



**Contest Description**  
**Edmonton Expo Centre, Edmonton**  
**May 3 & May 4, 2023**

<b>EVENT:</b> VIDEO PRODUCTION	<b>LEVEL:</b> Secondary												
<b>WORLDSKILLS TRADE #:</b> 82	<b>Location:</b> Hall B, Edmonton Expo Centre, Edmonton												
<b>DURATION:</b> 12HRS TWO DAYS	<b>REGIONALIZED:</b> Yes Students must qualify through a Regional Skills Canada Competition (RSCC) to earn a position in the TV/Video competition at the Provincial Skills Canada Competition (PSCC).												
<b>EQUIPMENT DROP OFF</b> MAY 2: 5:00PM – 6:00PM <b>EQUIPMENT SET UP AND TESTING</b> MAY 2: 7:30PM – 8:30PM <b>PLEASE SEE THE “ADDITIONAL INFORMATION” SECTION AT THE END OF THIS DOCUMENT FOR MORE INFO.</b>  <b>COMPETITION SCHEDULE:</b>  <b>MAY 3:</b> <table border="1" style="width: 100%;"> <tr> <td>8:00AM – 8:30AM</td> <td>Competitor Orientation, Project Theme Distribution, Software Troubleshooting</td> </tr> <tr> <td>8:30AM - 4:30PM</td> <td>Planning, Shooting, Digitizing Footage, Editing</td> </tr> </table>	8:00AM – 8:30AM	Competitor Orientation, Project Theme Distribution, Software Troubleshooting	8:30AM - 4:30PM	Planning, Shooting, Digitizing Footage, Editing	<b>COMPETITION SCHEDULE:</b>  <b>May 4:</b> <table border="1" style="width: 100%;"> <tr> <td>8:00AM -12:00PM</td> <td>Editing, Reshooting and Digitizing if required, Production brief.</td> </tr> <tr> <td>12:00PM</td> <td><b>Submission Deadline-Video and brief. Project must be rendered and outputted by 12:00 NOON (SHARP!). Late entries will not be accepted.</b></td> </tr> <tr> <td>12:00PM - 3:00PM</td> <td>Judging</td> </tr> <tr> <td>3:00PM - 4:30PM</td> <td>Public screening and judge feedback.</td> </tr> </table>	8:00AM -12:00PM	Editing, Reshooting and Digitizing if required, Production brief.	12:00PM	<b>Submission Deadline-Video and brief. Project must be rendered and outputted by 12:00 NOON (SHARP!). Late entries will not be accepted.</b>	12:00PM - 3:00PM	Judging	3:00PM - 4:30PM	Public screening and judge feedback.
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**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.

**Project Description:**

Competitors will create a 2:00 to 2:15 minute video using a provided theme, a provided target audience, and provided goals and objectives. This theme will be identified the morning of the competition. The production will incorporate camera work, storytelling, audio, video editing, and style. The Skills competition will serve as the setting for the production, with all work occurring in the confines of the Edmonton Expo Centre.



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Competitors will also submit a production brief that is one page long, single-spaced. Briefs and video projects will be submitted on the supplied USB stick.

### 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
- Only props found on-site are to be used during production
- Create a one page Microsoft Word or Text document single-spaced, production brief using the template provided (sample attached). Submit on the provided USB stick 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 Edmonton Expo Center property. The use of footage or images downloaded from the Web (YouTube, Google Images, etc.) will result in disqualification.

### 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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### Competition Schedule:

Day 1: May 3rd	
8:00AM – 8:30AM	Competition orientation/Project theme distribution/software troubleshooting
8:30AM -4:30PM	Planning, shooting, digitizing footage, editing
Day 2: May 4 <sup>th</sup>	
8:00AM -12:00PM	Editing, reshooting and digitizing if required, production brief.
12:00PM	<b>Submission deadline. Video and brief. Project must be rendered and outputted by 12:00 NOON Sharp! Late entries will not be accepted.</b>
12:00PM – 3:00PM	Judging
3:00PM -4:30PM	Public screening and judge feedback

### EQUIPMENT & MATERIALS

#### Equipment and Materials Competitors Must Supply:

- One computer with video editing software. Must be able to export a 1080p H.264 file (.mov/.m4v/.mp4). Up to two displays may be used. Tape based outputs cannot be utilized.

