



CONTEST DESCRIPTION

<p>CONTEST AREA: VIDEO PRODUCTION</p>	<p>LEVEL: Secondary</p>
<p>COMPETITION SCHEDULE: Competition Date: Wednesday, April 13, 2022 Duration: 7 Hours Mandatory Registration – 7:30AM Mandatory Orientation - 8:00AM Start 8:30AM Lunch 12:00-12:30PM Ends – 4:00PM Submission due – 4:15PM</p>	<p>LOCATION: COMPETITOR’S SCHOOL. SEE COMPETITION FORMAT INFORMATION BELOW</p> <p>LIVESTREAMED: NO – COMPETITORS WILL BE REQUIRED TO REMAIN ON WEBEX, BUT CAMERAS CAN BE TURNED OFF</p>
<p>COMPETITION FORMAT: (VIRTUAL/ IN SCHOOL) All secondary competitors will be competing with in their school environment and must arrange in advance with a teacher for a safe competition location, according to their school’s Covid-19 safety policies. They will need to prepare their competition space with all of the required tools, equipment, materials, and technology (as listed below) that will be needed to complete the competition. Teachers and competitors will need to work together to ensure the competitor is ready for success on their competition day.</p> <p>Each competitor must have a teacher/supervisor available throughout the day, in case of incident. (Teacher/Supervisor must be present at the competition orientation.)</p> <p>Competitors and Teachers should be prepared to receive additional information about the competition projects, livestreams, shipping, etc. prior to the competition. Please ensure you are double checking for emails from Skills, including checking junk mail.</p> <p>WEBEX LIVESTREAMS: Competition Registration and Orientation: The competition will begin with a mandatory virtual registration. Competitors will join the assigned link that will be emailed to all registered competitors and registering teachers in advance. This will be the time that competitors are able to check in and ensure sound, cameras, and tech are working appropriately. The registration will be followed by competition orientation. Camera’s MUST be on and competitors visible on the camera during the orientation.</p>	

PROJECT SUBMISSION LINK:

- <https://form.jotform.com/SkillsAB/2022SCAVC>
- Multiple files can be uploaded at once, each file has a maximum size of 1GB. If file sizes are larger than 1G, please follow alternate instructions through the submission link.

ACCEPTED FILE TYPES: pdf, doc, docx, xls, xlsx, csv, txt, rtf, zip, wma, mov, mp4, mpg, avi, jpg, jpeg.
DO NOT USE uncompressed hi-resolution formats like ProRes 422.

Mov/.m4v/.mp4 files WILL NOT BE ACCEPTED as is. They must be in a zip folder and under 1GB to be uploaded to Jotform. If your file is over 1GB, you can submit a download link, but the link must still be submitted using the above Jotform link.

To create a zip file on a PC– Select all the files that you would like to submit and right-click your mouse, a menu will open, select Send To, and then click on Compressed (zipped) folder. A zip file will then be created containing your submission documents. This folder will need to be renamed using the provided naming convention. **Failure to rename the folder using the correct filename conventions will result in disqualification of the submission.**

To create a zip file on a Mac– Select all the files that you would like to submit and right-click your mouse, a menu will open, select Compress. A zip file will then be created containing your submission documents. This folder will need to be renamed using the provided naming convention. **Failure to rename the folder using the correct filename conventions will result in disqualification of the submission.**

Submissions will be due within 15 minutes of the end of competition time. Please note: Late submissions sent after the date and time specified above will not be accepted.

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.

Safety Checklist: It is the responsibility of each competitor and teacher to review the Safety Checklist in advance of the competition to ensure all safety requirements are met prior to the competition. During the official competition orientation, the Safety Checklist will be formally reviewed with competitors. The Safety Checklist is posted as a sperate document with the Contest Description.

Submission Link: <https://form.jotform.com/SkillsAB/2022SCAVC>

AWARDS CEREMONY INFORMATION: Please join us for a live virtual awards ceremony on May 6th at 6:30PM.

Please note: This document is subject to change as competition information is updated. Competitors are responsible for staying up to date with the most recent information. Check the footer for last updated date. Changes will be highlighted in yellow.

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

- Storytelling
- Production planning and design
- Camera work and effective use of audio
- Editing
- Teamwork
- Time management
- Problem solving
- Literacy
- Complete the one-page Microsoft Word Production Brief using the template provided online with the Contest Description. Submit online with their video, stating the following:
 - Target audience
 - Goals and objectives
 - Pre-Production Planning that Occurred
 - Approach
 - Summary/treatment
 - Equipment used
 - Innovative solutions to problems

No footage captured prior to the competition is allowed to be used. All footage must be captured during the competition hours and on the school property. The use of footage or images downloaded from the Web (YouTube, Google Images, etc.) will result in disqualification. If your project includes people other than the registered competitors, please have them fill out the photography/media consent and release form (listed below) and submit it with your project.

PROJECT DESCRIPTION

Competitors will create a 1:00 to 1:15 minute video using a provided theme, a

provided target audience, and provided goals and objectives. The theme and further details will be provided on April 13th during the morning orientation.

SUBMISSION REQUIREMENTS

Projects can be submitted at or prior to the time listed above in the schedule via the provided Jotform link only – Please ensure you reference the above specified file types and allow time for uploading. Late projects WILL NOT be accepted. Please submit the Production Brief (sample below) with your project.

