



2008 QUALIFYING COMPETITION

TV AND VIDEO PRODUCTION {Team of 2} - SECONDARY LEVEL

Date: Saturday, April 12, 2008

Locations: Canadore College, Fanshawe College, Georgian College, Humber Institute, Niagara College, St. Lawrence College

COMMITTEE MEMBERS:

OTSC Chair – Rob Currie, C to C Productions

Canadore College – Sue Childs

Fanshawe College – Greg Latham

Georgian College – George Mashinter

Humber Institute – Jamie Sheridan

Niagara College – Anthony Savoia

St. Lawrence College – John Conrad

**** 1st, 2nd and 3rd place eligible competitors will advance to the Ontario Technological Skills Competition, taking place May 6, 2008 in Waterloo**

PURPOSE OF THE CONTEST:

To provide competitors with the opportunity to demonstrate, both through practical and theoretical application, their skills and knowledge in the industry relevant to:

- Effective marketing of a product
- Technical proficiency in the use of camera equipment
- Proficiency in the area of video capture for post production
- Technical proficiency in the use of digital editing equipment

SKILLS AND KNOWLEDGE TO BE TESTED:

Theory 20%

Practical 75%

Job Interview 5%

- Production planning and design
- Camera work
- Audio use
- Editing
- Product market and demographics
- Knowledge of iMovie
- Storytelling
- Teamwork
- Time management
- Problem solving
- Literacy
- Presentation skills
- Job interview skills

ASSIGNMENT:

Produce a 30 second Public Service Announcement (PSA), promoting literacy to the general public. The students must determine their specific target audience and demographic ahead of time as this PSA could be aimed at a number of different age groups. They must also determine which television stations might air a PSA on literacy. Treatment or production brief, storyboards and scripting are to be done prior to arrival at the competition. Shooting must take place at the contest site, on campus, without disruption of classes or other campus activities.

PRODUCTION SCRIPTS, STORYBOARD AND PRODUCTION BRIEF:

Create TWO COPIES of a 1 to 2 page word-processed and printed document outlining the following:

- Target audience and age demographic
- Goals and objectives
- Television station that would air this PSA
- Approach for content (eg. comedic or serious etc.)
- Plan/timeline of shooting/editing
- Any anticipated problems

Teams will be required to hand in one copy to the committee during orientation, and teams will use one copy for referral during contest. Team members will also be required to hand in a copy of their resume during orientation.

RULES AND REGULATIONS:

Please be sure to review the rules and regulations that apply to all contests. These are available in the Competition Information package, or online at www.skillsontario.com.

JUDGING CRITERIA:

Each team will separately present their final project to the judges, using their editing suite and iMovie full screen playback. Over the 10 to 20 minute presentation time allotted per team, the judges will ask at least 3 questions of the team. The job interview portion of the contest will be integrated into the presentation time slot.

Pre-Production Package: script, storyboard, treatment, brief - includes choice of approach, style, demographic/target audience	20
Camera Work - composition and technical operation	15
Audio - clarity, consistency, appropriate use, overall mix	15
Editing - flow, pacing, transitions, effects, graphics	15
Storytelling - evidence of planning; introduction and closing; fulfils goals objectives; coherency; effective writing and/or information appropriate to subject matter/target audience; effective combining of imagery, sounds and graphics; style of video	20
Overall Impact of commercial	10
Job Interview	5
Total	100

In the event of a tie, the team with the highest points in Storytelling shall be the winner.

EQUIPMENT AND MATERIALS:

Supplied by Committee:

- The competition will supply each team with an Apple Macintosh iMovie (Version 5 or above) based non-linear edit system and copyright cleared sound effects (iMovie). Teams will be allowed to only use cuts, titles, freeze frame and dissolves and the iMovie supplied sound effects in the editing process. **Release forms** for background actors will also be supplied.

Supplied by Competitor:

- One video camera with one lens – camera must be firewire compatible or team must provide a firewire media converter. Team must supply a 4 pin to 6 pin firewire cable.
- Record tapes
- Batteries
- Recharger
- One microphone – all-purpose, non-wireless
- Microphone cable
- Headphones
- Tripod
- Work gloves
- Any props required for commercial
- Copyright cleared music for commercial (optional)
- CD Player to preview music (optional)
- Cleaning supplies – competitors will be responsible for clean up of their shoot
- Attire for teams is business casual, keeping in mind on-camera talent should wear appropriate clothing with no visible brand logos

NO OTHER EQUIPMENT INCLUDING LIGHTING GEAR, AUDIO MIXERS OR SPECIAL LENSES ARE ACCEPTABLE. NO IN CAMERA EFFECTS ARE PERMITTED.

SAFETY:

Safety is a priority at the 2008 Qualifying Competitions. At the discretion of the Judges and Committee Members, any competitor can be removed from the competition site for not having the proper safety equipment or for not acting in a safe manner.

1. Dressing cables during shoot
2. Proper care and use of ladders or step stools
3. Production area is clear of any obstacles or hazards for the general public not involved in the production

CLOTHING REQUIREMENTS:

Competitors are to be dressed in a clean and appropriate manner. Competitors are not permitted to wear clothing with logos or printing. The exception is the logo of the school and/or school board that the competitor is representing. Corporate logos or names are not permitted on competitors’ clothing.

JOB INTERVIEW:

To assist competitors to fully prepare for their eventual job searches and to become valued employees, there is a job interview component incorporated into this contest. It is expected that the competitors arrive prepared WITH A RÉSUMÉ and be prepared for interview questions and discussion. Competitor’s performance on the interview will be worth 5% toward final contest standings. Sample interview questions are available at www.skillsontario.com/hr.

COMPETITION AGENDA:

Saturday, April 12, 2008
Qualifying Competitions

9:00-9:30 a.m.	Registration and Announcements
9:30-9:40 a.m.	Move to Contest Areas
9:40-10:00 a.m.	Orientation Session
10:00 a.m.-12:00 p.m.	Shooting, Digitizing Footage, Editing
12:00-12:30 p.m.	Lunch
12:30-1:30 p.m.	Shooting, Digitizing Footage, Editing
1:30-3:30 p.m.	Presentations/Job Interview and Judging takes place
3:30-4:30 p.m.	Final Judging and Results Compilation
4:30-5:00 p.m.	General Feedback Session
5:00 p.m.	Awards Presentation

ADDITIONAL INFORMATION:

- **THIS CONTEST IS DESIGNATED FOR TEAMS OF TWO (2) STUDENTS, THEREFORE, ADDITIONAL STUDENTS FROM THE TEAM'S SCHOOL ARE NOT PERMITTED AS ACTORS. FAMILY MEMBERS, TEACHER/ADVISORS AND FRIENDS ARE ALSO NOT PERMITTED AS ACTORS. TEAMS MAY APPROACH PEOPLE ON CAMPUS TO ACT "IN THE BACKGROUND" ONLY AND MUST HAVE ANY BACKGROUND ACTORS SIGN THE RELEASE FORM PROVIDED BY SKILLS CANADA - ONTARIO.**