**IMPORTANT:** Competitors are required to bring their own device and software for their competition. Each competitor can choose their own device and software so their workflow and process is what they are familiar with. If competitors are bringing a computer or laptop from their school (instead of their personal computer), please ensure that the computer is unlocked so documents and possibly software can be saved/installed to the hard drive and technology support can be provided onsite. This may require access to CMOS settings.

Note, computers must remain inside the competition area for the duration of the competition from the time the competition begins on Day 1 to when the competition ends on Day 2 (including overnight). Competitors may supply their own locking cables if they wish.

Equipment Set-Up and Testing for all event areas that are Bring Your Own Device will be held on Tuesday May 2, 2023 at 7:30pm (following opening ceremonies/registration).



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- Video cameras (maximum of two, video/DSLR/mirrorless/mobile device).
- Lenses (no limit on number of lenses)
- Memory cards free of previous recorded material, and a means of transferring footage to the computer (card reader, USB cable etc.)
- 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/gimbals (no rails, jibs or sliders)
- The use of drones is NOT permitted.
- USB Stick (for saving your completed videos for your own use)
- 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.

At the Skills Canada National Competition (SCNC), equipment, computers, software etc. may be different from the Provincial Contest Description. Please refer to this link for the SCNC TV/Video Contest Description information. <http://skillscompetencescanada.com/en/programs/skills-canada-national-competition/>

### Equipment and Materials Supplied by the Committee:

Electrical hookup requirement (specified by the committee)	Hard hats
Safety glasses	Ear protection
Desk area	

### CONTEST SPECIFIC RULES

Contest specific rules cannot contradict or take priority over the Competition Rules. They do provide specific details and clarity in areas that may vary from contest to contest. Any additional contest rules will be reviewed during competitor orientation.

### Project Details

- 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.
- Only music/sound effects from a copyright-free music library shall be used. You may create your own soundtrack using software on your computer; however, this music must be created at the Provincial Skills Canada Competition on provincial competition days.
- Only props found on site are to be used during the competition.
- No footage captured prior to the competition is allowed to be used.



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- Coaches are not to help, supply props or appear in their team's video. The video submission may be disqualified if this occurs. Technical assistance may be permitted with the oversight of a Provincial Technical Committee (PTC) member.
- There are no restrictions on the use of the editing software including effects, generators, titles, colour correction, plugins, templates, etc. These must be loaded onto editing system prior to arriving on site.
- Completed videos must be within +/- 4 seconds of the specified length. If length is more than +/- 4 seconds, the video will not be judged.
- Competitors must submit final videos via the USB drive supplied; at or before 12:00pm NOON on day two of competition, videos must be copied to the supplied USB drive or be in the exporting phase. If it is not actively exporting, it will not be judged. If it is exporting and the PTC has to copy it from your computer to the USB drive, you will lose all the points within the Project Specifications criteria.
- Final videos must be named using the naming convention provided in the project brief.
- All editing must be completed in the skill area. Videos edited outside of the skill area will be disqualified.
- Use of previously acquired audio or video content will result in the entry being disqualified.
- 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.
- **File name format for submission on provided USB stick is as follows:**  
**Team XX – School Name - City**  
For example: Team 02 - Riverdale High School - Riverdale

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

Video and audio acquired **MUST** originate from the Provincial Skills Canada Competition on provincial competition days.

### **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.



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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 wish to enter other areas of competition, they will need to make arrangements with the Provincial Technical Committee (PTC) Members or Chair of that area.

### 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-camera talent	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"> <li>• Correct length</li> <li>• Correct format</li> <li>• Correct filename</li> <li>• Meets genre specifications</li> </ul>
/5	Overall Impact	Impact, Creativity and Overall Production Quality
/50	Total Points	Teams may be penalized for teacher/coaches conferring with competitors during the competition. Technical assistance may be permitted with the oversight of a PTC member.

