

2017 MICHIGAN SKILLS USA CHAMPIONSHIPS TASK AND MATERIALS LIST

SKILL OR LEADERSHIP AREA: Television Video Production

CONTEST LOCATION:

JW Marriott
235 Louis Campau St. NW
Grand Rapids, MI 49503
(616) 242-1500
<http://ilovethejw.com/>

RESUME:

Each student must submit a one-page printed resume before the contest start at the contest site (present to contest coordinator, not judges). The resume is no longer submitted online. This is the only time that resumes can be turned in. Failure to do so will result in a 10 point penalty.

Contest Mission

To produce a 60-second television spot for a specified client (to be announced the morning of the contest)

Contest

- 60-second television spot.
- Footage acquisition time: 2 hours
- Editing time: 2 hours
- Export window after editing time ends: 15 minutes
- Per the client, mandatory items to be included in the TV spot may be provided on contest morning. (i.e.: logos, contact info, target demographic, etc.)

CONTEST DETAILS Friday, April 7: JW Marriott, Omichachiman Room

*****THIS IS A MANDATORY MEETING** -3:00 pm at the JW Marriott, Omichachiman Room

*****THE TEST WILL BE GIVEN AT THIS MEETING.** It is crucial to be in attendance.

One hour visit to scout filming location will be included. No filming equipment allowed. Still images for planning reference only is permitted.

Saturday, April 8: JW Marriott, Omichachiman Room

8:00am – Set up editing equipment
8:50am – Go to filming location
9:00 – 11:00am – Filming
11:15am – Go back to JW Marriott
11:30am – 12:15pm – Lunch (on your own)
12:30 – 2:30pm – Editing
2:30 – 2:45pm – Export and turn in
3:00 – 4:00pm – Judging
3:30 – 4:30pm – Judging

EQUIPMENT & MATERIALS Required Equipment (Each team must bring) 1 Unopened Tape or SD Card for Camera (SD Cards must be completely blank – prior to the competition – an advisor will verify.)

- Video Camera with batteries
- Tripod or Steady Cam (Cannot Use Both)
- Microphones & Microphone Cables
- Headphones
- Computer with Editing
- Software
- Power Strip
- Extension Cord (Grounded, at least 25 ft.)
- Firewire Cable or Card Reader Royalty/Copyright Free Music

Optional Equipment

Digital Audio Recorders

TECHNICAL SPECIFICATIONS

Final Movie Export Requirements

- Aspect Ratios: 4:3 or 16:9
- Frame Rates: 23.97fps, 24fps, 29.97fps, or 30fps Scanning: Progressive or Interlaced
- Resolution: 480 (SD) formats, and 720, 1080 (HD) formats are acceptable up to 30fps. Codecs: H.264 or MPEG-2
- The video must be 60 seconds +/-10 frames. *Timing will start with the first visible frame of video to the last visible frame of video.
- Video must be preceded by 5 seconds of black –5 seconds of slate – 5 seconds of black. Video must have 5sx of black at the end (following the 60 sx spot.)
- Slate **MUST** include: MI SKILLS USA – TEAM LETTER – Both Contestant #'s – Date. Videos will be exported as FILES and transferred to USB thumb drive media for submission. Audio and video must be in the same file. We cannot accept submissions with separate audio and video files.

Other Mandatory Elements

- Students must compete in teams of two.
- Participants must abide by all safety guidelines and procedures.
- All video/audio will be acquired the given filming timeframe on location. All audio will be done in the field.
- Voice/over can be done during post-production, however a quiet location is not guaranteed.
- You should include at least one of the following audio elements: natural sound (original camera audio), narration and/or sound bites, and music during at least one portion of the project.
- Graphics can be used and are encouraged. Add-ons such as Photoshop, LiveType, After Effects and Motion **ARE PERMITTED**.
- The finished video must be exported as a Standard Definition (NTSC – 4:3 or 16:9) or

- High Definition (29.97 seconds) video exported as a .mov or .avi file. Files should be under 1.5 GB labeled with the team letter. All exports must be completed in 15 minutes or less. No videos will be accepted after 15 minutes exporting time. A 2GB flash drive will be provided to each team by contest official.
- DSLR cameras are becoming more common in video production, therefore they are permitted. Any rigs to convert the DSLR for handheld use must be tripod mountable. Any monitor used with the DSLR must be attached to the DSLR rig. It cannot be a separate piece of equipment.
- No internet usage allowed during the competition. This includes both the filming and editing portions of the contest. Any team caught using the internet to obtain elements will be given a 25 point penalty.

