



PROPOSAL FOR A NEW FIELD OF TECHNICAL ACTIVITY

PROPOSER:

SAC

DATE OF CIRCULATION:

CLOSING DATE FOR VOTING:

A proposal for a new field of technical activity shall be submitted to the Office of the CEO (to tmb@iso.org), which will process the proposal in accordance with [ISO/IEC Directives, Part 1, Clause 1.5](#).

Furthermore, a proposal will be considered as complete if every information field is complete and follows the guidelines for proposing and justifying a new field of activity given in the [ISO/IEC Directives, Part 1, Annex C](#).

TITLE

(Please see the [ISO/IEC Directives, Part 1, Annex C, Clause C.4.2](#))

Creative digital design

SCOPE

(Please see the [ISO/IEC Directives, Part 1, Annex C, Clause C.4.3](#))

Standardization of protocols including rules and guidance in the field of management, organization, operation and capacity building activities, related to virtual digital design of the creative elements to be used, for example, within e-games, digital fine art, digital fashion design and potentially compatible to be used in other applications.

Excluded:

- ISO/TC307 (Blockchain and distributed ledger technologies)
- ISO/IEC JTC 1 Information technology
- JTC1/SC23 (Digitally recorded media for information interchange and storage)
- JTC1/SC24 (Computer graphics, image processing and environmental data representation)
- JTC1/SC29 (Coding of audio, picture, multimedia and hypermedia information)
- JTC1/SC42 (Artificial intelligence)

PURPOSE AND JUSTIFICATION (Please use the field immediately below or attach an annex.)

(Please see the [ISO/IEC Directives, Part 1, Annex C, Clause C.4.13](#))

Creative digital design of items, individuals, accessories, artworks and artifacts has been widely adopted in e-games, digital fine art and digital fashion design, which offers vivid and detailed visual effects in the online virtual world, yet with no physical existence. Collaboratively coordinated creative digital design processes can improve originality, diversity and efficiency, which enhances immersive experience, and reduces duplication in labor cost and investment, thereby promotes the overall sustainability.

This TC proposal will focus on protocols including rules and guidance for implementing virtual digital design of the creative elements used, for example, within e-games, digital fine art, digital fashion design. It can assist optimization of the gradually decentralized and globalized processes and aid communication in related areas.

This TC proposal intends to be technology-neutral, and will enable compatibility with numerous future uses for cross-platform application scenarios, which indicates significant potential for spaces to grow, however, also with certain challenges that could jeopardize this trend, summarized as below:

- Insufficient diversity and overreliance on existing but similar design elements can decrease the enjoyment and experience in e-games, digital fine art such as paintings, sculptures and crafts, digital fashion design, as well as virtual individuals and virtual ambassadors, results from a lack of creativity.
- Ignorance of protecting original design and intellectual property rights at different levels can hinder the recognition of creative initiatives and put the rights of original creativity at the risk of plagiarism, thereby dampening the motivation and enthusiasm of professional creative designers or studios.
- Lack of knowledge-sharing mechanism can result in unnecessary duplicated investments within the design processes. With the absence of a widely accessible digital library which offers identity-driven elements, the potential for creation and re-creation can be severely reduced.
- Insufficient compatibility can limit the potential uses of creative elements across various platforms and applications. This further reduces user choices and restricts the market potential for creative elements.

This TC proposal will help professional creative designers and studios in related industries, to strengthen the standardization in this area by tackling the above issues through several aspects:

- by providing protocols, including rules and guidance for the virtual digital design of creative elements.
- by protecting the originality of digital design to safeguard creativity, eliminate technical barriers, and encourage collaborative approaches.
- by enabling knowledge-sharing in digital design to reduce redundant investments, lower social costs, and improve efficiency within the design processes.
- by maintaining technological neutrality to focus on creative digital design and, further, to maximize the possibilities for uses in cross-platform applications and compatible with future technological advancement.

