



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 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 2.4 and/or 3.2 (to be completed by SCC) 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
Assessment Process	December 2023
Day One Project	December 2023

3.2 Tasks that may be performed during the contest.

- Produce 2 separate videos on the subject matter given at the start of the competition⁹.
- **Day One:**
How does the hands-on nature of the skilled trades contribute to a sense of satisfaction and accomplishment.
 - The genre **MUST** be identified in your production brief.
 - 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^{6, 8}
 - 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.⁷

Skills for Success: 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.
- USB stick which contains the project description, production brief, scope, instructional documents.

COMPETITORS WILL BE REQUIRED TO USE THE MATERIAL AND EQUIPMENT PROVIDED BY SCC. ALL OTHER MATERIAL AND EQUIPMENT WILL BE REMOVED FROM THE SKILL AREA.

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 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

POINT BREAKDOWN	/100
Production Brief Target Audience Genre Identified/ Demonstration of use in video. Goals & Objectives Solutions to Problems Declaration of Copyright Clearance for Audio/Music Used	5
Camera Work Exposure & White Balance Focus Stability Camera Movement Shot Composition Shot Continuity	20
Audio Sound Quality Volume Levels	20

Sound Effect / Natural Sound Music	
Editing Sequence Flow Pacing Graphics & Titles Effects & Transitions	15
Storytelling Effective Writing/Use of Story Structure Evidence of Planning Introduction Closing Coherency Creativity	15
Project Specifications Correct length Correct format Correct filename	10
Overall Impact Reflects Stated Genre Delivers the Intended Message Impact Overall Production Quality	15

Note: This list is subject to change.

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. • 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. • 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 determine 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

Where the Test Project has been circulated to Competitors in advance, NTC shall change a maximum of 30% of the work content. Please refer to the Competition Rules.

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
Prince Edward Island	Dane Cutcliffe
Ontario	Rob Currie – Co-Chair
Manitoba	Noel Smith
Alberta	Stuart Serediuk
British Columbia	Shannon Hagen - Chair
Saskatchewan	Robert Wall
Nunavut	Justin Tambogon
New Brunswick	Mark Moore

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