

2011-2012 Secondary Video Challenge Guidelines



Materials for this competition have been generously donated by:



SKILLS WORK!

*This document is only to be used in preparation for the Video Challenge.
Ce document doit être utilisé que dans le cadre de la préparation aux Courses de bateaux en carton secondaires.*

Skills Canada – Ontario would like to invite your school to participate in one of the annual Video Challenges being held during the 2011-2012 school year in conjunction with the Cardboard Boat Races at the following locations:

- Tuesday, November 29, 2011 H.B. Beal Secondary School, London
- Tuesday, November 29, 2011 Confederation High School, Ottawa*
- Tuesday, November 29, 2011 Black River Public School, Sutton
- Tuesday, November 29, 2011 Bendale BTI, Toronto
- Tuesday, November 29, 2011 Sir Winston Churchill CVI, Thunder Bay
- Tuesday, November 29, 2011 Espanola High School, Espanola*

*bilingual races

The registration fee is \$50.00 per team, in addition to the yearly Skills Canada-Ontario affiliation fee.

ELIGIBILITY

- Affiliated secondary schools may enter two (2) teams of two (2) students each.
- Please note registration is on a first-come, first-serve basis and waiting lists may occur.
- Students participating in the Cardboard Boat Race as a boat team member cannot register in the Video Challenges as a video team member.
- Teams must be made up of students from the same school.

REGISTRATION PROCESS:

- Step #1 – Teachers reserve team space(s) online at <https://register.skillsontario.com>. This must be done a minimum **two (2) weeks** prior to the event.
- Step #2 – Teachers or students register team members online a minimum **one (1) week** prior to the event.
- Step #3 – Fax signed individual team member consent forms to (519) 749-6322 at least **one (1) week** prior to the event.**

****NOTE:** Registration will not be considered complete until Skills Canada – Ontario receives a completed and signed copy of “SKILLS CANADA – ONTARIO PARTICIPANT CONDITIONS FOR 2011-12 PROGRAMS AND COMPETITIONS” form for each individual team member. **Students will not be permitted to participate if their form is not submitted. Cancellations must be received no later than one week prior to the event to avoid being charged full registration fees.**

All invoices will be processed after the event.

PURPOSE OF THE CHALLENGE

To evaluate the students’ proficiency in the television/video communications field. To prepare students for future participation in the Ontario Technological Skills Competition in the TV Video Production contest and to inspire students to consider this field as a career choice.

SKILLS AND KNOWLEDGE TO BE TESTED

- Production planning and design
- Camera work
- Audio use
- Editing
- Teamwork
- Time Management
- Problem Solving
- Literacy

SKILLS WORK!

*This document is only to be used in preparation for the Secondary Cardboard Boat Races.
Ce document doit être utilisé que dans le cadre de la préparation aux Courses de bateaux en carton secondaires*

ASSIGNMENT

Teams of two students (from the same school) produce and edit **two (2)** informational/promotional productions (**one (1)** narrative video and **one (1)** music video) on the Cardboard Boat Races. All aspects of filming of this production must be done on-site by the contestants. This challenge is a province-wide challenge. All submitted videos will be judged against each other.

Teams should come prepared with prior knowledge of Skills Canada – Ontario, its mandate and programs, as well as a good understanding of the Cardboard Boat Races, their purpose, rules and regulations.

NARRATIVE VIDEO SPECIFICATIONS:

- Videos must be between 60 – 120 seconds in length (credits may run longer and will not affect scores)
- All footage must be filmed on-location at the event
- Videos should include:
 - footage of the event
 - interviews
 - recognition of event sponsors
- If teams choose to use text within their video it must be shown in both official languages (English and French).

MUSIC VIDEO SPECIFICATIONS:

- Videos must be between 60 – 90 seconds in length (credits may run longer and will not affect scores)
- All footage must be taped on-location at the event
- Music videos must not contain any verbal narration or interviews
- If teams choose to use text within their video it must be shown in both official languages (English and French).