This TC proposal will contribute to several United Nations Sustainable Development Goals (3, 4, 8, 9, 10, 11, 12), and bring positive impacts and new opportunities to the global industrial growth and market expansion in related fields:

- **to contribute to the global digital economy growth.** Standardization in this field can enhance connectivity and accessibility, fostering the transition and advancement of digital economy.
- **to facilitate the industrial synergy and collaboration.** Standardization in this field can enlarge the global market in this area, which further promotes international exchanging and collaboration.
- **to improve the creative capability of creative digital design.** Standardization in this field can identify creative design processes and improve the opportunities for, and quality level of, original design.
- **to enable various potential applications across multiple platforms and different scenarios.** Standardization in this field can enable trans-applicative uses with improved immersive experiences, which can further enhance the attractiveness, quality, and value of creative elements over time.

Currently, there are no existing ISO/TCs focusing on the field of this TC proposal. The existing TC/SCs, such as ISO/TC 307 (Blockchain and distributed ledger technologies), ISO/IEC JTC 1 SC23 (Digitally recorded media for information interchange and storage), SC24 (Computer graphics, image processing and environmental data representation), SC29 (Coding of audio, picture, multimedia, and hypermedia information), and SC42 (Artificial intelligence), primarily focus on digital information technology, which are indeed supportive and technical enablers for this TC proposal activities.

This TC proposal aims to be technology-neutral, to foster collaborative impacts in transforming creative processes from silo approach to collaborative approaches among professional creative designers and studios through coordinated managerial, organizational, operational, and capacity-building activities. It will not focus on any specific information technology, particularly those related to environmental data representation, graphics processing, or blockchain technologies. This TC proposal does not necessarily involve Artificial Intelligence either.

This TC proposal will start with clarifying definitions and classifications of creative digital design. It will develop standards on the rules and guidance for designing, creating, fostering originality, and re-creating. These standards will, in turn, promote innovative uses and enhance the values in this field.

PROPOSED INITIAL PROGRAMME OF WORK (Please use the field immediately below or attach an annex)

Please see the [ISO/IEC Directives, Part 1, Annex C.4.4 and C-4.5](#))

For each item, the initial work programme shall define the deliverable type and target dates. The initial work programme shall also assign priorities to the different items.

The proposer intends to develop the following standards for creative digital design, as defined by the proposed scope:

- Foundational standards, such as vocabulary, classification and framework.
- Standards for digital design rules and guidance of items used in e-games.
- Standards for human-originated digital fine art, including digital artworks and artifacts.
- Standards for identity-driven creative elements, such as digital fashion design, virtual individuals and virtual ambassadors etc.
- Standards for creative elements focusing on the outfit features such as color, fabric and style etc.

Prioritized deliverables of ISO standards expected to be developed within 5 years:

- ISO IS “Creative digital design – Vocabulary”
- ISO IS “Creative digital design – Guidelines for designing and producing items used in e-games”
- ISO IS “Creative digital design – Requirements and Guidance for identity proofing in e-games”
- ISO IS “Creative digital design – Guidance for developing creative artifacts in digital fine art”
- ISO IS “Creative digital design – Guidance for collaborative IP design amongst designers and studios”
- ISO TR “Creative digital design – Practices for knowledge-sharing platforms”

RELATION OF THE PROPOSAL TO EXISTING INTERNATIONAL STANDARDS AND ON-GOING STANDARDIZATION WORK

- The proposer has checked whether the proposed scope of the new committee overlaps with the scope of any existing ISO or IEC committee or JTC1 sub-committee
- If an overlap or the potential for overlap is identified, the affected committee has been informed and an agreement has been reached between proposer and committee on
 - i. modification/restriction of the scope of the proposal to avoid overlapping,
 - ii. potential modification/restriction of the scope of the existing committee to avoid overlapping.
- If agreement with the existing committee has not been reached, please explain why the proposal should be approved.

- Have proposals on this subject been submitted into an existing committee and rejected? If so, what were the reasons for rejection?

