

TV VIDEO PRODUCTION
Scope document
Secondary Level – Team of 2
March 26th, 2010 – St. John's

Duration: 6 hours

PURPOSE OF THE CHALLENGE

To evaluate proficiency in the television/video communications field.

ASSIGNMENT

To produce a 1 – 2 minute promotional video on Skills Canada. The target audience will be revealed on the day of the competition. Details will not be released prior to competition day.

***All aspects of this production assignment must be done on-the competition site by the contestants.**

SKILLS AND KNOWLEDGE TO BE TESTED

- Production Planning and Design
- Camera Work
- Audio Use
- Editing
- Story telling
- Teamwork
- Time Management
- Problem Solving
- Literacy
- Adaptability

COMPETITION TIME LINE

8:30-9:00 am Orientation Meeting
9:00-10:00 am Research and Planning
10:00-3:30 pm Shooting/ Digitizing/ Editing
3:30 – 4:00 pm Public Screening
4:00-4:30 pm Judging

PRODUCTION BRIEF/ SCRIPT

Create a one page handwritten outline stating the following:

- Storyboard
- Target audience
- Goals and Objectives
- Approach
- Equipment Used
- Innovative Solutions to Problems

EQUIPMENT, TOOLS AND SUPPLIES

Supplied by competitor:

Teams must supply one video camera (tape-based or hard-drive) with one lens, (camera must be firewire compatible or team must provide a firewire media converter, team must supply a 6 pin into the camera firewire cable), brand new raw footage tapes (if applicable) in original sealed packaging, batteries, recharger, one external microphone (all purpose – non-wireless) and microphone cable, headphones, and a single stationary tripod (no dollies). CD player to preview music is optional. No other equipment including lighting gear, audio mixers or special lenses/adaptors are acceptable. No in-camera effects permitted. Teams can bring backup equipment in case of malfunctions. All backup equipment must only be used in emergency situations and left with the PTC committee members at all times during the competition.

Supplied by committee:

The Committee will supply an Apple Macintosh iMovie based non-linear editing suite and a copyright cleared music library.

SPECIFIC REQUIREMENTS

Teams will be allowed to only use cuts, dissolves, static titles, freeze frames and music/sound effects from the copyright cleared CD library provided. On-camera talent should wear appropriate clothing with no visible brand logos and/or slogans and no provincial team identification. It is the responsibility of the competitors to obtain permission to videotape in other competition areas. They must also ask about and take proper safety precautions. Only props found on-site are to be used during videotaping. Tapes must not contain the names of students, or the school they represent. The same applies to the production brief. Your team will be assigned a number for identification purposes on the competition day. In-camera digital effects will not be permitted. It is the responsibility of the competitors to obtain permission to videotape in other competition areas. They must also ask about and take necessary safety precautions. It is mandatory that all teams use an Apple Macintosh computer with iMovie software.

POINT BREAKDOWN

Production Brief:	/5
Camera Work: composition and technical operation.....	/10
Audio: clarity, consistency, appropriate use, overall mix	/10
Editing: flow, pacing, transitions, effects, graphics	/25
Approach: participation, style; effective combining of imagery, sound and graphics	/15
Storytelling: evidence of planning; introduction and closing; fulfills goals/objectives; coherency; effective writing and/or information appropriate to subject matter, target audience, style of video....	/25
Overall Impact:	/10
Total Points	/100

- In the event of a tie, the team with the highest points in Storytelling shall be the winner. In the event of a tie in **Storytelling**, the team with the highest points in **Overall Impact** shall be declared the victor.

PROVINCIAL TECHNICAL COMMITTEE

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