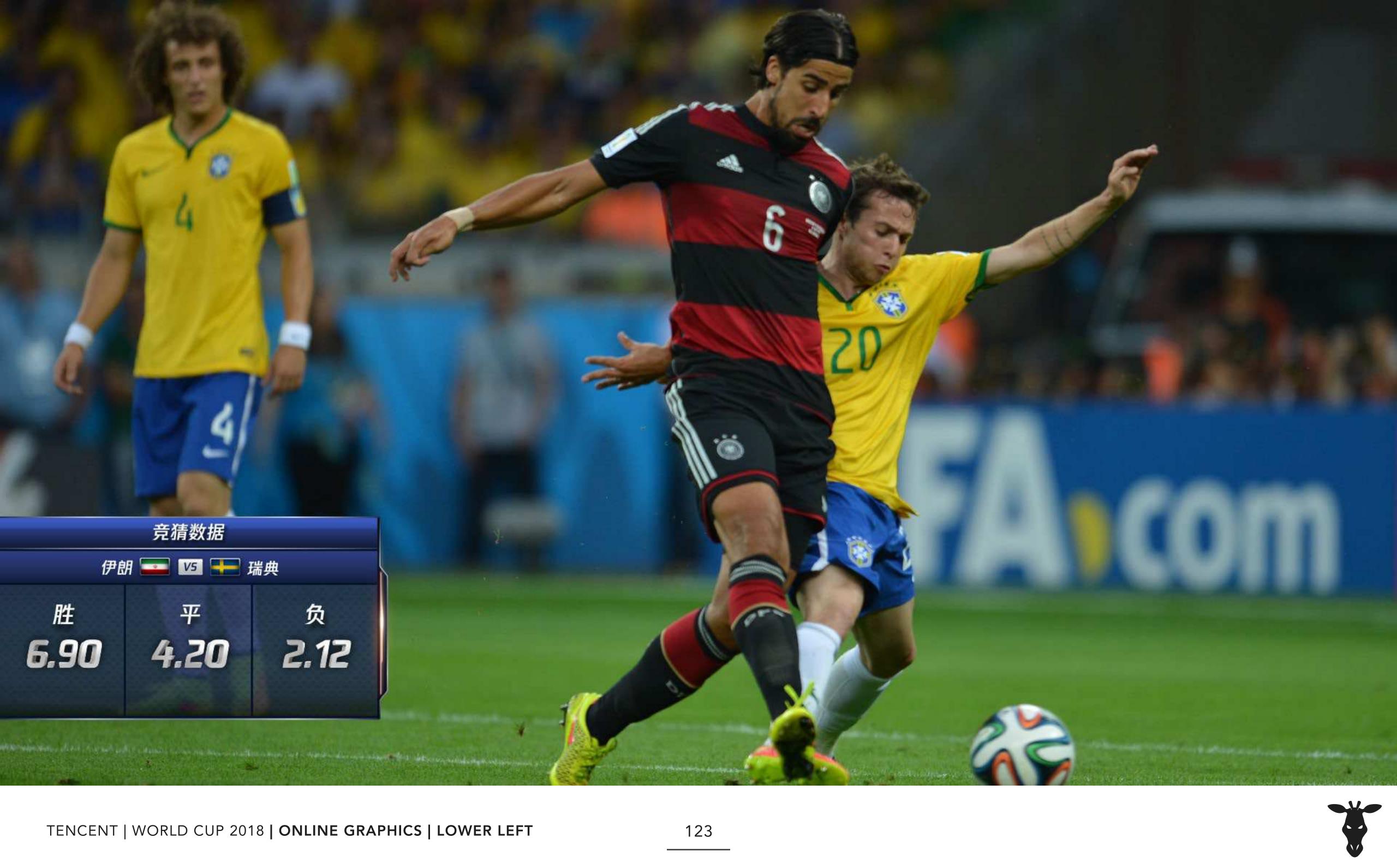


文字信息 在接受巴西《圣保罗页报》采访时, 比拉尔多表示:"梅西一直被拿来与 马拉多纳相比,但他要想达到马拉多 纳的高度,就必须为阿根廷带来世界 杯冠军。" 对于今年的俄罗斯世界 杯,比拉尔多表示梅西必须。 and the second second to a second of the second second second second second second second second second second





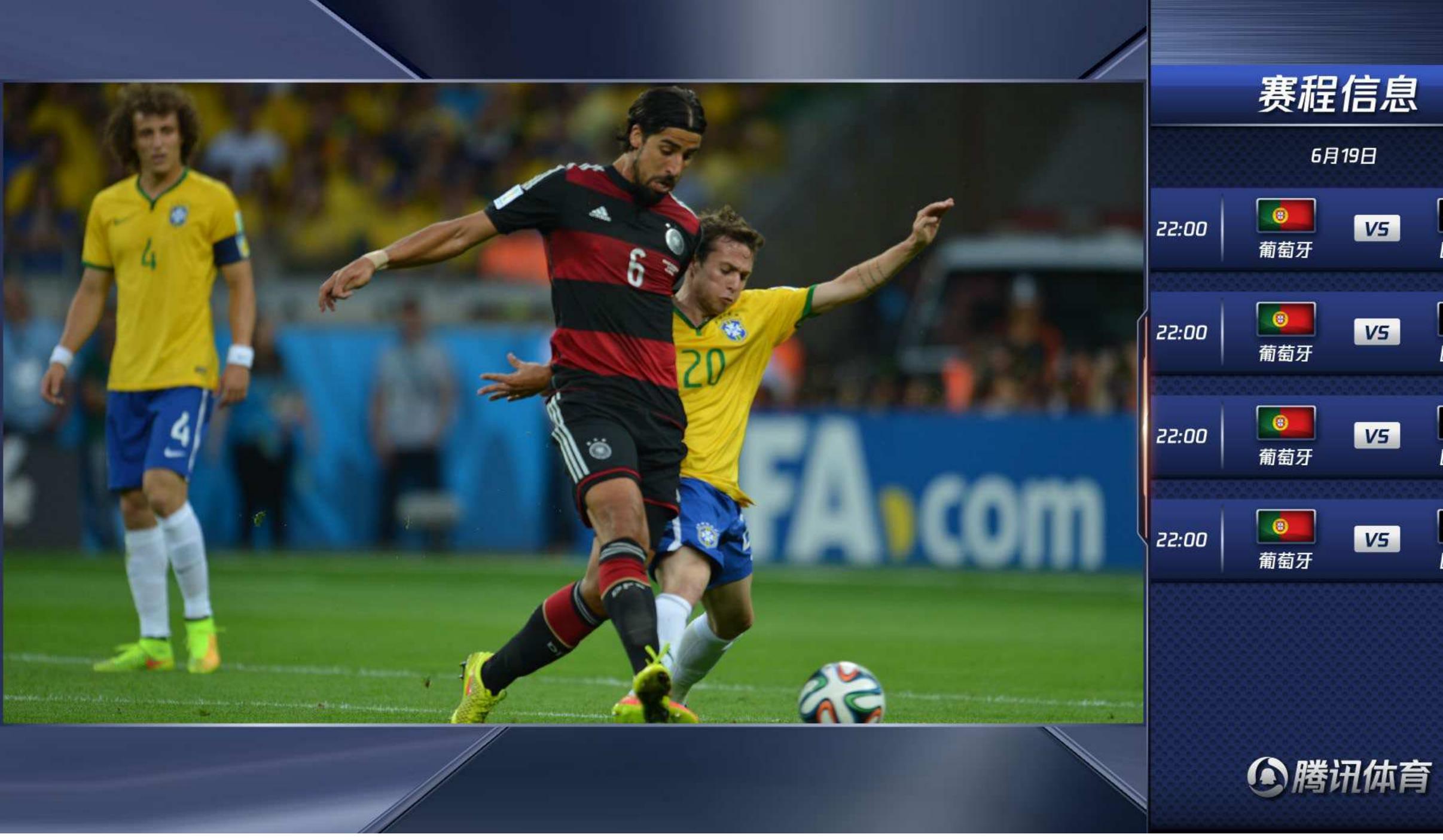
















节目单

6月14日 | 09:00-10:00 | 早间新闻

6月15日 | 10:00-12:00 | 昨日赛事回顾

6月16日 | 10:00-12:00 | 早间新闻

6月16日 | 14:00-15:00 | 专家讲解战术

6月17日 | 15:00-17:00 | 俄罗斯最前线

6月17日 | 17:30-19:30 | 俄罗斯最前线







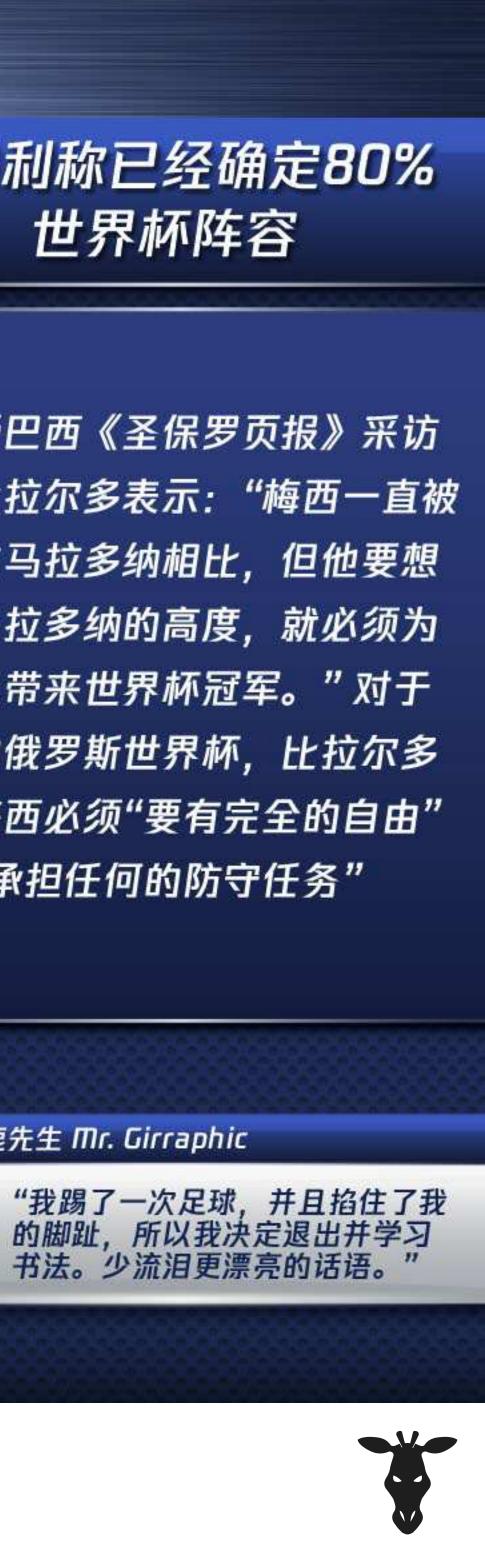


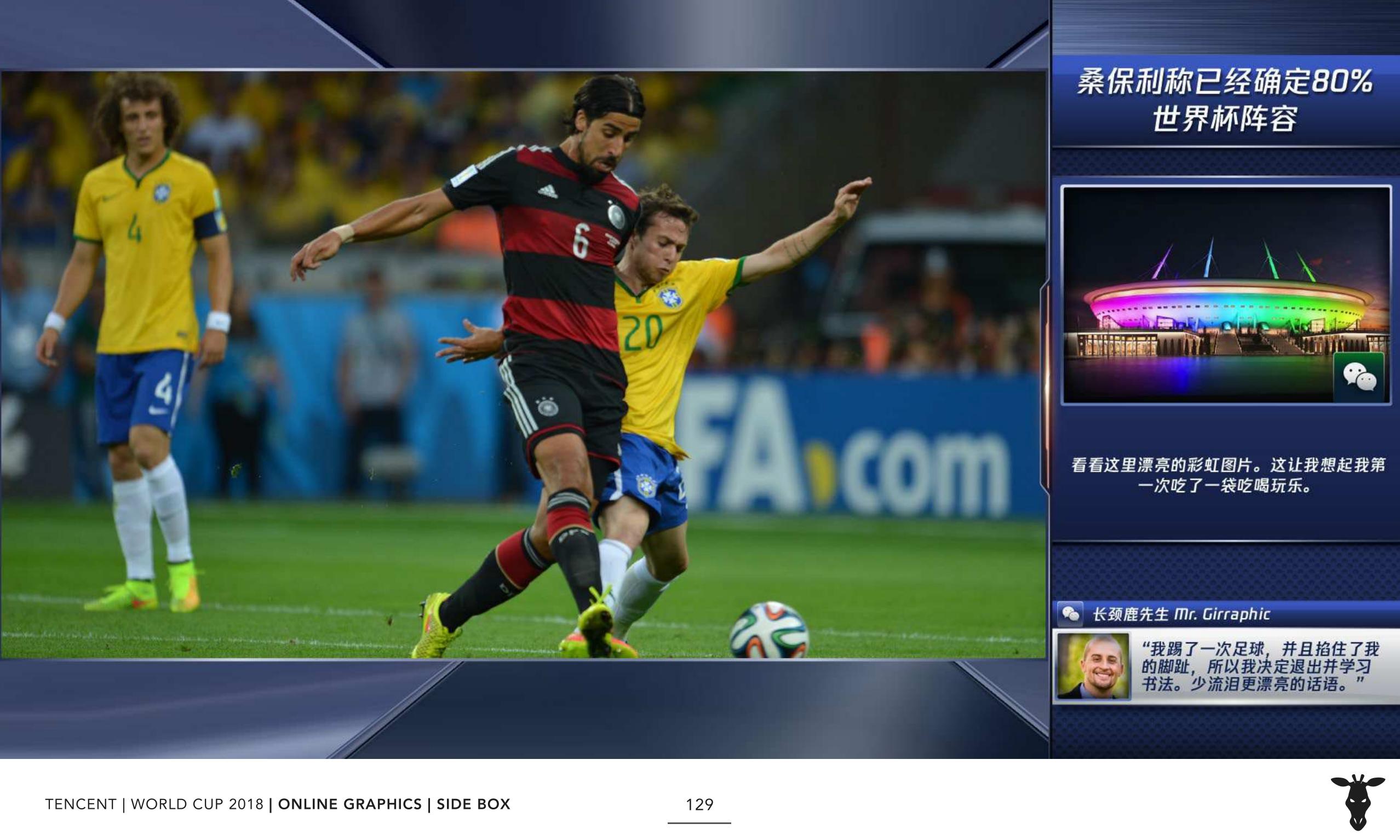
在接受巴西《圣保罗页报》采访 时,比拉尔多表示:"梅西一直被 拿来与马拉多纳相比,但他要想 达到马拉多纳的高度, 就必须为 阿根廷带来世界杯冠军。"对于 今年的俄罗斯世界杯,比拉尔多 表示梅西必须"要有完全的自由" "不必承担任何的防守任务"