LISTING OF RELEVANT DOCUMENTS (SUCH AS STANDARDS AND REGULATIONS) AT INTERNATIONAL, REGIONAL AND NATIONAL LEVEL

(Please see the [ISO/IEC Directives, Part 1, Annex C, Clause C.4.6](#))

The proposed new Technical Committee will refer to existing relevant ISO standards. The following related reference documents are listed below to further promote international standards for digital product creation:

ISO/DIS 55013: Asset management - Guidance on the management of data assets

ISO/IEC 27001 Information security, cybersecurity, and privacy protection - Information security management systems - Requirements

ISO/IEC 15444: Information technology - JPEG 2000 image coding system

ISO/IEC 15938: Information technology - Multimedia content description interface

ISO/IEC 23005-1 Information technology Media context and control

ISO/IEC 23005-4 Information technology Media context and control Part 4: Virtual world object characteristics

ISO/IEC 23000: Information technology - Multimedia application format (MPEG-A)

ISO/IEC 23001: Information technology - MPEG systems technologies

ISO/IEC 29199-2 Information technology - JPEG XR image coding system — Part 2: Image coding specification

ISO/IEC 14496: Information technology - Coding of audio-visual objects

ISO/IEC 11179: Information technology - Metadata registries (MDR)

IEC 61850 SER Series Communication networks and systems for power utility automation - ALL PARTS

IEC TS 62443-1-1 Industrial communication networks - Network and system security - Part 1-1: Terminology, concepts and models

ITU-T SG16 880 H.DLT-DCS: Technical framework of DLT-based digital collection services

IEEE P3221: Standard for Technical Requirements of Digital Collection Services Based on Blockchain Technologies

ITU: ICT Infrastructure as a Basis for Digital Economy

G20 Osaka Summit Leaders' Declaration

United Nations Conference on Trade and Development (UNCTAD): "Digital Economy Report"

International Data Corporation (IDC): "Worldwide Virtual and Augmented Reality Market Forecast"

Stanford University Virtual Human Interaction Lab: "Virtual Reality Annual Report"

LISTING OF RELEVANT COUNTRIES WHERE THE SUBJECT OF THE PROPOSAL IS IMPORTANT TO THEIR NATIONAL COMMERCIAL INTERESTS

(Please see the [ISO/IEC Directives, Part 1, Annex C, Clause C.4.8](#))

China, United States, United Kingdom, France, Germany, Japan, Korea, Singapore, Indonesia, India, Canada, Brazil, Australia, South Africa, Saudi Arabia

LISTING OF RELEVANT EXTERNAL INTERNATIONAL ORGANIZATIONS OR INTERNAL PARTIES (OTHER THAN ISO AND/OR IEC COMMITTEES) TO BE ENGAGED AS LIASONS IN THIS WORK

(Please see the [ISO/IEC Directives, Part 1, Clause C.4.9](#))

ISO/TC 251, ISO/TC 307, ISO/TC 312, ISO/TC 68/SC 8, JTC1/SC23, JTC1/SC24, JTC1/SC27, JTC1/SC29, JTC1/SC32, JTC1/SC41, JTC1/SC42

IDENTIFICATION AND DESCRIPTION OF RELEVANT AFFECTED STAKEHOLDER CATEGORIES

(Please see [ISO Connect](#))

| | Benefits/Impacts/Examples |
|---|--|
| Industry and commerce – large industry | <ul style="list-style-type: none"> —Promote industry development by bringing creative design advancement and innovation. —Reduce costs by avoiding duplication of workload and redundant uses of resources, which improves production efficiency and resource utilization. —Protect original creativity and intellectual property rights as relevant. The protection of original IP and R&D outcomes can enhance competency in long run. —Strengthen cooperation and exchanges by sharing and cooperating between enterprises, which improves the technology and innovation capability. —Deliver better user experiences by providing assurance for functions and performance of digital creative elements to meet user needs and expectations. |
| Industry and commerce – SMEs | <ul style="list-style-type: none"> —Improve creativity with high-quality design by helping SMEs such as studios to improve the level of standardization and enhance competitiveness and market recognition. —Protect original design and intellectual property rights of SMEs. The protection of original IP and R&D outcomes can enhance the design and R&D strength by SMEs. —Reduce creative digital design costs. —Enhance the credibility and reputation of SMEs. —Encourage collaborative work approaches instead of silo approach. |
| Government | <ul style="list-style-type: none"> —Promote industrial development and enhance the local economic strength and competitiveness. —Promote original innovation by encouraging enterprises to carry out creative design activities. —Increase international collaboration by cooperating with other organizations in creative elements to expand the global market. |
| Consumers | <ul style="list-style-type: none"> —Ensure that consumers can obtain more creative and reliable digital elements and items in different fields such as in E-games or digital fine art. |

