



CONTEST DESCRIPTION

Video Production

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:

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

These Skills for Success have been identified in section 2.3 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/

2.2 Purpose of the Challenge

To evaluate proficiency in the video productions field.

2.3 Duration of contest

11 hours

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
<ul style="list-style-type: none"> • Assessment Process • Day One Project 	All competition documents will be posted as they are ready for distribution

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 60 to 90sec video to make people aware of how inclusiveness has benefited the skilled trades.
 - The genre **MUST** be identified in your production brief and the conventions of this genre adhered to.
 - Length: 60 to 90 seconds
- **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 style report, short film, PSA, commercial/infomercial, promotional, instructional.
 - 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
 - Target audience
 - Genre of Video: how you adhered to the conventions of this genre
 - Goals and Objectives
 - Pre-Production Planning that Occurred
 - Approach
 - Summary

- Equipment Used
- Links/Documentation to Usage Rights to Any Audio/Music Used

It is the responsibility of the competitors to obtain permission to record in other contest areas. They must also ask about and take proper safety precautions.

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

4 EQUIPMENT, MATERIAL, CLOTHING

4.1 Equipment and material provided by Skills/Compétences Canada

- Desk area with power bar.
- Monitor supplied upon request (however any adapters must be supplied by competitors).
- USB stick which contains the project description, production brief, scope, instructional documents.

4.2 Equipment and material provided by the competitor

- One editing system. Must be able to export a 1080 H.264 file (mov/m4v/mp4). Up to two displays made be used.
- Teams must bring their own editing system. Editing system can be laptops, desktops or tablets. You are responsible for 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 arriving on site.
- If competitors are bringing 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 onsite. This may require access to CMOS settings.
- Video cameras (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 stabilizers/gimbals (NO rails, jibs, sliders or drones)
- Camera mounted or handheld, battery-powered lights

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-19 guidelines will be shared as soon as they are available. The COVID-19 guidelines will be subject to change based on the COVID-19 guidelines in place at the time of the competition.

5.3 List of required personal protective equipment (PPE) provided by Skills/Compétences Canada

- Safety Glasses
- Safety Gloves
- Safety Vests
- Hard Hat
- Hearing protection
- CSA approved toe caps

6 ASSESSMENT

6.1 Point breakdown

Note: This list is subject to change.

POINT BREAKDOWN	/100
Production Brief Goals, Objectives and Solutions to Problems Links/Documentation to Usage Rights for Audio/Music Used	5
Camera Work Exposure, Focus and White Balance Shot Composition & Sequencing Steadiness and Effective Use of Camera Movement	20
Audio Clarity & Overall Mix Appropriate Use	20
Editing Flow, Pacing, Transitions Graphics, Titles, Effects	15
Storytelling Effective Writing and Evidence of Planning Introduction and Closing Coherency	15
Project Specifications Correct length Correct format Correct filename Meets 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"> • Only copyright free music is to be used. The use of copyrighted music will result in disqualification of the video in which it was used. • Only props found on site are to be used during the competition. • Visuals created or footage captured must be completed during the competition. • Pre-production and planning documents are allowed to be completed prior to arriving on site. • Coaches or province/territory reps are not to help, supply props or appear in their team's video. • 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 arriving on site. • All editing must be completed in the skill area. • Completed videos must be within +/- 4 seconds of the specified length. If length is more than +/- 4 seconds, the video will not be judged. • Final videos must be named using the naming convention provided in the project brief. <ul style="list-style-type: none"> ○ ProvinceVideo1 or ProvinceVideo2 (ONVideo1 OR ONVideo2) • Competitors must submit final videos as well as the Production Brief via the supplied USB drive. If the USB drive is not handed to an NTC member by the end of the competition time of each day (4 pm for Day One and 12 pm for Day Two) the VIDEO WILL NOT BE JUDGED.

	<ul style="list-style-type: none"> Once the Production Brief and Final Project on the supplied USB stick has been submitted there will be no opportunities to make any changes to the submission.
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8 ADDITIONAL INFORMATION

8.1 Interpreter

If a competitor requires the help of an interpreter once onsite 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 Test Project change at the Competition

Day Two Project – NOT posted prior to start of competition.

8.4 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).