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积分



TENCENT | WORLD CUP 2018 | ONLINE GRAPHICS | FULL FRAME

场次	胜	平	负	进/失球	
3	0	0	8	8	
2	1	0	7	7	
1	0	2	3	3	
1	1	2	1	1	

F组





手榜/助攻榜	COHER CO
国家名字	进球数
王 英格兰	6 [点球1]
[] ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ●	5
回 和 服 延	4 [点球1]
◎ 葡萄牙	4
一一德国	3
腾讯体育	







2018俄罗斯世界杯小组赛冠军赛













卢日尼基球场 | 18:00





ORDE



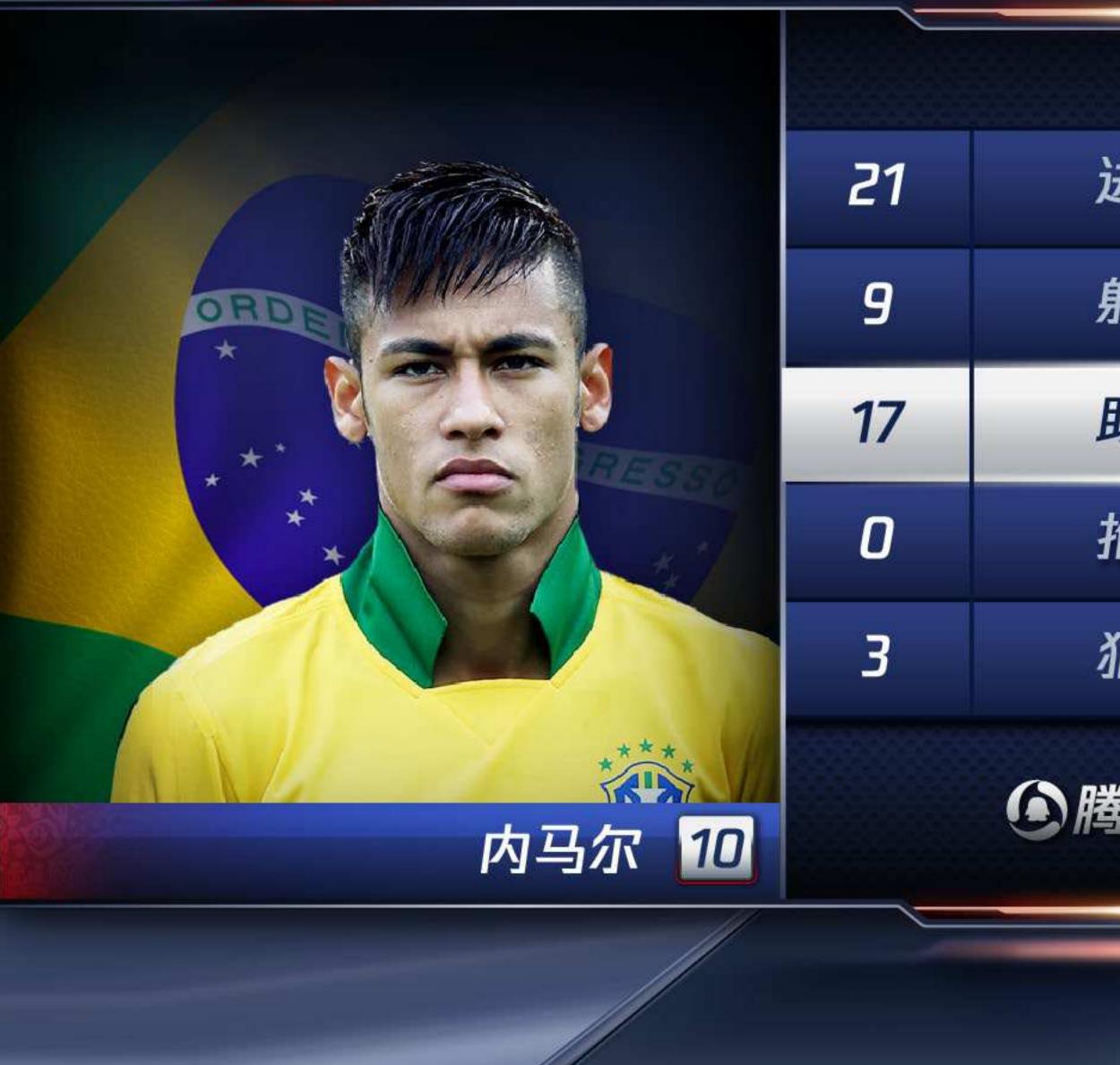


进球	69%
射门	12
助攻	15
抢断	2
犯规	6
の階	冠体育









进球	18	
射门	12	
助攻	15	
抢断	2	
犯规	5	
對대体育		* (で) (1000000000000000000000000000000000000









多球员数据信息

137













经法猜测		Constant of the second
^{参与者} 050.234		
名字	数字	
用户名	100.500	
用户名	98.325	
用户名	62.016	
用户名	30.987	
腾讯体育		



























看看这里漂亮的彩虹图片。这 让我想起我第一次吃了一袋吃 喝玩乐。

喝玩乐。

TENCENT | WORLD CUP 2018 | ONLINE GRAPHICS | FULL FRAME

球员数据

看看这里漂亮的彩虹图片。这 让我想起我第一次吃了一袋吃

看看这里漂亮的彩虹图片。这 让我想起我第一次吃了一袋吃 喝玩乐。







这是示例段落文本 这是示例段落文本这是示例段落文本这是示例段落文本这是示例段落文本 这是示例段落文本 这是示例段落文本这是示例段落文本这是示例段落文本这是示例段落文本

TENCENT | WORLD CUP 2018 | ONLINE GRAPHICS | FULL FRAME

































TENCENT | WORLD CUP 2018 | ONLINE GRAPHICS | VIDEO BOX





















"我是有史以来最伟大的足球运动员。每 次我参加马科斯队时,我都会赢得至少10 个进球。我希望我能打一些更好的比赛。 我想我要退休,专注于乒乓球事业。它的 英俊, 如此优秀"

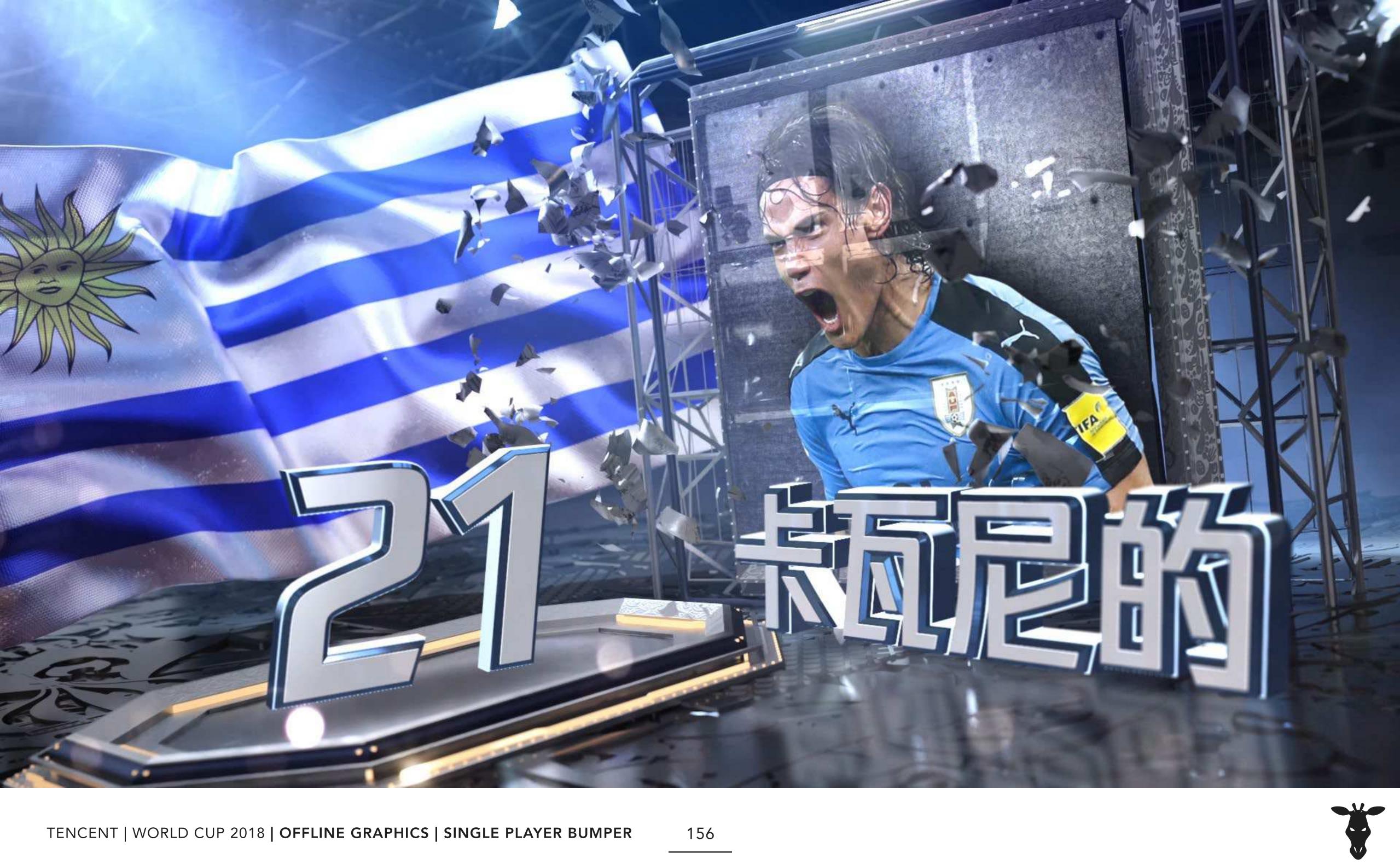
TENCENT | WORLD CUP 2018 | ONLINE GRAPHICS | VIDEO BOX

