

# 2019 年全国职业院校技能大赛中职组 “电子商务技能” 网店开设与装修赛卷（第 3 套）

## 一、网店开设

网店开设按照系统流程先开设店铺，设置店铺信息，包括店主姓名、身份证号、身份证复印件(大小不可超过 150K)、银行账号、店铺名称、店铺主营、店铺特色、营业执照、店铺分类。背景材料由赛项执委会提供，如下表所示：

身份证号码	370125454650147890
银行账户	12345678
联系电话	15900000000
详细地址	华都省华都市华都街 1 号
营业执照	110108010048290

## 二、店标(logo)、店招设计

设计要求：店标（Logo）大小适宜、比例精准、没有压缩变形，能体现店铺所销售的商品，设计独特，具有一定的创新性。

具体要求：制作 1 张尺寸为 230\*70 像素、大小不超过 150K 的图片作为店标。

## 三、网店 Banner


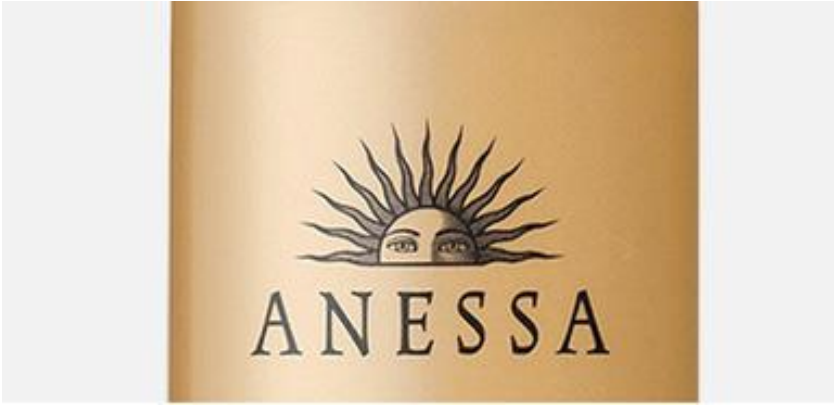
设计要求：Banner 主题与店铺所经营的商品具有相关性；设计具有吸引力和营销向导；设计规格可以提升店铺整体风格。素材由竞赛组委会提供，提供的图片中共有五种商品，店铺的设计是销售五种

商品，其中的四种商品做 banner 图，剩下一种商品做主图和详情页。

具体要求：制作 4 张尺寸为 727\*416 像素、大小不超过 150K 的图片。

以下为网店 Banner 素材：

1. 防晒霜

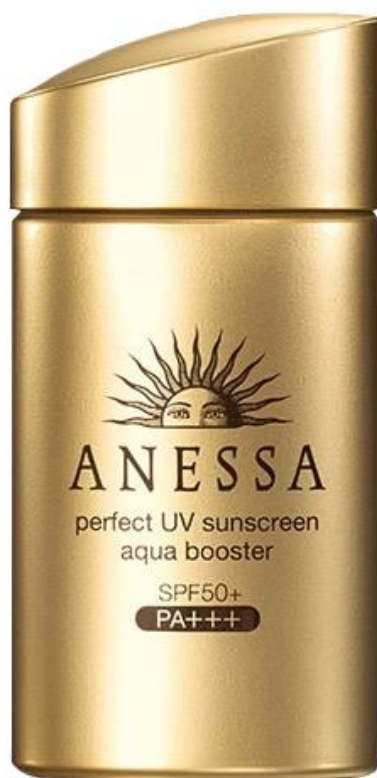
序号	图片
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8	<p>可以说是用过最好用的防晒霜了，通过朋友介绍买的，真的很好用，不油腻，吸收快，效果好，赞赞赞赞♥</p> <p>化妆品净含量：60g/ml t***7 (匿名)</p> <p>03.24</p> <hr/> <p>使用感很好 活动买的价格也很优惠滴 嘻嘻O~O</p> <p> 03.23</p> <p>化妆品净含量：60g/ml 贝***0 (匿名)</p> <hr/> <p>去年就想买的一款防晒，但据评论说很好用，但觉得有点小贵一直没下手，脸上有斑，一晒太阳就出来，今年买来试试，希望不要让我失望。物流很快，拍完两天后到的，不错！</p> <p>  </p> <p>03.20</p> <p>化妆品净含量：60g/ml w***9 (匿名) 超级会员</p> <hr/> <p>口碑经典产品了，妇女节做活动买的，凌晨下的单，当天上午就到了，快得惊人，期待夏天的使用效果。</p> <p> 03.15</p> <p>化妆品净含量：60g/ml 饒***狸 (匿...</p> <hr/> <p>涂在脸上很清爽</p> <p>化妆品净含量：60g/ml 韩***真 (匿...</p> <p>...03.15</p>



