

2021 REGIONAL SKILLS CANADA COMPETITION



2021 Regional Skills Canada Competition

Contest Description (Scope Document)

March 10, 2021

EVENT: Video Production	LEVEL: Secondary
DURATION OF CONTEST: 7 Hours	REGIONALIZED: YES If YES, to compete at the Provincial Skills Canada Competition students must qualify at their Regional Skills Canada Competition.
COMPETITION FORMAT: (VIRTUAL/IN SCHOOL) All secondary competitors will be competing within 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 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. Event Format: Once registered online, competitors will follow the contest description and submit their projects to the Dropbox folder that will be emailed to each team prior to the competition. Competitors will receive the theme at the mandatory virtual orientation (schedule and time listed below) and will then have the specified allotted time during that day to complete their project. Projects are due before or at the noted deadline. Late projects WILL NOT be accepted. Questions regarding the contest description can be sent to Katherinek@skillsalberta.com Project Submission – Project's will need to be uploaded to Dropbox. All competitors will receive a Dropbox link via the email they provided Skills Canada Alberta. <ul style="list-style-type: none">Accepted file types: .doc (Production Brief), .mov/.m4v/.mp4 (Video File)	

COMPETITION SCHEDULE:

Livestream Check-In: Mandatory – On Camera Link to be provided by SCA to registering teacher and competitor emails.	7:45 AM
Livestream Orientation: Mandatory – On Camera	8:00 AM
Competition Start – Off Camera	8:30 AM
Competition End	3:30 PM
PROJECT DUE	3:45 PM

AWARDS CEREMONY INFORMATION: Please join us for a live virtual awards ceremony on March 25th at 6:30 PM.

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 March 10th during the mandatory orientation.

EQUIPMENT & MATERIALS

Virtual Competition Resource Support Form

A \$40 competition resource subsidy is available to all competitors. It is intended for items that were purchased to support competitors (e.g. food supplies, materials, technical equipment, tools, etc.). The form can be accessed at the following link: <https://skillsalberta.com/additional-2021-competition-resources/>

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). 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)
- 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 use capture recording software like OBS Open Broadcaster Software to record the interview <https://obsproject.com/>

SUBMISSION PROCESS

Projects can be submitted at or prior to the time listed above in the schedule via the provided Dropbox link only – Please ensure you reference the above specified file types and allow time for uploading. Late projects 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 submission can be denied should the participant not have the required proper safety equipment and/or act in an unsafe manner that can cause harm to themselves or others.

ALL competitors must be present for the mandatory safety orientation listed above in the schedule. If competitors are not present, their project will be disqualified. Competitors must also remain on the school grounds for the duration of the competition. Prior to the start of competition, competitors should familiarize themselves with the Pre-Start Checklist which can be accessed at the following link: <https://skillsalberta.com/additional-2021-competition-resources/>

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">• Correct length• Correct format• Correct filename

		<ul style="list-style-type: none"> 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.

RELATED CAREER AND TECHNOLOGY STUDIES COURSES FOR HIGH SCHOOL

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

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>

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.

Competition Results and Progression: As per previous years, the top placements in the 2021 Regional Skills Canada Competition will advance onto the virtual Provincial Skills Canada Competition. While all regional competitors will compete together on the same day, provincial spots will still be allotted on a regional basis. Medals will be awarded to gold, silver and bronze placements (packages will be sent in the mail after the virtual Awards Ceremony).

COMMITTEE MEMBERS

Stuart Serediuk - NAIT
Erin Calihoo - NAIT
Shane McQueen - SAIT

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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 and submitted by the stated deadline.

Signature Competitor #1 _____

Signature Competitor #2 _____