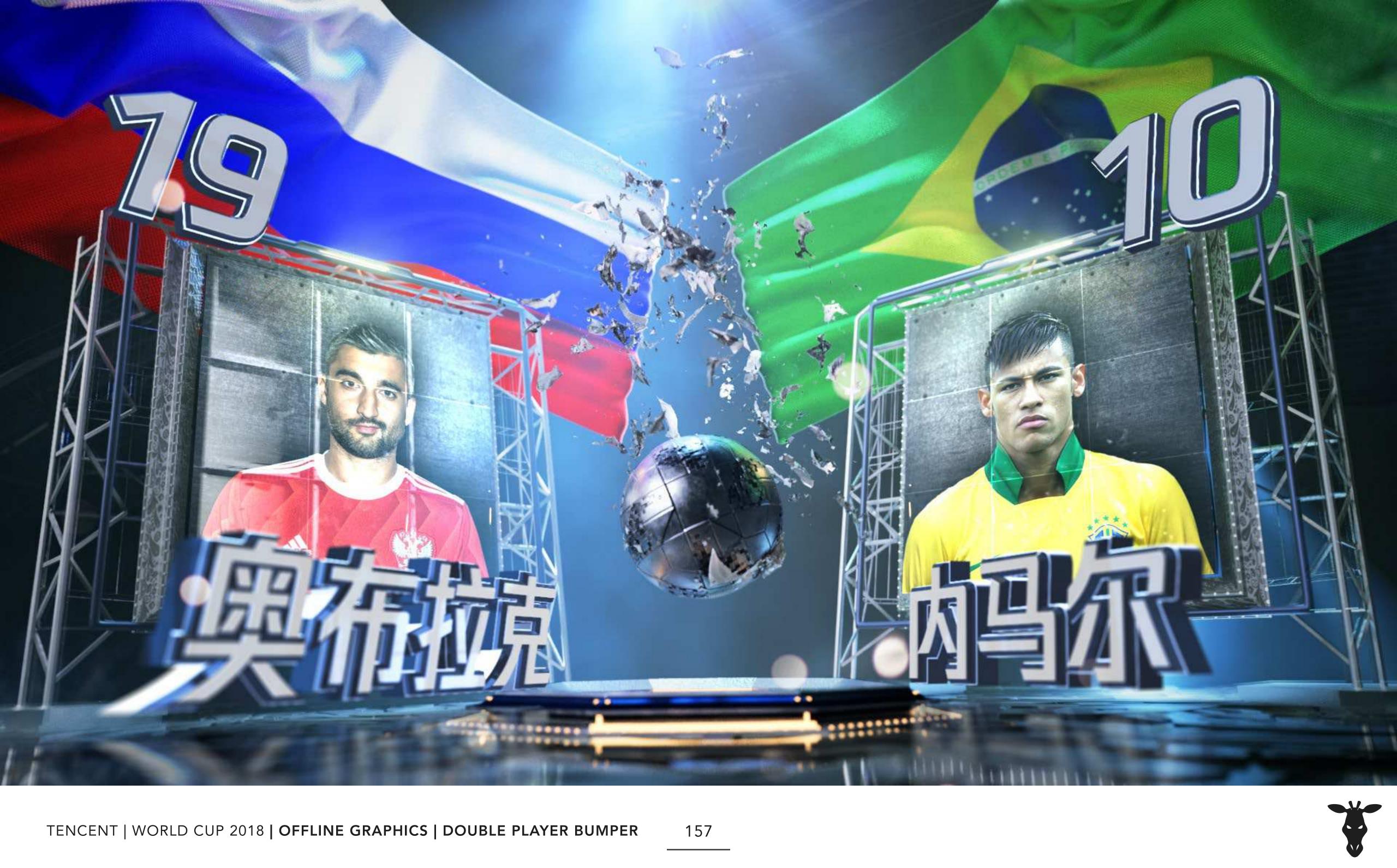


GRAPHIC PACKAGE OFFLINEGRAPHICS

TENCENT | WORLD CUP 2018 | LOWER FRAME







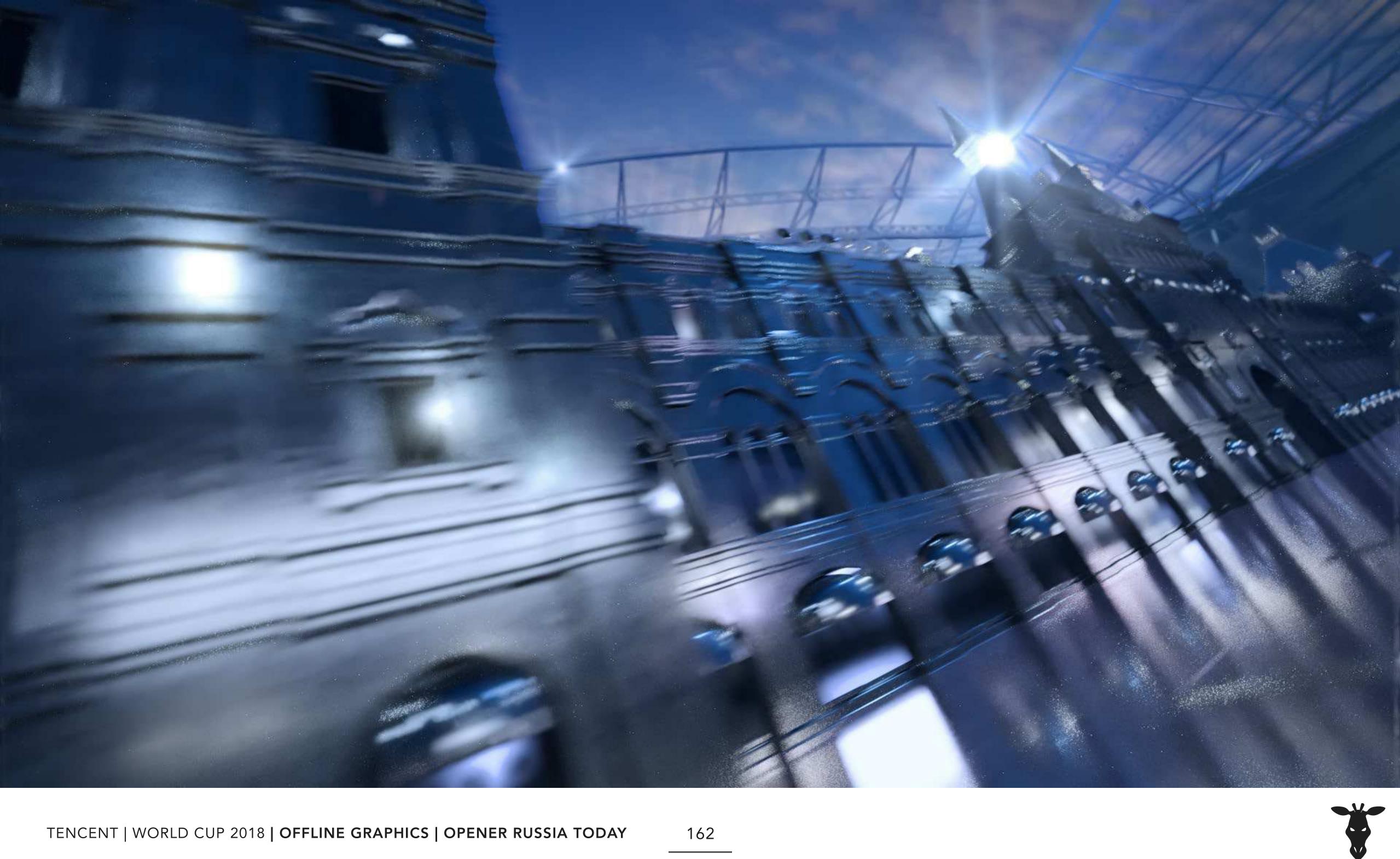


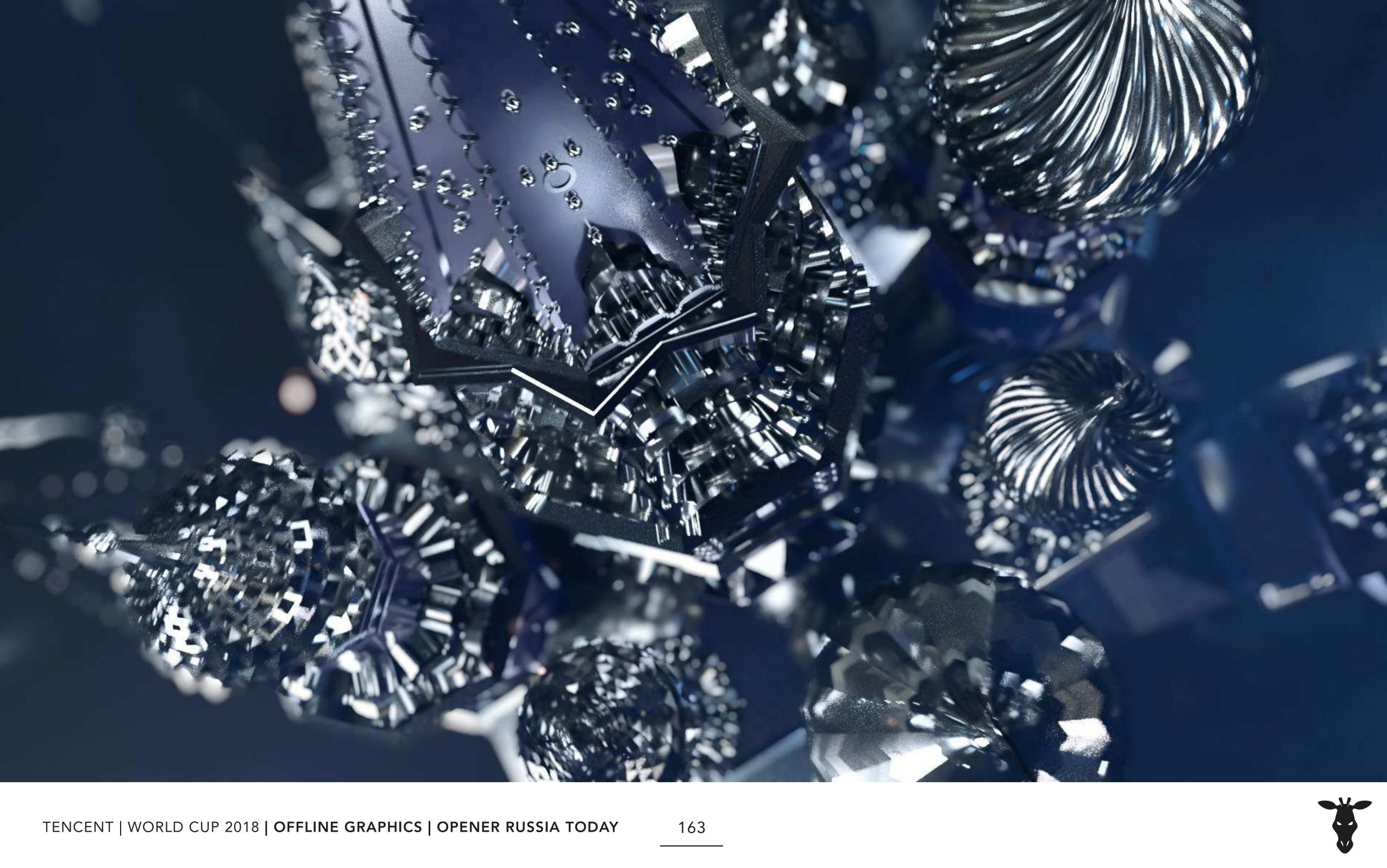