2. 护手霜

序号	图片
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7	<div><div><div><div><div><div><span></span></div><div><span></span></div></div></div><div><div><div><span></span></div><div><span></span></div></div></div><div><div><div><span></span></div><div><span></span></div></div></div></div></div><div><div><div><div><div><span></span></div><div><span></span></div></div><div><div><span></span></div><div><span></span></div></div></div><div><div><div><span></span></div><div><span></span></div></div><div><div><span></span></div><div><span></span></div></div></div><div><div><div><span></span></div><div><span></span></div></div><div><div><span></span></div><div><span></span></div></div></div></div></div><div><div><div><div><div><span></span></div><div><span></span></div></div><div><div><span></span></div><div><span></span></div></div></div><div><div><div><span></span></div><div><span></span></div></div><div><div><span></span></div><div><span></span></div></div></div><div><div><div><span></span></div><div><span></span></div></div><div><div><span></span></div><div><span></span></div></div></div></div></div><div><div><div><div><div><span></span></div><div><span></span></div></div><div><div><span></span></div><div><span></span></div></div></div><div><div><div><span></span></div><div><span></span></div></div><div><div><span></span></div><div><span></span></div></div></div><div><div><div><span></span></div><div><span></span></div></div><div><div><span></span></div><div><span></span></div></div></div></div></div><div><div><div><div><div><span></span></div><div><span></span></div></div><div><div><span></span></div><div><span></span></div></div></div><div><div><div><span></span></div><div><span></span></div></div><div><div><span></span></div><div><span></span></div></div></div><div><div><div><span></span></div><div><span></span></div></div><div><div><span></span></div><div><span></span></div></div></div></div></div><div><div><div><div><div><span></span></div><div><span></span></div></div><div><div><span></span></div><div><span></span></div></div></div><div><div><div><span></span></div><div><span></span></div></div><div><div><span></span></div><div><span></span></div></div></div><div><div><div><span></span></div><div><span></span></div></div><div><div><span></span></div><div><span></span></div></div></div></div></div><div><div><div><div><div><span></span></div><div><span></span></div></div><div><div><span></span></div><div><span></span></div></div></div><div><div><div><span></span></div><div><span></span></div></div><div><div><span></span></div><div><span></span></div></div></div><div><div><div><span></span></div><div><span></span></div></div><div><div><span></span></div><div><span></span></div></div></div></div></div><div><div><div><div><div><span></span></div><div><span></span></div></div><div><div><span></span></div><div><span></span></div></div></div><div><div><div><span></span></div><div><span></span></div></div><div><div><span></span></div><div><span></span></div></div></div><div><div><div><span></span></div><div><span></span></div></div><div><div><span></span></div><div><span></span></div></div></div></div></div><div><div><div><div><div><span></span></div><div><span></span></div></div><div><div><span></span></div><div><span></span></div></div></div><div><div><div><span></span></div><div><span></span></div></div><div><div><span></span></div><div><span></span></div></div></div><div><div><div><span></span></div><div><span></span></div></div><div><div><span></span></div><div><span></span></div></div></div></div></div><div><div><div><div><div><span></span></div><div><span></span></div></div><div><div><span></span></div><div><span></span></div></div></div><div><div><div><span></span></div><div><span></span></div></div><div><div><span></span></div><div><span></span></div></div></div><div><div><div><span></span></div><div><span></span></div></div><div><div><span></span></div><div><span></span></div></div></div></div></div><div><div><div><div><div><span></span></div><div><span></span></div></div><div><div><span></span></div><div><span></span></div></div></div><div><div><div><span></span></div><div><span></span></div></div><div><div><span></span></div><div><span></span></div></div></div><div><div><div><span></span></div><div><span></span></div></div><div><div><span></span></div><div><span></span></div></div></div></div></div><div><div><div><div><div><span></span></div><div><span></span></div></div><div><div><span></span></div><div><span></span></div></div></div><div><div><div><span></span></div><div><span></span></div></div><div><div><span></span></div><div><span></span></div></div></div><div><div><div><span></span></div><div><span></span></div></div><div><div><span></span></div><div><span></span></div></div></div></div></div><div><div><div><div><div><span></span></div><div><span></span></div></div><div><div><span></span></div><div><span></span></div></div></div><div><div><div><span></span></div><div><span></span></div></div><div><div><span></span></div><div><span></span></div></div>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1	 <p>Four Shiseido Eyebrow Pencils standing upright. The pencils are white with gold and black text. The text on the pencils reads "SHISEIDO EYEBROW PENCIL" and "001 BLACK".</p>
2	 <p>Two Shiseido Eyebrow Pencils lying diagonally. The pencils are white with gold and black text. The text on the pencils reads "SHISEIDO EYEBROW PENCIL" and "002 GRAY".</p>

