



# Provincial Scope Document

*TV/VIDEO PRODUCTION (Secondary) 2023*

*Team of Two*

**Contest Length: 6 hrs**

**Check in time: 8:00**

**Contest Start: 8:30**

## Purpose of the Challenge:

To evaluate proficiency in the Video Productions field.

## Skills & Knowledge to be Tested:

- Production planning and design
- Camera Work
- Audio Use
- Editing
- Storytelling
- Teamwork
- Time Management
- Problem Solving
- Literacy
- Adaptability

## Specific Requirements:

**Production Assignment:** To produce a 60 second to 90 second INFLUENCER STYLE video on a product presented at the beginning of the competition.

*An Influencer video is defined as: a type of sponsored content created by a YouTuber, Instagram star, or other influencer to promote a brand. The videos themselves can vary depending on the Influencer (Haul videos, Unboxing videos, “How-to” videos, Vlogs, Product Placement.) Do your research on the TYPE of influencer video that will be created during the competition.*

- A team may consist of no more than 2 competitors.
- At the orientation meeting the theme will be presented, editing times will be assigned and further directions, clarifications, and responses to questions will be addressed.

**Production Brief:** Create a one page handwritten outline stating the following:

- ❑ **Heading:** should include Title, Production Brief and Team Number (do not identify your names or school name on this sheet)
- ❑ **Target Audience:** a statement outlining your strategy to “grab” your target audience.
- ❑ **Goals and Objectives:** state your goals and objectives for the video.
- ❑ **Approach:** explain and justify your choice of style i.e. music; types of shots; graphics; pacing etc. and how this relates to the how you chose to complete the phrase.
- ❑ **Equipment Used:** list the equipment used in production including format.
- ❑ **Media Used:** list of media that has been used included releases or permissions if required.
- ❑ **Innovative Solutions:** explain problem-solving methods used to overcome any challenges encountered during the production.

## Equipment / Tools / Materials

### **Teams must supply: (no equipment will be supplied by Skills Canada)**

- ∞ Editing Platform of choice including the Editing System itself (Mac or PC). Only ONE system is to be used – no additional laptops, tablets or phones.
  - ∞ One video camera or DSLR with lenses.
  - ∞ A recording hard drive/memory card free of previous recorded material, and a means of transferring footage to the computer, i.e. card reader, 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).
  - ∞ Tripods, monopods, handheld gimbals, rails jibs r sliders. NO DRONES.
  - ∞ Lights: studio or camera mounted.
- ∞ **It is the responsibility of the competitors to ensure that all of their equipment is working properly before arriving, and that they have ample battery power for location shooting.**
  - ∞ **Copyright FREE music must be used in the video. The Competitors will need to bring the music as there will be no network for downloading.**

There are no clothing requirements, however, on-camera talent should wear appropriate clothing with no visible brand logos, or brands should be covered over with tape. Also avoid the use of visible brands in shots; ie) Mac laptop logo, Coca Cola machine etc.

## Safety Requirements:

Safety awareness/requirements will be maintained at the minimum industry standards at all times. A contestant will not be allowed to compete without the safety equipment noted on this scope document.

## Judging / Distribution of Marks

### EVALUATION

The video will be judged using the evaluation outline listed below:

/05	<b>Production Brief</b>
/20	<b>Camera Work:</b> composition, sequencing and technical operation
/20	<b>Audio:</b> clarity, inclusion of narration/interview, inclusion of natural or location sound, overall mix
/15	<b>Editing:</b> flow, pacing, transitions, effects, graphics, titles
/15	<b>Storytelling:</b> evidence of planning; appropriate introduction and closing; effective writing and/or information suitable to subject matter, target audience and style of video.
/15	<b>Project Specifications:</b> meets genre specification; reflects the required statement/quote; fulfills goals & objectives; correct length
/10	<b>Overall impact</b>
<b>/100</b>	<b>Total</b>

### Technical Committee:

Shannon Hagen  
Provincial Technical Chair  
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*If you have any questions, please contact Shannon Hagen using the email provided above.*

**Gold medal winners at the BC Skills Competition are eligible to compete at the National Skills Competition May 25<sup>th</sup> and 26<sup>th</sup> in Winnipeg, Manitoba.**

**Skills Canada BC reserves the right to make changes to the scope document.  
Please check the web site for updates.**