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| Labour | <ul style="list-style-type: none"> —Promote employment opportunities with related field in creative digital design. —Promote career growth and better capacity building for designers and other related employees. —Improve knowledge-sharing environment for freelancers. |
| Academic and research bodies | <ul style="list-style-type: none"> —Provide unified standards for reference. —Promote knowledge-sharing and cooperation with different academic and research institutes. |
| Standards application businesses | |
| Non-governmental organizations | <ul style="list-style-type: none"> —Promote collaboration and cooperation by developing protocols for create digital design among different NGOs. —Lifting the image and reputation of NGOs can broaden organisation's influence and appeal. —Strengthen resource integration and management capabilities of NGOs, and improve the operational efficiency. |
| Other (please specify) | |

EXPRESSION OF LEADERSHIP COMMITMENT FROM THE PROPOSER

(Please see the [ISO/IEC Directives, Part 1, Annex C, Clause C.4.12](#))

If ISO agrees to establish this committee, China is willing to undertake the work of the Secretariat

- The proposer confirms that this proposal has been drafted in compliance with iso/iec directives, part 1, annex c**

SIGNATURE OF THE PROPOSER

COMMENTS OF THE ISO CENTRAL OFFICE (IF ANY)



FORM – ISO/CS INITIAL ASSESSMENT – TS/P, NP

The ISO/CS initial assessment

- The ISO/CS initial assessment will facilitate the evaluation process for TMB, which will occur during the 4-week review period.
- TPMs will work with the leadership team of relevant committees to provide factual/neutral feedback for this initial assessment. It is the role of the leadership team to provide feedback on behalf of the committee, and proposals will not be distributed widely to the entire committee.
- The ISO/CS initial assessment will only be shared with the TMB during the 4-week review.

Proposer's response

- Prior to the circulation of their proposal for the 4-week review, the proposer will have the opportunity to review the feedback provided during the ISO/CS initial assessment.
- The ISO/CS initial assessment will be completed within a maximum period of 4 weeks.

FORM – ISO/CS INITIAL ASSESSMENT – TS/P DIGITALLY VIRTUAL PRODUCTS (SAC)

