2012 QUALIFYING COMPETITION

TV AND VIDEO PRODUCTION (Team of 2) - SECONDARY LEVEL

Date: **Saturday, April 14, 2012**

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

COMMITTEE MEMBERS:
Canadore College – Yura Monestime
Confederation College – Michele McManus
Fanshawe College – Greg Latham
Georgian College – Nick Mirka
Humber Institute – Jamie Sheridan
Niagara College – Anthony Savoia
St. Lawrence College – Jennifer Lauten

** 1st, 2nd and 3rd place eligible* competitors will advance to the Ontario Technological Skills Competition, taking place May 1, 2012 in Waterloo

***See the Competition Information Package for the Qualifying Competition eligibility criteria, advancement, and rules and regulations**

For technical questions that are contest specific, please contact the Skills Canada – Ontario Competition Department at otsc@skillscanada.com.

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 (Pre-production) 20% Practical 80%

- 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

ASSIGNMENT:
Produce a 30-second commercial selling clean air to an audience.

The students must determine their specific target audience and demographic ahead of time as this commercial could be aimed at a number of different age groups. They must also determine which television stations might air a commercial regarding this topic. **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 SCRIPT, STORYBOARD AND PRODUCTION BRIEF:
Treatment or production brief, storyboards and scripting are to be done prior to arrival at the competition. Teams are to come to the Qualifying competition prepared with 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 stations that would air this commercial
- Approach for content (e.g. 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.

RULES AND REGULATIONS:
Please be sure to review all rules and regulations in the Complete Competitor Information Package, available online at www.skillsontario.com/compinfopkg.

New rules and regulations in the Competition Information Package that will be enforced for 2012 include:

- Plagiarism
- Registration Deadlines

Please review all rules and regulations and the registration process well in advance of the Qualifying.

Immediate disqualification may occur at the discretion of the technical chair if a competitor displays any one of the following:

- Acts inappropriately
- Shows disregard for the safety of themselves or those around them
- Breaks the established rules and regulations including:
  - Uses equipment or material that is not permitted
  - Dishonest conduct (cheating)
  - Speaks with those outside the contest area
  - Arrives to the contest site late

Sign-in for all contests will happen at the Qualifying host college the morning of the competition. Registration must take place prior to the deadline of March 23, 2012.

JUDGING CRITERIA:
Each team will separately present their final project to the judges, using their editing suite and iMovie full screen playback. In the presentation time allotted per team, the judges will ask at least three (3) questions of the team.

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 and 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**
Timing - one mark deduction for every second above or below the 30-second time limitation allotted to the assignment	**5**
Total	**100**

As the rules state, there are no ties. If the score is even after the contest, the Storytelling component will be used as the tie breaker.

EQUIPMENT AND MATERIALS:
Supplied by Committee:

- The competition will supply each team with Apple Macintosh iMovie (Version 5 or above) 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
- Macintosh compatible transfer device and related cables (i.e. firewire cable, SD card reader)
- Recording media
- Batteries
- Recharger
- One microphone – all-purpose, non-wireless
- Microphone cable
- Headphones
- Tripod
- Any props required for assignment
- Work gloves (optional)
- 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 (see section regarding Clothing Requirements)

NO OTHER EQUIPMENT INCLUDING: LIGHTING GEAR, AUDIO MIXERS OR SPECIAL LENSES ARE ACCEPTABLE. NO IN-CAMERA EFFECTS ARE PERMITTED. THE USE OF UNACCEPTABLE EQUIPMENT OR EFFECTS MAY RESULT IN DISQUALIFICATION.

SAFETY:
Safety is a priority at the 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 which includes:

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 to this rule is the logo of the school or school board the competitor is representing. ONLY the logo of the institution under which the space is registered can be visible. Corporate logos or names are not permitted on a competitor's clothing.

JOB INTERVIEW:
Please note that the job interview component has been removed from all Qualifying Competition contests. If the competitor advances to the Ontario Technological Skills Competition, the competitor will be required to participate in the job interview at that level. Please see the provincial scope for details.

COMPETITION AGENDA:
Saturday, April 14, 2012
Qualifying Competitions

****Please note the agenda has changed from previous years**

8:30-9:00 a.m.	Sign-in and Announcements
9:00-9:10 a.m.	Move to Contest Area
9:10-9:30 a.m.	Orientation Session at Contest Area
9:30 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
1:30-4:00 p.m.	Presentations**, Final Judging and Results Compilation (Judges and Committee Members)
3:30-4:00 p.m.	General Feedback Session
4:00 p.m.	Presentation
5:30 p.m.	Awards Presentation and Advancement Meeting

**If a hosting college has eight (8) teams or more, the Qualifying Technical Chair may choose to forgo the team presentation because of time constraints. It must be noted that the presentation is not marked but is a means of explanation and clarification for teams.

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.**