



CONTEST DESCRIPTION

## **Video Production**

VIRTUAL SECONDARY

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## 1 THE SKILLS FOR SUCCESS FOR CAREERS IN THE SKILLED TRADES AND TECHNOLOGY

In response to the evolving labour market and changing skill needs, the Government of Canada has launched the new Skills for Success (*former Essential Skills*) model defining nine key skills needed by Canadians to participate in work, in education and training, and in modern society more broadly. SCC is currently working with Employment and Social Development Canada (ESDC) to bring awareness of the importance of these skills that are absolutely crucial for success in Trade and Technology careers. Part of this ongoing initiative requires the integration and identification of the Skills for Success in contest descriptions, projects, and project documents. The next phase and very important aspect of our Skills for Success (SfS) initiative is to provide a *Skills Report Card* to each competitor at the Skills Canada National Competition. The purpose of the report card is to inform the competitor about their current level of nine identified Skills for Success based on their competition scores. With this knowledge, the competitor will be made aware which skill may require improvement. Full implementation is expected in the next Skills Canada National Competition.

The following 9 skills have been identified and validated as key skills for success for the workplace in the legend below:

<sup>1</sup>Numeracy, <sup>2</sup>Communication, <sup>3</sup>Collaboration, <sup>4</sup>Adaptability, <sup>5</sup>Reading, <sup>6</sup>Writing, <sup>7</sup>Problem Solving, <sup>8</sup>Creativity and Innovation, <sup>9</sup>Digital

These Skills for Success have been identified in section 2.4 and/or 3.2 of your Contest Description and if applicable, in your Project and supporting documents.

## 2 CONTEST INTRODUCTION

### 2.1 Description of the associated work role(s) or occupation(s)

[https://www.skillscompetencescanada.com/en/skill\\_area/video-production/](https://www.skillscompetencescanada.com/en/skill_area/video-production/)

### 2.2 Purpose of the Challenge

To evaluate proficiency in the video productions field.

### 2.3 Duration of contest

During the SCNC 2022, the secondary category will be hosted virtually.

The competition for your skill will consist of a total of 10 hours.

A detailed schedule will be posted on our website.

## 2.4 Skills and Knowledge to be tested.

- Adaptability
- Collaboration
- Communication
- Creativity & Innovation
- Digital
- Problem Solving
- Reading
- Writing
- Numeracy

## 3 CONTEST DESCRIPTION

### 3.1 List of documents produced and timeline for when competitors have access to the documents on the Skills/Compétences Canada website

DOCUMENT	DATE OF DISTRIBUTION
All competition documents will be posted as they are ready for distribution <ul style="list-style-type: none"> <li>• Day One Project</li> </ul>	

### 3.2 Tasks that may be performed during the contest

- Produce 2 separate videos on the subject matter given at the start of the competition.
  - Day One - Produce a video that discusses “How COVID 19 has changed what is considered normal.” The video should have an opening and a closing. The genre **MUST** be identified in your production brief and the code and conventions of this genre adhered to.8
  - Length: 60 to 90 seconds1
  - Day Two - The type and topic will be provided at the start of competition day. Potential types of videos that competitors will be asked to produced will be: news report/ENG, short film, PSA, commercial/infomercial, promotional, instructional.7
  - Length: 45 seconds.

**Note:** Video 1, which will be completed by the end of day one, will be worth 60% of the final mark. Video 2, which will be completed by the end of day two, will be worth 40% of the final mark.

- Create a Production Brief stating the following<sup>1</sup>
  - Target audience

- Genre of Video: how you adhered to the code and conventions of this genre
- Goals and Objectives
- Pre-Production Planning that Occurred
- Approach
- Summary
- Equipment Used

*Skills for Success: <sup>1</sup>Numeracy, <sup>3</sup>Collaboration, <sup>5</sup>Reading, <sup>6</sup>Writing, <sup>7</sup>Problem Solving, <sup>8</sup>Creativity and Innovation, <sup>9</sup>Digital*

## **4 EQUIPMENT, MATERIAL, CLOTHING**

### **4.1 Equipment and material provided by Skills/Compétences Canada**

- Virtual platform which contains the project description, production brief, scope, instructional documents.

### **4.2 Equipment and material provided by the competitor and/or host facility**

- One editing system (desktop, laptop or tablet). Must be able to export a 1080p H.264 file (mov/m4v/mp4). Up to two displays made be used.
- Any accessories (power adapter, keyboard, mouse, monitor, monitor adapters, external drive, headphones, splitter, mouse pad, etc.) and software you wish to use. This software must be loaded prior to the start of the competition..
- If competitors use a computer or laptop from their school (instead of their personal computer), please ensure that the computer is unlocked so projects can be saved to the hard drive and technology support can be provided. This may require access to CMOS settings.
- Video cameras (maximum of two, video/DSLR/mirrorless/mobile device).
- Lenses (no limit on number of lenses)
- Memory cards free of previous recorded material, and a means of transferring footage to the computer (card reader, USB cable etc.)
- Batteries and chargers (for camera, audio devices, etc.)
- Microphones and audio recording devices (shotgun, boom, lav, handheld, wireless, external audio recorder, desktop usb mic, mobile devices, etc.)
- Headphones / splitter
- Tripods, monopods, handheld gimbals, rails jibs or sliders. NO DRONES.
- Lights: studio or camera mounted

## **5 HEALTH AND SAFETY**

## 5.1 Safety program

SCC has implemented a comprehensive safety program as health and safety is an integral part of our competitions. Our safety program includes guidelines and procedures to make the work environment in each skill area safer.

