2016-17

VIDEO CHALLENGE

ELEMENTARY GUIDELINES

Skills Compétences Canada Ontario

www.skillsontario.com

This document is only to be used in preparation for the Elementary Video Challenges.
Ce document doit être utilisé que dans le cadre de la préparation au défi vidéo du cycle élémentaires

If there is any discrepancy between the English and French information herein, the English version shall stand.

Registration opens Friday, September 30, 2016! Please visit https://register.skillsontario.com to begin the registration process.

Skills Ontario would like to invite your school to participate in one of the annual Video Challenges being held during the 2016-2017 school year in conjunction with the Cardboard Boat Races at the following locations:

- **Thursday October 27th, 2016**
  - Marathon High School, Marathon
- **Tuesday, November 22, 2016**
  - Sir Winston Churchill CVI, Thunder Bay
- **Tuesday, January 24, 2017**
  - Wayne Gretzky Centre, Brantford
  - Thornlea Secondary School, Markham
- **Wednesday, January 25, 2016**
  - Confederation Education Centre, Ottawa 1*
- **Thursday, January 26, 2017**
  - A.B. Ellis Public School, Espanola
  - Confederation Education Centre, Ottawa 2*
- **Tuesday January 31, 2017**
  - Swansea Public School, Toronto
  - Quinte Sports Centre, Belleville
- **Friday, February 3, 2017**
  - Centennial CVI, Guelph
- **Wednesday, February 8, 2017**
  - North Huron Wescast Community Center, Wingham

*Denotes a bilingual event.
The registration fee is $60.00 per team in addition to the yearly Skills Canada-Ontario affiliation fee.

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 videotaping 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 and Evaluation Collection
2:45 p.m. – 3:00 p.m.	Awards Presentation

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

ELIGIBILITY

- Affiliated elementary schools may enter two (2) teams of two (2) students each.
- Please note registration is on a first-come, first-served 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 of **two (2) weeks** prior to the event, but please note that most races fill up shortly after registration opens at the end of September. Teams registering two weeks prior to the race are likely to be placed on a waitlist.
- Step #2 – Teachers or students register team members with name and emergency information online a minimum **two (2) weeks** prior to the event.
- Step #3 – Fax or scan and email individual team member signed consent forms to (519) 749-6322 at least **one (1) week** prior to the event.

****NOTE:** Registration will not be considered complete until Skills Ontario receives a completed and signed copy of "SKILLS ONTARIO PARTICIPANT CONDITIONS FOR 2016-17 PROGRAMS AND COMPETITIONS" form for each individual team member. **Students will not be permitted to participate if their form is not submitted. Please bring all original forms with you to the race, just in case there is a problem with the fax submission. Bringing the forms to the race, will ensure participation is allowed.**

Cancellations must be received no later than one week prior to the event to avoid being charged full registration fees.

PURPOSE OF THE CHALLENGE

To evaluate the students' proficiency in the television/video communications field. To prepare students for future participation in the Secondary Video Challenge and the Ontario Technological Skills Competition in the TV Video Production contest.

SKILLS AND KNOWLEDGE TO BE TESTED

- Production planning and design
- Camera work
- Audio use
- Editing
- Teamwork
- Time management
- Problem solving
- Literacy

ASSIGNMENT

Teams of two students (from the same school) will produce and edit **one (1)** informational/promotional music video on the Cardboard Boat Races. The goal of this production is to promote the Cardboard Boat Races to students in grades 7-12 across the province. All aspects of videotaping of this production must be done on-site by the contestants while the editing will take place at the competitors' school. 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 Ontario, its mandate and programs, as well as a good understanding of the Cardboard Boat Races, their purpose, rules and regulations.

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
- **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)
- Music must be copyright cleared

PRODUCTION BRIEF

Students will create a one-page bulleted outline to be handed in with their video submission stating the following:

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

EQUIPMENT AND MATERIALS

Supplied by Skills 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 capture device
- Lighting gear
- New raw footage tapes (if applicable)
- Batteries and recharger
- One microphone (and microphone cable)
- 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 an identifier for the duration of the event. This will help ensure that students without a signed photograph waiver do not appear in photos or videos that could be used in publications or be posted on social media websites or the Skills Ontario website. It is the Video Challenge competitor's responsibility to ensure that students wearing identifiers do not appear in their productions. Productions which include students wearing identifiers will not be posted on the web for public viewing.

JUDGING CRITERIA

Production Brief	Target audience, goals and objectives	5
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	25
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 Ontario events. At the discretion of the judges or Skills Ontario staff, any competitor can be removed from the competition site for not having the proper safety equipment or not acting in a safe manner.

It is the responsibility of the competitors to obtain permission to videotape on the pool deck. 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 Ontario staff will have final authority on matters of safety. **Video teams are not permitted to enter the water, however they can submerge waterproof cameras such as GoPro's under the water or onto a team's boat at the teams discretion only.**

RULES AND REGULATIONS

- Computer imaging, copyright-cleared music and special effects are strongly encouraged during the editing and production process.
- Videos must be submitted in either MPEG4 (h264) or WMV format (submissions in both MPEG4 (h264) and WMV are welcome and appreciated).
- **Teams will submit their videos electronically - details on submission will be sent out to all registered teams prior to race date**
- Each TEAM must submit their own clearly labelled file. If a school has two video teams, two different emails must be submitted or they will not be evaluated.
- Production is worth 5% of your team's overall mark. A production brief must be handed in with your video file in order to receive any Production marks. The production brief should outline your video's target audience, goals and objectives.
- Immediate disqualification may occur at the discretion of the judges or Skills 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
    - Breaks the established rules and regulations or displays dishonest conduct (cheating)

MEALS

Skills 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 Ontario they become the property of Skills Ontario and may be used to promote this event and may be posted online on social media websites, posted on the Skills 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.

POST RACE

1. Produce and edit video at school.
2. Write your production brief.
3. Test your media before sending in your submission. Media that does not play on the judges' systems will receive no score.
4. The final video must be received no later than ***February 24, 2017*** (except videos shot at the Marathon location which will need to be received no later than November 24, 2016 and Thunder Bay location which will need to be received no later than December 21, 2016)
5. 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 Ontario if a submission has been made and a confirmation of receipt email has not been received within acceptable delays.
6. Results will be posted online once judging is complete. Please allow ample time for the team of volunteers to finish reviewing and judging the numerous submissions.

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 prize worth over $100.

Eligibility:

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 identifiers will be ineligible for the People's Choice Award.

Voting is open from 9:00 a.m. March 6th to 9:00 a.m. March 28, 2017!

Voting Instructions:

1. Go to www.youtube.com/skillsontario to reach Skills 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 2016/2017 Elementary Video Challenge.
4. Watch the videos in the playlist.
5. Click the "Like" button under your favorite 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. Prizes will be mailed to the winners following the close of voting.

RESOURCES:

The Skills Ontario logo and other links can be found on our website in the Scopes section here http://www.skillsontario.com/competitions/cbr/scopes