3	
4	

5	
6	

7	
8	<div><div>知道这款眉笔很小 没想到拿到手这么小 还可以 也不是很好很好用 很容易上色</div><div><div>04.07</div></div><div>颜色分类：2 DARK BROWN 0***6 (匿名)</div></div> <div><div>初次评价：04.02 眉笔小巧精致，感觉润润软软的，显色度高又均匀细腻，很好，在手背上试了色，灰色。</div><div><div>收货当天追加：适合黑发哦，说是灰色，实际上感觉是灰黑色，画起来手感很好了。</div></div><div>颜色分类：4 GRAY 眼***t (匿名)</div></div> <div><div>初次评价：01.01 此用户没有填写评论!</div><div>收货109天后追加：看图领 卷 后购买的是涂抹,颜色漂亮,很自然,质量好,物流快,实惠,正品,上色挺不错的，很自然，画眉主要看自己的技术了，买来练练手，多练练技术自然就提升了，好评好评，会回购的产品</div><div></div><div>颜色分类：1 BLACK 百***耀 (匿名)</div></div>

4. 面霜

序号	图片
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1



2





3	 <p>A tilted, rectangular, light yellow bottle of Clinique moisturizing lotion. The bottle has a silver spray nozzle. Behind the bottle is a large, soft, yellow drop of the product. The bottle features the Clinique logo and the text: "CLINIQUE", "dramatically different moisturizing lotion +", "émulsion hydratante", and "tellement différente".</p>
4	 <p>A centered, rectangular, light yellow bottle of Clinique moisturizing lotion. The bottle has a silver spray nozzle. A small, yellow drop of the product is on the bottle's label. The bottle features the Clinique logo and the text: "CLINIQUE", "dramatically different moisturizing lotion +", "émulsion hydratante", and "tellement différente".</p>

5



6	 <p>3-STEP SKIN CARE, STEP 3 Very Dry to Dry Combination Skin Dermatologist-developed. Allergy Tested. 100% Fragrance Free.</p> <p>Now, combines all-day hydration with skin-strengthening ingredients. Silky texture penetrates quickly. Spread over face/throat twice daily all over, or where needed. For best results, use after Facial Soap and Clarifying Lotion.</p> <p>PROGRAMME BEAUTÉ BASIC 3 TEMPS : ÉTAPE 3 Peau très sèche à mixte Conçu par des dermatologues. Soumis à des tests d'allergie. 100% sans parfum.</p> <p>Nouvelle formule, alliant hydratation tout au long de la journée et renfort de la barrière cutanée. Texture soyeuse qui pénètre rapidement. Appliquez deux fois par jour sur le visage et le cou, et là où le besoin s'en fait ressentir. Pour une meilleure efficacité, utilisez après le Savon Visage et la Lotion Clarifiante.</p> <p>© CLINIQUE LABS, DIST. NEW YORK, N.Y. 10022 NEW YORK • LONDON W1K 3BQ • PARIS MADE IN U.S.A. 750 ml 4.2 FL. OZ. LIQ./125 ml e</p>
7	 <p>500 mL ±5%</p> <p>400 300 200 100</p> <p><b>CLINIQUE</b> dramatically different moisturizing lotion émulsion hydratante tellement différente</p>