### 5.1.1 Safety manual

As part of our program a safety manual has been created to monitor and document health and safety within each skill area. It includes a definite plan of action designed to prevent accidents. The safety manual will be provided for every skill and these instructions must be followed and respected by all participants and officials at the SCNC.

### 5.1.2 Safety workshop

During orientation, Competitors will participate in a Safety workshop and they will be expected to work and maintain a safe working area during the competition. Any Competitor breaking any health, safety, and environmental rules, may be required to undertake a second safety workshop, this will not affect the Competitor's competition time.

## 5.2 COVID-19 Protocol

The COVID guidelines already in place within the participants' jurisdiction would need to be followed during the SCNC. It is the responsibility of the participants (Competitor, Proctors, NTC members, and anyone onsite during the competition) to ensure that the COVID guidelines are respected.

## 6 ASSESSMENT

### 6.1 Point breakdown

**Note:** This list is subject to change.

TASKS	/100
Production Brief Goals, Objectives and Solutions to Problems Genre of Video & and How Adheres to Code and Conventions of Identified Genre	5
Camera Work Exposure, Focus, Composition and White Balance Steadiness and Effective Use of Camera Movement	20
Audio Clarity & Overall Mix Appropriate Use	20
Editing Flow, Pacing, Transitions	15

Graphics, Titles, Effects	
Storytelling Effective Writing and Evidence of Planning Introduction and Closing Coherency	15
Project Specifications Correct length Correct format Correct filename Meets/adheres to genre specifications	15
Overall Impact Impact, Creativity and Overall Production Quality	10

## 7 CONTEST SPECIFIC RULES

Contest specific rules cannot contradict or take priority over the Competition Rules. They do provide specific details and clarity in areas that may vary from contest to contest. Any additional contest rules will be reviewed during the competitor orientation.

TOPIC/TASK	CONTEST SPECIFIC RULE
Project Details	<ul style="list-style-type: none"> <li>• Only copyright cleared music shall be used.</li> <li>• Visuals created or footage captured must be completed during the competition.</li> <li>• No footage captured prior to the competition is allowed to be used. All footage must be captured during the competition hours. The use of footage or images downloaded from the Web (YouTube, Google Images, etc.) will result in disqualification.</li> <li>• If your project includes people other than the registered competitors, please have them fill out the photography/media consent and release form and submit it with your project. The consent form is required to share your video on social media and to the public</li> <li>• You may record interviews using ZOOM, Skype, Microsoft Teams, and if needed, you can use capture recording software like OBS Open Broadcast Software to record the interview <a href="https://obsproject.com/">https://obsproject.com/</a></li> </ul>

	<ul style="list-style-type: none"> <li>• Proctors, coaches or province/territory reps are not to help, or supply props.</li> <li>• There are no restrictions on the use of the editing software including effects, generators, titles, colour correction, plugins, templates, etc. These must be loaded onto editing system prior to the start of the competition.</li> <li>• All editing must be completed in the presence of the proctor.</li> <li>• Completed videos must be within +/- 4 seconds of the specified length. If length is more than +/- 4 seconds, the video will not be judged.</li> <li>• Final videos must be named using the naming convention provided in the production brief:</li> <li>• <i>CVNC22_Skill 82_Province_Competitor Last Name_Competitor First Name_DayX</i> (Example: <b>SCVNC22_Skill 82_ON_Doe_John_Day1</b>)</li> <li>• Competitors must submit the final video by the end time period outlined for each day. The video must be exported to the desktop using the specifications outlined. The video will be uploaded to the virtual platform by the proctor. If the video is not finished exporting to the desktop by the end of the time period outlined for each day, it will not be judged. The production brief must be completed at this time as well.</li> <li>• If you do not have a proctor, please provide verification of video upload to the desktop by the end of the time period outlined for each day by taking a screen shot of the file properties displaying date and time.</li> <li>• Once the checklist and final project have been submitted there will be no opportunities to make any changes to the submission.</li> </ul>
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## 8 ADDITIONAL INFORMATION



## 8.1 Interpreter

If a competitor requires the help of an interpreter during the competition, the Skills/Compétences Canada Provincial/Territorial offices must advise Skills/Compétences Canada National Secretariat a minimum of 1 month prior to the competition or this service may not be guaranteed.

## 8.2 Ties

- Tiebreaker #1: In the event of a tie, the team with the highest combined score in Overall Impact criteria will determined the winner.
- Tiebreaker #2: If a tie still remains the team with the highest score in combined Storytelling criteria will be determined the winner.
- Tiebreaker #3: If a third tie occurs, the team with the highest score in the Editing criteria will be declared the winner.

## 8.3 Competition rules

Refer to the competition rules of the Skills Canada National Competition which can be found on our website.

## 9 NATIONAL TECHNICAL COMMITTEE MEMBERS

MEMBER ORGANIZATION	NAME
Newfoundland and Labrador	Cathy Quinton
New Brunswick	Dave Carson
Ontario	Rob Currie – Co-Chair
Manitoba	Noel Smith
Alberta	Stuart Serediuk
British Columbia	Shannon Hagen – Chair

Contact the Skills/Compétences Canada national secretariat for any questions or concerns: Nathalie Maisonneuve ([nathaliem@skillscanada.com](mailto:nathaliem@skillscanada.com)).