

## 2012 Edmonton Regional Skills Canada Competition

### Scope Document

NAIT, Main Campus

April 14, 2012

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| <b>EVENT:</b> TV/Video Production (Teams of 2)  | <b>LEVEL:</b> Secondary   |
| <b>TIMES:</b><br>Registration: 7:00 AM<br>Orientation: 7:30 AM<br>Competition Start Time: 8:00 AM | <b>LOCATION:</b><br>NAIT, Main Campus<br>V131 - Industrial Technical Building |
| <b>DURATION:</b> 6 Hours  | <b>REGIONALIZED:</b> Yes  |
| Number of Competitors That Will Qualify for the 2012 Provincial Skills Canada Competition: TBD    |   |

#### GENERAL DESCRIPTION

##### Purpose of the Challenge:

To evaluate proficiency in the television/video communications fields. This event gives students an opportunity to explore the field of TV/Video production, while completing the challenge of creating a short video.

#### PROJECT DESCRIPTION

Competitors will create a 1 minute video using a provided theme, a provided target audience, and provided goals and objectives. This theme will be provided the morning of the competition. The production will incorporate camera work, storytelling, audio, video editing, and style. The NAIT campus will serve as the setting for the production, with all work occurring in the confines of NAIT.

#### SKILLS & KNOWLEDGE TO BE TESTED

Students will be judged by the way in which their projects capture or explain a particular aspect of the Regional Skills Canada event. The project should:

- be a minimum of 1 minute to a maximum of 1:15 minutes in length
- be interesting and informative while maintaining a focus
- have a beginning, middle and end
- exhibit an appropriate pace that keeps viewers interested
- incorporate an on-site interview and/or voice over narration
- demonstrate effective time management

#### EQUIPMENT & MATERIALS

##### Equipment and Materials Competitors Must Supply:

- Cameras - any format. Teams must be able to transfer footage into the computer using either; SD card, USB 2.0 or Firewire 800.
- Batteries and recharger
- Headphones
- Tripod
- Lighting equipment
- Competitors may supply their own music.

**Each team has the option of also including the following:**

- Audio gear (it is strongly recommended that camera microphones not be used)
- Lighting gear – portable camera lights or lighting kits

**\*\*\*Note: Clearly mark all your equipment; competitors will assume full responsibility for all equipment.**

**Safety Requirements:**

Competitors are required to follow all industry safety standards during the competition. If competitors choose to enter other areas of competition, they will need to make arrangements with the Regional Technical Members or Chair of that area to acquire personal safety equipment to enter competition areas. It is the responsibility of the competitors to obtain permission to record video in other competition areas and to ask about and take the proper safety precautions.

**Equipment and Materials Supplied by the Committee:**

- Work space and power supply
- Playback system for group viewing
- iMac Editing System
- Edit software – Final Cut Pro 7

**SAFETY**

The health, safety and welfare of all individuals involved with Skills Canada Alberta are of vital importance. Safety is a condition of participation with Skills Canada Alberta and shall not be sacrificed for the sake of expediency. At the discretion of the judges and technical committees, any competitor can be denied the right to participate should they not have the required proper safety equipment and/or act in an unsafe manner that can cause harm to themselves or others. If competitors choose to enter other areas of competition, they will need to make arrangements with the Regional Technical Members of that area to acquire personal safety equipment to enter competition areas. It is the responsibility of the competitors to obtain permission to record video in other competition areas and to ask about and take the proper safety precautions.

**RELATED CAREER AND TECHNOLOGY STUDIES COURSES**

Descriptions of all modules are located at the following website:

<http://www.education.gov.ab.ca/cts>

COM1105 Audio/Video  
COM2115 AV Production 1  
COM3105 AV Preproduction 2  
COM3125 AV Postproduction 2  
COM3005 Creative Writing

COM2015 AV Preproduction 1  
COM2125 AV Postproduction 1  
COM3115 AV Production 2  
COM3135 Audio Techniques

**JUDGING CRITERIA**

- Camera Work: composition and technical operation
- Audio: sound clarity, consistency, appropriate use, overall mix
- Editing: effective combining of imagery, flow, pacing, transitions, effects, graphics, music
- Storytelling: introduction and closing, coherency, effective writing and/or information appropriate to subject matter, target audience and style of video

**MARKING RUBRIC**

|   |                        |  |
|---|------------------------|--|
| /10   | <b>Camera Work</b>     | Composition and technical operation  |
| /10   | <b>Audio</b>           | Clarity, consistency, appropriate use, overall mix   |
| /10   | <b>Editing</b>         | Flow, pacing, transitions, effects, graphics, music, use of natural sound.   |
| /10   | <b>Storytelling</b>    | Evidence of planning, introduction and closing, fulfils goals and objectives, coherency, effective writing and/or information appropriate to subject matter, target audience and style of video<br>style, effective combining of imagery, sound and graphics |
| /10   | <b>Approach</b>        | Style, effective combining of imagery, sound and graphics  |
| /10   | <b>Client Criteria</b> | Project is on topic. Fits well with the provided theme. Project fits with the time constraints required.   |
| /60   | <b>Total Points</b>    | Judges may penalise for teacher/coaches conferring with competitors during the competition   |
| First tie break will be will the best score in the storytelling category. |                        |  |
| Second tie break will be the best score in the overall approach category. |                        |  |

**ADDITIONAL INFORMATION**

- Lunch will be provided for all competitors.
- An Awards Ceremony will start at 5:00 PM at the Shaw Theatre (NAIT Main Campus). Snacks and beverages will be provided in the Shaw Theatre lobby starting at 4:00 PM.

**COMMITTEE MEMBERS**

|                 |                                      |
|-----------------|--------------------------------------|
| Stuart Serediuk | NAIT Radio and Television Instructor |
| Greg Boutestein | Morinville Community High School     |
| Lyle Cruise     | St. Joseph High School               |