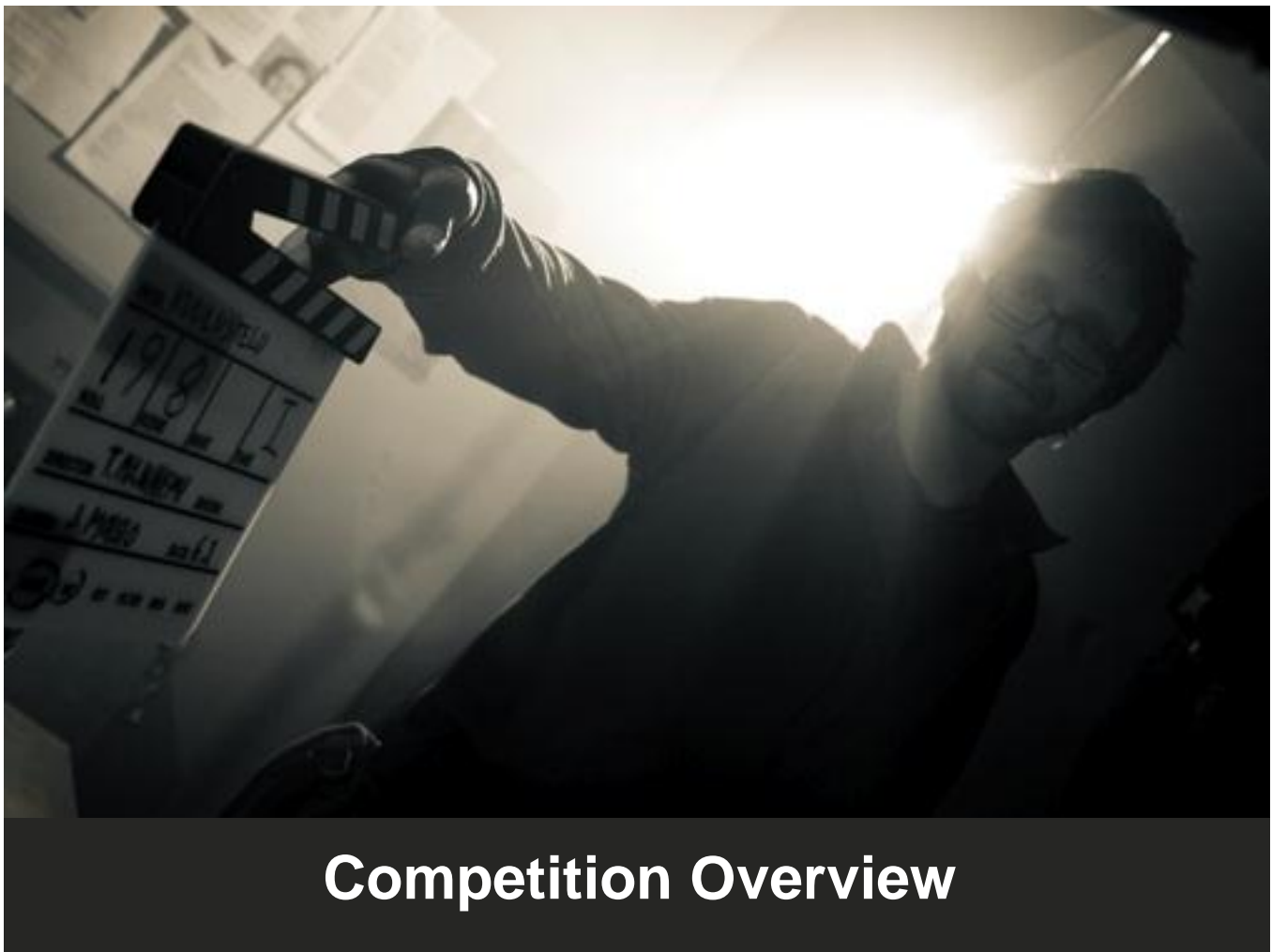


TV/Video Production Competition



Competition Overview

Location:

Memorial Composite High School - 80 Memorial Drive, Sydney Mines, NS. 902-736-6233.

Date:

Wednesday, March 28, 2012. 7:45am - 5:30pm.

Purpose:

To evaluate proficiency and experience in the television/video production field.

Number of Stations:

The competition will be restricted to **ten teams of two**. Team registration will be limited to one entry per school board until the registration deadline.