ISO/CS initial assessment and proposer response

| Consulted groups (e.g., TC X leadership) | Q1.Overlap? | Q2.Concise description | Q3.Recommended Mitigation | Q4.Other general recommendations | Proposer response | Proposers' recommended mitigation |
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| TC251 | No | Click here to enter text. | Choose an item. Potential for liaison | No formal response from TC251 | This TC proposal doesn't necessarily involve the concept of "asset". | Liaison with TC251 will be established once the new TC is established. |
| TC307 | Yes | I would like to note that my experience in working with producers and designers of these sorts of products is that the foundational layer is sometimes a distributed ledger or blockchain protocol. Accordingly, it could be that some of the work of TC 307 could be of some assistance for this new Technical Committee, as it could be a "vertical" which uses some of TC 307's more "horizontal" work. Hopefully, we can ensure that the foundational work published by TC307 is not duplicated, as with the other Technical Committees mentioned in the proposal. | Revision of the proposed scope for the proposed new committee Scope revision recommended along with liaison | 1. The scope, standardization of digital virtual products... could possibly conflict with several efforts on TC307. Although the proposal does not specifically mention DLT of blockchain technology, the overall concept of "digital virtual products" in fields such as video games, digital art, etc.. has significant overlap with many DLT based efforts, and can be standardized effectively if carried out in conjunction with work in TC307. 2. There are multiple possible areas area of overlap with TC307. More generally in the foundations, governance, and interoperability efforts, and more specifically in the WG3 "Overview of DLT-based collections and collections management" and with WG 8 "Non-fungible tokens". 3. More details as to the proposal need to be understood to understand the specific areas of overlap with TC307. Mediated discussion at this point seems a reasonable course. 4. Generally the proposal makes a lot of sense, although it's short on specifics. But it's safe to say that the need for standardization around the processes for creation, protection, and other areas mentioned are the same needs, whether the the "digital virtual products" are centralized or decentralized and DLT based. There is enough overlap with TC/307 to warrant further discussion. | 1. ISO/TC307 focuses on the supporting technologies of blockchain and distributed ledger, whilst this proposal focuses on the creative digital design aspects, intends to be technology-neutral, and will adopt relevant technologies when appropriate. ISO/TC307 publications will be cited in future. 2. Digital collectibles are based on blockchain technology, where ownership and transaction history can be verified. Whilst this TC proposal focuses on the digital design of creative elements, the recording of ownership and transactions is not the focus. TC 307 activities are indeed the downstream areas of this TC proposal. The project "The Overview of DLT-based Collections and Collections Management" addresses how to leverage DLT technology to create associated digital collections on the blockchain, and to enable trustworthy trading and circulation on the blockchain. It does not cover the process of creative design for digital objects. Digital collectibles and NFTs are closely attached to value transactions or exchanges in ownership, sometimes more of consumption rights. This TC proposal, however, focuses on original creative design activities, which will be upstream inputs towards TC 307. By mentioning the above, there is obviously no conflict. 3. Sure we would be delighted to have more discussions and clarify. 4. We believe that this TC proposal does not overlap with TC307. However, to ensure better differentiation, we will update the scope by using more accurate terms. | The scope will be refined and specified, provided as below (see response to JTC1/SC24). Liaison with TC307 will be established once the new TC is established. |
| TC68/SC8 | No | Click here to enter text. | Choose an item. Potential for Liaison | No formal response from TC68/SC8 | Thanks | Liaison with TC68/SC8 will be established once the new TC is established. |
| JTC1/SC23 | No | Click here to enter text. | Choose an item. Potential for liaison | No formal response from JTC1 SC23 | Thanks | Liaison with JTC1/SC23 will be established once the new TC is established. |
| JTC1/SC27 | No | Click here to enter text. | Collaboration between committees via the internal liaisons Click here to insert details. | JTC1 SC27 requests liaison | Thanks | Liaison with JTC1/SC27 will be established once the new TC is established. |
| JTC1/SC29 | No | Click here to enter text. | Choose an item. Click here to insert details. | No formal response from JTC1 SC29 – however, there are some existing standards that may overlap or conflict with this proposal – see ISO/IEC 23005 series | This TC proposal focuses on creative digital design and does not overlap with the technologies of information exchange or technical languages included in the ISO/IEC 23005 series. To ensure better differentiation, we will update the scope by using more accurate terms. | The scope will be refined and specified, provided as below (see response to JTC1/SC24). |
| JTC1/SC32 | No | Click here to enter text. | Choose an item. Click here to insert details. | No further comments from JTC1 SC32 – no overlap envisaged | Thanks | Accepted |

