

**12TH PROVINCIAL SKILLS COMPETITION**  
**2009 SKILLS CANADA NEWFOUNDLAND LABRADOR**



**82**  
**TV VIDEO PRODUCTION**  
**Scope document**  
**Secondary Level – Team of 2**  
**Friday, April 3<sup>rd</sup> College of the North Atlantic – PPD – 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.

**\*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/STORYBOARD**

Create a one page handwritten outline to include the following:

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

# 12TH PROVINCIAL SKILLS COMPETITION

## 2009 SKILLS CANADA NEWFOUNDLAND LABRADOR

### 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. 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 school 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 **mandatory** this year that all teams use an Apple Macintosh computer, using iMovie, Final Cut Express, or Final Cut Pro editing software.

### POINT BREAKDOWN

<b>Production Brief:</b> .....	/5
<b>Camera Work:</b> composition and technical operation.....	/10
<b>Audio:</b> clarity, consistency, appropriate use, overall mix .....	/10
<b>Editing:</b> flow, pacing, transitions, effects, graphics .....	/25
<b>Approach:</b> participation, style; effective combining of imagery, sound and graphics .....	/15
<b>Storytelling:</b> 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
<b>Overall Impact:</b> .....	10
<b>Total Points</b>	<b>/100</b>

- 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

**Tony Pretty** (chair) (NTC) anthonypretty@esdnl.ca

**Tom Donovan** tdonovan@nl.rogers.com

**Peter McCormack** pmccormack@crrstv.net