8	<p>简直不要太适合我这种混合油性皮肤 洗完脸冲水在黄油一点都不油还很清爽 黄油回购好几次了 这水倒是第一次用 没想到很好用 用了好多天才来评价的 感觉皮肤比较明亮没有以前暗沉了 另外送了好多赠品 懒的拍了 口红送了两支 颜色都超级喜欢 哈哈哈</p>  <p>03.02</p>	<p>颜色分类：经典无油黄油125ml+宛若水精萃</p> <p>s***5 (匿名) 超级会员</p>
	<p>很喜欢呢，大油皮用着一点也不油，感觉自己慢慢向中性发展了，物流很快，向客服Gina（吉娜）和Winne（温娜）咨询的时候态度都很好呢，总而言之很满意</p> <p>03.04</p>	<p>颜色分类：经典无油黄油125ml+宛若水精萃</p> <p>好***的 (匿...</p>
	<p>一直用 很适合我</p> <p>03.01</p>	<p>颜色分类：经典无油黄油125ml+宛若水精萃</p> <p>唯***4 (匿名)</p>
	<p>东西收到了，惊喜！包装精致，还送了4样小礼品，谢谢！应该是正品，会继续回购的！</p> <p>02.19</p>	<p>颜色分类：经典有油黄油125ml+宛若水精萃</p> <p>t***9 (匿名)</p>
	<p>已收到，用过再追评，赠品口红，晚上试的颜色还行</p>  <p>02.20</p>	<p>颜色分类：经典有油黄油125ml+宛若水精萃</p> <p>2***风 (匿名)</p>

## 四、商品主图和商品详情页设计

### 1. 商品主图

设计要求：图片必须能较好地反映出该商品的功能特点、对顾客有很好的吸引力，保证图片有较好的清晰度，图文结合的图片，文字不能影响图片的整体美观、不能本末倒置；图片素材由赛项执委会提供。

具体要求：制作 4 张尺寸为 800\*800 像素、大小不超过 200K 的图片；

### 2. 商品详情页

设计要求：商品信息(图片、文本或图文混排)、商品展示(图片)、促销信息、支付与配送信息、售后信息；图片素材由赛项执委会提供。商品描述中包含该商品的适用人群，及对该类人群有何种价值与优势；商品信息中可以允许以促销为目的宣传用语，但不允许过分夸张。

具体要求：运用 HTML+CSS 和图片配合对商品描述进行排版；要

求使用 Dreamweaver 处理成 HTML 代码或者用 Photoshop 设计成图片后放入商品描述里添加。

以下为详情页产品素材：

（1）海藻面膜介绍

产品介绍			
产品名称	海藻面膜	品牌	半亩花田
面膜分类	撕拉式	功效	补水保湿
净含量	250g	保质期	36 个月
主要成分	藻提取物	适用肤质	所有肤质
批准文号	鲁 G 妆网备 字 2018001011	价格	119

（2）海藻面膜图片

序号	图片
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1	
2	

3







4



5





6	
7	

8



9



10



11



12



13





14



15



16	<p>半亩花田家的海藻是真的好用。多次购买了。还打算购买一批海藻面膜哈哈！这个海藻面膜补水效果是真的挺好，敷完了，感觉肌肤很水嫩光滑，我纯露和海藻一起调制的，清清凉凉的很舒服，隔一天敷一次，给肌肤充分的水分，买四瓶，分给妹妹两瓶，哈哈，棒</p> <p>化妆品净含量：1000g      y***5 (匿名)</p> <p>04.04</p>
	<p>从来没有见过这么牛逼快递，我在东门你找找我，你要不要，不要我给你退，现在的快递员都有权利退买家的货物了吗？一开始让他放前台，说不能放，还直接挂电话，后面我看到他拿着快递从我面前过去了，他也看到我了，没有把快递给我和送到前台去了，说话语气真的厉害，非要我去东门找他，不去就算了，你可要，不要我给你退掉，有史以来见过最牛逼的快递，</p> <p>化妆品净含量：1000g      购***力 (匿名)</p> <p>04.13</p>
	<p>超好用的，我和牛奶蜂蜜一起调的，用完瞬间白了个度，还会回购</p> <p>化妆品净含量：1000g      a***6 (匿名)</p> <p>04.13</p>
	<p>海藻胶原挺多的还好，坚持每天使用希望美美哒</p> <div></div> <p>化妆品净含量：1000g      诗***乖 (匿名)</p> <p>03.19</p>