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| JTC1/SC41 | No | Click here to enter text. | <p>Collaboration between committees via the internal liaisons</p> <p>Click here to insert details.</p> | <p>SC41 suggests this proposal does not necessarily overlap with SC41.</p> <p>SC41 Suggests that ISO/IEC 23005-4:2018 is missing from the proposal, which seems to overlap with many of the objectives of this proposed field of activity. Other standards also covering this field are 23005-1, which:</p> <p>This document specifies the architecture of MPEG-V (media context and control) and its three types of associated use cases:</p> <ul style="list-style-type: none"> — information adaptation from virtual world to real world; — information adaptation from real world to virtual world; — information exchange between virtual worlds. <p>SC41 also suggests this proposal is in overlap with IEC JSEG15, which is reviewing future standardization on metaverse</p> | <p>1. Indeed, SC41 focuses on the Internet of Things based on sensors and interconnectivity, as well as digital mapping systems for the physical world. This TC proposal, however, focuses on digital design of creative elements and does not involve mapping to physical entities.</p> <p>It is also important to note that this TC proposal does not cover the technical topics of either information exchange or information adaptation.</p> <p>2. IEC JSEG15 is dedicated to tasks such as defining the metaverse, exploring technologies, conducting research, and outlining roadmaps. This TC proposal focuses on original creative design activities, which will be upstream inputs towards IEC JSEG15.</p> <p>There is no overlap, however, we would like to establish dialogue where possible.</p> | <p>Liaison with JTC1/SC41 will be established once the new TC is established.</p> |
| JTC1/SC42 | No | Click here to enter text. | <p>Choose an item.</p> <p>Potential for liaison</p> | No formal response from JTC1 SC42 | Thanks | <p>Liaison with JTC1/SC42 will be established once the new TC is established.</p> |
| TC312 | No | Click here to enter text. | <p>Collaboration between committees via the internal liaisons</p> <p>Potential for liaison</p> | <p>Although TC312 (Excellence in service) indicates no scope overlap, please note recent establishment of new WG5 on Digital service excellence</p> | Thanks | <p>Liaison with TC312 will be established, and follow-up with TC312/WG5 will occur once the new TC is established.</p> |