Contest Time-Frame:

- Students will need to set-up Saturday morning. Setup must be completed 8:30 am.
- Students will receive the contest overview at the location along with a chance to speak with the client. Students will have 2 hours to acquire all video. Before any usable footage is acquired, students **MUST** shoot 10 seconds of a designated marker at the beginning of their tape or digital card. Raw footage will not be collected – but students must be prepared to show the marker to observers. Students must return to the designated area on time, tardiness will be penalized. There will be a **5-point penalty** for every minute the team is late returning, teams **more than 10 minutes late WILL BE DISQUALIFIED**. Students need to report to the editing room upon arrival. From there, we will begin a
- 35-minute break for lunch. Lunch will be on your own.
- Upon return, all participants are required to take a 25 question written exam. This exam score will be used as part of their total score. The exam will be based on areas that are listed in the Standards and Competencies list.
- The editing session will begin promptly following the written test..
- Students must turn in the finished production on USB flash drive to the judges by the time limit. 2GB flash drives will be provided by contest officials.
- Penalties will be taken off total score after the judging score is completed. i.e.; a penalty for improper timing will be taken off the score one time at the end, not from each judging sheet individually.

MUSIC

- All music must be royalty free. **Usage of music with copyright protection will result in disqualification.**
- All royalty free music must have a written contract or statement proving that the music library being used is cleared for production use by the school of the team using it.
- Music must be stored on cd or hard drive. **NO INTERNET USAGE IS ALLOWED.**

Questions & Problems:

- You may ask contest officials questions during the contest.
- During the scheduled editing session, student teams must not confer, collaborate or work in any way with their advisor, any other adult or student. Violation of this rule will be grounds for disqualification. If you experience technical difficulty or equipment failure during the contest do your best to solve it. This will not extend your time to complete the assignment.
- Students must also use the computer designated for their team, they cannot use another computer brought by their school to the competition.
- It is highly recommended that your computer be free from any restrictions and that the user has full

- administrator rights to the computer being used.
- Tip: Test your rendering and export time before the contest.

Clean Up

Clean up will take place after the 15 minute export time has expired. Students will be allowed to sit quietly at their computers or leave the room. If students leave the room, they will not be allowed to return until the competition is concluded.

Location Considerations:

- Stay in public areas only
- You must ask permission before you videotape visitors.

Official Dress

- Black Dress Pants
- White Collared or Polo Shirt (No visible logo except SkillsUSA)
- Black Dress Shoes

Equipment/Effects that are NOT Permitted

- Reflectors
- Light Kits
- On-board Camera Lights
- No Pre-produced Motion Graphics or Templates (Jumpbacks, Livetype Backgrounds, etc.)
- No Cranes, Jibs or Ziplines
- Monitors that are not attached to camera rig.

Revised 2/27/17

SkillsUSA State Contest Television Production Rating Sheet

Judges: Please circle the number corresponding to the level of proficiency demonstrated in each category using the following key:
 0 - Not demonstrated 1 - Almost Never 2 - Rarely 3 - Sometimes 4 - Most of the Time 5 - All of the Time

CAMERA OPERATION

Shot Composition (framing)	1	2	3	4	5
Shot Variety	1	2	3	4	5
Motivated Camera Movement (Smooth Pan/Zoom)	1	2	3	4	5

CATEGORY TOTAL

VIDEO QUALITY

Proper Exposure	1	2	3	4	5
White Balance	1	2	3	4	5
Proper Focus	1	2	3	4	5
No Tape "Hits" or Digital Break-up	1	2	3	4	5

CATEGORY TOTAL

AUDIO QUALITY

Proper Audio Levels	1	2	3	4	5
Appropriate Mix	1	2	3	4	5
Use of Natural Sound	1	2	3	4	5
Use of Voice-Over / Interview	1	2	3	4	5

CATEGORY TOTAL

EDITING TECHNIQUES

:05 black / :05 slate / :05 black / :05 black at end	1	2	3	4	5
No Jump Cuts	1	2	3	4	5
Proper Use of Graphics	1	2	3	4	5
Continuity / Flow	1	2	3	4	5

CATEGORY TOTAL

CONTENT

Effective Communication of Theme	1	2	3	4	5	6	7	8	9	10
Viewer Interest Created	1	2	3	4	5					
Referenced Client Specific Information	1	2	3	4	5					
Creativity	1	2	3	4	5					

CATEGORY TOTAL

CONTENT

Cyber College Test 25 Possible

CATEGORY TOTAL

PENALTIES

Tardiness to Session
(-2 points per minute)

Program Length (:60
+/- 10 frames)
(10 Point Penalty)
Not Properly Dressed
(10 Point Penalty)
GRAND TOTAL

Additional Comments:

Judge Signature and Date

X_____

TV Production Competencies from SKILLS USA
(most of them not currently in the FLDOE TV Production Frameworks)

Standards and Competencies

TV 1.0 — Apply the knowledge and skills necessary to describe TV/ Video production overview

