

2019 REGIONAL SKILLS CANADA COMPETITION



2019 Lakeland Regional Skills Canada Competition

Contest Description (Scope Document)

Vermilion, AB

March 1, 2019

EVENT: Video Production		LEVEL: Secondary
DURATION OF CONTEST: 7 HOURS		LOCATION: Trades Centre TC 110
COMPETITION SCHEDULE:		REGIONALIZED: YES
REGISTRATION	7:30AM – 7:45AM	
ORIENTATION	7:45AM – 8:00AM	
COMPETITION	8:00AM-3:30PM	
LUNCH	12:00PM-12:30PM	
AWARDS CEREMONY	4:00PM	
AWARDS CEREMONY INFORMATION: Alumni Hall (AH Cafeteria)		

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

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Create a one page Microsoft Word document or pdf, single-spaced. Submit on the provided USB stick with their video, stating the following:

- Target audience (will be provided)
- Goals and objectives (will be provided)
- Approach/treatment
- Equipment used
- Innovative solutions to problems

PROJECT DESCRIPTION

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

EQUIPMENT & MATERIALS

Equipment and Materials Competitors Must Supply:

- Teams must supply their own editing system, software and accessories (power adaptor, keyboard, mouse, monitors, headphones). One computer (laptop or desktop) can be used (a back-up can be brought, but only used if required). Up to two displays may be used. 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
- Memory cards free of previous recorded material, and a means of transferring footage to the computer (card reader, USB cable, etc.)
- Microphones and audio recording devices (shotgun, boom, lav, handheld, wireless, external audio recorder, desktop USB mic, etc.)
- Headphones
- Tripods, monopods, handheld stabilizers or any other camera support systems allowed, including dollies and slides.
- Camera mounted lights. No plug-in powered lighting fixtures – small battery powered lights and reflectors are allowed.
- Royalty free music/audio and school logo graphic files (not animated) are elements that competitors are also permitted to bring.

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

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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 are permitted to bring your own music track and sound effects to utilize in your production.
- Only props found on site are to be used during the competition
- No footage captured prior to the competition is allowed to be used
- Coaches are not to help, supply props or appear in their team's video
- Completed videos must be within +/- 4 seconds of the specified length. If length is more than +/- 4 seconds, demerits may be given.
- Note: There are no restrictions on the use of the editing software including effects, generators, titles and colour corrections, etc.
- School logo graphics are permitted. Skills Canada Alberta and Lakeland College logos will be provided with logo guidelines. No pre-competition animation or effects work on any logo is allowed. Brand logo guidelines must be adhered to.
- 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.
- All editing to be completed in the competition area.

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 2019 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.

RECOMMENDATIONS:

- Obtain as much information about the subject as you can. As a team, discuss different options for a possible approach and then go with the one that seems the most appealing and original.
- Begin the project with as much of a detailed plan as possible but don't be afraid to deviate from it if better ideas come up during shooting or editing.
- Consult with experts either on-camera or off.
- The focus should stay true to the topic.
- Backup and save work regularly.
- Teams can bring backup equipment in case of malfunctions but can only use one editing system at a time (including music and graphics). All backup equipment must only be used in emergency situations and stored away within the boundaries of the competition site.

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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 and location 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.

TIE BREAKING PROCESS

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

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

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RELATED CAREER AND TECHNOLOGY STUDIES COURSES

Descriptions of all modules are located at the following website:

https://education.alberta.ca/media/160263/com_sum.pdf

COM1005 Visual Composition
COM2015 AV Preproduction 1
COM2125 AV Postproduction 1
COM3115 AV Production 2
COM3135 Audio Techniques

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

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.

Parking information & venue maps: <https://www.lakelandcollege.ca/admissions/plan-a-visit/campus-maps-directions/>

Regulations & Policies: A copy of the Skills Canada Alberta Regional Regulations & Policies can be found at the following link: <https://skillsalberta.com/policies-and-procedures>

COMMITTEE MEMBERS

GORDON BARRETT	JIM ZADOROZNY
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2019 SAMPLE PRODUCTION BRIEF FORMAT

***This document is for sample purposes only, and will be distributed with complete information on competition day**

TEAM NUMBER: _____

THEME: (To be provided on competition day)

TARGET AUDIENCE: (To be provided on competition day)

GOALS AND OBJECTIVES: (To be provided on competition day)

APPROACH/TREATMENT (Style, effective combining of imagery, sound and graphics)

EQUIPMENT USED (List your production/sound gear, editing system, etc)

INNOVATIVE SOLUTION TO MEET THE GOALS AND OBJECTIVES (how your video targets the demographic in a unique way, that will appeal to this audience)

If applicable: Filename Format for submission on provided USB stick:

Team XX – School Name - City

EG ; Team 02-Riverdale High School-Riverdale