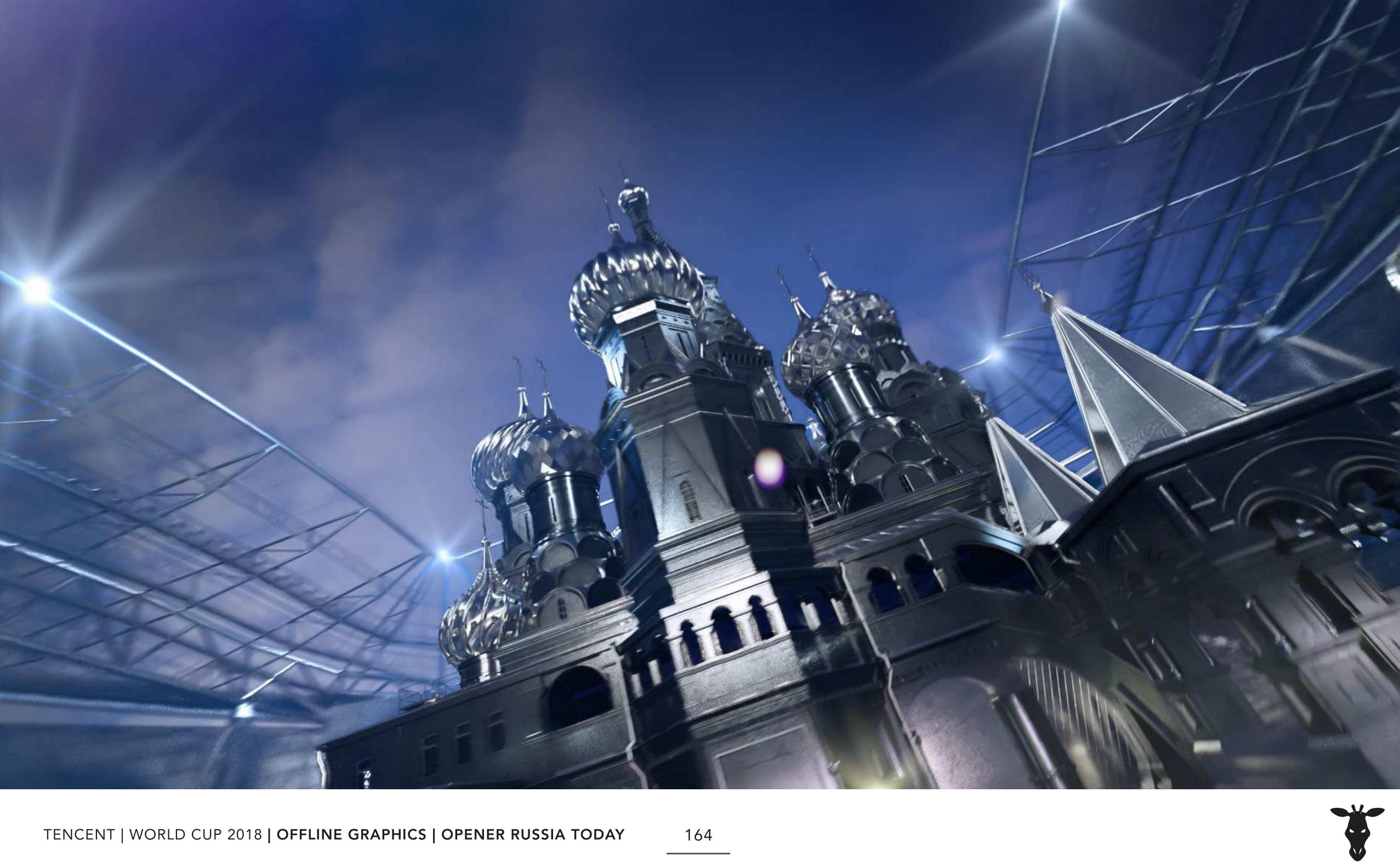




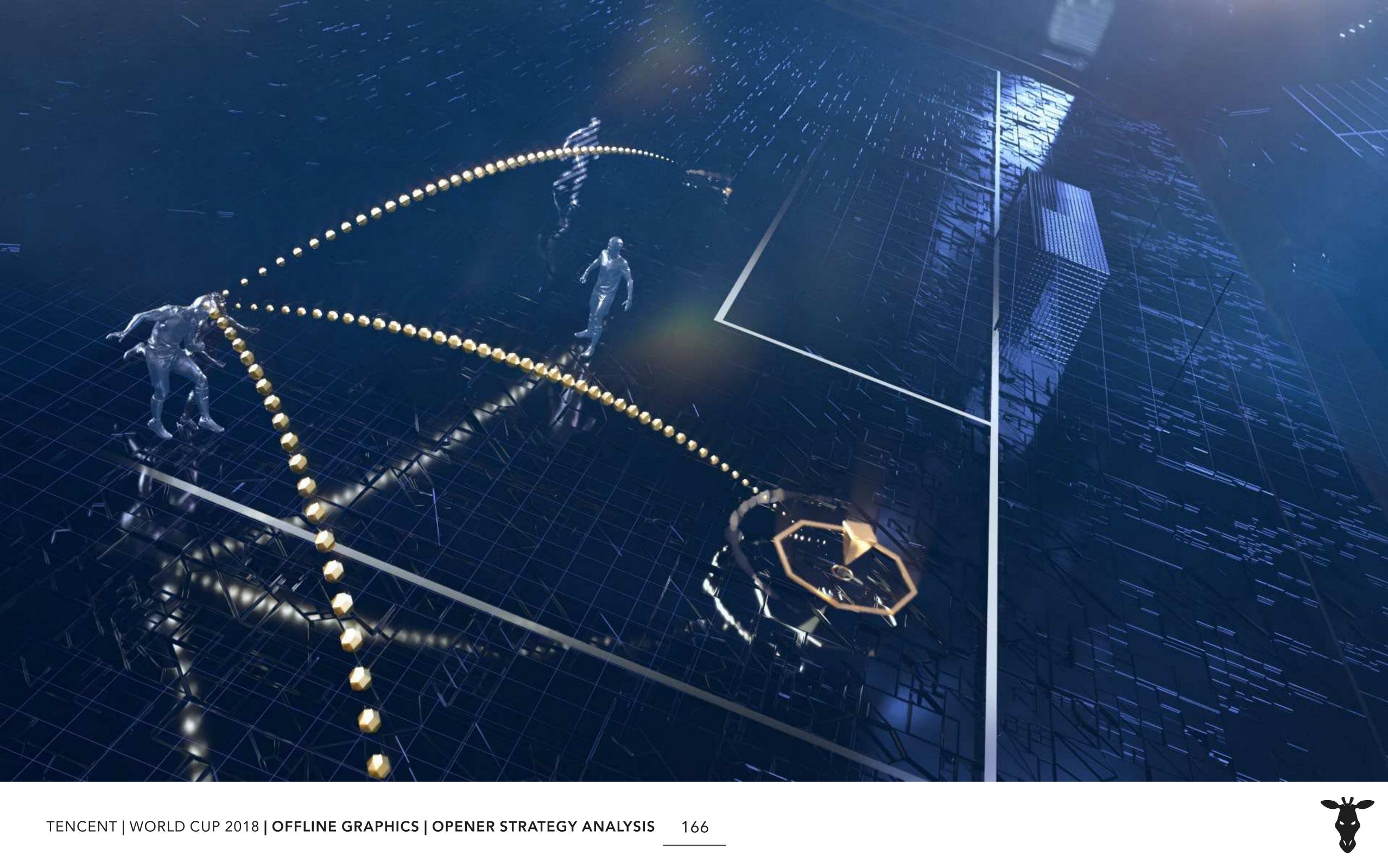
TENCENT | WORLD CUP 2018 | OFFLINE GRAPHICS | DOUBLE TEAM BUMPER

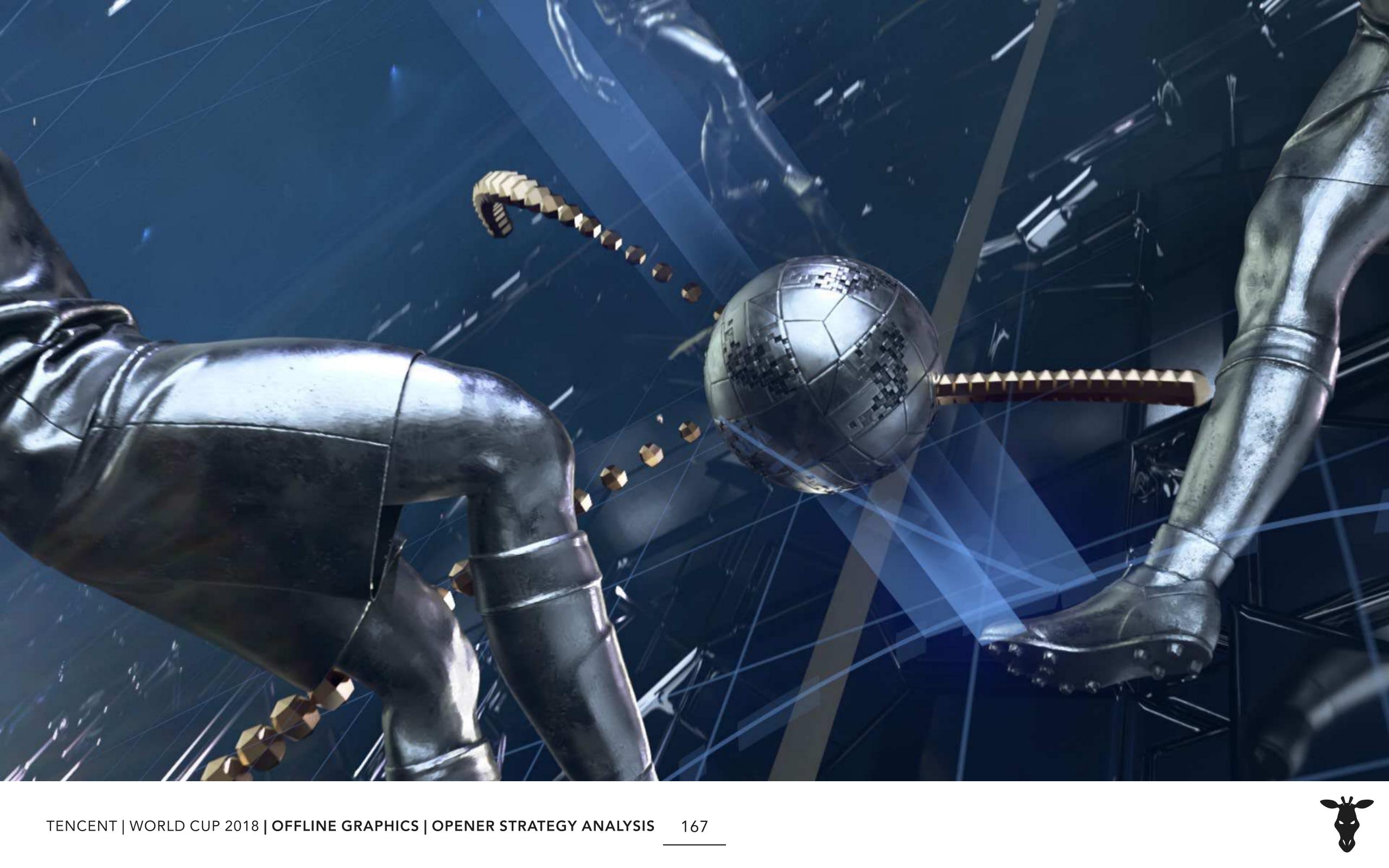