PRODUCTION BRIEF

Students will create a one-page bulleted outline that will accompany their video submission stating the following:

- Target audience
- Goals and objectives
- Approach
- Equipment used
- Innovative solutions to problems

EQUIPMENT AND MATERIALS

Supplied by Skills Canada – Ontario:

- One copy per team of this document
- One copy per team of the Cardboard Boat Race Guidelines

Supplied by the competitor (suggested):

- One video camera with one lens
- Lighting Gear
- New raw footage tapes (if applicable)
- Batteries and recharger
- One microphone
- Headphones
- Tripod

PROTECTION OF PRIVACY

In an effort to help protect the privacy of students participating in the Cardboard Boat Races, students that do not have their parent/guardian's permission to be photographed will be asked to wear a colored wristband for the duration of the event. The wristband will help ensure that students without a signed photograph waiver do not appear in photos or videos that could be used in publications or get posted on social media websites or the Skills Canada-Ontario website. It is the Video Challenge competitor's responsibility to ensure that students wearing wristbands do not appear in their

SKILLS WORK!

*This document is only to be used in preparation for the Video Challenge.
Ce document doit être utilisé que dans le cadre de la préparation aux Courses de bateaux en carton secondaires.*

productions. Productions which include students wearing wristbands will not be posted on the web for public viewing and will not be permitted to be entered in the People's Choice Award.

JUDGING CRITERIA:

Production Brief	Target audience, goals and objectives, approach, equipment used, innovative solutions to problems	10
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, fulfills goals and objectives, coherency, effective writing and/or information appropriate to subject matter, target audience and style of video	20
Approach	Style; effective combining of imagery, sound and graphics	15
Overall Impact	Cohesiveness, impression, emotion	10
TOTAL		100

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

SAFETY

Safety is a priority at all Skills Canada – Ontario events. At the discretion of the judges or Skills Canada – Ontario staff any competitor can be removed from the competition site for not having the proper safety equipment or acting in an unsafe manner.

It is the responsibility of the competitors to obtain permission to videotape in the pool. Safety rules in place at each location must be followed. The facility lifeguards may provide guidance as needed. For reasons of safety, no student should expect access to all areas. For the duration of this event, Skills Canada – Ontario staff will have final authority on matters of safety.

RULES AND REGULATIONS

- If there is any discrepancy between the English and French information in these guidelines, the English version will be taken as the correct information.
- Computer imaging, copyright-cleared music and special effects are strongly encouraged during the editing and production process.
- Footage utilized in the narrative video may also be used in the music video. However, both videos should be different from one another.
- Videos must be submitted in either MPEG4 (h264) or WMV format (submissions in both MPEG4 (h264) and WMV are welcome and appreciated).
- Submitted videos must indicate: the team members' full names, school name, advisors' contact information and event location on both the protective cover and the disc(s). Teams failing to include this information will be disqualified.
- Immediate disqualification may occur at the discretion of the judges or Skills Canada – Ontario staff if a competitor engages in any one of the following:
 - Acts inappropriately
 - Shows disregard for the safety of themselves or those around them

SKILLS WORK!

*This document is only to be used in preparation for the Secondary Cardboard Boat Races.
Ce document doit être utilisé que dans le cadre de la préparation aux Courses de bateaux en carton secondaires*

- Breaks the established rules and regulations or displays dishonest conduct (cheating)

CLOTHING REQUIREMENTS

Competitors appearing in their own productions are to be dressed in a clean and appropriate manner. Competitors appearing in their own productions are asked not to wear clothing with logos or printing. The exception to this rule is the logo of the school or school board that the competitor is representing.

MEALS

Skills Canada – Ontario will provide a lunch and a drink for competitors. Lunch is likely to be two slices of cheese pizza and one juice/water. If participants feel they require additional sustenance, it is highly recommended that they bring a snack with them. Any food brought to the venue must be nut free. Any products containing nuts found on-site will be removed.

