

2021 MICHIGAN SKILLS USA CHAMPIONSHIPS TASK AND MATERIALS LIST
SKILL OR LEADERSHIP AREA: Television Video Production

CONTEST LOCATION:

Virtual - each team's classroom with final video uploaded to YouTube.
April 16-19, 2021 - Television Video Production contest timeframe

RESUME:

Each student must submit a one-page printed resume before the contest begins online.

CONTEST DETAILS:

- To write, shoot, edit, upload, and email the link to a 60-second television spot for a specified topic that will be provided the first day of the contest.
- Must be a team of two SkillsUSA members
- Will be recorded and edited at each team's school.
- Final video must be uploaded by 11:59pm on April 19, 2021
- The video topic will be provided at a contest orientation via zoom on April 16, 2021 @ 1pm
- There will be an online test covering video production topics, each team member will take. The team scores will be averaged together as part of their team score.
- There will be an online leadership test that will be used as a tie-breaker.

NOTE: This is a contest that is being run on the honor system. Once the contest topics are given, advisors and other adults should not have any role in the student productions, other than signing out equipment. Uploading should also be done by the students.

COVID-19: Students must follow their school's COVID-19 rules regarding masks and social distancing. That policy is to be provided along with the video link to the contest coordinator.

CONTEST TIMEFRAME:

Friday, April 16, 2021 - Contest orientation meeting via zoom for contestants, advisors, and proctors at 1pm is being hosted by Michael Kaufman. Here is the Zoom meeting information:

<https://us02web.zoom.us/j/82432815747pwd=eElsNDFzcFQ1QlhTQ1dLcThQNkxCdz09>

Meeting ID: 824 3281 5747 Passcode: SiCXw9

Saturday, Sunday, Monday, April 17-19 will be production and post production days.

The final video must be uploaded to YouTube and the link emailed the contest coordinator by 11:59:59 on April 19.

Email the YouTube link, to Michael Kaufman at kaufmimi@lc-ps.org. In the email subject have the following SkillsUSA TV/Video Production 2021, Team Letter X. Also include your schools official COVID-19 policy regarding masks in the email.

In the YouTube video description include #MISkillsUSATV/VideoProduction2021 and list the source of the royalty- free music used in the video.

The video Slate MUST include: MI SkillsUSA - Team Letter - Both Contestant #'s - Date completed. Do not include the name of your school in the slate or in the video description.

TECHNICAL SPECIFICATIONS

- 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 5 seconds of black at the end (following the 60 second spot.)
- The YouTube link will be emailed to the contest coordinator by the contest deadline. Make sure you know how long the upload will take you and for it to appear on the site as to not miss the deadline. Technical difficulty in uploads will not allow more time in the contest. As long as the link is submitted before the deadline, it can still be encoding on the site. As long as the link that is submitted before the deadline is working when the judges begin to review the videos, you will be included in the contest. Any link that is not working or sent after the deadline will be disqualified.

MUSIC

- All music must be royalty free. **Use of music with copyright protected music 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. If there are questions or concerns this documentation will be requested.

Rules:

1. All content must be school appropriate.
2. While students are working on their videos during class time, they are not permitted to request help, feedback, or production advice on the competition video from their teacher/advisor.
3. Students may request to sign out equipment from their teacher/advisor, but not to ask for recommendations on what equipment to use for the video or receive any training on the equipment.
4. Students may cast actors outside of their group to be in their video, but cannot add other crew members or writers. Production must be done by the two team members.
5. All music is royalty free.
6. All visuals must be obtained by the contest teams, unless it is supplied by the contest coordinator as a required element.

The judging rubric has been included.

Revised 02/23/2021

SkillsUSA State Contest Television Video 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, 10 = Almost Never, 20 = Rarely, 30 = Sometimes, 40 = Most of the Time, 50 = All of the Time

CAMERA OPERATION

Shot Composition (framing)	10	20	30	40	50	CATEGORY TOTAL:
Shot Variety	10	20	30	40	50	
Motivated Camera Movement (Smooth Pan/Zoom)	10	20	30	40	50	

VIDEO QUALITY

Proper Exposure	10	20	30	40	50	CATEGORY TOTAL:
White Balance	10	20	30	40	50	
Proper Focus	10	20	30	40	50	
No Digital Break-up or Noise	10	20	30	40	50	

AUDIO QUALITY

Proper Audio Levels	10	20	30	40	50	CATEGORY TOTAL:
Appropriate Mix	10	20	30	40	50	
Use of Natural Sound	10	20	30	40	50	
Use of Voice-Over/Interview	10	20	30	40	50	

EDITING TECHNIQUES

:05 black / :05 slate / :05 black/ :05 black at the end	10	20	30	40	50	CATEGORY TOTAL:
No Jump Cuts	10	20	30	40	50	
Proper Use of Graphics	10	20	30	40	50	
Continuity / Flow	10	20	30	40	50	

CONTENT

Effective Communication of Theme	10	20	30	40	50	CATEGORY TOTAL:
Viewer Interest Created	10	20	30	40	50	
Referenced Client Specific Information	10	20	30	40	50	
Creativity	10	20	30	40	50	

WRITTEN TEST

Written Test	50 points	CATEGORY TOTAL:	
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PENALTIES

Program Length Too Long or Too Short (:60 +/- 10 frames) -10 points

Resume Penalty (0 or -10 points)

GRAND TOTAL:

Total Possible Points 1000

Additional Comments:

Judge Signature _____ Date: _____

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

(most of them not currently in the FLDOE TV Production Frameworks)

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