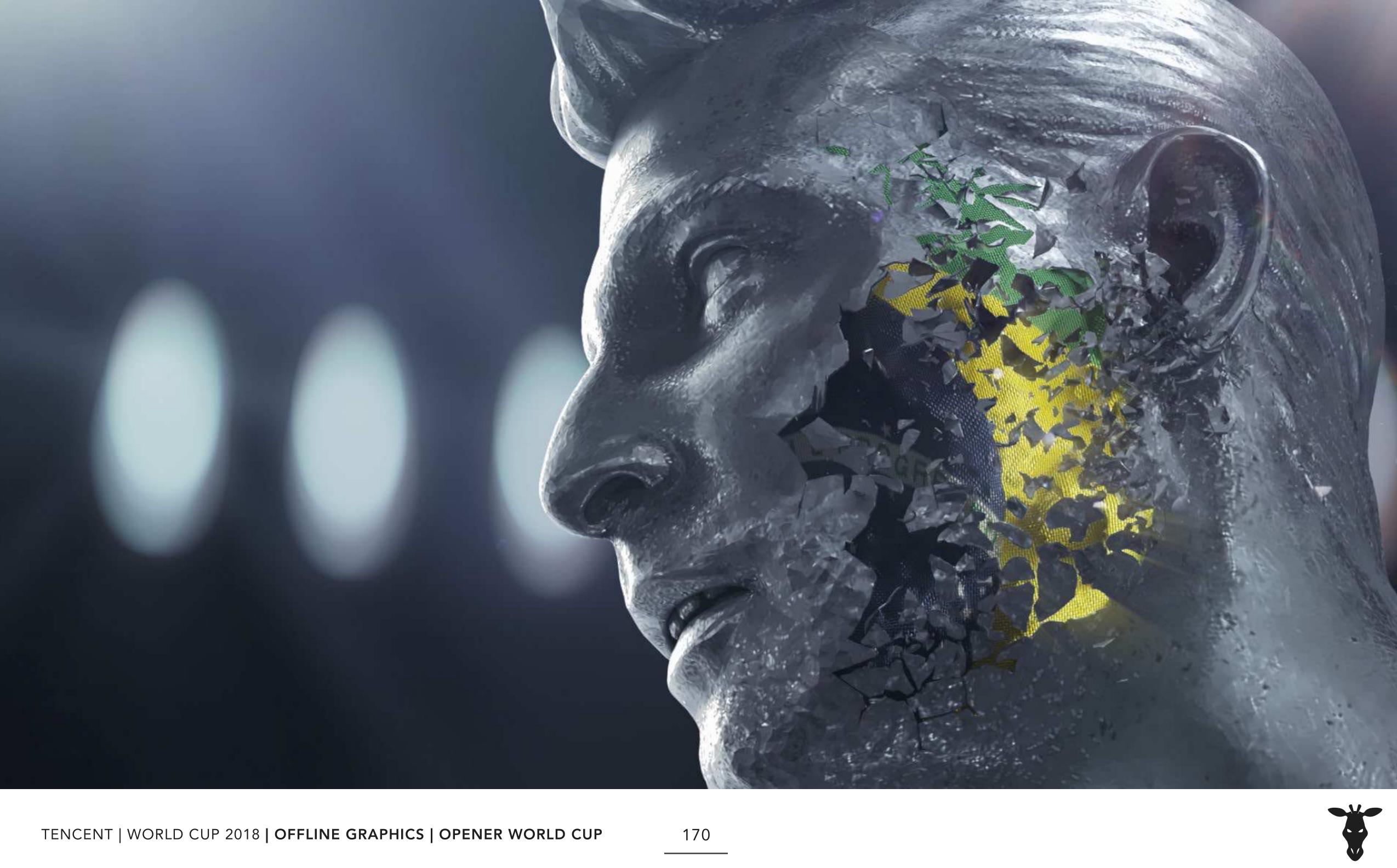


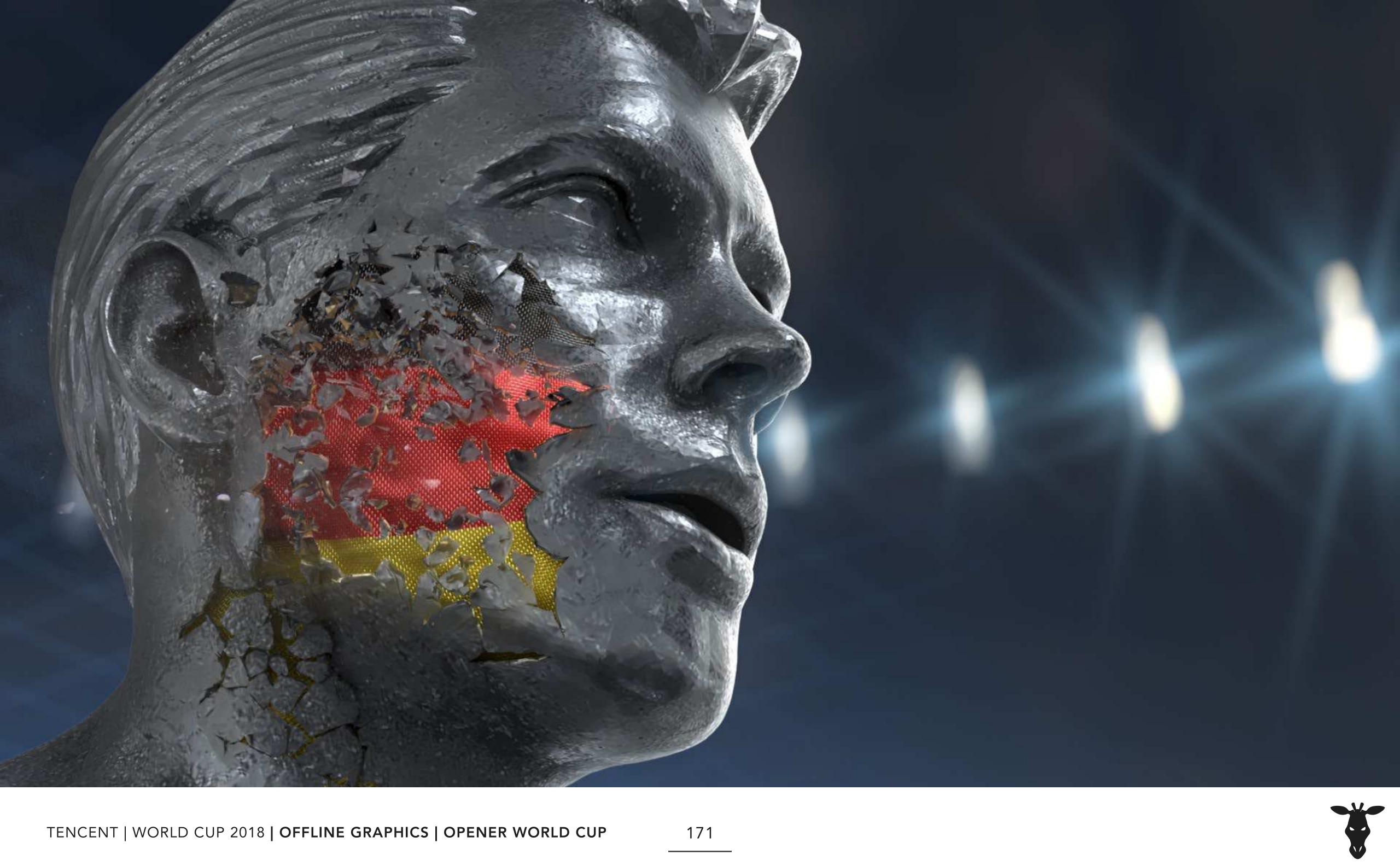


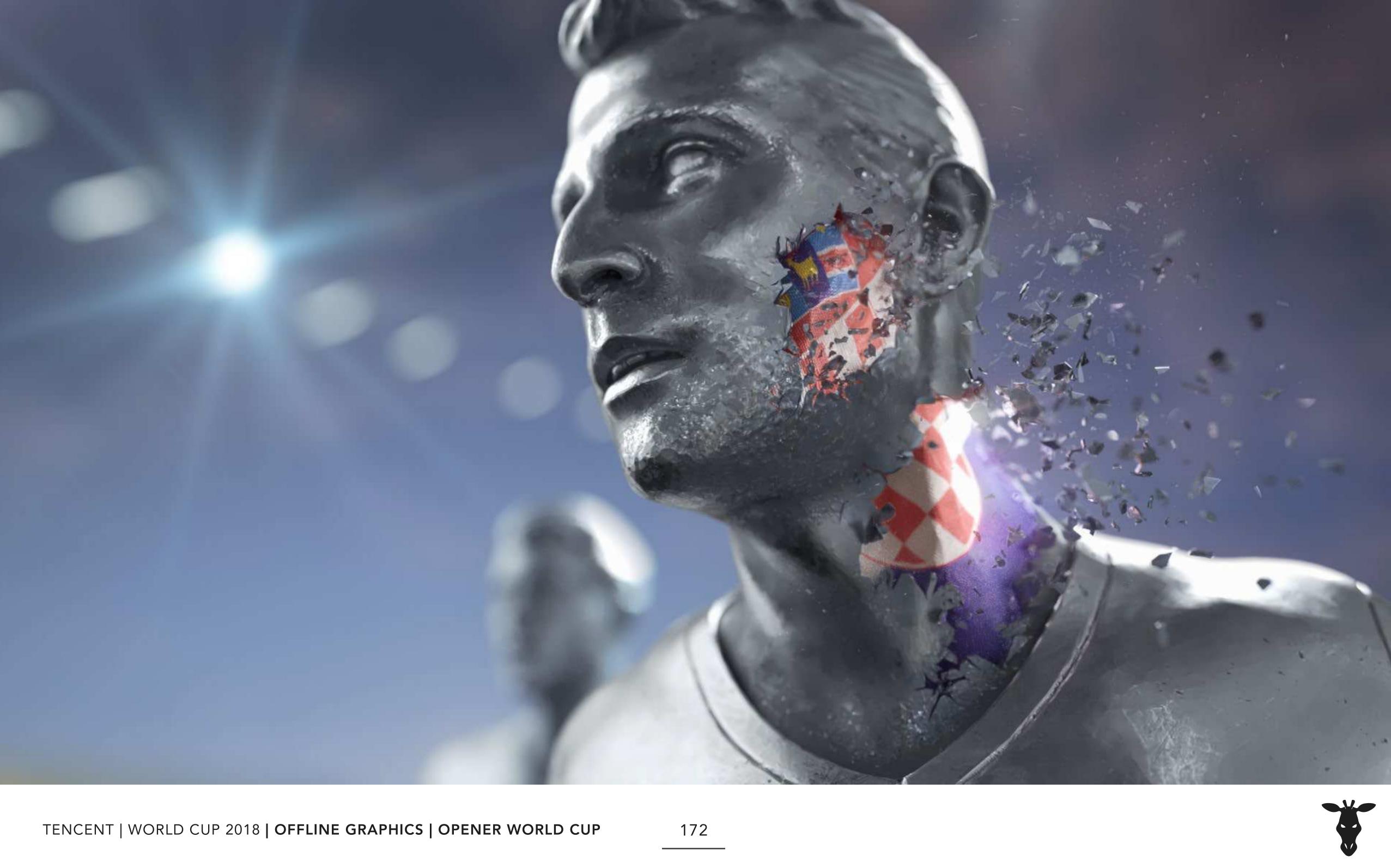


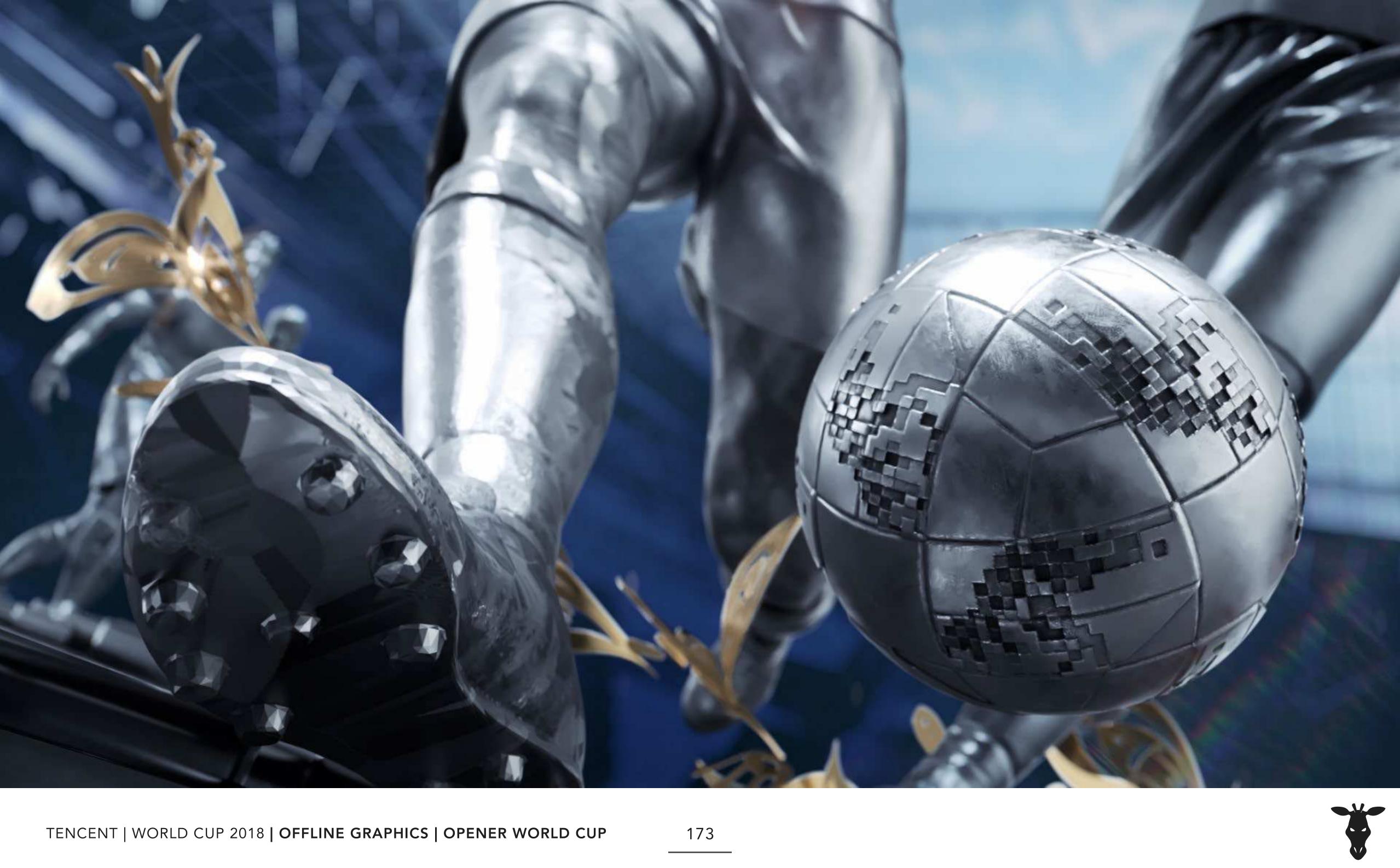


