



CONTEST DESCRIPTION

Video Production

SECONDARY

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

The Government of Canada has updated the previous Essential Skills framework to the new Skills for Success model in response to the evolving labour market and changing skill requirements. This model outlines nine fundamental skills Canadians need to thrive in work, education, training, and daily life.

Skills/Compétences Canada aims to highlight the importance of these skills, vital for success in trade and technology careers. Competitors can see how Skills for Success are integrated into contest descriptions, projects, and project documents. Recognizing these skills during the competition helps competitors match tasks with specific skills necessary for success and understand how these skills apply within their trade or technology programs and future careers.

The nine key Skills for Success, validated for workplace success, are:

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

These Skills for Success are detailed in sections 2.4 and/or 3.2 (to be completed by SCC) of your Contest Description and, if relevant, 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
Day One Project	December 2026

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:

- **Create a 60 to 90 second Social Media Promotional video on the topic listed below:**

You have been hired by a content creator who wants to encourage their followers to attend the Skills Canada National Competition at the Calgary BMO Centre.

Create a video that will excite viewers about Skills Canada Nationals and inspire them to attend the event.

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 Occurred⁷
 - Approach
 - Equipment Used
 - Innovative Solutions to Problems

- Links/Documentation to Usage Rights to Any Audio/Music Used
- If AI is Used, List and Describe How it was 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 & Innovation

3.3 Examples of video genres

Action/Adventure: Includes high-energy scenes /journeys and expeditions in various settings.

Comedy: Intended to provoke laughter with humorous situations and dialogue.

Dramatic Narrative: Focuses on emotional and relational development of characters.

Fantasy: Contains elements of magic, myth, and supernatural events.

Horror/Thriller: Designed to frighten and create suspense.

Mystery: Involves solving a crime or uncovering secrets.

Romance: Centers around love and relationships.

Science Fiction: Deals with imaginative and futuristic concepts.

Documentary: Presents factual information about real-life events or people.

Musical: Incorporates songs and dances as a significant part of the narrative.

Vlogs: Personal video diaries documenting daily life and experiences.

Tutorials/How-To Videos: Step-by-step guides on how to perform specific tasks or activities.

Unboxing Videos: Videos showcasing the opening of new products, often with initial impressions.

Product Reviews: Videos offering detailed evaluations and opinions on various products.

Behind-the-Scenes: Videos revealing the process and effort behind the creation of other content.

Memes/Short Comedy Clips: Brief, humorous videos meant to entertain and go viral.

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.

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 Innovative Solutions to Problems Declaration of Copyright Clearance for Audio/Music Used Declaration of use of AI – List and Describe How it was Used	5
Camera Work Exposure & White Balance Focus Stability Camera Movement Shot Composition Shot Continuity	20
Audio Sound Quality Volume Levels Sound Effect Natural Sound Audio Timing & Phrasing Music	20
Editing Sequencing Pacing Graphics & Titles Effects & Transitions Cohesive Colour Styling	15
Storytelling Effective Writing/Use of Story Structure Evidence of Planning Introduction Closing Coherency Creativity	15
Project Specifications	10

Correct length Correct format Correct filename	
Overall Impact Reflects Stated Genre Delivers the Intended Message Impact Overall Production Quality Technical Innovations	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	- 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 - AI can be used for written and story development but not for the creation of media. - Any AI tools used must be identified in the project brief. - 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. ○ 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 (4:30 pm for Day One and 12:30 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
Ontario	Rob Currie – Chair
Manitoba	Sean Reid
Alberta	Skye Ferguson
British Columbia	Shannon Hagen – Co-Chair
Saskatchewan	Robert Wall
New Brunswick	Mark Moore

Contact the Skills/Compétences Canada national secretariat for any questions or concerns: Olga Malvine Rwemera (olgamr@skillscanada.com).