1. Describe video production careers
2. Explain production overview
3. Complete program proposal and treatment for a production
4. Explain the three production steps
 - 4.1. Explain pre-production
 - 4.2. Define the production stage
 - 4.3. Explain the post-production step
5. Complete storyboards for a production
6. Define scriptwriting guidelines
7. Explain costing out a production
- 10.8 Define world video standards
- 1.09 Define HDTV standards

TV 2.0 — Implement the knowledge needed to describe how television works, video quality and color

1. Describe fields and frames
2. Define interlaced and progressive scanning
3. Describe analog and digital signals
4. Describe component and composite video signals
5. Demonstrate use of waveform monitor and vectorscope
6. Describe principles of color

TV 3.0 — Apply the knowledge needed to describe and demonstrate lens operation and control

1. Describe the type of lenses
2. Define angle of view
3. Describe zoom ratio
4. Demonstrate f-stops iris
5. Demonstrate control of depth of field
6. Illustrate focusing/follow focus/rack focus/macro focus

TV Production Competencies from SKILLS USA

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TV 4.0 — Apply the knowledge and skills necessary to describe and demonstrate camera operation and control

1. Define video resolution
2. Describe and demonstrate camera mounts and tripod use
3. Operate camera pan heads
4. Demonstrate basic camera moves (i.e., pan/tilt/dolly/truck/pedestal)
5. Illustrate black balancing and white balancing
6. Describe shutter speed
7. Demonstrate control of exposure through the use of f-stops
8. Explain frame rate
9. Demonstrate use of camera viewfinder

TV 5.0 — Implement the skills and knowledge needed for describing and demonstrating composition

1. Describe form vs. content
2. Demonstrate insert and cutaway shots
3. Describe static composition
4. Describe dynamic composition
5. Define single center of interest
6. Describe shifting the center of interest
7. Demonstrate leading the subject
8. Describe the Rule of Thirds
9. Define maintaining tonal balance
10. Define balance of mass
11. Demonstrate frame central subject matter

TV 6.0 — Apply the knowledge and skills needed to describe and demonstrate video lighting

1. Describe hard and soft lighting
2. Define color temperature
3. Demonstrate intensity control through varying distance
4. Identify lighting instruments
5. Identify attachments to lighting instruments
6. Demonstrate three-point lighting (i.e., key/ fill/ back light)
7. Describe lighting ratios
8. Describe back light intensity
9. Describe subject-to-background distance
10. Describe area lighting

TV Production Competencies from SKILLS USA
(most of them not currently in the FLDOE TV Production Frameworks)

11. Apply the uses of existing (natural) light
12. Demonstrate drawing of a light plot
13. Identify lighting controls
14. Calculate on-location power needs

TV 7.0 — Implement the skills and knowledge needed to describe and demonstrate audio

1. Describe the frequency-loudness relationship
2. Define room acoustics
3. Differentiate major microphone designs
4. Describe directional characteristics
5. Define handheld and personal microphones
6. Position microphones
7. Identify audio connectors
8. Demonstrate positioning of microphones cables
9. Describe types and uses of wireless microphones
10. Describe phase cancellation
11. Describe methods of creating the stereo effect
12. Describe digital audio
13. Describe analog audio
14. Demonstrate operation of audio mixer controls
15. Describe issues of using audio from a PA system
16. Describe production communication systems

TV 8.0 — Apply the knowledge and skills needed to describe and demonstrate video recording media

1. Describe the videotape recording process
2. Describe hard drive based recording
3. Describe disk-based camcorders
4. Define solid state memory storage
5. Describe video servers
6. Describe consumer video formats
7. Define digital compression
 - 7.1. Describe MPEG-2
 - 7.2. Describe MPEG-4
 - 7.3. Describe JPEG
8. List professional video formats

TV 9.0 — Apply the knowledge and skills needed to describe and demonstrate video editing

TV Production Competencies from SKILLS USA
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1. Describe continuity editing
2. Demonstrate continuity techniques
3. Demonstrate cutaways
4. Define relational and thematic editing
5. Demonstrate bridging jumps in action
6. Demonstrate bridging interview edits
7. Illustrate shooting angles
8. Describe or demonstrate audio continuity
9. Demonstrate maintaining consistency in action and detail
10. Demonstrate operation of software-based editors
11. Use linear and non-linear editing systems
12. Explain time-code
13. Define on-line and off-line editing

TV 10.0 — Apply the knowledge and skills needed to describe and demonstrate graphics

1. Describe titling
2. Describe character generator

TV 11.0 — Apply the knowledge and skills needed to describe and demonstrate location production

1. Complete a location survey
2. Define camera placement
3. Illustrate microphone placement for on-location audio
4. Demonstrate on-location lighting techniques
5. Illustrate on-location production communication
6. Define multiple-camera production
7. Define single-camera production
8. Define film-style dramatic production