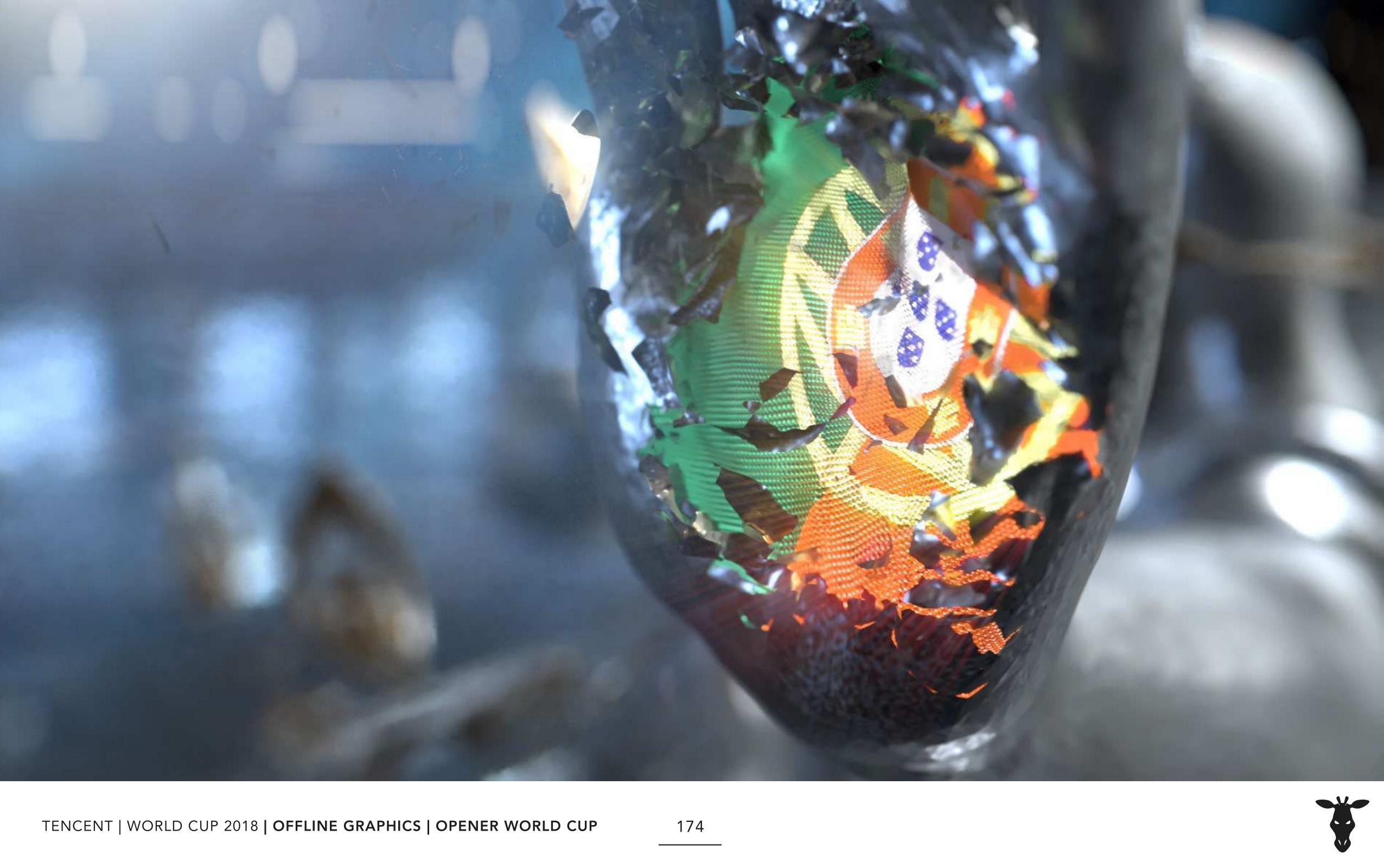


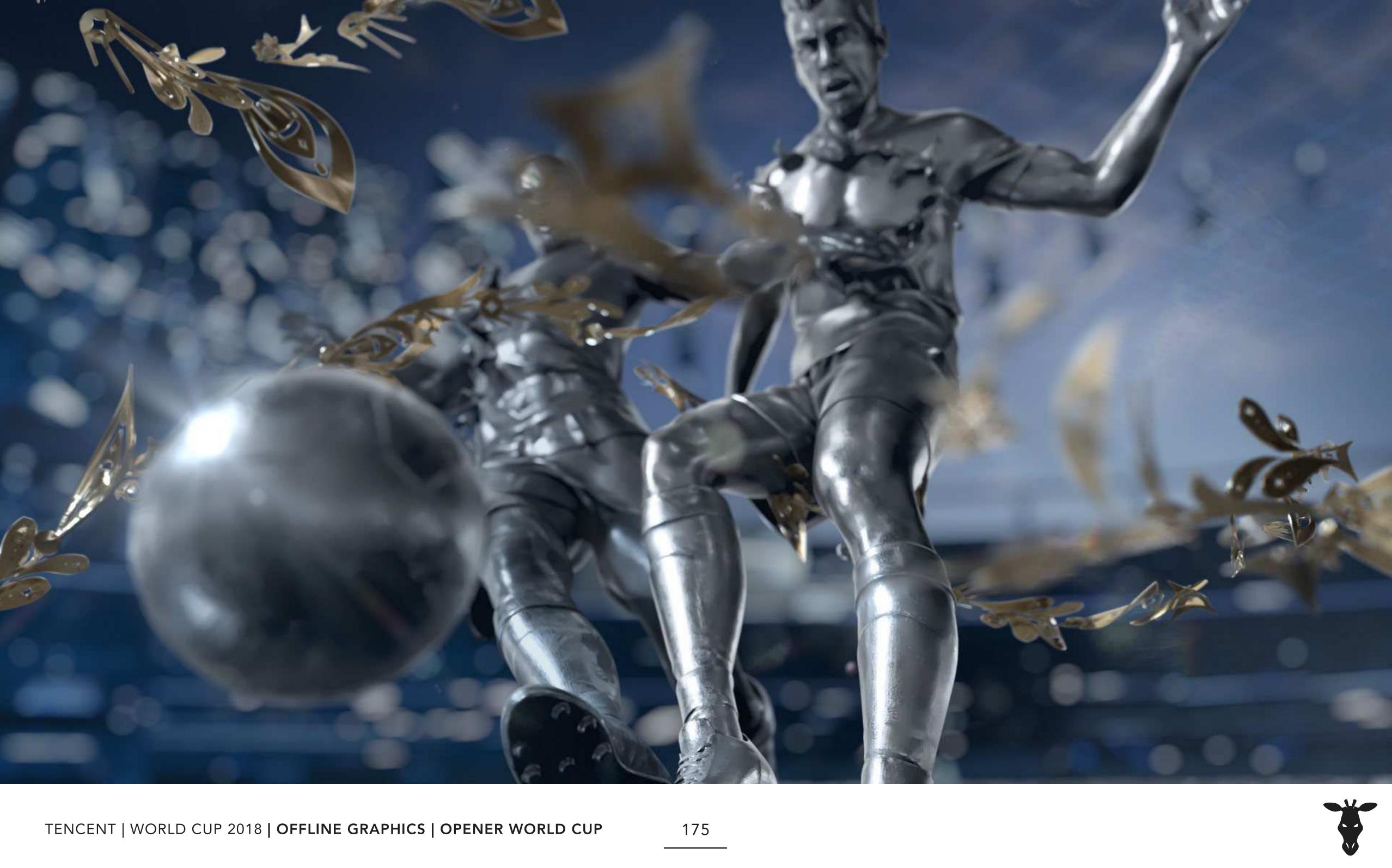


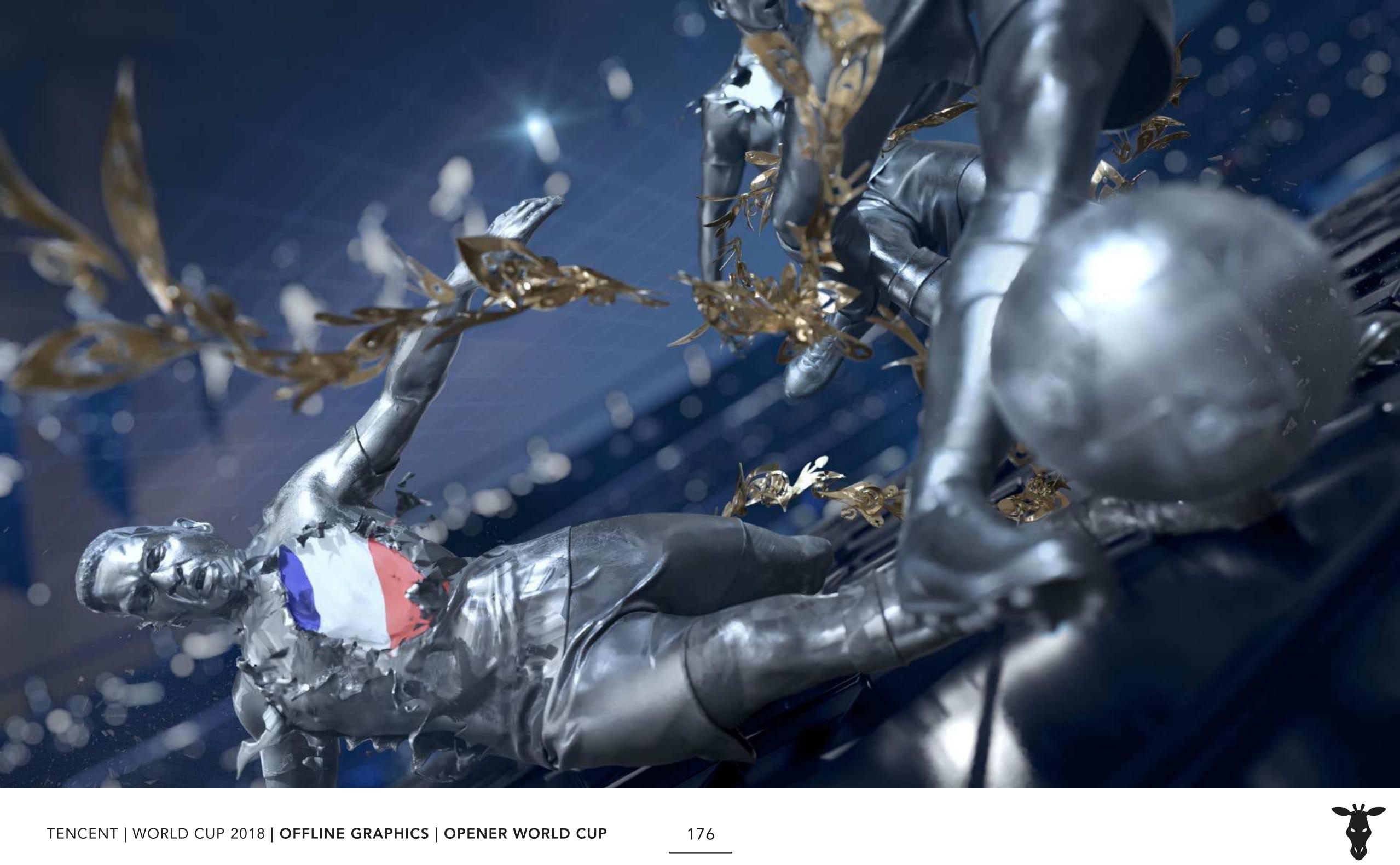


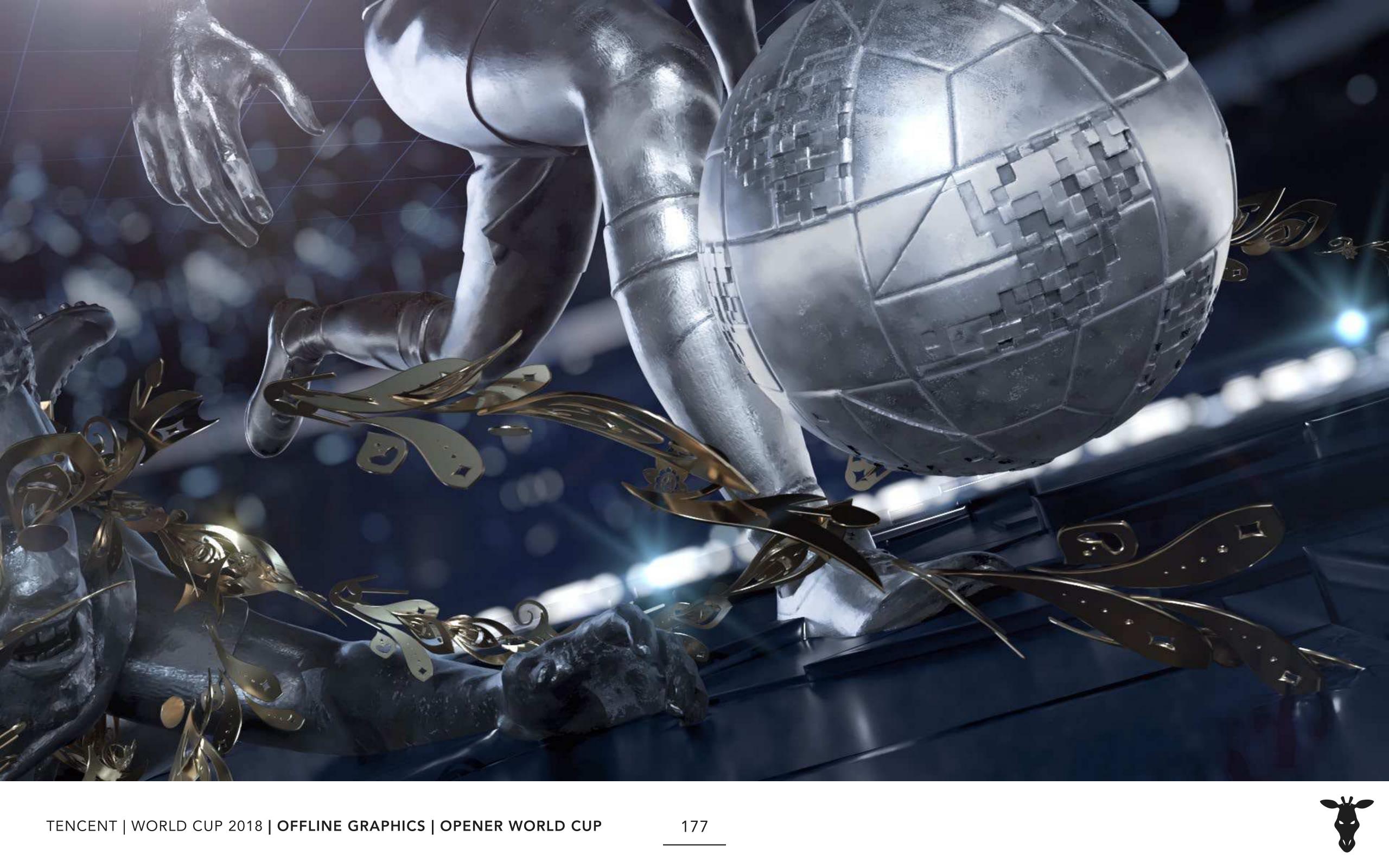


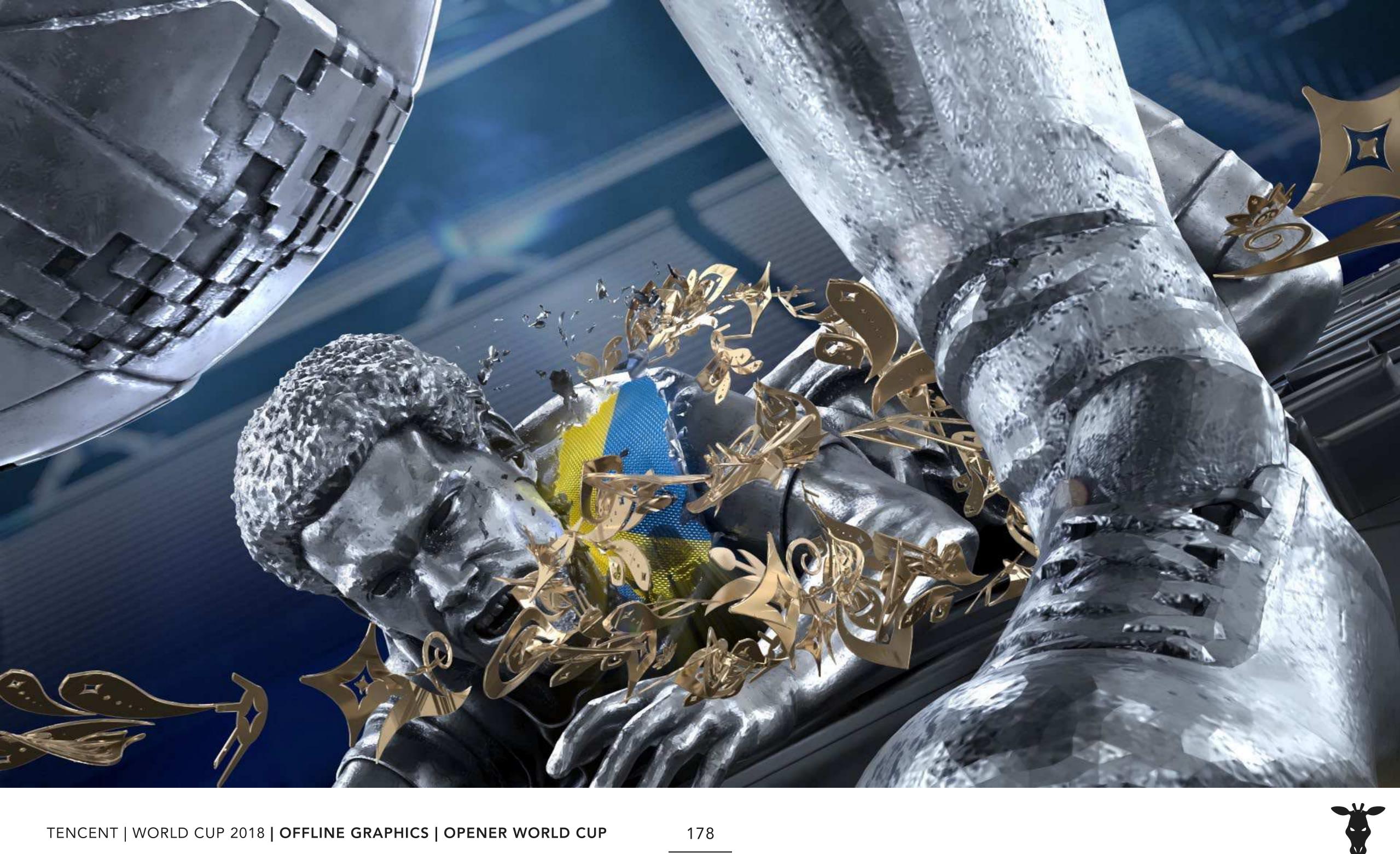