PROJECTS

Once the videos are submitted to Skills Canada – Ontario they become the property of Skills Canada – Ontario and may be used to promote this event. Videos may be posted online on social media websites, posted on the Skills Canada – Ontario website or used for other promotional purposes. Videos will not be returned to the competitors after judging. Competitors are encouraged to keep a copy of their videos for their portfolios.

DRAFT SCHEDULE OF THE DAY**

TIME	DESCRIPTION
9:00 a.m. – 9:15 a.m.	Arrival and sign-in (Video teams may set up and begin taping immediately)
9:15 a.m. – 9:30 a.m.	Welcome and orientation
9:30 a.m. – 11:30 a.m.	Boat construction
11:30 a.m. – 12:15 p.m.	Clean up and lunch
12:15 p.m. – 12:30 p.m.	Boat teams prepare to enter pool by heat number
12:30 p.m. – 2:30 p.m.	Race and weight challenges
2:30 p.m. – 2:45 p.m.	Results tabulation
2:45 p.m. – 3:00 p.m.	Awards Presentation

**** Times will vary according to race location and pool availability**

POST RACE:

1. Produce and edit video at school.
2. Test your media before sending in your submission. Media that does not play on the judges' systems will receive no score.
3. The final video must be postmarked no later than **December 17, 2011** and sent to:
Skills Canada – Ontario
Attn: Emily
100 Campbell Avenue, Suite 11
Kitchener, ON N2H 4X8
4. A confirmation email will be sent to the team's advisor once the video has been received. Please note that it is the responsibility of the team's advisor to contact Skills Canada – Ontario if a submission has been made and a confirmation of receipt email has not been received within acceptable delays.
5. Results will be emailed to all advisors and posted online once judging is complete. Please allow ample time for the team of volunteers to finish reviewing and judging the numerous submissions.
6. Please send comments/recommendations regarding this event to Skills Canada – Ontario.

SKILLS WORK!

*This document is only to be used in preparation for the Secondary Cardboard Boat Races.
Ce document doit être utilisé que dans le cadre de la préparation aux Courses de bateaux en carton secondaires*

PEOPLE'S CHOICE AWARD:

While our expert judges are analyzing the videos based on the criteria in the guidelines, the general public can choose their favourite to win the People's Choice Award. Voting will be open for two weeks after submissions are posted online. Please note that you will need a YouTube or Google account in order to vote. The winning team will receive a \$300 prize.

Eligibility:

Only the music video will be used for the People's Choice Award. If you do not submit a music video, you will be ineligible for the award.

YouTube now supports a wide variety of video formats, and uploading should be straightforward. However, if there are problems uploading your video to YouTube, you will be notified by e-mail by the Social Media Coordinator at Skills Canada – Ontario with further instructions. All reasonable effort will be made to ensure students have the opportunity to participate; however, if the video cannot be posted for voting, it will be ineligible for the People's Choice Award.

Please also note aforementioned rules about privacy. Any videos containing students wearing red wristbands will be ineligible for the People's Choice Award.

Voting is open from January 10 to January 23, 2012!

Voting Instructions:

1. Go to www.youtube.com/skillsontario to reach Skills Canada – Ontario's YouTube channel.
2. There are two view options. If you look at the very right end of the channel bar, you'll see you have the options of "Player View" and "Grid View." Make sure you are set to Player View.
3. Click on "Playlists" in the channel bar. You will see a Playlist for the 2011/2012 Secondary Video Challenge.
4. Watch the videos in the playlist.
5. Click the "Like" button under your favorite secondary video to vote for it. You will be asked to either sign in using your Google or YouTube login, or to create one.
6. Get your friends voting too! The video with the most votes at the end of the voting period is the winner of a cash prize!

Winners will be notified by e-mail at the close of voting. At that time, Skills Canada – Ontario will also negotiate a mutually agreeable time and place to award the prize money.

SKILLS WORK!

*This document is only to be used in preparation for the Secondary Cardboard Boat Races.
Ce document doit être utilisé que dans le cadre de la préparation aux Courses de bateaux en carton secondaires*