### 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.



**RELATED CAREER AND TECHNOLOGY STUDIES COURSES:**

Descriptions of all courses are located at the following website:

<http://education.alberta.ca/teachers/program/cts/program-of-studies/mdc.aspx>

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 regionalized/Qualifier events will open online at on January 11, 2023 @ 8:30 AM. Please refer to this competitions event page for additional registration and competition information: <https://skillsalberta.com/competition/>

**Lunch**

Lunch for accredited competitors will be provided by Skills Canada Alberta.

**Parking & Venue Maps:** <http://edmontonexpocentre.com/attend/parking/>

**Opening Ceremonies / Competitor Registration**

Opening Ceremonies for the PSCC will take place on Tuesday May 2, 2023 at 6:00 pm in Hall D of the Edmonton EXPO Centre. Admission is free, and everyone is welcome to attend. It is important to note that competitor registration will open immediately following the Opening Ceremony.

**Equipment Set-up and Testing (for BYOD events)**

Immediately following the Opening Ceremonies and registration, students who are competing in technology-based events that are a BYOD event will be given an opportunity to set up and test their equipment to ensure their equipment is fully functional and networked (where required) prior to the start of the competition. If preferred, this equipment can be dropped off to the contest site area no earlier than one hour prior to the start of the Opening Ceremonies. Only accredited students and educators will be permitted into the competition site for equipment drop off and testing.





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Students who miss the equipment and setup testing opportunity will need to set up their equipment AFTER the mandatory COMPETITOR ORIENTATION time on the day of competition. Any time that is required to set up and test their equipment on the competition day will be part of their overall competition time. The competition time for these competitors will NOT be extended.

### Awards Ceremony

The Awards Ceremony will take place on Thursday May 4, 2023 at 6:30 pm in Hall D of the Edmonton EXPO Centre. Admission is free and everyone is welcome to attend. The Awards Ceremony will be shown live at <http://skillsalberta.com/>

### Team Alberta Information

Team Alberta will be selected at the PSCC Awards Ceremony. Gold medalists will then be eligible to participate at the Skills Canada National Competition (SCNC) on May 24- 27, 2023 in Winnipeg MB. 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/>.

During the PSCC Awards Ceremony on Thursday May 4, 2023 gold medalists will be given their Team Alberta information package and will confirm their participation in the SCNC. Students must be present at the Awards Ceremony to claim their position on Team Alberta. If the Gold medalist is not able to attend SCNC, the next top ranking individuals will be asked to participate. If a student is not able to attend the Awards Ceremony a letter confirming the student’s interest in Team Alberta participation must be emailed to [javierad@skillsalberta.com](mailto:javierad@skillsalberta.com) prior to the start of competition on May 3, 2023.

**Please prepare your students in advance to accept a position on Team Alberta and outline how your school will support their participation. Furthermore, it is very important that all fieldtrip/travel information for potential Team AB members is organized and completed prior to the selection of Team AB.**

### Questions?

Please contact Kennedy Mayer at [kennedym@skillsalberta.com](mailto:kennedym@skillsalberta.com) if you have any questions regarding the Contest Description.

Erin Callihoo – NAIT	Skye Ferguson – Lloydminster Catholic School Division
Stuart Serediuk – NAIT	Mike Johnson – Alberta Education
Sally Haggis - SAIT	Shane McQueen - SAIT





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### 2023 SAMPLE PRODUCTION BRIEF FORMAT

\*This document is for sample purposes only, and will be distributed with complete information on competition day #1

*Production brief filenames format is; Team # - Production Brief  
EG; Team 1 – Production Brief*

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)

#### PRE-PRODUCTION PLANNING THAT OCCURRED

**APPROACH** (Style, effective combining of imagery, sound and graphics, how your video targets the demographic in a unique way, that will appeal to this audience)

**SUMMARY/TREATMENT** (Give a brief description of the storyline of the video)

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

#### INNOVATIVE SOLUTION TO PROBLEMS