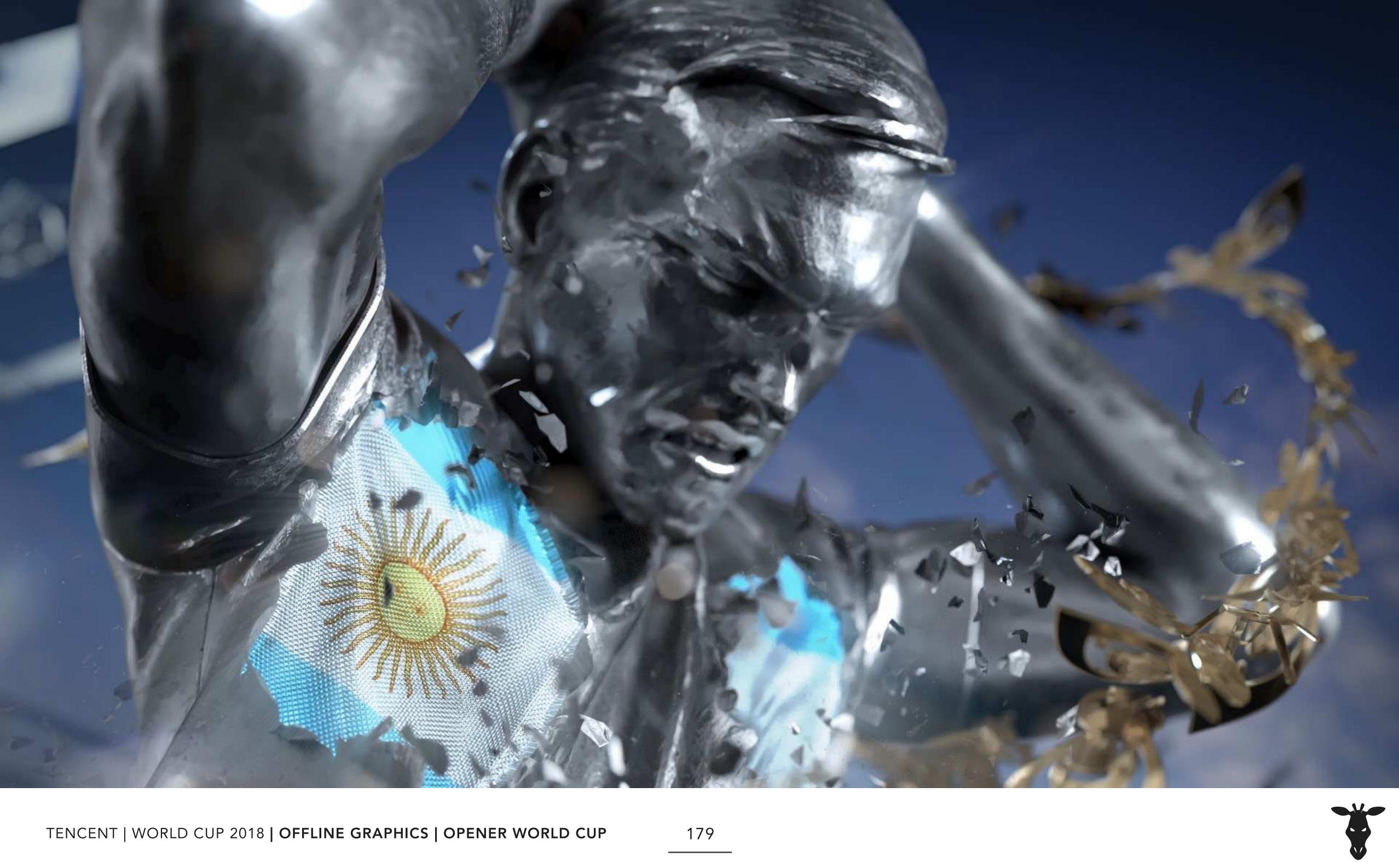


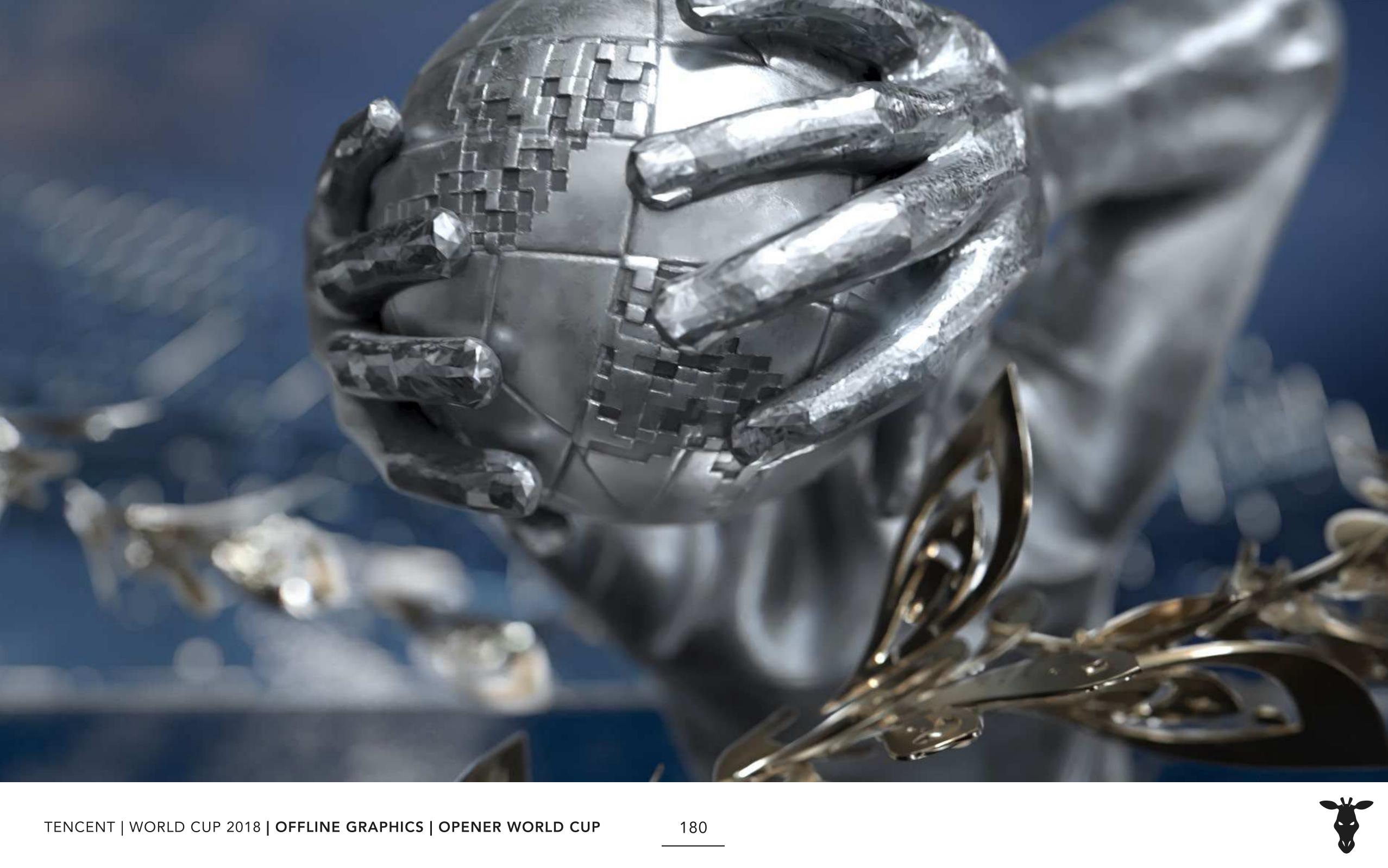


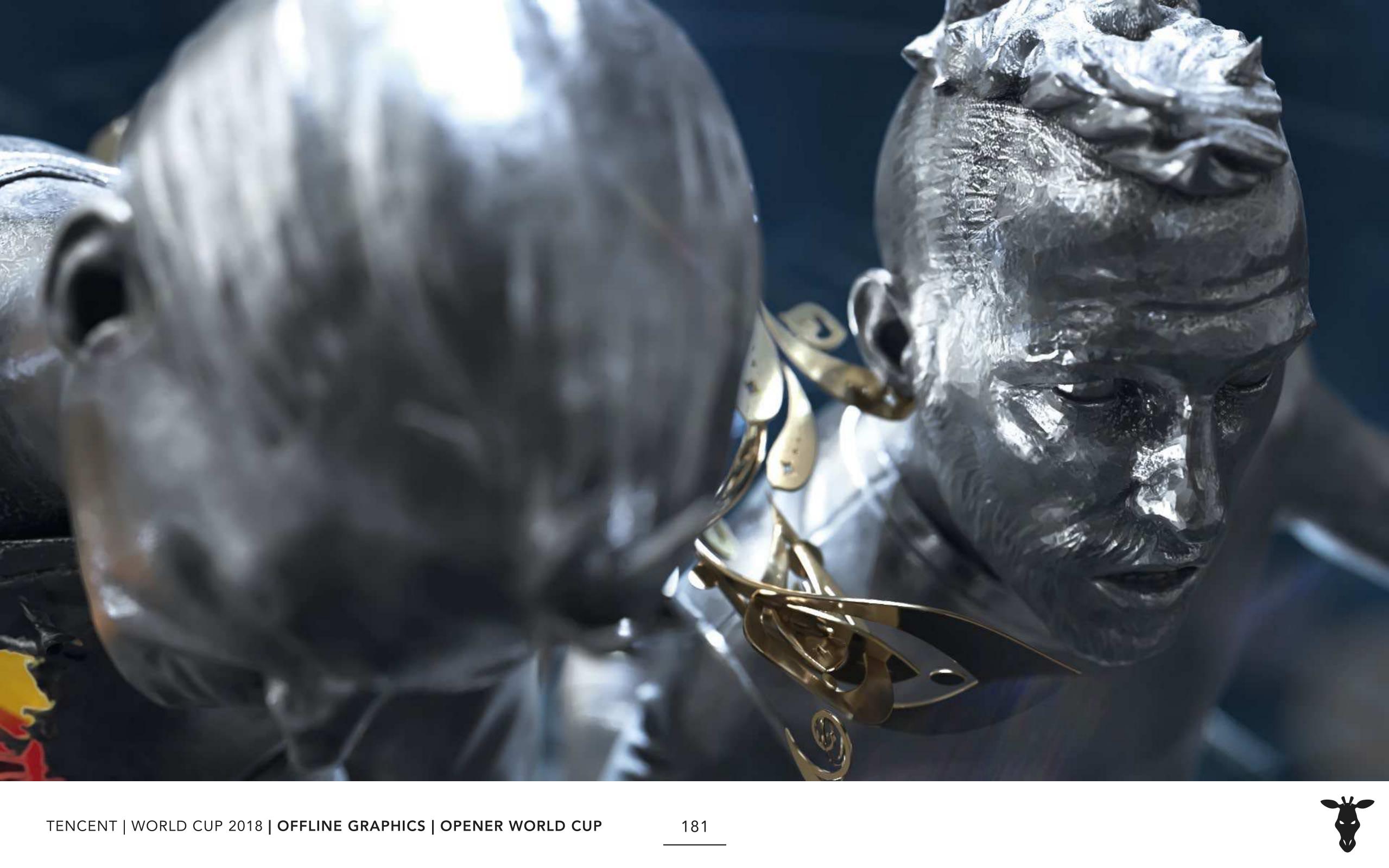


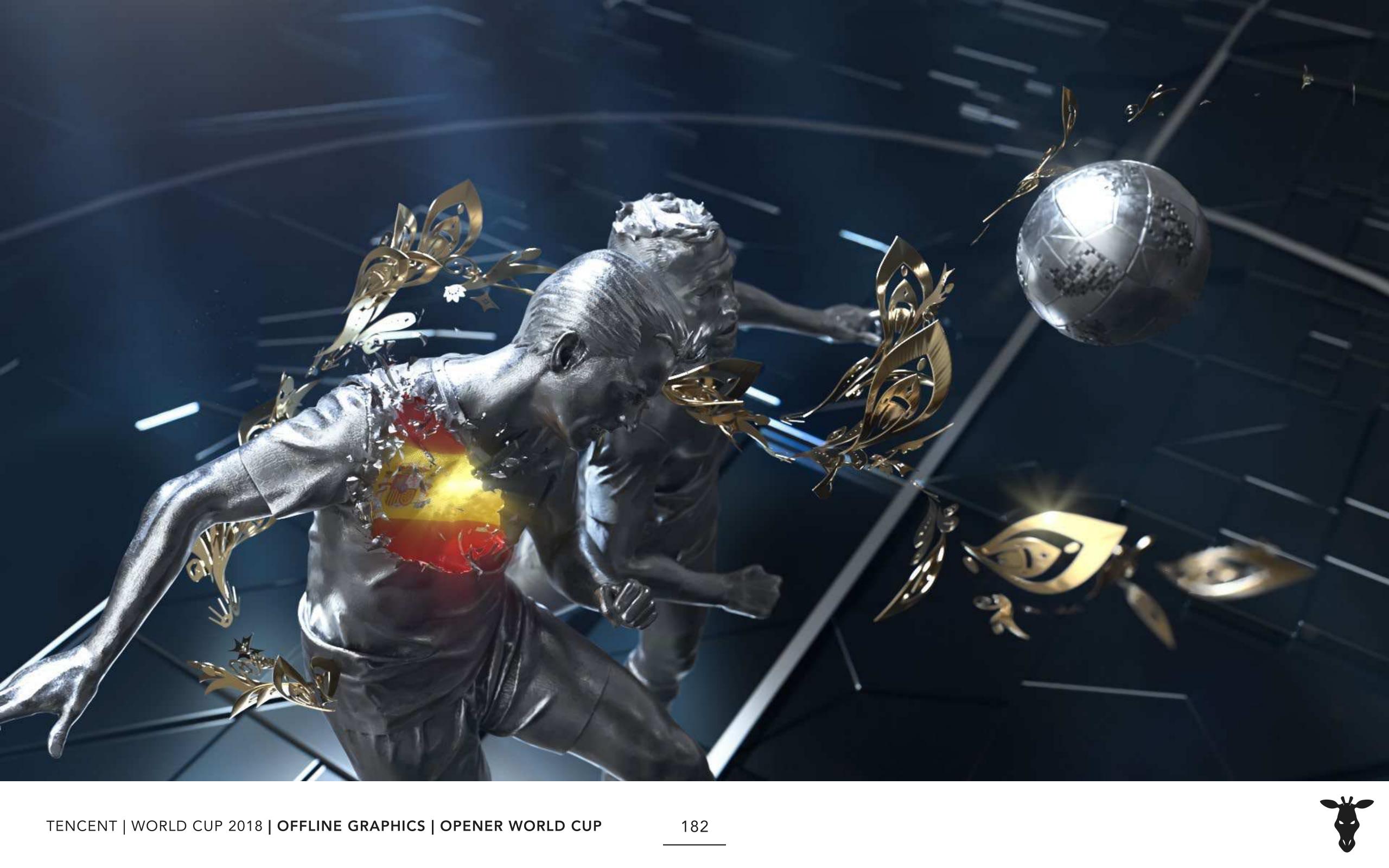


