



2017 North West Regional Skills Canada Competition

Contest Description (Scope Document)

GPRC Fairview Campus – Animal Science Building Computer Lab

April 28, 2017

EVENT: TV/Video Production		LEVEL: Secondary								
DURATION OF CONTEST: 7 HOURS		LOCATION: GPRC Fairview Campus – Animal Science Computer Lab AS143								
COMPETITION SCHEDULE: <table border="1" style="width: 100%;"> <tr> <td>ORIENTATION</td> <td>April 27, 2016 6 PM – 8 PM</td> </tr> <tr> <td>COMPETITION</td> <td>April 28, 2016 8 AM – 12:00PM</td> </tr> <tr> <td>LUNCH</td> <td>April 28, 2016 12:00PM-12:30PM</td> </tr> <tr> <td>COMPETITION</td> <td>April 28, 2016 12:30PM-3:30PM</td> </tr> </table> <p>ORIENTATION IS MANDATORY: Should a competitor not attend orientation they will be disqualified from the competition</p>		ORIENTATION	April 27, 2016 6 PM – 8 PM	COMPETITION	April 28, 2016 8 AM – 12:00PM	LUNCH	April 28, 2016 12:00PM-12:30PM	COMPETITION	April 28, 2016 12:30PM-3:30PM	REGIONALIZED: YES If YES, To compete at the Provincial Skills Canada Competition students must qualify at their Regional Skills Canada Competition.
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AWARDS CEREMONY INFORMATION: April 28, 6:00 pm GPRC Fairview Campus Theatre										

CONTEST INTRODUCTION

To evaluate proficiency in the video communications fields. This event gives students an opportunity to explore the field of Digital Video Production, while completing the challenge of creating a short video based on provided topic matter and theme.

SKILLS AND KNOWLEDGE TO BE TESTED

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 location sound and/or voice over narration
- Demonstrate effective time management
- Create a one page Microsoft Word document or pdf, single-spaced, production brief. Submit on the provided USB stick with their video, stating the following:
 - Target audience
 - Goals and objectives
 - Approach/treatment
 - Equipment used
 - Innovative solutions to problems

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 GPRC Fairview campus will serve as the setting for the production, with all work occurring in the confines of GPRC Fairview.

Prior to the competitors shooting footage for their video, they will be required to make a verbal presentation to either of the judges and explain to them what they will be shooting.

EQUIPMENT AND MATERIALS COMPETITORS MUST SUPPLY :

- Teams must supply their own editing system. TEAMS MUST BE ABLE TO EXPORT FINAL VERSION OF THE PROJECT AS A .MOV, .MP4, .WMV OR AVI FILE FORMAT. TAPE BASED OUTPUTS CANNOT BE UTILIZED.
- One Camera only - any format. Standard or High Definition. Multiple lenses are allowed.
- Batteries and chargers
- Headphones
- Tripods or any other camera support systems allowed, including dollies and slides.
- Wireless or wired microphones
- No plug-in powered lighting fixtures – small battery powered lights and reflectors are allowed

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



Editing Criteria:

- At the beginning of the playback there needs to be a slate for: 04 indicating team number and school name. The slate does not count for the total time of the video.
- Copyright free and Royalty free Music is allowed. You may create your own soundtrack using software on your computer; however this music must be created at the Regional Skills Canada Competition on regional competition days.
- No importing of JPEG/RAW still images from DSLRs
- Note: There is no restrictions on the use of the editing software including effects, generators, titles and color corrections, etc.
- It is the responsibility of the competitors to obtain permission to record in other contest areas. They must also ask about and take proper safety precautions.

EQUIPMENT AND MATERIALS SUPPLIED BY THE COMMITTEE:

- Work space and power supply
- Playback system for group viewing

JUDGING CRITERIA

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Equipment and Materials Supplied by the Committee:

- Work space and power supply
- Playback system for group viewing

Video and audio acquired MUST originate from the 2016 Regional Skills Canada Competition on the above listed competition date. Use of previously acquired audio or video content will result in the entry being disqualified.

JUDGING CRITERIA

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

MARKING RUBRIC

Technical		
/10	Camera Work	Composition and motivated aesthetic, creative camera shots and technical operation
/10	Audio	Clarity, consistency, appropriate use, overall mix
/10	Editing	Flow, pacing, use of natural sound.
Content		
/10	Storytelling	Evidence of planning, introduction and closing, fulfils goals and objectives, coherency, effective storytelling and/or information appropriate to subject matter, target audience and style of video, effective video referencing, logical progression of ideas
/10	Interviews and/or use of on-camera talent	Interesting location, interactive with environment, interesting characters, short concise clips, conversational, motivated movement, natural flow in story.
/10	Approach	Style and tone, effective combining of imagery and sound, level of difficulty
/10	Content Criteria	Project is on topic. Fits well with the provided theme. Project fits with the time constraints required.



/10	Production Brief	Create a one page production brief stating the following (target audience, goals and objectives, approach/treatment, equipment used, innovative solutions to problems).
/80	Total Points	Teams may be penalised for teacher/coaches conferring with competitors during the competition. Technical assistance may be permitted.

First tie break will be the best score in the Storytelling category.
Second tie break will be the best score in the Approach category.

TIE BREAKING PROCESS

The team with the higher score in the story telling category will win

RELATED CAREER AND TECHNOLOGY STUDIES COURSES

Descriptions of all modules are located at the following website:

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

CLOTHING REQUIREMENT

Appropriate work clothing must be worn to compete. On-camera talent should wear appropriate clothing with no visible brand logos and/or slogans and no school/team identification. Casual wear such as shorts will not be permitted. No loose fitting clothes or jewelry.

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.

ADDITIONAL INFORMATION

Lunch will be provided for all competitors. Unfortunately, all allergies may not be able to be accommodated for. Please connect with the local Regional Coordinator for more information. Regulations & Policies: A copy of the Skills Canada Alberta Regional Regulations & Policies can be found at the following link: <http://www.skillsalberta.com/policies-and-procedures>

COMMITTEE MEMBERS

Phil Gorman	Jeff Johnston
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