At that point, should there be any vacancies, other teams may register, regardless of school board, until the ten slots are filled.

School Board Competitions:

School boards and regions may elect to hold regional and board competitions to determine which teams compete at the provincial level.

The Task

Teams will have approximately six hours to plan, write, shoot, edit, and present a 60-second PSA about the benefits of choosing a trade or technology as a career.

Competition Details

Skills and Knowledge:

Production Planning and Design

Script, notes & storyboards

Camera Work

Focus, camera angles, camera movements, handling.

Audio Use

Clarity, music & sound effects selection, mixing.

Use of Available Lighting

No lighting gear to be used.

Editing

Smooth transitions (without loss of audio), continuity, graphics, adherence to time specification.

Storytelling

Creativity, adherence to scope, appropriate for target audience.

Scene Composition and Framing

Rule of thirds, headroom, backgrounds.

Teamwork

Assigning tasks.

Time Management

Complete task on time, use time wisely.

Problem Solving

Literacy

Adaptability

Equipment & Tools to Bring:

Teams are responsible for supplying:

- Firewire compatible tape-based or flash/hard drive video camera with one lens. If using a hard drive camera, the file format must be compatible with Apple computers.
- Firewire or USB cable.
- One external microphone (all purpose, non-wireless) with microphone cable.
- Brand new raw footage tapes (if applicable) in original sealed packaging.
- Batteries, charger, AC adapter.
- Headphones.
- Power bars or extension cords.
- A single stationary tripod (no dollies, cranes or wheeled tripods).

No other equipment including lighting gear, audio mixers or special lenses/adapters are acceptable.

Teams may bring backup equipment in case of malfunctions. All backup equipment must only be used in emergency situations and left with the PTC committee members at all times during the competition.

Supplied Equipment:

The competition will supply each team with an Apple computer with non-linear digital editing software: Apple iMovie '06 HD and Apple iMovie '08.

There will be a copyright-cleared music library on each computer, on the desktop in a folder called FreePlay Music. Each track is available in different lengths, and there are a variety of styles and genres.

Each team will also be given pens, pencils, a notepad, and storyboard sheets (example storyboard sheets are attached at the end of this document).

Effects & Music:

Teams will only be allowed to use hard cuts, dissolves, static titles, freeze frames and music/sound effects from the copyright cleared music library provided.

No in-camera effects will be permitted.

Clothing & Props:

On-camera talent should wear appropriate clothing with no visible brand logos and/or slogans and no school/team identification.

Only props found on-site are to be used.

Timeline

7:45-8:00 - Arrival

Teams arrive with their equipment to set-up.

8:00-8:15 - Welcome

Welcome and introduction from the Provincial Competition Captain. Review rules, editing stations, location of sound and music libraries. Questions and answers.

8:15-9:15 - Pre-Production

Pre-production begins. Plan your production, write a script, and complete storyboards on the sheets provided.

Maps will be handed out to teams to graphically show the locations of the technical trade shops.

9:15-11:30 - Shooting

The bulk of your shooting should be done in the morning, especially shots which require both teammates. In the afternoon, one person can shoot b-roll while the other teammate edits, etc.

Access to competition areas is not guaranteed. You must request permission from the PTC member before entering a site. All appropriate safety rules must be observed.

Ask the PTC members if you need any safety gear while in the shop and where you may or may not travel within the shop. Props may be used with permission of PTC members only.

11:30-1:00 - Rough Edit

Once initial footage has been captured, importing and editing may begin immediately.

1:00-2:00 - Final Edits and Export

With both teammates present, make final touches your video. You must export as a full quality DV file.

As soon as your video is complete, let your mentor know - the PTC member will put your video on a flash drive and transfer it to the judging computer.

2:00 - Final Edit Complete

Final edit complete. All work must stop at this time.

2:00-3:15 - Presentations to Judges

Introduction of the judges. Lots will be drawn to decide the order of judging.

Presentations to the judges will be completed in another room. Each team will present their story board to the judges and verbally explain the ideas and experiences they had during the process. Both team members should participate equally.

The one minute PSA will be aired and following this, specific questions may be asked by the judges.

3:15-4:00 - Private Judging

Judges will examine the videos in private and judge in detail the editing work to ascertain the level of technical competence. Final judges' rubrics will be completed and tallied up to determine the 1st, 2nd, and 3rd place finishers.