EQUIPMENT & MATERIALS

Equipment and Materials Competitors May Utilize:

- One computer with video editing software. Must be able to export a 1920x1080p
 - H.264 file format (.mov/.m4v/.mp4). No other file formats will be judged. Tape based outputs cannot be utilized
- Computers can be laptops or desktops. You are responsible for any software you wish to use, as well as any required accessories (power adapter, keyboard, mouse, monitors, headphones, etc.)
- Video cameras (video/DSLR/mirrorless/mobile device)
- Lenses
- Memory cards with a means of transferring footage to a computer (card reader, USB cable etc.), or the use of a cloud-based storage server to store and retrieve acquired footage (Dropbox, Google Drive, OneDrive)
- Batteries and chargers (for camera, audio devices, etc.)
- Microphones and audio recording devices (shotgun, boom, lav, handheld, wireless, external audio recorder, desktop USB mic, etc.)
- Headphones
- Tripods, monopods, handheld stabilizers (no rails, jibs or sliders)
- The use of drones is not permitted
- Camera mounted or handheld, battery-powered mounted lights
- Copyright free and Royalty free Music is allowed. You may create your own soundtrack using software on your computer
- The use of Copyrighted music is NOT permitted.
- You may record interviews using ZOOM, Skype, Microsoft Teams, and if needed, you can use capture recording software like OBS Open Broadcaster Software to record the interview <https://obsproject.com/>

*Competitors and schools will need to work together to arrange for the tools, equipment, and materials provided by the competitor. If a competitor and/or school is not able to procure a certain item, please contact mikes@skillsalberta.com to inquire if additional arrangements can be made.

JUDGING CRITERIA

Technical		
/5	Camera Work	Composition and motivated aesthetic, creative camera shots and technical operation
/5	Audio	Clarity, consistency, appropriate use, overall mix
/5	Editing	Flow, pacing, use of natural sound and location sound.
Content		
/5	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
/5	Interviews and/or use of on-cameratalent	Interesting location, interactive with environment, interesting characters, short concise clips, conversational, motivated movement, natural flow in story
/5	Approach/Style	Style and tone, effective combining of imagery and sound, level of difficulty
/5	Content Criteria	Project is on topic. Fits well with the provided theme
/5	Production Brief	Create a one-page production brief stating the following (target audience, goals and objectives, approach/treatment, equipment used, innovative solutions to problems).
/5	Project Specifications	<ul style="list-style-type: none"> • Correct length • Correct format • Correct filename • Meets genre specifications
/5	Overall Impact	Impact, Creativity and Overall Production Quality
/50	Total Points	

TIE BREAKING PROCESS

In the event of a tie between two or more competitors, the overall winner will be determined based on the best score in the storytelling category. In the event of a second tie, the overall winner will be determined based on the best score in the Approach category.

CLOTHING REQUIREMENT

Appropriate work clothing must be worn to compete. All clothing must be neat and clean, and free of rips and tears. Casual wear such as shorts and open toed shoes/sandals will not be permitted. No loose-fitting clothes or jewelry.

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

COM 1005: Visual Composition	
COM 1105: Audio / Video	COM 3115: AV Production II
COM 2105: AV Preproduction I	COM 3125: AV Postproduction
COM 2115: AV Production I	COM 3135: Audio Techniques
COM 2125: AV Postproduction I	COM 3165: AV Broadcasting
COM 3105: AV Preproduction I	COM 3005: Creative Writing

ADDITIONAL INFORMATION

Skills Canada Alberta Regional and Provincial Rules and Regulations

[Regional and Provincial Rules and Regulations](#)

Competitor Registration

Registration for Secondary Skills Canada Alberta Virtual Competition will open online at <https://portal.skillsalberta.com/> on January 26, 2022 at 8:30 AM. There will be no registration fee for competitors to compete. Late cancellation or drop-spots fees may apply.

Lunch

Lunch will NOT be provided.

Virtual Awards Ceremony

The Virtual Awards Ceremony will take place **Friday, May 6th at 6:30PM**. A link will be made available on the website with additional information.



Team Alberta Information

Top eligible medalists will compete virtually in the Skills Canada National Competition (SCNC) May 16-27, 2022. It is recommended that competitors review the SCNC contest description to be familiar with the national contest description and project at <http://www.skillscanada.com/>.

If a competitor is not able to attend the SCNC, competitors MUST notify Katherine Kupchenko katherinek@skillsalberta.com prior to the start of competition. If a gold medalist is not able to attend the SCNC, the next top-ranking individual will be asked to participate.

Ethical Conduct

We recognize that participants will be competing individually in their own unique environments. We expect all competitors to compete fairly, respecting and abiding by the established rules in the true spirit of Skills Canada Alberta.

Letter of Participation

Competitors who participate in the 2022 Provincial Skills Canada Competition are eligible for a Letter of Participation that can be downloaded on the Registration Portal after the competition ends.

Questions?

Please contact Whitney Koop whitneyk@skillsalberta.com if you have any questions regarding the Contest Description.

COMMITTEE MEMBERS

Stuart Serediuk	Michael Johnson
Shane McQueen	Erin Callihoo
Sally Haggis	Skye Ferguson

PROJECT SUBMISSION CHECKLIST

- Correct naming convention
 - Team #xx (e.g. Team #01)
- Correct File Format:
 - mp4; m4v; mov
 - 1920 x 1080p
 - H.264 codec
- Correct Length: 1:00 to 1:15
 - *Will lose 5 marks if not within this time range.*
 - *Anything under **:56** and over **1:20** will not be judged.*
- Watch Exported Video
 - Check for Audio
 - Check for Correct Length on timeline in QuickTime or another external viewer
 - Check for export errors/corruption
- Completed Production Brief
- Video exported, put in a Zip folder with Production Brief and submitted by the stated deadline.

PRODUCTION BRIEF SAMPLE

Please retype and include with your entry
Formats include; .doc, docx, .pdf, .txt

TEAM NUMBER:

SCHOOL:

THEME: [\(Provided on Competition Day\)](#)

TARGET AUDIENCE: (17-25 / technically savvy/ your peer group)

GOALS AND OBJECTIVES:

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.