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| <p>JTC1/SC24</p> | <p>Yes</p> | <p>Concerning "Title", if the virtual products include visual information, they should be generated using computer graphics and VR/AR/MR technologies.</p> <p>SC 24 work corresponds to the creation and exchange of virtual products. In addition, SC 24's scope includes all kinds of applications that use computer graphics and VR/AR/MR technologies.</p> <p>Concerning "Scope", the scope of the proposal represents computer graphics application areas using VR/AR/MR technologies which are included in SC 24's scope.</p> <p>We would suggest that the title of this group should be 'Creation of Digital Virtual Products'</p> | <p>Allocation of the proposed work to an existing committee</p> <p>The proposed work can be done in JTC/SC 24. Therefore, it is recommended that it be allocated to JTC 1/SC 24.</p> | <p>The proposed scope corresponds to a part of JTC 1 information technology. It is not a new technology area, but an application area that JTC 1 can cover.</p> <p>Other comments (not official SC24 comments – from relevant WG conveners)</p> <p>From C Mouton (JWG-16 Co-Convenor)</p> <p><i>I'm wondering if the term "product" could not lead to some misunderstanding.</i></p> <p><i>Most of the definitions of "product" on ISO obp are related to "good or service", please see:</i></p> <p>https://www.iso.org/obp/ui/#iso:std:iso:42500:ed-1:v1:en:term:3.6</p> <p><i>It is true that in the Oxford dictionary product is:</i></p> <p><i>A thing that is grown, produced or created, usually for sale</i></p> <p>https://www.oxfordlearnersdictionaries.com/definition/english/product?q=product</p> <p><i>JWG 16 is "formats for visualization and other derived forms of product data".</i></p> <p><i>And COLLADA is one of the standards: ISO 17506</i></p> <p>https://www.iso.org/standard/78834.html</p> <p><i>"an XML-based schema to enable 3D authoring applications to freely exchange digital assets [...]"</i></p> <p><i>I think that "asset" as it was used for COLLADA could represent better than "product".</i></p> <p>asset</p> <p><i>item, thing or entity that has potential or actual value</i></p> <p><i>Note 1 to entry: There is a potential for overlap between the definitions of products and assets.</i></p> <p><i>[SOURCE:ISO 55000:2014, 3.2.1, modified —"to an organization" has been deleted, Notes to entry have been deleted, new Note 1 to entry has been added.]</i></p> <p>https://www.iso.org/obp/ui/#iso:std:iso:42500:ed-1:v1:en:term:3.7</p> <p><i>It could help to clarify what this new work intend to cover especially with the existing standards and ongoing works on DMU – digital mock-up, Computer Graphics/CAD and Digital Twins.</i></p> <p>From F Mamaghani (WG 8 Convenor)</p> <p>- <i>The title of this proposed TC is ambiguous at best!</i></p> <p><i>Peter's suggested change is helpful (Included in the formal SC 24 paper)</i></p> <p><i>However, in general "digitally virtual" or "digital virtual" is not a clear term!</i></p> <p><i>And the notion of "Creating ... Products" implies the new TC/SC will be involved in act of creation. This may not be what the intent is, but the title is misleading and not helpful.</i></p> <p>- <i>The goal is to standardize how users of e-games (and other applications) create, share, verify, reuse icons, symbols, (2D or 3D) models, etc. for use in applications, including commerce of trading such products. This means buying and selling of these "digital products", and that requires addressing many other issues including trust and verification.</i></p> <p>- <i>The goal of the proposed TC/SC is fine. However, it seems some of the actual work to be done is getting into application and content development, which is NOT what a standard should be doing.</i></p> <p><i>Therefore, any attempt to try to force every developer of such art assets to use the same way will not work in the broader user community. The way the proposal is written implies (in some areas) that this is what should be done. That may not be the intent, but that's how it reads.</i></p> <p>- <i>Our response should point out that standards for expressing 3D digital content (namely 3D models of objects, avatars, etc.) do exist and SC 24 develops these.</i></p> <p>NOTE: For some time, SC 24 emphasizes 3D more than 2D. What this proposed TC/SC is set to do will also include 2D art/asset/content as well.</p> | <p>1. This TC proposal is not about information technology that JTC1 is focusing on, and intends to be technology-neutral. It focuses on the creative design in e-games, digital fine art, and digital fashion design.</p> <p>2. The term 'asset' does accurately reflect the scope of this TC proposal, which solely focuses on the original creative design. We will revise the title to avoid any misunderstandings regarding the use of the terms of 'product' and 'digitally virtual'.</p> <p>3. This proposal focuses on protocols including rules and guidance for conducting digital design of creative elements, covering the activities of management, organization, operation and capacity building, rather than focusing on specific technologies.</p> <p>4. We will update the scope by using more accurate terms.</p> <p>5. This proposal intends to be technology-neutral, and will not involve developing any specific technology related to 2D or 3D, and will not delve into technology of graphics or environment data representation, nor focusing on any specific application or content development. We will revise the proposal with better clarification to avoid misunderstanding.</p> <p>6. We will list all the existing SC 24 standards as part of the standards that the proposed TC/SC will use.</p> | <p>1. We propose to revise the title as follows: Creative digital design</p> <p>2. We propose to revise the scope as follows: Standardization of protocols including rules and guidance in the field of management, organization, operation and capacity building activities, related to virtual digital design of the creative elements to be used, for example, within e-games, digital fine art, digital fashion design and potentially compatible to be used in other applications.</p> <p>Excluded: - ISO/TC307 (Blockchain and distributed ledger technologies) - ISO/IEC JTC 1 Information technology - JTC 1/SC23 (Digitally recorded media for information interchange and storage) - JTC1/SC24 (Computer graphics, image processing and environmental data representation) - JTC1/SC29 (Coding of audio, picture, multimedia and hypermedia information) - JTC1/SC42 (Artificial intelligence)</p> <p>3. We propose to establish liaison with JTC 1/SC 24. We hope that the new TC/SC can work closely with SC 24 to leverage existing standards and capabilities.</p> |
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| | | | | <p><i>Therefore, we should suggest that existing SC 24 standards should be listed as part of the standards that the proposed TC/SC will use. The SC 24 standards of interest would be PNG, all of the Web3D standards including H-Anim.</i></p> <p><i>- I think SC 24 should emphasize that the new TC/SC should work closely with SC 24 to leverage existing standards and capabilities.</i></p> | | |
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