



# Limestone Skills Competition

## Friday, March 24, 2017

**COMPETITION: TV/Video Production – Team of 2 Secondary 2017**

Limestone Skills Competition Chair: Dawn Wallace, wallaceda@limestone.on.ca

Judges: TBA

Location: St. Lawrence College, Kingston, Ontario

### Purpose of the Contest:

To provide competitors with the opportunity to demonstrate, both through practical and theoretical application, their skills and knowledge in TV and Video production as they relate to the creation of an original **30 second Public Service Announcement**.

**Competitors will NOT be interviewed for this contest.**

### Skills and Knowledge to be tested:

- Production Planning and Design
- Product Marketing and Demographics (demonstrating effective marketing of a specific product to a specific audience demographic)
- Safe handling of all equipment and safe video production practices
- Technical Proficiency and stylistic approach: camera work and audio recording
- Technical Proficiency and stylistic approach: Audio and Video Editing
- Story Telling
- Teamwork
- Time Management
- Problem Solving
- Literacy

Some scientific evidence indicates teenagers benefit from later, Class start times. For example, check out:

<https://blogs.scientificamerican.com/observations/sleepy-teens-high-school-should-start-later-in-the-morning/>

Have fun exploring this topic.

### Project:

Designed for a team of **two participants**, it is your task to produce an original **30 second Public Service Announcement (PSA)** which pitches why

## **High School Should Start at 10a.m.**

**Your video must be suitable for a specific target audience of your choice** (i.e. teens, seniors, teachers, LDSB Trustees, young children, perhaps even a specific gender) **and be produced completely on the day of the competition**. All shooting and original sound recording must be done at the contest site without disrupting classes or other campus activities. Students may film other skill activities but are not permitted to conduct interviews with the contestants.

**This video contest has two distinct timelines.**

**1. Your preproduction package is due no later than 3p.m. Tuesday, March 21/17, and is to be emailed in PDF format [wallaceda@limestone.on.ca](mailto:wallaceda@limestone.on.ca)**

**2. Arrive at the competition with a second copy of your preproduction package for your own production use, Friday, March 24/17.**

## APPEARANCE OF INDIVIDUALS IN YOUR VIDEO

Whether as video, audio or both, you may

- appear in your own video
- videotape/audio record individuals as they participate in Skills Canada activities but are not permitted to conduct interviews with the contestants
- videotape/audio record people on campus to appear exclusively in the background (***Skills Canada Ontario Release Forms must be signed by each videotaped participant***)
- **note it is strictly against competition rules to video tape teachers, advisors, friends**

### REQUIRED PREPRODUCTION PACKAGE

#### 4 ELEMENTS

**WHICH YOU FORWARD AS A PDF by 3p.m. Tuesday March 21/17:**

1. Place **ONLY** the names of the two participants on the cover of this preproduction package. At **NO POINT** should you identify your school.
2. Your production brief\*, 1-2 pages in length which identifies
  - a. Target audience and age demographic (Who are you trying to reach with this message? Examples might be elementary school age kids or high school age teenagers or adults. You may even choose a specific gender: i.e. teenage boys)
  - b. Goals and objectives (What do you hope to accomplish with this video?)
  - c. Television stations, Websites, Blogs that you would want to use to air this PSA. (Different target audiences watch different TV stations.)
  - d. Approach for content (i.e. How you plan to interpret the concept, "Technology Shapes Culture" and persuade your target audience to feel the same. Is there a specific aspect of the Skills Competition that you wish to focus on to develop your message? What "angle" will you use? Will your approach be comedic or serious etc.?)
  - e. Production Schedule (how you plan to allocate your time for video taping, editing your PSA during the competition)
  - f. Any anticipated problems. (What things might cause you difficulties on the day. What back-up plan do you have to prevent these problems from ruining your video.)
  - g. A short list of any props or costumes you plan to use in your video
3. A copy of your production script\* (12 point Arial font) with cover.
4. a copy of your storyboard (be reminded you must email this document in PDF format to the designated email, by the designated date). To see an electronic storyboard format, consult: <http://habitualfilms.wordpress.com/storyboard/>

### **ON THE DAY OF THE COMPETITION, TO STANDARDIZE THE VIDEO ENTRIES YOU ARE REQUIRED TO "LEAD" YOUR PSA:**

**3 SECOND LEADER:** To help identify and standardize your PSA please put a **STATIC 3 second black leader immediately before** your 30 second PSA . In **simple white text**, on this leader put the FULL NAME of each video maker. No other text or graphic should appear.

*This is the only footage, text, graphic which should precede your 30 second entry. **At no time should your school be identified on or by your video***

### Clothing Requirements:

Competitors are to be dressed in a clean and professional manner.

