2025 South West Regional Skills Canada Competition
Contest Description
Lethbridge Polytechnic (3000 College Drive South, Lethbridge)
March 8, 2025

EVENT: Video Production	**LEVEL:** Secondary
DURATION OF CONTEST: 7 HOURS	**LOCATION:** Lethbridge Polytechnic TE third floor

COMPETITION SCHEDULE:		REGIONALIZED: YES
CHECK IN (FOUNDERS' SQUARE)	7:15 A.M.	**If YES, To compete at the Provincial Skills Canada Competition students must qualify at their Regional Skills Canada Competition.**
ORIENTATION	7:25 A.M.	
COMPETITION BEGINS	7:45 A.M.	
LUNCH	12:00 P.M. – 12:30 P.M.	
COMPETITION ENDS	2:15 P.M.	

AWARDS CEREMONY INFORMATION: The awards ceremony will be held at 4:00 p.m. in Swing Space (AN1804). It is open to the public; parents are encouraged to attend.

CONTEST INTRODUCTION
The purpose of this contest is 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 the 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. Please see example template at the end of this document. 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 (to a maximum of 1:15) 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 Lethbridge Polytechnic campus will serve as the setting for the production, with all work occurring in the confines of Lethbridge Polytechnic**.** 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. This consent form is only needed for people interviewed, not people in the background or being used as 'b' roll footage

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.

EQUIPMENT & MATERIALS

Equipment and Materials Competitors Must Supply:

- One computer with video editing software - must be able to export a 1920x1080p, H.264 file format (.mov/.m4v/.mp4). 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.)
- Cell phone registration: participants wishing to use their cell phones for voice recording or drafting the production brief must register their devices prior to usage with a RTC member.
- Any type or style of video camera (video/DSLR/mirrorless/mobile device).
- Any number or style of camera lenses.
- Memory cards**,** free of previous recorded material, 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.). *Please note that a dedicated room for sound recording may not be available.*
- Headphones: 8mm to ¼" adapters should be considered for certain I/O devices, cameras, and audio equipment.
- Tripods, monopods, handheld stabilizers, gimbals (no rails, jibs or sliders)
- Camera mounted or handheld, battery-powered mounted lights.
- Battery operated lights are permitted to use. Any lights brought into the competition will require a proper floor stand as needed and/or the ability to be handheld or mountable on a camera, lighting stand, or C-stand. Teams will need to allocate space in their editing areas for charging battery-operated lights.

- There are no restrictions on the use of the editing software including effects, generators, titles, colour correction, plugins, templates, etc.
- Copyright free and Royalty free Music is allowed. Participants are encouraged to create their own music at the event. However, they may bring licensed music pre-downloaded to their device, as long as they are able to provide proof of licensing for any music or sound effects utilized in their productions. They may either preload these assets onto their devices or download them on the day of the event; both options are acceptable.
- The use of Copyrighted music is NOT permitted.
  - Only 1 online interview is permitted per team if it is deemed essential for the story. You may record interviews using ZOOM, Skype, Microsoft Teams, and use capture recording software like OBS (Open Broadcaster Software) to record the interview https://obsproject.com/
  ***Note: Clearly mark all your equipment. Competitors will assume full responsibility for all equipment.

Equipment and Materials Supplied by the Committee:
- Workspace and power supply
- Playback system for group viewing
- All PPE required to enter Skills competition areas

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. File name format for submission is as follows:
  Team XX – School Name - City
  For example: Team 02-Riverdale High School-Riverdale
- Please see the above note regarding copyright-free music.
- 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 the length is more than +/- 4 seconds, demerits may be given.
- No importing of JPEG/RAW still images from DSLRs.
- 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 the editing system prior to arriving on site.
- AI-generated content: using AI to create content from scratch is not permitted in this contest. Students are expected to film and edit their own content, create their own graphics (when needed), and source their own copyright-free music (see above note regarding music). However, using AI as an enhancement to the project (i.e. Generative Extend in Premiere Pro) is allowed. If you do use these tools, please include a list of the AI tools and prompts used. While AI tools can make workflows more efficient, do keep in mind that they also have their limitations.
- 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.

Video and audio acquired MUST originate from the 2025 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.

PLEASE ENSURE YOU ALLOW TIME FOR VIDEO RENDERING. ALL VIDEOS MUST BE RENDERED AND SUBMITTED BY THE COMPETITION END TIME SPECIFIED ABOVE.

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		
/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 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. Project fits with the time constraints required.
/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**	- Correct length - Correct format - Correct filename - Meets genre specifications
/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.

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 modules are located at the following website:
https://education.alberta.ca/media/160263/com_sum.pdf

COM1005 Visual Composition	COM1105 Audio/Video
COM2015 AV Preproduction 1	COM2115 AV Production 1
COM2125 AV Postproduction 1	COM3105 AV Preproduction 2
COM3115 AV Production 2	COM3125 AV Postproduction 2
COM3135 Audio Techniques	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.

PARKING INFORMATION & VENUE MAPS
Please park in Lot V – there is no charge. Overflow will also be allowed in Lot P. A printable parking map of Lethbridge Polytechnic can be found at: https://lethpolytech.ca/document-centre/facilities-management/parking-map

ADDITIONAL INFORMATION

Lunch will be provided for all competitors, teachers, volunteers and judges. Your ticket will be in the back of your nametag. Unfortunately, all allergies may not be able to be accommodated for. Please contact 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: https://skillsalberta.com/policies-and-procedures

REGIONAL COMMITTEE MEMBERS

Chad Kuzyk	Livingstone Range School Division
Holly Lehbauer	Career Transitions
Mark Lowe	Picture Butte High School
Jesse Sadlowski	Lethbridge School Division
Judy Stolk-Ingram	Career Transitions

2025 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:
Team XX – School Name - City
EG ; Team 02-Riverdale High School-Riverdale