



## CONTEST DESCRIPTION

<b>Competition Date</b>	Tuesday, April 2, 2024
<b>Competition location</b>	Holland College Prince of Wales Campus, Charlottetown
<b>Trade Number</b>	82
<b>Trade Name</b>	Video Production
<b>Level</b>	Secondary

### 1. INTRODUCTION

#### 1.1 Purpose of the Challenge

To evaluate proficiency in the television/video communications field.

#### 1.2 Duration of contest.

6.5 hours

8:30 am Registration and time for competitors to become familiar with the Location. Introductions; details of the competition; Q&A

9:00 am Competition begins

12:00pm Lunch break (lunch will be provided to the competitors)

12:30 pm Competition resumes

3:30 pm Judging

#### 1.3 Skills and Knowledge to be tested.

- Storytelling
- Production Planning and Design
- Technical Camera Skills – White Balancing, Exposure, Use of DoF, Appropriate use of Shutter Speeds / Angles
- Creative Camera Skills – Composition, Movement, Lighting, Scene Coverage, Visual Storytelling, Appropriate use of Lenses / Focal Lengths
- Audio Use – Levels, Clarity, Mix, Realism
- Editing – Smooth Delivery, Colour Correction / Grading, Creativity, Story, Appropriate use of Titles and Graphics.
- Teamwork
- Time Management
- Problem Solving
- Digital Literacy



## **2. CONTEST DESCRIPTION**

### **2.1 Tasks that may be performed during the contest**

Produce a video on the subject matter given at the start of the competition. Potential types of videos that competitors will be asked to produce will be: news report/ENG, short film, PSA, commercial/infomercial, promotional, instructional.

Creating a document stating the following:

- Target audience
- Goals and Objectives
- Approach – Creative and Technical
- Video Synopsis
- Description of what equipment was used and why it was selected
- 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.

## **3. SKILLS FOR SUCCESS**

In response to the evolving labour market and changing skill needs, the Government of Canada has launched the new Skills for Success (former Essential Skills) model defining nine key skills needed by Canadians to participate in work, in education and training, and in modern society more broadly. SCC is currently working with Employment and Social Development Canada (ESDC) to bring awareness of the importance of these skills that are crucial for success in Trade and Technology careers.

Part of this ongoing initiative requires the integration and identification of the Skills for Success in contest descriptions, projects, and project documents.

The following 9 skills have been identified and validated as key skills for success for the workplace in the legend below:

Numeracy, Communication, Collaboration, Adaptability, Reading, Writing, Problem Solving, Creativity and Innovation, Digital



#### **4. EQUIPMENT, MATERIAL, CLOTHING**

##### **4.1** Each competitor is required to bring the following:

One computer/laptop with video editing software. Must be able to export a 1080p H.264 or QuickTime file (mov/m4v/mp4). Up to two displays may be used.

Teams must bring their own computer. Computers can be laptops or desktops. The team is responsible for any software they wish to use, as well as any required accessories (power adapter, keyboard, mouse, monitor, etc.).

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.

- Video cameras (maximum of two, cinema/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, sliders or drones)
- USB Stick (for saving your completed videos for your own use)
- Camera-mounted or handheld battery powered lights

##### **4.2** Equipment and material provided by the competition site

Desk area with power bar

##### **4.3** Required clothing (Provided by competitor)

#### **5. SAFETY REQUIREMENTS**

##### **5.1** List of required personal protective equipment (PPE) provided by competitors

Competitors will be required to maintain a safe working area during the competition.



## 6. ASSESSMENT

### 6.1 Point Breakdown

<b>POINT BREAKDOWN</b>	<b>/100</b>
<b>Production Brief</b> <ul style="list-style-type: none"> <li>Goals, objective, and solutions to problems</li> </ul>	<b>5</b>
<b>Camera Work</b> <ul style="list-style-type: none"> <li>Technical – White balancing, use of DoF, appropriate use of shutter speeds/angles, recording formats</li> <li>Creative – Composition, movement, lighting, scene coverage, visual storytelling, appropriate use of lenses/focal lengths</li> </ul>	<b>20</b>
<b>Audio</b> <ul style="list-style-type: none"> <li>Clarity and overall mix</li> <li>Appropriate use of realism</li> </ul>	<b>15</b>
<b>Editing</b> <ul style="list-style-type: none"> <li>Flow, pacing, transitions, service of story</li> <li>Graphics, titles, effects</li> </ul>	<b>15</b>
<b>Storytelling</b> <ul style="list-style-type: none"> <li>Effective writing and evidence of planning</li> <li>Creativity and impact</li> <li>Ability to communicate a clear message</li> </ul>	<b>20</b>
<b>Project Specifications</b> <ul style="list-style-type: none"> <li>Correct length</li> <li>Correct format</li> <li>Correct filename</li> <li>Meets genre specifications</li> </ul>	<b>5</b>
<b>Overall Impact</b> <ul style="list-style-type: none"> <li>Impact, creativity and overall production quality</li> </ul>	<b>20</b>



## 7. ADDITIONAL INFORMATION

### Project Details

- Only music/sound effects from copyright- cleared music shall be used
- Only props found on site are to be used during the competition
- No footage captured prior to the competition is allowed to be used
- There are no restrictions on the use of the editing software including effects, generators, titles, colour correction, plugins, templates, etc
- 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 the exact end of the competition, videos must be in the exporting phase. If it is not actively exporting, it will not be judged. If it is exporting and Provincial Technical chairs have to copy it from your computer to the USB drive, you will lose the associated point value
- Final videos must be named using the naming convention provided
- All editing must be completed in the skill area

### 7.1 Tie (No ties are allowed)

In the event of a tie, the team with the highest score in Overall Impact criteria will determine the winner.

### 7.2 Competition rules

Please refer to the competition rules for all general PSC information.

## 8. CONTACT INFORMATION

Name	Email address
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