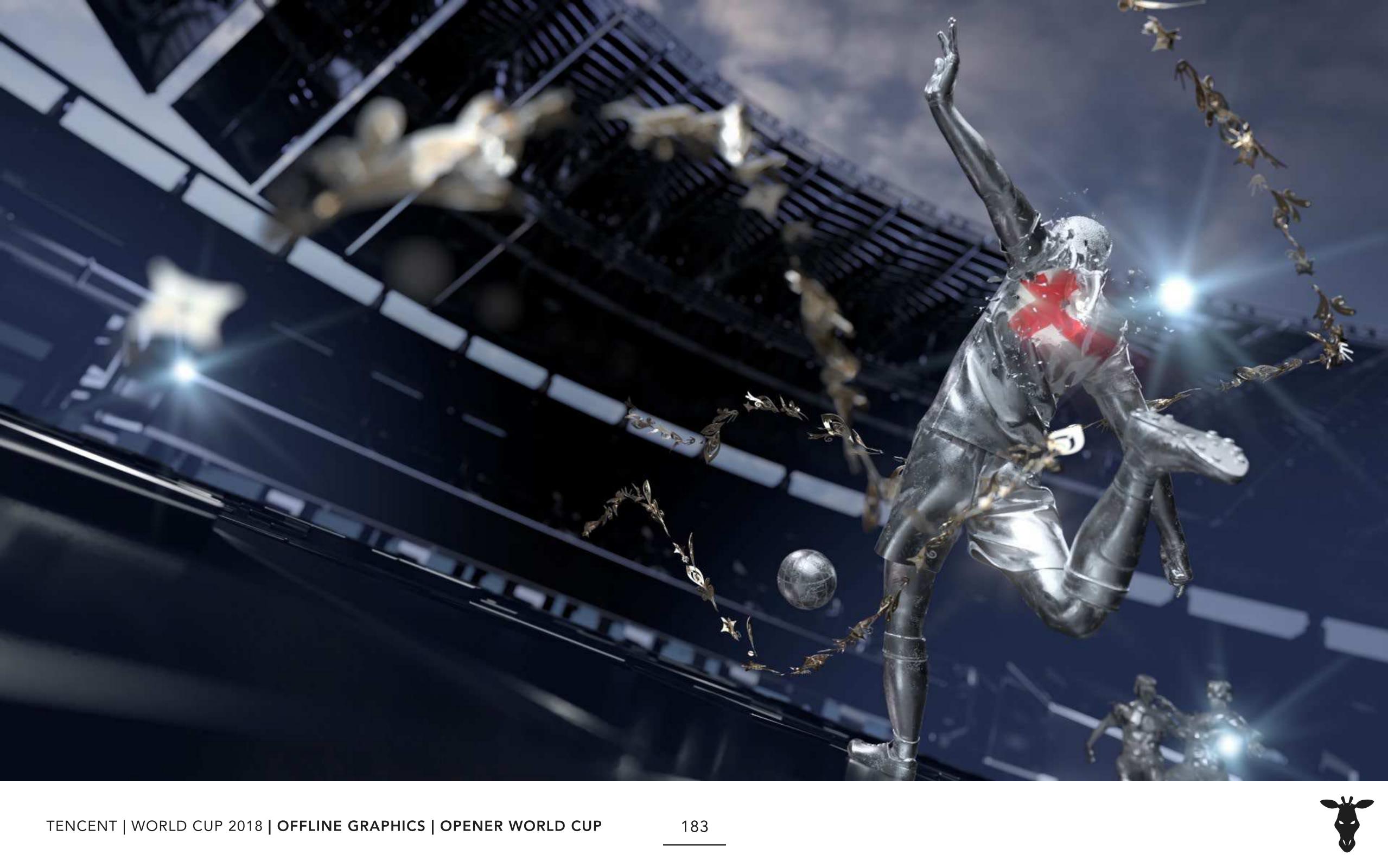




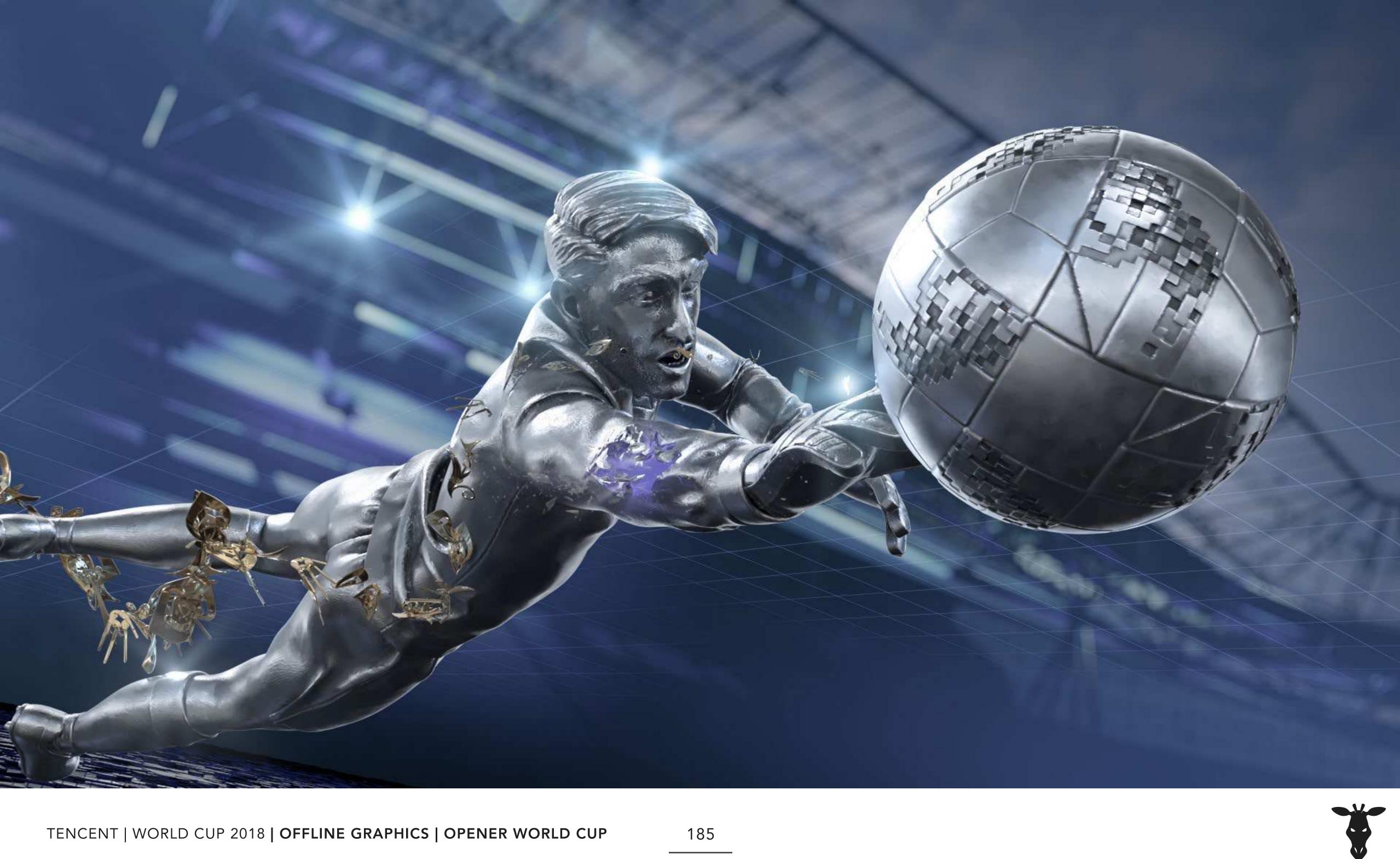


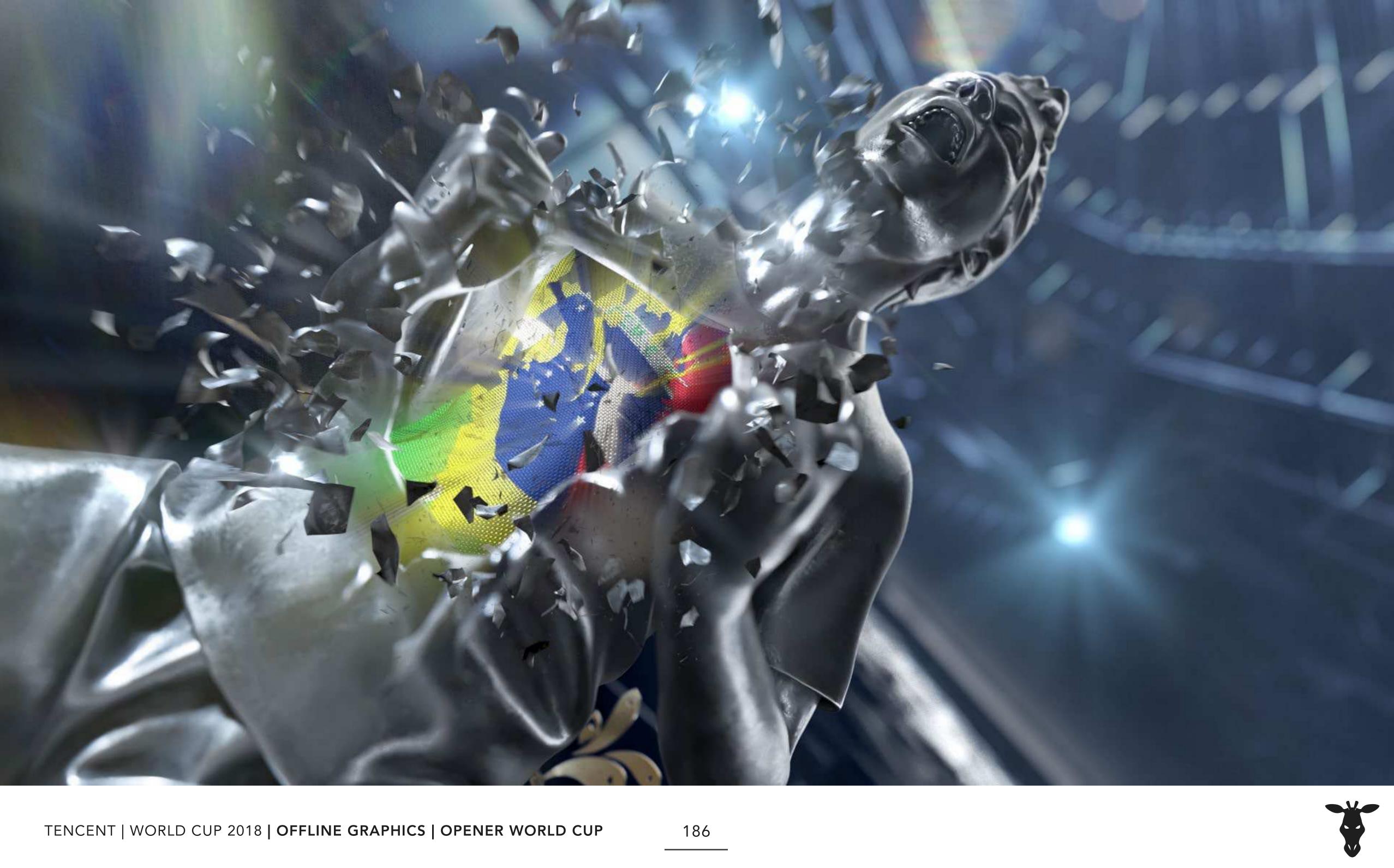
















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