Competitors are **not permitted to wear clothing with corporate, nor school logos nor names, nor wear inappropriate slogans or messages.**

To enter and videotape Skills Competition Areas (i.e. carpentry based), competitors must dress safely:

- \*supply and wear the appropriate clothing and protective gear
  - a. Safety eye wear (must include side shields) and hearing protection
  - b. No loose baggy clothing
  - c. No jewelry
  - d. No Hats or Caps
  - e. Work boots, steel toe mandatory

Competitors are not allowed to use Cell phones, nor participate in texting. CLEARLY IDENTIFY IF CELL PHONES, or other, aforementioned clothing are essential to your script, and story board,

\*\* Please note: Failure to wear protective clothing, may result in competitor being disqualified from contest.

### Equipment and Materials:

#### **Supplied by Competition Organizers:**

- A PC computer with Adobe Premiere Pro or a Macintosh computer with iMovie for non-linear video editing.
  - Teams will be allowed to use only their original video footage shot on the competition day). They must restrict themselves to simple cut, fades and cross dissolve transitions, still or moving titles. Freeze frames are not available, however, students may incorporate a series of single frames to develop freeze frame looks)

\*Access to the internet

\* Release forms for background actors

#### **Supplied by Competitors:**

- One Video Camera with one lens. Cameras must be firewire compatible or team must provide a firewire media converter
- One firewire for capturing video clips from camera to computer
- New minidv tapes, or SD Memory Cards to shoot raw footage if applicable
- Two rechargeable batteries and a plug-in battery charger if applicable
- One microphone (all purpose – **non wireless**) with microphone cable that connects to camera
- Headphones (if camera has headphone jack)
- Tripod and appropriate quick release plate or screw mount to attach camera to tripod
- portable CD, MP3 player to preview music is optional
- **copyright cleared music and sound effects** (music over 50 years old, released before 1959, is in the public domain: i.e. most classical, most older jazz, some older pop, some early rock and roll)
- One USB flash drive/stick

\*for this level of the Skills Canada Competition competitors **may use their own lap tops and video editing programs** for editing but are subject to the same rules regarding editing restrictions

No other equipment **including lighting gear of any type, audio mixers, audio editing or special effects programs, or special lenses** are acceptable. (No in-camera special effects are permitted. Teams will not be allowed to load any software on the computers supplied on competition day.).

Please ensure that all equipment and props the students bring are labeled with their names and their home school.

**SAFETY:**

Safety is a priority at the Qualifying Competitions. At the discretion of the Judges and Committee Members, any competitor can be removed from the competition site for not having the proper safety equipment or for not acting in a safe manner.

\*Competition judges will have final authority on matters of safety.

Notes to teacher / adviser: Please ensure any tools or equipment that is used for the purpose of the event is checked before the student arrives.

Clean-up of the entire work area is mandatory for all competitors and will take place after the judged portion of the competition.

No student will be excused until clean-up activities are complete.

**Evaluation:**

Each team will present their final PSA video project (stored to a USB Flash Drive) to the team of judges at a screening toward the end of the competition. All contestants will see all other competitor's videos. Points will be awarded according to the following criteria:

<b>Pre-Production Package:</b> production brief (with all required elements), script and storyboard; includes choice of approach, style, demographic/target audience	<b>25</b>
<b>Storytelling</b> How clear is the message and impact of this PSA particularly as it relates to the identified target audience/demographic? How effectively is the concept, "High school should start at 10 a.m.," promoted through the story construction of this PSA? Evidence of effective pre production planning. Good introduction and closing; unified and well ordered; effective writing; ideas expressed are appropriate to the assigned topic and target audience; interesting style	15
<b>Camera Work:</b> Appropriateness of shot choices and technical execution, i.e. visual clarity, shot composition, camera angles & camera movement	15
<b>Audio:</b> Appropriateness of Audio choice and technical execution i.e. sound clarity, audio levels and overall sound mix balance	15
<b>Editing:</b> Stylistic Approach, technical precision, innovation (Precision of edits. Does it flow? Is it appropriately paced? Are transitions effective? Are video effects used appropriately? Are text graphics informative, consistent and without errors? Do they have impact? Is it creative?)	15
<b>Overall Impact of PSA:</b> How persuasive is this PSA to its specified target audience? How original is this persuasive message?	15
<b>Total:</b>	<b>100</b>

\* A minimum score of 60% will be required to receive any ribbon or medal or to be eligible to advance to the Skills Ontario Regional Competition. *(this may need changes based on regional comp or not)*

**In the event of a tie, the team with the highest points for their Pre-Production Package shall be the winner.**

Instructions for student participation in the Regional Event will be given at this time.

Should you have any questions about this scope please contact the competition chair:

*Dawn Wallace [dwallace@limestone.on.ca](mailto:dwallace@limestone.on.ca)*