A score of at least 60% will be required to receive any medal or eligibility to the 18th Skills Canada National Competition (TV Video Production) in Edmonton, May 13-16, 2012.

4:00

Final comments. All videos will be screened publicly. Gear tear down.

5:00

Medals ceremony.

Snacks & Lunch

Snacks and a bagged lunch will be provided throughout the day. There will be no designated break time. Students are asked to not eat at the workstations.

Note to Instructors

You must not have any contact with the competitors during the competition.

Please instruct students to ask questions to the PTC member or to Skills NS staff. You may remain in the competition area, but are welcome to visit the other competition sites throughout the day.

Contact Information

Provincial Technical Coordinators

George Gregory

Radio and Television Broadcasting Instructor,
Memorial Composite High School

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Matt Corkum

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NSCC Waterfront Campus

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902.441.9705

Skills Canada ~ Nova Scotia

Katie Ellis

Competition Coordinator,
Skills Canada ~ Nova Scotia

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902.491.4640

<http://skillsns.ednet.ns.ca/>

Judges

Name

Title

Name

Title

Name

Title

TITLE

DIRECTOR

CAMERA

DATE	SCENE	TAKE



The Scope

Create a 60-second PSA (Public Service Announcement) outlining the benefits of choosing a trade or technology as a career.



Evaluation

Design Plan (Script/Storyboard)	/05
Approach and Content.....	/40
Technical Assessment.....	/40
Presentation to Judges/Overall Impact	/15

Evaluation Criteria

Pre-Production

___ /05

_____ Script, notes and Storyboard (*See attached rubric*)

Approach and Content

___ /40

(10pts each)

_____ **Introduction:**

How the PSA begins and catches the viewer's attention in relation to the content and nature of the video.

_____ **Storytelling:**

Effective audio and video presentation of topics or narrative theme, development of that topic or theme leading to a conclusion. Program composition which illustrates a chain of events which underline the purpose of the PSA. Effective writing and/or information appropriate to subject matter.

_____ **Treatment of the Subject Matter:**

The approach taken to the content in order to achieve the PSA's objectives and the PSA's ability to sustain viewer interest. Follows scope.

_____ **Style:**

Effective combining of any of the following; imagery, sound, graphics, titles in relation to the content and nature of the program. Style of video appeals to target demographic.

Technical Assessment

___ /40

(10pts each)

_____ **Audio Quality:**

Effective use of audio equipment. Appropriate use of music, microphone (voice and ambient sound) and sound effects. Audio adds to video, overall effect is transparent.

_____ **Video Quality:**

Effective use of video equipment. Camera and tripod used properly. Picture composition, framing, camera angles & movements, balance and colour.

_____ **Editing:**

Effective use of editing equipment, transitions, freeze frames, graphics and audio mix. Pacing.

_____ **Rules & Export:**

Adherence to technical rules, film exported on time in correct format. Exactly 60s. -5pts for each second over/under.

Presentation to Judges & Overall Impact

___ /15

_____ **Presentation to the judges:**

clarity of presentation, participation by both team members and references to the finished product and the path they took to develop and achieve it. Overall impact of video, and adherence to rules and scope.

Pre-Production Rubric

Rubric Values

5

Storyboards and script are excellent; they are clear, well-labelled, meaningful and detailed. There was an obvious attempt at making a quality video, and the pre-production materials match up with the final product. Terrific job!

4

Storyboards and script are excellent; they are meaningful and detailed, and there was an obvious attempt at making a quality video. Some materials do not match up with final product. Great job!

3

Script and storyboards are decent but are lacking in details. Has potential with a little more effort. An obvious attempt to make a good video. Most materials do not represent final product. Good job!

2


Script and storyboards are fair to poor. The story is incomplete and important parts of the storyboard are missing. A good attempt was made but the script and storyboard are obviously underwritten and missing necessary details. Materials do not match final product.


1


Did not complete script and/or storyboard, or one or both are severely lacking in information, details, and effort. Pre-production materials are incomplete, non-existent or do not match final product.


0


Did not complete both script and storyboard.


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	Camera directions: Eye High Low				
	Shot Description:				
	Sound:				overhead view 

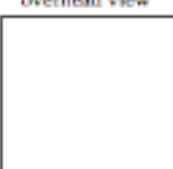
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